



CONNECTS



Hip Places ~ Hip Faces MPI Sacramento Sierra Nevada Chapter's "Spring Fling" Tradeshow!

By Robin Rinehart

Look at some exciting new venues and meet some new meeting planners and suppliers by joining us for MPISSN's upcoming "Spring Fling" Tradeshow:

4:00 to 6:30 p.m.
Tuesday, March 25, 2008
Courtyard by Marriott, Marriott Village Cal Expo

Mix and mingle in a fun, entertaining setting with our chapter's premier industry suppliers. Take this opportunity to exchange new ideas, new concepts, and new visions with a wide range of suppliers to make your next event the experience of a lifetime for your attendees! Hosted hors d'oeuvres will be served.

MPI member planners and non-member planners are invited to attend free of charge, and fabulous raffle prizes will be awarded! We encourage each member to invite a non-member to attend and experience the benefits of MPI membership! Plenty of free parking is available. For exhibitor and planner registration information, please call Chapter Administrator Cindy Miglino, CMP, at (916) 624-2627 or visit the MPISSN chapter website at www.mpissn.org.

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WORTH YOUR TIME

March 25	Tradeshow <i>Courtyard by Marriott</i>
April 22	Platinum Education & Luncheon: "Writing Post Conference Reports: Demonstrating ROI" with Michele Wierzgac, MS, CMM; <i>Sponsored by Peppermill Resort Spa Casino; Location: Radisson Hotel Sacramento</i>
May 20	Monthly Luncheon: "Managing Stress & Change Through Humor" with Izzy Gessell; <i>Location: Marriott Cal Expo</i>

Watch your mail and e-mail for details on these upcoming events.

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President's Message

MaryAnne Bobrow, CAE, CMP, CMM
Bobrow & Associates



The holidays are over and it's time to ramp up for the remainder of MPI's program year. Your leadership team, including all committee chairs and members, are hard at work creating premier educational events, a dynamic trade show, a WOW annual event and golf tournament, and so much more.

During the last week of January, most of your leadership spent a good part of a day in a midyear retreat – checking our progress in achieving the goals we set for ourselves last May.

Not only do we appear to be on track but also we continue to add new initiatives to better the chapter. During the retreat, we discussed and developed a new governance structure that sharply reduces the number of board members. There was consensus that we need committees that are more robust and fewer leaders to direct the chapter's future. In moving to achieve this, we are developing user-friendly and environmentally-friendly policies and procedures – the ultimate goal of which is to ENGAGE all of our chapter's members to get involved!

I am pleased to announce that MPISN has been paired with the Kansas City Chapter in International's chapter exchange program, the purpose of which is to share best practices not only for growing the chapter but also for enhancing the benefits provided to chapter members. We will tell you more about this program as we progress through it.

We look forward to March and our annual trade show—this year under the direction of committee chair **Robin Rinehart**.

MPISN's newly redesigned Web site recently launched, and what can you say about it except WOW! A special thanks to **Joy Florentino, CMP, Amy Orr, CMP, Laurie Schmalzel, Teresa Fung, and Cindy Miglino, CMP** for their outstanding efforts in making this new site a reality. We know the work you put into this project and your efforts are sincerely appreciated.

On a personal note, your President-Elect **Karen Leland-Dolce** and I agreed at the beginning of my term that we would work closely together so that the transition from one year to the next would be seamless. The satisfaction derived from working together in this manner has been tremendous, and I truly am looking forward to the remainder of my term. I also look forward to whatever help I can give to Karen during her term.

MPISN can be extremely proud of its current leadership team and their efforts to improve the chapter for the benefit of its members. That pride extends to our Chapter Administrator Cindy Miglino who gives 150 percent for the benefit of the chapter. Kudos to all our volunteers! I take great pride in this year's leadership team and the work done on behalf of MPISN members.

Sincerely,

MaryAnne Bobrow, CAE, CMP, CMM

A Special Thank You From Our Chapter's "Adopted" Family...

