

Scoop.

THE MPISCC NEWSLETTER AUG '24



MIDYEAR UPDATE FROM MPISCC'S PRESIDENT

I hope this message finds you well and enjoying the vibrant summer season. Reflecting on the past twelve months, I am filled with pride and gratitude for the remarkable journey we have shared. This year has been marked by numerous opportunities, significant achievements, growth, and community building. I am excited to highlight some of our successes with you and share our current projects and future plans.

Accomplishments and Milestones:

- Our chapter has welcomed many new members, bringing our membership to 449. This is a testament to the vibrant, inclusive environment we continue to cultivate.
- We've organized numerous impactful events that have significantly contributed to our members' professional development. Notably, MPISCC WeCon 2024 was featured in *Smart Meetings Magazine's* May 2024 issue as an innovative, collaborative, and empowering conference. Additionally, our revamped fundraising event, Gathering for Good in June, exceeded our financial goals.
- Engagement has soared through various channels beyond our typical events: our rebranded Scoop newsletter, active social media presence, and enhanced After 5 meet-ups which take place in 11 regions.
- We've established valuable marketing opportunities for our annual sponsors, providing them with exposure to over 225 planner members with measurable ROI.

None of this would have been possible without your unwavering support and active participation. I am deeply grateful to each of you for your commitment to our chapter and its mission.

Future Plans and Projects:

- The newly developed MPISCC RoadShow will launch in September, providing a more intimate and personalized opportunity to learn and network and MPISCC's reimaged State of the Industry (SOTI) is scheduled for November 2024.
- Our chapter is committed to amplifying its fight against human trafficking. Every event we host will provide impactful opportunities to learn how to combat this heinous crime.
- The Board of Directors will strategically invest our assets to fortify our chapter's financial reserves and ensure long-term stability.
- We are enhancing and streamlining our internal processes to balance board productivity and efficient resource management.

As we continue to grow and move forward, your opinion matters greatly to us. In August, MPI Global will launch the annual member survey, providing a great opportunity for you to share your thoughts, feedback, and suggestions on how we can serve you better.

Thank you for an incredible year thus far. I look forward to continuing this journey with you in the coming months as we continue to Embrace, Elevate, and Engage each other and our industry. Together, we will reach new heights and create lasting memories.

Mai Lim, President, MPISCC

111 ATTENDEES
432 BIDS
50 DONATIONS TO THE LOS ANGELES LGBTQ CENTER
\$25,000+ RAISED

THE NUMBERS SPEAK FOR THEMSELVES AND
WE COULDN'T HAVE DONE IT WITHOUT YOU!



Thanks for the pic's
GIRL SQUAD



UNVEILING HOLLYWOOD'S NEW EVENT EPICENTER

The Universal Studios Lot Event Center has officially opened its doors to guests looking to host memorable events amidst the vibrant atmosphere of Hollywood. Nestled within the studio's sprawling grounds, this new modern facility boasts a 4,500-square-foot event venue located in the Employee Commons area. Guests can enjoy breathtaking westward-facing views of the Hollywood Hills from the ballroom, as well as the stylish pre-function space and outdoor terrace.

Part of an extensive campus renovation project, the Event Center complements the studio's array of outdoor gathering spaces, high-end dining options, and a lush open lawn surrounded by trees, all ideal for hosting a variety of events. The venue itself is highly versatile, accommodating up to 500 guests when used as one large space or partitioned into four separate rooms for more intimate gatherings. Equipped with state-of-the-art AV technology, contemporary furnishings, and onsite catering services, the Event Center promises to elevate any occasion.

Adding to the allure are three state-of-the-art theaters located just one floor below the Event Center. The Main Theater seats 250 guests, while two smaller theaters each seat 114, all equipped with Dolby® Atmos sound technology and capable of screening multiple formats.

Designed with event planners in mind, the Universal Studios Lot Special Events team, under the leadership of Krista Boling, VP of Marketing & Special Events, ensures a seamless experience. From lighting and grip services to costume rentals and transportation options, the studio offers a comprehensive suite of services, making it a preferred one-stop destination for events of all scales and themes.

