

CONNECTS

Mentors Can Make A Difference

by Laura DeOrio, CMP

Your MPISSN chapter wants to help you get the most out of your career and your membership. Our updated Mentor Program can help you explore new opportunities available within the meeting industry. Here's how it can help...

Are you new to the meeting industry or new to MPI Sacramento/Sierra Nevada chapter? Do you feel stuck in your current job and wonder if there are other opportunities out there? If you said yes to any of these questions, the MPI Sacramento/Sierra Nevada Chapter's MENTOR PROGRAM may have the answers you are looking for and the best part is it's a FREE service to all chapter members.

This program is designed mentors from our local for a three-month is available to members at who are interested in making progress toward program is intended for purposes only.

On the flip side, have you for awhile and would like knowledge? Mentoring for most of us we can person in our life who was us advance in our career career in the meetings

As a mentor, YOU have the to our chapter by sharing expertise as a planner or supplier and help shape the future of a member just starting out in this field or someone who feels they are stuck and needs some guidance.

We need mentors from both the planner and supplier side. Many of our mentees



to match volunteer chapter with mentees commitment. Mentoring any stage in their career developing new skills or professional goals. The career development

been in this industry to share your wealth of has many benefits and remember that one instrumental in helping or helped us decide on a industry.

opportunity to give back your knowledge and

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WORTH YOUR TIME

March 8: ~ Innovations and Annual Trade Show - Thunder Valley Casino/Resort

May 7: ~ Race for the Cure

May 17: ~ Education Program - "How To Do" A Hybrid Meeting

May 18: ~ Golf Tournament, Wine/Culinary Event

UP TO DATE EVENT
DETAILS ONLINE AT
WWW.MPISSN.ORG



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CHAPTER
MPI

MEETING PROFESSIONALS INTERNATIONAL

Meeting Professionals International Sacramento/Sierra Nevada Chapter shapes and defines the meeting and event industry in the greater Sacramento/Sierra Nevada region.

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Next Editorial and

Advertising Deadline:

Summer 2011 – May 15, 2011

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President's Message

Joy Florentino, CMP

Marriott International



Best of the Best

Who doesn't want to hang out with the best of the best? Our members are among the most talented meeting professionals in the area.

I had the privilege of spending the day with our chapter leadership team on January 24, 2011 for our mid-year retreat. The retreat was the perfect opportunity to stop and take stock in where we are today.

We reviewed what we have accomplished during the first half of the year. High marks on evaluations from our educational offerings, website upgrades and content in Connects were only a few of the successes that we celebrated.

Looking forward, we have so much more to bring you...a new Mentor program, an awesome Tradeshow, and the Golf committee will soon unveil a new component to the tournament that will welcome non-golfers to our event!

After the retreat I reflected on how much I had learned from my peers by being involved in our chapter. My membership in MPI has provided me opportunity for growth both personally and professionally. The connections that I have made with my colleagues in the industry are invaluable.

Are we meeting your needs? You may have received a call from one of your leaders asking you what you hope to gain from your MPI membership. We consider member feedback with every decision we make. If you would like to share your thoughts, please contact me. Remember, this is your MPI!

It's an honor to lead your experience,

P.S.

A special THANK YOU to Karin Koons and the Holiday Inn Auburn. We could not ask for a more accommodating retreat sponsor. The property is beautiful, the staff is friendly and the food by Max's was out of this world!

Supplier Spotlight!

By Lauryl Hernandez, CMP



Meet Your President – Elect!

Lauryl Hernandez, formerly Lauryl Hinerman, CMP, is the Director of Sales for the one year old Hyatt Place Sacramento/Roseville. She was recruited and hired one week before the hotel opened February 2, 2010 and hit the ground running and hasn't stopped since. The hotel has been very fortunate to be part of many high profile programs in Roseville during its first year of operation and looks forward to everything the New Year brings. The support from the business community has been overwhelming, especially in a time when travel has been curtailed in many budgets and programs.