Thank you for the wonderful, amazingly thoughtful things that you provided to us during the Holidays. It means the world to us. When we got your packages and opened them up, we were overwhelmed with your generosity. All of the personalized items are just wonderful. I started to cry when we opened up the stockings that were made for us, with our names on them. I can't even begin to tell you how much those mean to us. The personalized ornaments are adorable, also. There were so many things to thank you for, too many to name individually, but THANK YOU so much for everything!

You are truly an amazing group of people, and I know that I have said this before, but I can't even begin to tell you how comforted we feel by the way that you have reached out and embraced our family. I only hope that we are able to give back to our community and surrounding communities when we are back on our feet so that another family or families will get to share the feelings that we have from everything you have done for us.

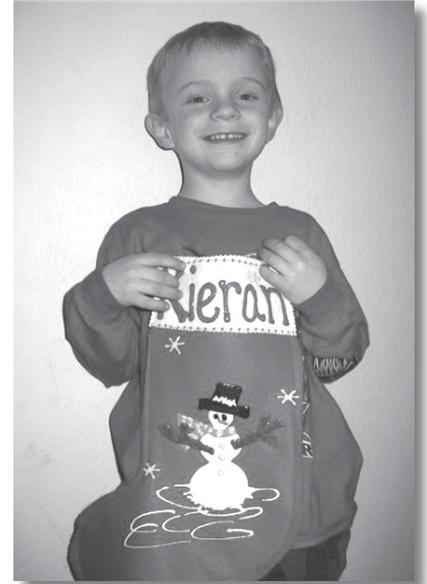
Thank you so much for being the kind of people that you are. It makes it very clear what is truly important in this life. Your generosity and kindness is what is helping us heal and recover from this tragedy.

Thank you again!

Love,

Jenny, Ryan, Jacob and Kieran

(Joey, Bunnie and Lulah send their thanks for their stockings, as well!)



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FORE! Sign up today for our 9th Annual Golf Tournament!

Join us on **Wednesday, June 4 at the Timber Creek Golf Course in Roseville.** Whether you're a beginner, intermediate or advanced player, our scramble format evens the field and makes for a fun day for all. Invite a potential client to join your foursome, or join in with a new team to expand your network! Visit **www.mpiissn.org** to download a registration form today.

Sponsorship Opportunities are available! Tee sponsorships, contest sponsorships, beverage cart sponsorships and more offer your company great visibility and exposure throughout the day. Sign up early to gain maximum exposure! Contact Kris Keesling for sponsorship inquiries: (530) 543-2116 / Kris_keesling@hilton.com.



Our New Web Site Is Here!

Our redesigned Chapter Web site has a fresh look, easier navigation and more information to serve our members in Sacramento, Lake Tahoe and Northern Nevada.

Check it out!

WWW.MPISSN.ORG

Green.... From the Inside Out!

By Janet M. Cooperman, CMP

Sustainability speaking, most meeting planners are at least recycling at the meetings and events they plan and have taken steps toward adapting Convention Industry Council minimum best practices to the way they do business best. However, there are other — very practical and behind the scenes — ways to operate our businesses sustainably every day. Next time you head for the trash can, apply the three Rs (Reduce, Reuse, Recycle) and ask yourself, "Is this really trash or will someone else consider it a treasure?" There is a myriad of organizations out there which will gladly accept your castoffs; and, donating, bartering or selling those items doesn't necessarily have to be tedious or time consuming. These helpful resources make it easy:



Earth911.org Make every day Earth Day by donating anything from used cars, computers, and cell phones to leftover welcome bags, giveaways, and office supplies. This non-profit has a helpful Web site that is a resource for safe disposal of office toxins (ink jet cartridges, paint electronics) as well as a newsy magazine style with articles applicable to home and office.

Cristina.org This group coordinates donations of working computers and electronics to nonprofits in your area that will use the equipment to train disabled or economically disadvantaged adults and children.