From the recent NBCUniversal LA Screenings meetings to networking mixers, conferences, galas, and themed cocktail receptions, the Universal Studios Lot remains an iconic venue capable of transforming visions into unforgettable experiences.



CONNECTING LAS VEGAS AND SOUTHERN CALIFORNIA

Brightline West has embarked on a groundbreaking endeavor: the development of America's first high-speed passenger rail system connecting Las Vegas with Southern California. Recently, federal, state, and local officials gathered at the Las Vegas station location for a symbolic spike-hammering ceremony to mark the commencement of this transformative project.

This innovative rail system promises to significantly reduce travel times, offering a swift alternative to congested highways along the I-15 corridor. With trains capable of speeds up to 200 miles per hour, travelers can expect to reach their destinations in nearly half the time it would take by car. More importantly, Brightline West's trains will operate on fully electric, zero-emission technology, representing a monumental step towards reducing greenhouse gas emissions. Annually, this initiative is projected to cut over 400,000 tons of CO2 and eliminate vehicle miles by more than 700 million—equivalent to the impact of 16,000 short-haul flights.

The economic implications of Brightline West are equally profound. This \$12 billion infrastructure investment, funded through a combination of public and private sources, is expected to generate over \$10 billion in economic impact across Nevada and California. Moreover, the project is set to create over 35,000 jobs during its construction phase, further bolstering the regional economy and establishing a new industry and supply chain in high-speed rail technology.

Emphasizing its commitment to American manufacturing, Brightline West will utilize 100% American steel rail, ensuring full compliance with Buy America regulations. The rail system will be constructed and operated by union labor, reinforcing its role in supporting local communities and American workers.

As Brightline West propels forward, it not only promises to revolutionize regional transportation but also sets a global standard for sustainable, efficient, and accessible high-speed rail travel.



LGBTQ+ **BRIDGING COMMUNITIES: LGBTQ+ EVENT PROFESSIONALS LEADING THE WAY IN LOS ANGELES**

Los Angeles, a vibrant tapestry of cultures and communities, is home to a dynamic and influential event industry. LGBTQ+ event professionals have made indelible marks, transforming the landscape with their creativity, resilience, and commitment to inclusivity.

Prominent figures such as Jeff Consoletti, founder of JJ | LA, and David Merrell, CEO of AOO Events, have significantly shaped the Los Angeles event scene. Consoletti, known for producing large-scale events like LA Pride, promotes LGBTQ+ visibility and inclusion. "Creating spaces where everyone feels seen and celebrated is at the heart of what we do," Consoletti explains.

Merrell's design expertise and commitment to diversity have earned him a reputation for creating unforgettable event experiences, emphasizing the importance of diverse perspectives in fostering innovation.

The contributions of LGBTQ+ event professionals in Los Angeles have led to significant changes in the industry. Their commitment to authenticity, creativity, and inclusivity has set new benchmarks for what events can achieve. Their advocacy has led to widespread adoption of gender-neutral restrooms, pronoun preferences on badges, and anti-discrimination policies.

This impact ensures that Los Angeles' event industry remains vibrant, diverse, and a model of progressive change.



Prepare to elevate your creativity with Amani Roberts, an internationally renowned speaker, DJ, and author who brings a unique blend of music and inspiration to his speaking engagements. Amani, a former President of MPISCC, is set to launch his new keynote, workshop, and upcoming book titled "Resilient & Brilliant: 7 Keys to Unlocking Your Creativity" in October 2024, promising to transform how you perceive and harness your creative potential.