Lauryl also recently married, hence the name change, and now has four children. This past year has been all about mentoring and building relationships. "That's what I love about the next year's theme incorporating 'mentoring.'" The Membership committee just rolled out a new Mentor Program, so if you want to be partnered with another member, please visit the website for more information.

Lauryl, how long have you been a member of MPI? I joined MPI the summer of 2006 and jumped right into the CMP program, which I sat for and passed one year later. I was brand new to the industry in Sacramento and didn't know anyone in the chapter. I had wanted to join MPI in Honolulu, the Aloha Chapter, but couldn't due to the ratio of planners versus suppliers. So when I moved here, it was the first industry organization I reached out to join. Not knowing anyone, I felt the best way to meet people was to get involved. I volunteered for the Communications Committee, became Chair, then VP then President Elect. Five years later, I'm planning the Annual Board Retreat and preparing to serve as President.

How has having your CMP designation helped in your career? I've always been on the supplier side of the equation, selling space to groups. I've also had to coordinate lots of events. Having my CMP has given me credibility when working with clients and has given them security that their program will be executed by a professional meeting planner, even though I'm a salesperson.

Out of all the programs you've coordinated, what's been the most challenging? In 2004, the company I worked for in Hawaii was hired to coordinate the transportation and performances for approximately 1,100 teenagers and their musical instruments. Creating a week long schedule of buses moving 18 different groups and their equipment all over the island was a real learning experience. We did something right though, because we received the contract to coordinate their 2005 program.

Any words of advice? Even if you only have one hour a week or a month, get involved in one of the committees! You will love networking with others and meeting other members. Staying connected is so important and critical to your success! Plus, it's just a whole lot of fun!!

Do Something For Yourself and Your Career!

Did you make the March 1st deadline to apply to take the next CMP exam? If so plan to attend the first Spring CMP Study Group on Wednesday, April 6th at 5 p.m. at the Sheraton Grand. If you did not make the deadline you can still join the study group in preparation of applying in the fall to take the Jan. 2012 exam. Go to the MPI website for links to the CMP application and information. For questions on the study group; please contact Jennifer Flohr, Professional Development Chair at jennifer@calodging.com or 916-554-2667.

CMP, CMM, SMMC, CAE, CEM, CSEP - Wondering which industry designation is best for you? Check out - <http://meetingsnet.com/images/am-certification.jpg> for information on the differences between designations.

LEADERSHIP

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~ANNUAL GOLF TOURNAMENT~ CULINARY DEMONSTRATION AND WINE PAIRING EVENT

Something for Everyone at The Annual MPISSN Golf Tournament and Chef Roderick Williams Cooking Demo and Wine Pairing

The Annual MPISSN golf tournament announces that on May 18th at Lincoln Hills, we will be playing and partying.

The 12th Annual golf tournament will have a lot more chances to win prizes and more fun than ever before. Our sponsors will be on certain holes again showing why they are the best in the business.

We are introducing a cash putting contest as well as closet to the pin on all par 3's.

Raffle prizes galore, as you stop at the sponsors holes. You will not be disappointed in what they have in store.

In the past there hasn't been any reason for non golfers to attend but not this year. It is so spectacular we haven't found a name big enough for the night festivities.

Immediately following the tournament Lincoln Hills Executive Chef, Roderick Williams will dazzle you with a multi-course live cooking demo. Each course will be paired with a sumptuous wine and served for your gastronomic delight.

So whether or not you are a golfer or a wine and food person, you will want to put the date of **May 18th** on your calendar.

The pricing is as follows:

Golf only -\$125

Golf and Culinary Demonstration and Wine Pairing Event-\$155

Cooking Demo and Wine tasting only -\$40

Look for the registration to open this month at www.mpissn.org

Register by March 31st and SAVE!

Golf and Culinary Demonstration and Wine Pairing Event-\$140

Cooking Demo and Wine tasting only -\$30

Golf only -\$110



Business Journal Insert/ U.S. Economic Impact Study

These are exciting times for our industry, with the release of two important pieces that validate the incredible effect that meetings have on business. The first is "The Economic Significance of Meetings to the U.S. Economy", a multi-year quantitative and research-based analysis of the economic significance of face-to-face meetings on jobs, spending and tax revenue (local, state and national). Meeting Professionals International was one of the 14 organizations who came together to fund the study, which was conducted by Pricewaterhouse Coopers (PwC) and CIC.