Excessaccess.org This site is a system that matches business and household item donations with the wish list of nonprofits. They serve the U.S., Canada and beyond.

Freecycle.org This is a grassroots operation and entirely not-for-profit consisting of people who give and get items for free.

Thespeciale.com This organization rescues leftovers from meetings and events such as excess food, flowers, and decorations then redirects them to people in need and non-profits such as schools who can reuse them.

Zunafish.com For a dollar per trade, this site lets you trade media items you've finished. Look for paperbacks, video games, audio books, and more.

Macular Degeneration Support Group No Web or e-mail as members of this group have limited or no vision. Call 916-492-5656 for this non-profit group that accepts books on tape or CDs for their local lending library, which may be accessed for free by individuals suffering loss of sight from Macular Degeneration.

Obviously.com/recycle/ This is the world's shortest comprehensive USA/Canada recycling guide, a truly helpful tool for both home and office. The "Obviously" Web site is chocked full of all kinds of information about sustainability and otherwise!

Don't forget the multitude of thrift shops, consignment stores, and Web based sales organizations such as the Discovery Shop, Goodwill, Salvation Army, Craigslist.org, and i-soldit.com. These resale operations make it easy to apply the 3 Rs.

If you have leftover floral displays after an event, you needn't go further than the nearest hospital, nursing home, or religious congregation to donate those beauties to someone who will really appreciate your thoughtful reuse! (This is best pre-arranged so there's no last minute scramble when you're trying to get out of town... fast!) Some institutions will even pick up your leftovers.

Whether you are of a mind to purge your office, travel lighter after an event, or limit your use of landfills, think about where you might redirect those treasures. Each individual act makes a difference toward greening our industry, and sustainability works well from the inside out.

Janet Copperman is an active member of the Green Meetings Industry Council. She is owner of Green PEAS Events which specializes in sustainable meeting practices including planning, consulting and speaking. Reach her at Janetplans@aol.com.

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Reno-Tahoe's Renaissance Ups the Ante for Meetings and Convention Groups

With the urban revitalization that is underway throughout Reno-Tahoe, visitors are experiencing an exciting time in the region's history. Whether it's the whitewater park running through a corridor of hip restaurants and shops in downtown Reno, a sighting of the area's first celebrity chef at Charlie Palmer Steak or the construction of the one-million-square-foot Legends at Sparks Marina shopping complex, a new dynamic is emerging around every corner.

While Reno-Tahoe already boasts 20,000 hotel rooms, the 500,000 square-foot Reno-Sparks Convention Center and a host of unique group facilities, there are more options on the horizon that make the destination even more appealing, on every level, for meetings and conventions.

Hotels

Nearly a dozen hotel-casinos have completed or are undergoing multi-million dollar renovations/expansions, offering more high-end accommodations, meeting space, restaurants and nightclubs than ever before.



Near the Reno-Sparks Convention Center, the **Peppermill Hotel Casino** unveiled its new \$400 million expansion in Dec. The new, all-suite Tuscany Tower combines European sensibility with contemporary amenities in 600 guest rooms featuring Wi-Fi Internet access, HDTV flat pane televisions and in-room safes. The Peppermill also doubled its meeting space with the addition of the high-tech 62,000-square-foot Tuscany Ballroom. More is on the horizon in 2008, with plans to open a three-story spa and a garden retreat that will serve as a prime outdoor venue for groups.

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The 1,995-room **Grand Sierra Resort and Casino** is putting the final touches on a \$90 million, first-phase transformation. With the 11th largest convention space in the country, the resort has invested millions to enhance its 200,000 square feet of meeting and convention space. Renovations to 11 floors of luxury hotel-condominiums were recently completed, resulting in 825 hip guest suites decked with leather and suede upholstered furniture, flat panel televisions, art accents and marble and granite surfaces. Charlie Palmer Steak, Fin Fish and Dolce Enoteca e Ristorante are all recent additions to the resort's line-up of restaurants and bars which also includes the non-smoking Reserve wine bar featuring 80 wines and champagnes. The Grand Sierra has the late-night scene covered at the trendy Nikki Beach Poolside and the underground-inspired All City Live nightclub.