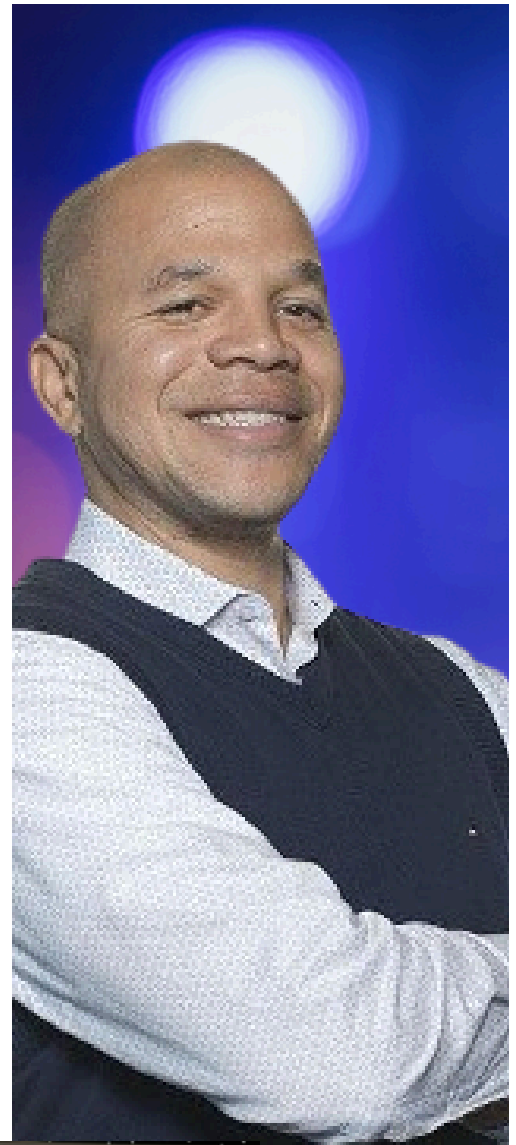
Through his program, Amani delves into the secrets of history's most iconic music groups, offering practical lessons that unlock creativity and drive impactful action. Using the exclusive C.O.P.P.E.R.S. method, Amani's sessions expand minds and overcome psychological barriers with the transformative power of music, skillfully mixed live during his presentations.

Amani's insights have been featured in People Magazine, Yahoo! Finance, Forbes, MPI Magazine, and The Los Angeles Times, reaching millions with his innovative ideas. Throughout his career, Amani has collaborated with industry leaders such as Marriott, 7/11, ChartMetric, PCMA, Calendly, and AHLA, leaving a lasting impression with his dynamic and engaging presentations.

Experience the Resilient & Brilliant difference with Amani Roberts and discover how his engaging programs can enhance your organization's creativity and leave a lasting impact. Prepare for an unforgettable journey that blends inspiration, entertainment, and actionable insights—all brought to you by the unique talents of Amani Roberts!

Unlock your creativity today with Amani Roberts and take your professional journey to new heights.

MEET AMANI: BRINGING THE TURNTABLES TO THE MAIN STAGE!





The event and experiential industry is pulsating with innovation. Gone are the days of one-size-fits-all conferences. Today, attendees crave transformational experiences that linger long after the final curtain falls. This is fueling the rise of hybrid events, seamlessly blending in-person and virtual components. Take, for instance, the recent SXSW (South by Southwest) Conference which offered live music performances and industry talks at its Austin venue, while simultaneously streaming panels and workshops for a global online audience. This caters to a geographically diverse crowd and those seeking flexibility.

Technology is further amping up engagement. AR is making its mark, like a recent exhibition at the Smithsonian Museum where attendees used their phones to unlock 3D animations and historical details by hovering them over artifacts. VR is also finding its place, with travel company Marriott Bonvoy using VR headsets to transport attendees to the heart of the Maldives for a virtual resort tour during a recent conference.

Sustainability is no longer a niche concern, but a core principle. Event planners for Coachella Valley Music and Arts Festival, for example, prioritized eco-friendly practices in 2023, from using recycled materials for stage backdrops to opting for compostable food containers and encouraging reusable water bottles. This resonates with environmentally conscious attendees and reflects a commitment to social responsibility.