The study was released via a webinar on Feb. 17, with MPI president and CEO Bruce MacMillan and board chairman Eric Rozenberg attending the official press conference at the National Press Club in Washington, D.C. For professionals, in addition to the multi-page document of facts and figures, CIC and PwC have packaged a toolkit of materials that will help you tell the story of meeting value.

At the same time that the study empowers you to speak to concrete data, MPI partners with American Business Journals on a supplement insert that speaks to the business value of meetings. The supplement, in its second year of production, includes rich data, expert sources, the economic impact studies, case studies and FutureWatch data from the award-winning content of One+ magazine and other sources. The information goes beyond our industry into the larger business world. The high-quality presentation of the information and the status of Business Journals allow you to take the piece to the C-suite and make your argument for how your results affect the bottom line.

The U.S. economic impact study and the Business Journal insert are just some of the MPI relationships and partnerships undertaken to help you make the argument for the value of meetings. Download the insert and access the economic impact study today and start telling the story. www.mpiweb.org

~ Save The Date ~

Annual Dinner ~ The Ties That Bind

Community. Innovation. Integrity. Celebrate the ties that bind us as members of Meeting Professional International's Sacramento/Sierra Nevada Chapter at the Annual Dinner and Auction to be held **Tuesday, June 7th, 2011** at the Hyatt Regency Sacramento! Enjoy a pre-dinner cocktail hour and silent auction poolside as you listen to the gentle strums of a live guitar followed by a sit-down dinner where we honor our newly elected President and Board of Directors.

All monies raised from the dinner and auction go to support the education offerings of your MPI Chapter. For ways to get involved – from sponsoring to donating items for our silent and live auctions – please contact Beatriz Gómez at bgomez@calsheriffs.org. Your support is vital to the success of this invaluable fundraiser! (plus, it's a great excuse to undo that tie and let loose with your friends)

LEADERSHIP

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**STL, Ltd.- Major Sponsor
of the 2011 Trade Show**

Submitted by Cheryl Cox clcox@stlltd.com

STL, Ltd. has been an active partner in the Sacramento meetings and events industry for over sixty years. What began as Sacramento Theatrical Lighting, has turned into a multifaceted business, serving more than three hundred clients every year. Certainly, the lighting and event production business continues to be our largest

operation, but with trade show equipment, grand stands and a graphics shop, we continue to meet the diverse needs of the meetings industry throughout Sacramento and Northern California.

Today we often provide services as diverse as

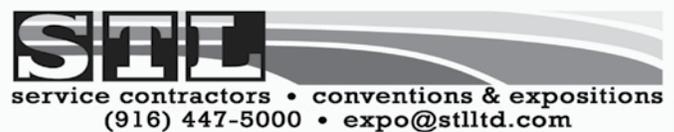
- Transformation of the Memorial Auditorium into an elegant dining hall
- Sidewalk bleacher seating and stages for such as the AMGEN prologue
- Tent lighting for a "winter wonderland" wedding
- Exhibit booths, furnishings, carpeting and electrical service for public and private trade shows ranging from 10 booths to 1000.
- Sign and graphics production for all kinds of meetings and events

STL, Ltd. is proud to once again sponsor the MPI Annual Trade Show in March.

"Luck be a Lady" and "lucky are we" to continue to serve such a diverse Chapter of meeting and event planners.

Whether your event is large or small, we take pride in providing quality equipment and service that is tailored to the diverse needs of our clients.

Contact us for lighting, staging and special event services 916-447-3258 info@stlltd.com; for exhibit services, signs and graphics 916-447-5000 expo@stlltd.com



Come join us at the MPISN Annual Trade Show

FREE for Event and Meeting Planners!