The **Atlantis Casino Resort Spa** began construction on a \$50 million expansion which is slated for completion in summer 2008. A 27,000-square-foot convention and ballroom expansion will double the property's current meeting space. While the Atlantis is already within a short walk of the Reno-Sparks Convention Center, a new pedestrian sky bridge between the two facilities will add more convenience for convention guests by the end of 2008. After a productive day, attendees will be able to unwind in the resort's ultra-modern spa and fitness center facility, which is currently undergoing a significant expansion.

Catering to business travelers, a new **Hyatt Place** hotel is set for construction adjacent to the Reno-Tahoe International Airport. The \$15 million property will be customized with stone, wood and mountain decor, and will provide a new non-gaming alternative for business travelers after its expected opening date in late 2008.

John Ascuaga's Nugget is in the final stages of a \$15 million east tower hotel remodel which includes floor-to-ceiling renovations of guest rooms that now sport rich hues, plasma televisions, granite accents, marble flooring, luxury bedding, coffee pots and business-friendly accessories including Wi-Fi.

Public Meeting Facilities

The 28,000-square-foot **Downtown Ballroom** recently opened, providing the perfect complement to the neighboring

Reno Event Center and National Bowling Stadium. The \$25 million facility has a commercial kitchen with the capacity to prepare banquets for more than 1,900 guests and can seat 2,900 for a general session. Column-free meeting space is divisible into six self-sufficient rooms with heating, air conditioning, Internet access and audio-visual controls.

More than 12 miles of fiber optic cable was permanently added to the **Reno-Sparks Convention Center** in 2007 for SC07 – the international conference for high performance computing, networking, storage and analysis. The dark fiber makes Reno-Tahoe well suited for technology and telecommunications groups that require the ability to create high-capacity networks.

Retail

Cabela's, known as the World's Foremost Outfitter of hunting, fishing and outdoor gear, opened its 25th store off of Interstate 80 west of Reno in Nov. The massive 150,000-square-foot store is the only Cabela's in Nevada, California or Oregon. Showcasing thousands of products from its world-famous catalog, the store also features educational and entertainment attractions including hundreds of animals in museum-quality dioramas, a two-story Conservation Mountain with running waterfalls and 26,000-gallon aquariums stocked with live fish.

The **Legends at Sparks Marina** development is planned to be a major destination retail and entertainment complex located on 145 acres east of the Sparks Marina. Construction is anticipated to open in full in 2008. Scheels, America's Roadhouse™, BCBG, Cantina Corona, Harry and David, Hash House a Go Go, Hot Dog Hall of Fame™, Jazz-A Louisiana Kitchen, Saddle Ranch Chop House, SegaWorld Sports Grille and T-Rex: A Prehistoric Family Adventure™ are among the confirmed tenants.

Transportation

The Reno-Tahoe International Airport is currently in the planning stages of redesigning its check-in area and bag handling system. When the project is complete in 2009, Transportation Security Administration bag screening machines will be moved behind the ticketing counters, allowing passengers up to 35 percent more space to check in and make travel arrangements.

As the renaissance unfolds throughout the region, Reno-Tahoe still delivers on its reputation for 24-hour entertainment. Once the meeting is adjourned for the day, attendees can experience a wide selection of dining options, headline entertainment and arts and cultural activities. With nearly 1,000 miles of mountain biking and hiking trails, 300-plus days of sunshine and year-round outdoor adventure activities ranging from boating to golf and skiing to whitewater rafting, Reno-Tahoe takes its claim as America's Adventure Place seriously.

For more information, please contact 1-888-MTG-RENO or visit www.meetrenotahoe.com.