The industry is also recognizing the power of data. By collecting insights through surveys and registration forms before, during, and after events, organizers can tailor future experiences to better suit attendee preferences, ensuring a truly unforgettable event.

the event and experiential industry is a vibrant ecosystem constantly evolving to meet the needs of a discerning audience. As technology continues to break down barriers and sustainability becomes paramount, the future promises transformative experiences that are as impactful as they are immersive. From data-driven personalization to hybrid accessibility, the stage is set for events that linger long after the applause fades, leaving a lasting impression on hearts and minds.



A LOOK AT EMERGING TRENDS IN EVENTS AND EXPERIENCES

BAKING MAGIC AT THE MARRIOTT



Few aromas are more comforting and welcoming than warm bread fresh out of the oven. In the kitchen at the Warner Center Marriott in Woodland Hills California, Executive Chef Andrew Toborowski is elbow deep kneading dough and shaping the five different types of bread for the day ahead. Witnessing chef's smooth moves and precise choices, anyone can plainly see a master at work. We asked the simple question: why make your own bread? Chef Andrew's immediate response: "it is far superior quality than anything bought in a store."

Since starting baking from scratch our culinary team has transformed our breakfast offerings. The simple ingredients, lack of additives and preservatives has resonated with the hotel's regular guests. As today's consumers are all much more aware of ingredients, preservatives and the general correlation with wellbeing, the approach has proven to be a true success.

Chef's baking passion has evolved from early childhood memories in a small local Amish bakery in Shamokin PA. The Warner Center Marriott proved to be the perfect environment to welcome a scratch house approach.

The daily breakfast menu at the Marriott Warner Center offers a wide selection of French Toast showcasing the homemade bread with offerings such as a Crème Brûlée or an Orange Graham Cracker version among many others. Chef Andrew is quick to point out that bread is an after-thought for most properties. He explains in detail how costs of making these loaves of love are lower than buying them out right. There are exceptions to the cost savings like with upgrades such as the Blue Moon Butter Milk Rye. Chef smiles coyly and adds: "... but you get what you pay for."

This fresh approach had the unexpected effect of being a great team motivator. While Chef spends time sharing his knowledge with the younger culinarians part of the brigade, this next generation craves authentic experiences. All have enthusiastically embraced the entire approach and walk around comparing their end result.




Chef Andrew's simple recipe that will allow you to personally experience that aroma of fresh bread in your own home:

3 to 3.5 cups Bread Flour
2.5 TBSP Dry Active Yeast
11oz Warm Water
.25 cup Oil
1oz Sugar or Honey
2 tsp Sea Salt

1. Preheat Oven to 375F.
2. Combine yeast, sugar, salt, and water in mixing bowl. Let sit for 5 minutes or until slightly thickened.
3. Whisk in flour until it becomes too thick. Then mix with hands.
4. Turn dough onto work surface once it is no longer sticky. Knead until it springs back when you lightly press it with your fingers.
5. Cover with towel or plastic to proof until doubled in size.
6. If making two smaller loaves, divide the dough in half, and shape into loaves. Otherwise, shape the entire dough into one loaf.
7. Place onto a lightly oiled or sprayed sheet pan. Let proof until nearly doubled in size.
8. Score loaves with razor or sharp knife. Lightly spray with water. Bake until golden or desired color. Make sure bread reaches at least 195F internal temperature.
9. Remove bread from sheet pan and cool on cooling rack before slicing





ENHANCE YOUR PROFESSIONAL JOURNEY

Whether you're already a member or considering joining, MPISCC offers invaluable opportunities to advance both personally and professionally. As a member, you're part of a vibrant community where collaboration, learning, and networking thrive. Forge meaningful connections with industry peers, gain insights from thought leaders, and stay ahead with cutting-edge trends and practices.

For current members, MPISCC provides exclusive access to a wealth of resources, from educational workshops and certifications to networking events and mentorship programs. Stay updated with industry standards and expand your skill set through ongoing professional development opportunities tailored to your career stage and goals.

If you're new to MPISCC, now is the perfect time to join! Experience firsthand the support and camaraderie that define our community. Whether you're looking to enhance your expertise, explore new career opportunities, or simply connect with like-minded professionals, MPISCC is here to empower your journey.