Thunder Valley Casino Resort

Pano Hall

Tuesday, March 8, 2011

2:00 – 4:00 p.m. Innovations Workshop

4:00 – 7:00 p.m. Trade show

Please join us for the Annual 2011 Meeting Planner International (Sacramento/Sierra Nevada Chapter) (MPISN) Trade Show at Thunder Valley Casino Resort, 1200 Athens Avenue, Lincoln, California. The trade show is complimentary for meeting and event planners. Delicious hors d'oeuvres will be served, prizes given away and more.

Before the tradeshow, plan on attending the Innovations Workshop to see what is new in AV, decor, F&B, marketing and promotions, plus more. Cost for members and non-members is only \$20. Planners can register now online.

Stay at Thunder Valley Casino Resort and receive a special room rate of \$79. (Call for reservations 1-877-468-8777, (code 110308MPI11) Or, catch the FREE Bus service for the first 45 planners; pick up and drop off at the Doubletree Hotel (2001 Point West Way) in Sacramento. The bus will depart from the Doubletree Hotel at 4:30 p.m. and leave from the casino resort at 7:15 p.m.

Please register online for Innovations and/or Tradeshow: www.mpissn.org

Business Card Ads

If you are looking for a lower cost way to Advertise in the MPI SSN Connects Newsletter; we have the thing for you. For only \$100.00 as a member or \$150.00 as a non member you can advertise your Business Card. What a way to be seen!



ON THE MOVE

NEW POSITION

Celeste Berke

Director of Sales and Marketing

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Katrina Duncan, CMP

Meeting Planner

California Advocates Management Services

Beatriz Gomez

Meeting and Events Planner

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As your **partner** in the meeting planning process,
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We are dedicated professionals that have (combined) 40 years of service with Marriott!

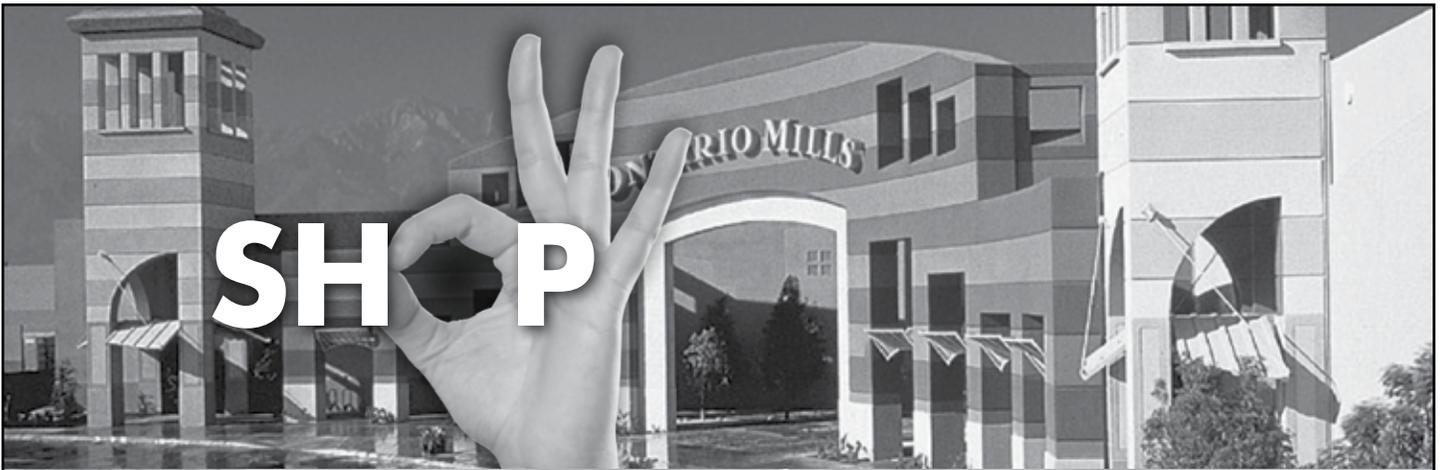
- We represent the entire Marriott, Renaissance, and J.W. Hotels and Resorts portfolio.
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Mentor

continued from page 1)

may have an interest to learn what the "other side" thinks and gain more knowledge of both sides of the meetings industry. You may be surprised how much you can influence and assist a fellow chapter member. This can be a very rewarding experience for both parties involved.