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2008 – The Year for Education

By MaryAnne Bobrow, CAE, CMP, CMM

Are you interesting in enhancing your career opportunities through professional development? There are several ways to accomplish this – through a certificate program offered by California State University, Sacramento's Continued Education meeting planning certificate program, in sitting for the certified meeting professional exam, in participating in the week-long certification in meeting management program, and in participating in MPISSN's educational programs and workshops.

I, along with Chapter Administrator **Cindy Miglino**, have the privilege of working with CSUS' CCE program director in examining the content of courses offered in the meeting planning certificate program to ensure they are current and meet the needs of today's students. Other MPI members who are also instructors in the program will soon be asked to join in this project. The CSUS meeting planning certificate program is open to all interested students and contains a variety of "core" courses, plus electives, which must be completed in order to gain the certificate. All MPI members receive a 10 percent discount on any core courses taken. To learn more about this program, visit CSUS' website at www.cce.csus.edu/Catalog/course_group_detail.asp?group_number=104&group_version=1.

Sometimes people confuse a meeting planning certificate with the Certified Meeting Professional designation. Known as the "CMP," this certification is offered through the Convention Industry Council. There are criteria that one must meet in order to qualify to sit for the CMP exam. Once the exam is successfully passed, there is a recertification requirement once every five years. Only those who successfully pass the CMP exam and recertify as required may place the initials CMP after their names. To learn more about the CMP designation, visit www.conventionindustry.org or visit our own Web site at www.mpissn.org and click on Professional Development, Designations.

The Certification in Meeting Management program is offered by Meeting Professionals International. In MPI's words, the CMM "focuses on strategic issues and executive decision-making and offers advanced-level meeting professionals the opportunity for education in strategic thinking, planning and acting." Like the CMP, there are criteria that must be met in order to participate in the program. The next CMM program will be held in Dallas October 18-23, 2008. To learn more about the program, visit Meeting Professional International's website at www.mpiweb.org or MPISSN's Web site (same link as above for the CMP).

Finally, MPISSN's Program Committee works diligently to put together programs that appeal to all levels of experience and interests among our members. MPISSN strives to offer a variety of programs and workshops that interest suppliers and planners alike and at all levels of experience. MPISSN relies heavily on its members to tell us what programming you would like to see offered.

The year 2008 is truly going to be a great year for education!



MaryAnne Bobrow, CAE, CMP, CMM is 2007-08 Chapter President, recipient of the 2005-06 Planner-of-the-Year Award and is the Managing Partner of Bobrow & Associates, an association and meetings management company.

MPISSN "This & That"

BREAKING NEWS...

MPISSN Receives \$5,000 Grant From MPI Foundation

— As we went to press we learned that our chapter's grant request had been approved! Submitted in early January 2008, the grant requested financial assistance to help the chapter identify and analyze our members' needs in relation to educational programming.

In addition, the chapter just launched its newly designed Web site and hopes that it will be able to enhance the timeliness of information given to our members. Our chapter also has been actively designing a succession plan for its leadership and for the successful continuity of the chapter itself. The funds received from the grant are earmarked for two particular programs – enhanced educational programming and a facilitator for our annual leadership retreat in 2008.

Special Welcome to Our Newest "Future" Member

— Congratulations to **Lisa Bispham** on the birth of her daughter **Emma Elizabeth Bispham** at 10:48 a.m. on February 14. Emma weighed 8 lbs. 11 oz. and was 21 inches long.