Join us and discover why MPISCC is not just an association, but a cornerstone of success in the meetings and events industry. Together, let's elevate your career to new heights.





SKILL UP. STAND OUT.

Have you been looking to take your career in event planning to the next level? Whether you're just starting out or you've been in the industry for years, achieving your Certified Meeting Professional (CMP) certification can be a game-changer. It's not just about adding a few letters to your title—it's about demonstrating your commitment to excellence, expanding your knowledge base, and gaining a competitive edge in the events industry.

At MPISCC's CMP Bootcamp, we're dedicated to helping professionals like you enhance their skill set and achieve their career goals. This intensive training program is designed to prepare you thoroughly for the CMP exam, covering everything from strategic planning and project management to risk management and financial acumen. Led by industry experts and CMP-certified professionals, our Bootcamp offers a comprehensive curriculum that aligns with the CMP International Standards.

Why should you consider becoming a Certified Meeting Professional? First and foremost, it enhances your credibility. Clients and employers recognize the value of CMP certification as a mark of excellence and dedication to professional development. It opens doors to new opportunities, whether you're looking to advance within your current organization or explore new career paths. CMP-certified professionals often command higher salaries and are more likely to secure leadership roles in the industry.

Moreover, CMP certification signifies your commitment to staying current with industry trends and best practices. It's a testament to your ability to deliver exceptional meetings and events that meet the highest standards of professionalism and ethics.

Join us at MPISCC's CMP Bootcamp and embark on a journey of growth, learning, and professional achievement. Invest in yourself and your future—become a Certified Meeting Professional and distinguish yourself as a leader in the dynamic and rewarding field of event planning. Together, let's elevate our industry standards and pave the way for a successful and fulfilling career in meetings and events!



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OCTOBER 7-10, 2024


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AT IMEX & AFTER 5'S

NOVEMBER 2024

STATE OF THE INDUSTRY

DECEMBER 2024

AFTER 5'S



So, how are we doing?
Really! We want to know.

 **MPI**
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UNIVERSAL STUDIOS LOT SPECIAL EVENTS NEW EVENT VENUE AND STATE-OF-THE-ART THEATRES

SCHOLARSHIPS + AWARDS

APPLY TODAY!

Diversity, mentorship, education, and service are at the heart of our MPI community, and we're thrilled to announce that applications for our esteemed scholarships and awards are now open! Whether you're a seasoned professional or a student just beginning your journey in the events industry, there's an opportunity for you to shine.

Here's a glimpse at the scholarships and awards available:

> **You Belong Diversity Scholarship:** This scholarship recognizes individuals who are committed to advancing diversity in the event industry through further education. If you're passionate about fostering inclusivity and diversity, this scholarship is for you.

> **The Arlene Sheff - Beverly Laing Student Scholarship Fund:** Designed to mentor students pursuing a career in the meetings industry, this scholarship supports students on their path to becoming meeting professionals. If you're a student with a drive to succeed, apply now to receive invaluable support and guidance.

> **Gary J. Rosenberg Scholarship:** Open to MPI SoCal members, this scholarship aims to promote education and provide opportunities for professional growth within our community. If you're eager to enhance your skills and expand your horizons, don't miss this chance to apply.

> **Lois K. Hauser Award:** Do you know a chapter member who goes above and beyond in their volunteer efforts? Nominate them for the Lois K. Hauser Award, which honors individuals who demonstrate extraordinary commitment, dedication, and service to our chapter.

To apply for these scholarships and awards, simply follow these steps:

1. Launch the MPI SoCal website.
2. Select the "Media & Resources" tab.
3. Click on the "Scholarships & Awards" option.

Applications are due by October 15th, 2024, and winners will be announced at our Gala in January.

Invest in your future, seize opportunities for growth, and celebrate excellence within our MPI community. Apply now and take the first step towards achieving your goals!