With all the electronic social networking opportunities available to us, like Facebook and LinkedIn, wouldn't it be nice to have someone available who can sit down and meet with you face-to-face to discuss your goals or attend a MPI event with you and introduce you to chapter members?

Make it a new year's resolution to advance yourself in your career and make valuable contacts within the MPI Sacramento/Sierra Nevada chapter. Visit the MPISN website at www.mpissn.org and click the Community tab, Member Care, then Mentor Program to join the Mentor Program today! If you have any questions, please feel free to contact the Member Services Chair, Laura DeOrio, CMP at deoriolaura@gmail.com or call 916-392-2550 ext. 252.

The College of Continuing Education at Sacramento State Designs a Hospitality Management Certificate Program

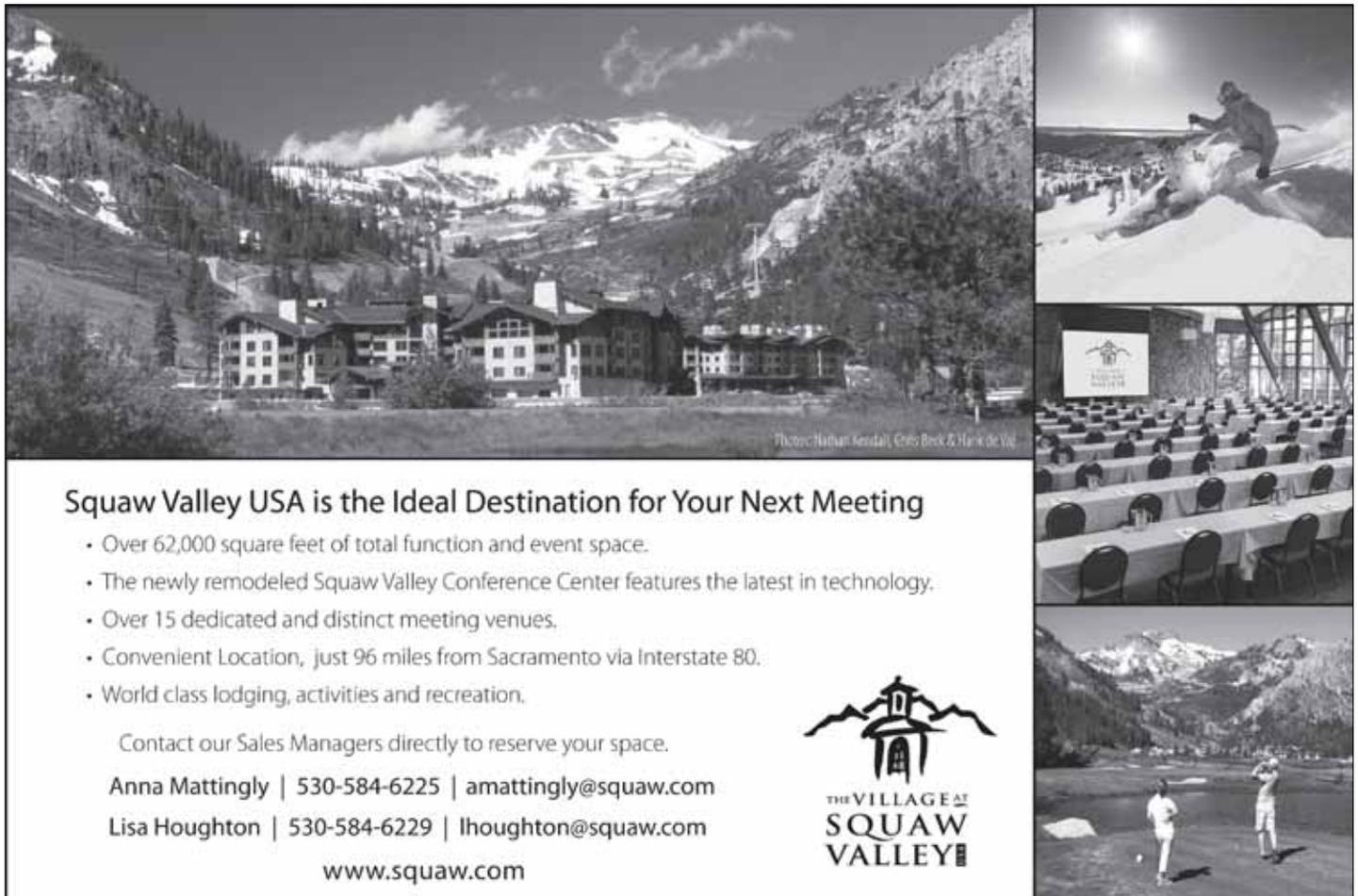
The College of Continuing Education at Sacramento State plans to offer the first in a series of courses towards a Hospitality Management Certificate. The program will prepare individuals for a position or promotion within the hospitality industry.