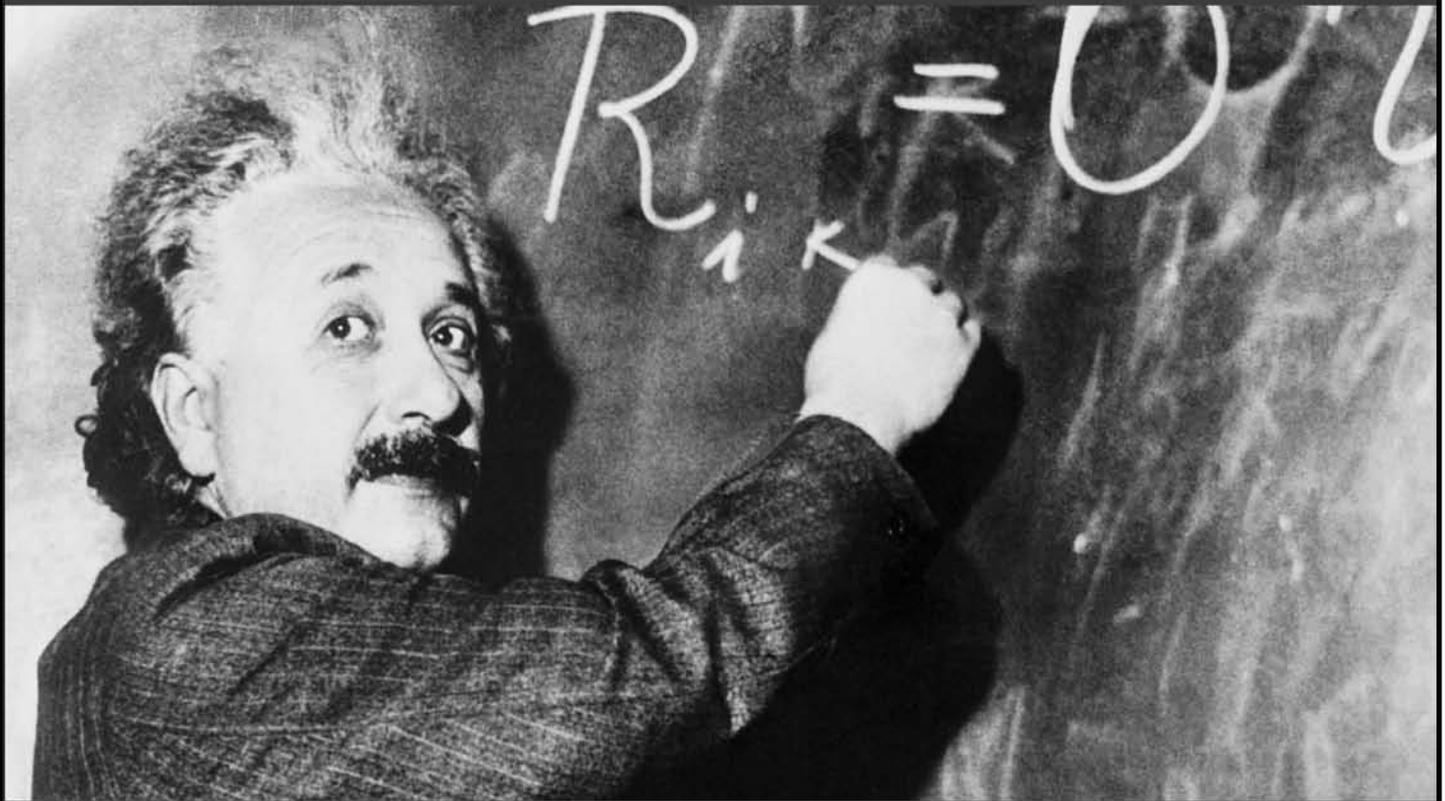
Belated Congratulations

— **Elaine Cooper**, Production/Building Manager with of the California Association of Health Facilities won the MPISSN prize at the Seasonal Spectacular in December.

Help MPISSN Honor Outstanding Volunteers

— Watch for information on upcoming MPISSN Awards and help us honor our deserving volunteers by nominating your fellow member. There are so many exceptional volunteers in the chapter, but we can't recognize them with an award if you don't nominate them!

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Check out our HOT DATES at www.santaclara.org/mpis or call Annette Manhart at 800.272.6822



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MPISSN Offers Key Members Extra Exposure

Is your company looking to increase its visibility in the Sacramento and Sierra Nevada region? Take a look at the sponsorship opportunities available through MPISSN:

Monthly Partnership Opportunities (Event Visibility)

Pick a date that best fits your needs to either host an event or become the event sponsor!