CELEBRATING MEMBER ANNIVERSARIES

Gail Emery | 30 years
 Ron Havens | 25 years
 Emily Kao | 25 years
 Melinda Messing | 25 years
 Kitty Silbereich | 10 years
 Heather Swenson | 5 years
 Andrew Vasquez | 5 years
 and Celebrating 1 Year:

Esther Bae	Kenny Harlow	Nihan Razak
Hemant Bhalla	Sonya Henry	James Robinson
Vanessa Burroughs	Hisako Matsuda	Carmen Saliba
Stephanie Byrd	Allicia Milan	Danielle Schmidt
Silvia Ceballos	Paul Nelson	Denise Schingler
Ronnie Collins	Michelle O'Campo	Rob Tillman
Michelle de Bortnowsky	Stephanie Pai	Kaila Wooley
Michelle Flippo	Kathy Park	Tricia Yamaguchi
Madison Franks	Laurie Perry Edmonson	Deanna Zercher
Gillian Frey	Amara Poeung	

WELCOME NEW MEMBERS!

William Arevalo	Sonia Lira
Aliza Avalos	Felisa McMillian
Marcus Byrd	Matthew Moore
Kevin Coffey	Jaymie Parkkinen
Denise Collins	Monique Rodriguez
Jay DeJesus	Tonya Spencer
Alicia Hinkle	Siegfried Tieber
William Hua	Susan Valen
Russell Kern	Mike Waterman

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MPI SoCal is searching for dedicated volunteers to join our community

MPI is looking for enthusiastic volunteers to join our team and help us elevate our experience. As a volunteer, you will have the opportunity to contribute to the growth and success of our organization while gaining valuable experience and networking with industry professionals.

We are currently seeking volunteers for various roles, including Marketing & Communication, Membership, Finance, Education & Programming, Regional Events and for Leadership. Whether you have years of experience in the industry or are just starting out, there is a place for you on our team.

If you are passionate about the meetings and events industry and are eager to make a difference, we would love to have you on board. Please consider volunteering with Meeting Planners International and help us shape the future of the industry.

To learn more about volunteer opportunities and how to get involved, please fill out our volunteer form [here](https://www.mpi.org/chapters/southern-california/get-involved/volunteer-opportunities/volunteer-form):

(<https://www.mpi.org/chapters/southern-california/get-involved/volunteer-opportunities/volunteer-form>)

We look forward to welcoming you to our team! Thank you for your support and dedication.

THE
FUTURE
OF
EVENTS

COMMUNITY + CONNECTION

In the event industry, the power of community and connection cannot be overstated. As event professionals, fostering a sense of belonging and creating meaningful connections are fundamental to our success. The very essence of our work revolves around bringing people together, whether it's for a conference, a festival, or a corporate gathering.

Building a strong community within the event industry offers numerous benefits. It provides a support network where professionals can share insights, offer advice, and collaborate on innovative solutions. In an industry that thrives on creativity and problem-solving, these connections can spark new ideas and approaches that might not have been possible in isolation. The community acts as a wellspring of knowledge, where collective wisdom enhances individual expertise.

Furthermore, the sense of connection extends beyond professional growth. It creates an environment where empathy and mutual respect flourish, leading to stronger, more resilient relationships. These relationships are particularly crucial in times of challenge or change, providing a foundation of trust and support. By connecting with peers, mentors, and industry leaders, event professionals can navigate the complexities of the industry with greater confidence and resilience.

Events themselves are a testament to the power of connection. They serve as platforms for people to engage, network, and share experiences. In-person interactions at events foster deeper connections that virtual interactions can struggle to replicate. The spontaneous conversations, shared experiences, and collaborative moments that occur at events create lasting bonds and memorable experiences.

In the rapidly evolving landscape of the event industry, the importance of community and connection will only continue to grow. As we look to the future, let's prioritize these values, recognizing that our collective strength lies in our ability to connect, support, and inspire one another. By fostering a vibrant, connected community, we can elevate the event industry to new heights, creating experiences that are not only successful but also profoundly meaningful.