The first course offered in fall 2011 will be a Sales & Marketing course. Future courses include: Managing the Organization, Managing Human Resources, Managing Revenue, Restaurant Management, Professional Communication and an Internship.

Hospitality Management Coordinator, Thom Ward, is currently seeking leaders in the hospitality industry to collaborate with the university for the delivery of this program.

Possible ways to collaborate include being an instructor or guest speaker; providing a venue as a location for classroom activities; and/or providing internship opportunities to students.

Contact Thom Ward if you are interested in assisting in these efforts. (415) 271-2963. csushospitalitymgthom@gmail.com



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THE VILLAGE AT
SQUAW
VALLEY

Did you Know?

By Theresa Stamey - TGS Consulting

Normally, I would provide you with a recap of Education Programs held during the last quarter but we have only had one program this past quarter. That program was held in conjunction with CalSAE's Seasonal Celebration and may have been one of the most successful programs that we have presented in that partnership. In case you're wondering it was "the dueling lawyers" talking about contracts. Both "dueling lawyers" have presented at MPI's World Education Conferences and at many Chapter Education Programs. Liza Devlin, Devlin Law Firm, Phoenix, AZ represented the supplier side and Barbara Dunn, Hutton and Dunn, Ltd. from Ballwin, Missouri represented the planner perspective. The buzz about their presentation resonated throughout the convention center halls.

But, that's not what I'm writing about today. Do you know what's available to you for learning on the national MPI Web site? How about PCMA's site? Virtual Edge? The list goes on but you have a wealth of information at your fingertips that you can access 24/7. For example, on the MPI Web site at www.mpiweb.org, you can find "free" presentations as an MPI member on "Making the Right Technology Choices" and "Defining Your Digital Blueprint" or "Finding the Right CSR" and "Meetings That Matter to ALL of the Generations". On the PCMA Website you can find a number of webinars including the "Masters Series: Exploring Socially Augmented Events" presented by Scott Klososky that I watched and was very impressed with his presentation. Virtual Edge is another source of cutting edge presentations. Examples include: "Every Event Will Be Hybrid In Two Years How These Associations Are Doing It Today" or "Technology Innovations for Events and Communities" and "Why You Need a Collaborative Learning Environment and What You'll Be Missing If You Don't Have One".

Don't get me wrong, we WANT you to attend MPISSN Education Programs and Luncheons, the "face to face" learning can't be replaced but sometimes you can augment that learning with something more. And, my guess is that you'll want more of what we offer.

Let me know if you would like more information on alternative learning opportunities, we're here to help you get the most out of your membership with MPI.

Theresa Stamey
VP Education

Stay up to date at:

www.mpiissn.org

Website Login Instructions

Bookmark www.mpiissn.org - check in often
Login/Passwords

For the membership log-in areas, your login is your last name and your password is your MPI membership number given to you from headquarters in Dallas.

Example

Login: Miglino (be sure to capitalize the first letter of your last name),

Password: 222222 (sample membership number - your number may 5-7 digits).