Annual Key Members (More Visibility)

Whether you want to be a Diamond or Sapphire Key member, this is your opportunity to save money and market your product!

Annual Key Member Levels:

Diamond \$1,700 — 12 Event Passes valued at \$30 each (transferable to potential member-two per event maximum)
Four ½ Page Ads in the *Connects* Newsletter
Full Page Ad in the MPISSN Membership Directory
One set of MPI Sacramento Sierra Nevada Member Mailing Labels
Company logo with link on MPISSN website
Key Member ribbon at all MPISSN Functions
Recognition at Monthly Meetings
Thank You Signage Displayed at Monthly Meetings
Company Name and Logo will be displayed on the back of *Connects*
Listing in Membership directory identified by a Key Member symbol

Emerald \$1,400 — Nine Event Passes valued at \$30 each (transferable to potential member-two per event maximum)
Two ½ Page Ads in the *Connects* Newsletter
1/2 Page Ad in the MPISSN Membership Directory
One set of MPI Sacramento Sierra Nevada Member Mailing Labels
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Ruby \$1,000 — Six Event Passes (transferable to potential member-one per event maximum)
Two ½ Page Ads in the *Connects* Newsletter
1/2 Page Ad in the MPISSN Membership Directory
One set of MPI Sacramento Sierra Nevada Member Mailing Labels
Key Member ribbon at all MPI Functions
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Thank You Signage Displayed at Monthly Meetings
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Recognition at Monthly Meetings
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New Member Orientation

The **New Member Committee** would like to extend an invitation to all new members and continuing members to come join us for the informational new member orientations. If you're interested about Chapter people and plans and how you fit in...plan to attend!

Topics:

- Who is MPI
- Benefits of being an MPI member
- Local networking
- Volunteer opportunities

The orientations are just prior to the Educational Lunch and Program.

May 20, 2008, 10:30 - 11 a.m., Location: Marriott Cal Expo

If you have any questions, or for more information, contact one of the committee's co-chairs, **Lisa Bispham**, 916-446-6700, lbispham@csdaca.org; or **Betsy Kennedy**, 916-920-7367, bkennedy@radisson-sac.com. *Hope to see you there!*



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Creating Your Career or Business Mission Statement

By Kathleen Barton, MBA

What do you want to accomplish through your work, in your profession or in your business? Can you clearly articulate it? If not, then you need to create a career or business mission statement. This is the first step to success in your work. Your mission clarifies your purpose. It defines what you offer, to whom and why. It is a guiding statement that provides focus and direction. It should inspire you to achieve success. The process of writing a mission statement requires that you think about what you want to accomplish, for whom and why. It clarifies the value you bring to your customers and your organization.

Your mission statement answers the questions, "What? Who? And why?" Your business mission statement defines your products and services, your target market, and the benefits that you provide. It includes the following elements:

- **What** product or service you sell
- **Who** your customers are
- **Why** your customers buy from you

Donna Fisher, in her book, *People Power*, suggests that your career mission statement include the following elements:

- **What** you do that is of value
- **Who** benefits from what you do
- **Why** you are the best person to do what you do

Here is my business mission statement.

"I empower working professionals to live a life of purpose, balance, and achievement. I do this by giving dynamic keynote presentations, interactive workshops, and powerful coaching. As a result organizations gain more motivated, productive, and loyal employees."

Here are a couple other examples of mission statements:

- Cash Flow Solutions provides individuals and small businesses with the knowledge and skills to optimize their financial assets and gain empowerment towards financial freedom.
- My career mission is to utilize my creative and organizational skills to plan dynamic meetings and conferences that motivate, inform and educate our members.

Now it's your turn. Answer these questions to craft your business or career mission statement.

- **What** is the product, service, or skill that I offer?
- **Who** benefits from it?
- **What** is the value of what I have to offer?