Some of our members have identical last names. If you are one please use this slightly different method.

Example

Login: MiglinoC (be sure to capitalize the first letter of your last name AND your first initial)

Password: 222222 (sample membership number - your number may 5-7 digits).



Become a fan of MPISSN on Facebook!

[http://www.facebook.com/editaccount.php?networks#/pages/Meeting-Professionals-International-MPI-](http://www.facebook.com/editaccount.php?networks#/pages/Meeting-Professionals-International-MPI-SacramentoSierra-Nevada-Chapter/131549028488)

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~ Make An Impact ~

You can make an impact by registering for the Susan G. Komen Sacramento Race for the Cure

Join the MPI Sacramento Sierra Nevada Team and help meet our goal of \$1,000!

Friends and Family are welcome to be part of our team. The more the merrier!

We must have 15 people registered by April 6th online to qualify as a team!

Saturday, May 7, 2011

Cal Expo - Sacramento

5K run/walk or 1 mile fun run/walk

It is easy and fun!

On-Line Registration is now OPEN!

To join, go to www.komensacramento.org and click on the Race for the Cure button on the right. A new page will open – click “register” then “I agree” (if you accept the agreement) – click “join a team” and select MPISSN and fill in your information.

PREFER TO SLEEP IN? - Register for Sleep In for the Cure® and support Komen Sacramento without sacrificing your beauty sleep! You'll receive through the mail a door hanger that lets the world know you are Sleeping In for the Cure and a t-shirt. You can also collect donations and win a prize.

Once you are registered, you will receive regular Race updates. We have more exciting new elements that will help you reach your goals. Let's make 2011 the best Race ever!

Please contact Barbara Ambler-Thomas, Team Captain, at bamblerthomas@hornblower.com with questions.



2010 MPISSN Race for the Cure Team



Donate Raffle Prizes for our Community Outreach Program

Take this opportunity to be highlighted at each of the ten programs or choose to donate once or twice. All donations will be greatly appreciated and 100% of the raffle proceeds will be donated directly to the:

SUSAN G. KOMEN FOUNDATION FOR THE CURE

This year we would like to recognize the following donors for their donations:

Starwood Hotels

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The Village at Squaw Valley

Sheraton Grand

California State University Sacramento

Litza Coughlin, Jewelry

Hornblower Cruises & Events

Inn at Napa Valley

Party Concierge

Thank you so much for donating to this great cause!

We want to hear from you! Please send articles, content, pictures for Connects to d.ramsdell@sbcglobal.net. Summer 2011 issue deadline is May 15, 2011!

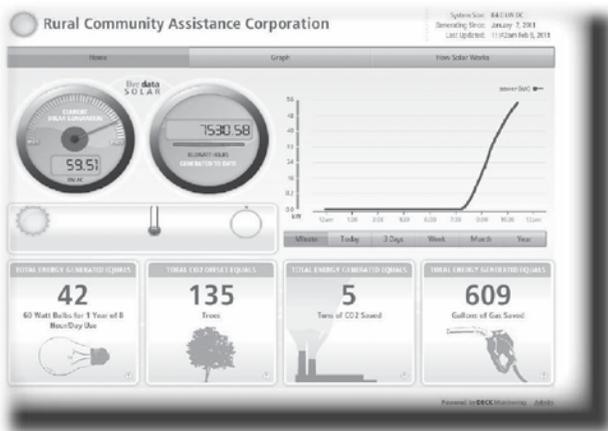
RCAC Leader In Workplace Green Practices

By David Ebenezer, RCAC Controller

RCAC's photo-voltaic system received the "notice to operate" from Pacific Gas & Electric earlier this month. With that notice, RCAC has embarked on a journey toward energy cost savings. The PV system depends on light to produce electricity, therefore, the January start has been less than auspicious due to the persistent fog. Though slowed down by the nagging Sacramento fog, it has been producing electricity whenever it can and we have produced close to 4,000 kilowatt hours so far. Pictured on the right: Seven inverters help convert DC power collected by the modules into AC power.

RCAC uses an average of 190,000 kilo watt hours in a year. Every kilowatt hour we produce directly offsets a kilowatt hour used, which translates to a greatly reduced bill from PG&E. Because RCAC uses a PG&E time-of-use meter the rate charged changes. Sometimes exported power from the PV system is even more valuable when we sell it back during peak hours. We expect the system to offset roughly 62 percent of our annual energy use.

You can view the system production on-line anytime by going to the RCAC website homepage at www.rcac.org. Below is snapshot of what the monitor looks like and here's what it was as of 11:42 am on Wednesday, February 9, 2011:



The gauge on the top left shows how much power was being received by the service panels. The gauge on the top right gives us the power generated by

the system over time. Essentially, we have produced 3,975 kilowatt hours since the system was turned on in early January. The graph presents a picture of what was produced today. The boxes on the lower level show the impact our power production has had on the environment.

This implementation is a huge step forward for RCAC to emerge as a leader in green practices. In addition to energy that we will not have to buy from PG&E, we will avoid future energy cost escalation for the amount we produce.

Article submitted by Susan Buntjer, CMP, Conference Management Specialist at RCAC, and MPISSN Past President



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MPI Live Event Study Proves 300+% ROI

MyROI study for World Education Congress demonstrates business value of meetings

Jan. 10, 2011 – Dallas, TX –

In a business environment where professionals consistently strive to validate meeting and event expenditures, Meeting Professionals International (MPI) and MeetingMetrics can now demonstrate a more than 340 percent return on investment (ROI) for attendees of the 2010 World Education Congress (WEC).

“Reports, including FutureWatch 2011 have indicated the importance of measuring ROI as a performance tool. Now we’ve proven it,” said Bruce MacMillan, president and chief executive officer of MPI. “WEC 2010 in Vancouver delivered measurable business results, and more importantly, we’ve shown that major conferences and events can deliver value if they make performance measurement a priority.”

The comprehensive study calculates ROI based on the total investment to attend the conference including time away from work, airfare, registration, accommodations, food and transit and the resulting financial impact of business accomplishments and lessons learned.

During WEC 2010, MPI offered delegates a two-day competency building workshop highlighting the importance of ROI prior to the first days of the conference. Those sessions were complimented by multiple offerings of education throughout the event based on the business value of meetings, strategic meetings management and insights into leading industry research like Meetings Deliver.

Following the conference, through MyROI, a MeetingMetrics product, study participants were provided a confidential, post-event report that details the results of an education experience including application of an attendee’s learning to their current job, impacts of post-event job achievement and an individual ROI computation.

Study respondents, a majority of whom were meeting planners, all attended WEC and can now answer the top request from supervisors when seeking approval for future attendance – proven value for related business expenditures.

“MPI has taken a magnifying glass to the value of quality business events and it has proven to be multiple times the investment,” said MaryAnne Bobrow, CAE, CMP, CMM, CHE. “There is no more guess work, WEC is worth it.”

Editors’ Notes:

About MPI: Meeting Professionals International (MPI), the meeting and event industry’s largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 24,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

About the World Education Congress: The World Education Congress (WEC) annually offers thousands of meeting professionals world-class education combined with valuable networking opportunities. WEC 2011 will take place from July 23 – 26, 2011 at the Orange County Convention Center in Orlando, Fla. WEC has more than 27 hours of educational content and a robust hosted buyer program. WEC will be held in St. Louis in 2012 and Las Vegas in 2013. For more information, visit www.mpiweb.org/wec.

About MeetingMetrics: MeetingMetrics is a developer and provider of specialized, professional online survey tools and methods for enabling corporations, associations and event sponsors to optimize their event’s effectiveness, measure their meeting results and demonstrate event value including financial ROI. Winner of the EIBTM 2008 World Technology Watch Award, MeetingMetrics partners with and is endorsed by MPI, the ROI Institute and other leading industry organizations and is a member of MAG, the Meetings Alliance Group. For additional information, visit www.meetingmetrics.com.

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