When you write your business or career mission statement, you'll gain greater motivation, clarity and focus to help you succeed.



Kathleen Barton is a keynote speaker, workshop presenter, and life coach specializing in life purpose, career success, and work-life balance. She is the author of *Connecting with Success* and *Finding Your Purpose and Passion in Life* audio/workbook. Kathleen can be reached at www.YourLifeBalanceCoach.com.



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Be Easy To Do Business With

By Patricia Fripp, CSP, CPAE

The main thing people will remember about you is how easy you are to do business with. Let's look at how Hollywood is doing business these days.

Today, when people come together in Hollywood, it is for a project with a beginning and end. The old studio system allowed steady employment for tens of thousands who worked with each other for decades. That is now a distant memory.

Today's workers may never have seen or worked with each other before. Yet, the pressure is tremendous to get the job done as efficiently as possible. This leads to a Hollywood fact of life: The people who get hired are those with a reputation for BOTH excellence and being easy to work with.

Today's corporations are imitating this Hollywood model, constantly breaking into smaller units for projects or "outsourcing." Few people can or want to work their whole life for one or two companies. The Bureau of Labor Statistics of the U.S. Department of Labor sets average job tenure at 4.6 years, and *USA Today* cites a trend among fast-trackers to change jobs nine times before age 32! That's a year and four months on each job, assuming there is no downtime in between.

Your job is to be employable, not just employed. No matter what you do and for whom, be the Chairman of the Board of your

own career. Be loyal to your company, of course. It's good for your career, and it's the right thing to do. But while you're being loyal and dependable, be visible in your company, your community, and your industry. Then, if (or when) you are out of work, the word goes out, "Oh, good, there's a wonderful person available."

Within corporate America, as in Hollywood, people may stay employed, but they will probably rotate among different teams working on different projects. When you earn the reputation for getting things done and "doing the impossible" (that is, doing at least one thing better than almost anyone else), you are more likely to be selected for the fun, high profile projects. The more in demand you can become, the more your fee or salary goes up. That's "Hollywood economics."

People are going to remember if you did a great job, but they'll also remember if you were professional and easy to deal with, or unreliable and a pain in the neck. Either way they won't forget you, but being a professional will get you hired again. Think about that as you plan your career.

Patricia Fripp, CSP, CPAE is a San Francisco-based executive speech coach, sales trainer, and award-winning professional speaker. She is the author of Get What You Want!, Make It, So You Don't Have to Fake It!, and Past-President of the National Speakers Association. She can be reached at: PFripp@Fripp.com, 1-800-634-3035, <http://www.fripp.com>.



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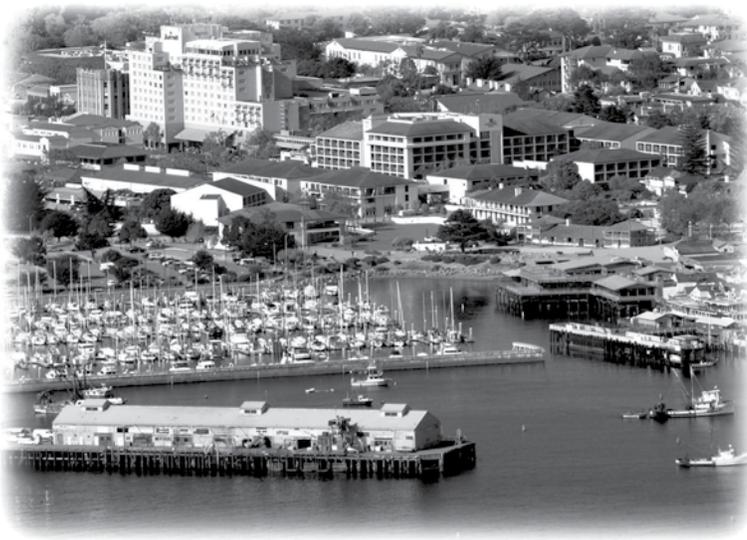
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