

CONNECTS

Volunteer of the Month

By Lisa Bispham, CMP, President Elect



Natalie Jimenez, Rick Chapman and Angelina Nunez

Wrapping up the year with our June Volunteer of the Month recipient is none other than the handsome Rick Chapman. Rick served our chapter this year as the Chair of the Golf Committee and did an outstanding job on this year's Golf Tournament. Rick was nominated by Becky McGuire, Vice President of Special Events, who stated, "Rick is an amazing volunteer. You can count on him to follow through, for accuracy in handling details, and anticipating your every need (a true salesman)! Rick is also dedicated to the success of MPISSN and the success of each event he helps to produce. And

best of all, he does it with a smile!"

When asked what he gets out of volunteering for MPI, Rick shared, "I have been a member of MPI since the early 1990's over the course of various sales positions with hotels and convention bureaus, sometimes under the name Richard Chapman as well as Rick Chapman. I got into the hotel business in 1978 and retired in 2008. I started a consulting company and decided to remain a member of MPI so I could remain active in the convention business and stay in touch with the many friends and business associates I made over 30 years in the industry. I have always enjoyed volunteering for the simple reason that I like getting things done by working with like-minded people".

Even though this was my very first golf tournament (and second time playing golf), I thought Rick and his committee did an awesome job organizing and executing the golf tournament. I only played in the tournament to show my support but now I think I am hooked and am looking forward to playing in the tournament next year! Here is what experienced golfer Kellie Schroeder, CMP, CAE had to say about Rick and the golf tournament, "The epitome of organizational and leadership skills infused with a gregarious personality and a fierce golf game...that is our very own Golf Chair Rick Chapman. Who better than to lead our 2012 Golf Tournament?" She continued, "I enjoyed the change up in the tourney play this year. It allowed for extended networking amongst the players. I hear Rick has ideas for the May 2013 tournament which just might put this event over-the-top on the fun meter and really speed up play. Rick is well-deserving of his nomination for volunteer of the month."

Congratulations Rick, and thank you for your commitment and dedication to our chapter!

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Worth Your Time

- June 19, 2012** *Morning Workshop and Monthly Luncheon, Lion's Gate*
- July 17, 2012** *Luncheon Program, Marriott Rancho Cordova*

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



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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:**

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Lauryl Hernandez, CMP

Hyatt Place

Sacramento/Roseville

President's Message

The 2011-2012 year is winding down and it's time to welcome the new board, the new leadership team and a new Chapter Administrator for MPI Sacramento Sierra Nevada. It's been a year of transition and change and I'm so proud of the team that's navigated the rough waters this past year. I'm also forever grateful to Cindy Miglino for her guidance, patience and direction.

This year's leadership team spearheaded many changes, the first of which was to move one major fund-raiser from June to October. The June event this year will be a workshop followed by lunch and the induction of the new board. The Annual Gala will be in October, so stay tuned for details.

The second big change everyone will surely notice is that our quarterly newsletter and directory will move from a print version to an electronic version. As an organization centered around the meetings industry and sensitive to corporate responsibility and Green Initiatives, the leadership team felt it was the socially responsible thing to do. Not to mention, the chapter saves money and resources that can be better spent on education for our members. The new format will have links within the articles making it easy for the reader to instantly get more information.

The third and probably biggest change was the hiring of a new Chapter Administrator. I'm proud to introduce to you Lynette Magnino of Inspired Management Services. While she officially begins July 1st, she is quite busy with transition meetings with Cindy in preparation to hit the ground running in July.

I'm also proud to tell you that as a result of feedback received from our supplier members, the chapter will introduce a Buyer's Guide for planner members as well as a Planner Profile of our members for our suppliers. The board will be reaching out to the membership to start these new programs this year.

Please bookmark the MPI website and visit often. You will start to see changes and enhancements over the coming months. The new Communications team is anxious to revamp the website and have it become the primary source of information about MPI Sacramento Sierra Nevada chapter.

One last request I make as your President is quite simple. Please consider how much time you have and GET INVOLVED with a committee. If you don't like the way something is being done, then get involved and be part of the positive change! Even if you only have 1 hour a month to make 5 phone calls, the chapter needs you!

Thank you for the great ride this year, it's been my honor to serve our chapter as President.

Last, but certainly not least, I'm sure I speak on behalf of all Past Presidents in expressing gratitude toward Cindy Miglino. She has been the rock of this chapter since she took the Chapter Administrator role 6 years ago. Her guidance, patience, leadership and support have been invaluable and much appreciated not only in the role of President, but in the roles of each board position. On behalf of the MPI SSN chapter, we wish her well in all her endeavors!

Lauryl Hernandez, CMP, Hyatt Place Sacramento/Roseville
MPI Sacramento/Sierra Nevada Chapter President, 2011-12

Forecasting MPISSN 2012-13

By Kellie Schroeder, CMP, CAE

On May 6-7, 2012, the incoming leadership team for MPISSN came together for a Board Retreat. The event was coordinated by incoming President Lisa Bispham, CMP, and hosted by the Marriott Waterfront Hotel in Burlingame—conveniently located near the San Francisco International Airport—in conjunction with the San Mateo CVB. The Marriott Waterfront Hotel is a mesmerizing location; the water views looking back over the bay along with the airplane landings/takeoffs made for a beautiful backdrop to the expansive lobby lounge which was alive with energy.

The Board Retreat began on Sunday with the purpose of envisioning the path our Chapter would take during the new fiscal year which runs July 1, 2012 thru June 30, 2013. Fresh volunteer faces dappled the room with eager attitudes and new ideas making the day exciting as well as enjoyable. Our retreat facilitator, Rick Weaver of Image Weaver, kept the group focused, on topic and most importantly, in good spirits as we worked through our business plan for next year. Rick was a no-nonsense leader who knew exactly when to push and pull back as we waded through the tasks set before us.

A well-deserved break led the group to the Hyatt Regency San Francisco Airport Hotel. After a quick site of the facility, the group was treated to the award-winning Sunday Champagne Jazz Brunch in Swiftwater Café (voted #1 brunch by Open Table). There were a wide variety of delicacies offered making it hard not to taste everything. This planner completely agrees with all of the hype surrounding the brunch experience and highly recommends you drop in for a bite.

On Sunday evening, Karalee Adams of the San Mateo CVB scooped up the leadership team and whisked us away to downtown Burlingame—a very walkable and well-crafted city center. We arrived at Stella Aplina Osteria, a lovely restaurant serving Northern Italian Cuisine. We dined al fresco as Karalee regaled us with the high points of the San Mateo area's numerous meeting industry options for groups. San Mateo will fit into any planner's meeting budget, and Karalee can assist you with finding the perfect location for your next event. Just ask her!

Monday morning brought us back to our Marriott Waterfront Hotel bay view meeting room to finalize our work plan and wrap up our retreat. I would be remiss if I did not say the Marriott banquets staff did an exceptional job taking care of our small group. The breakfasts each day along with the Monday lunch were truly delicious and not your standard meeting fare. One could see Chef was in tune with today's tastes and enjoyed being creative with his offerings.

As the retreat came to a close late Monday afternoon, the leadership team was fully aware of the tasks ahead of them. Coming together as a unit to forecast the economic climate of the Chapter for a new fiscal year is not an easy endeavor; especially when you have to factor in the amount of volunteers stepping forward to assist our Chapter in its efforts to thrive.

For MPISSN to move forward, we need active members attending the educational programs, luncheons and social events. In order for those events to be successful, we need a solid volunteer base to outline, plan and carry out each program. If you are not currently volunteering for the Chapter, I would ask that you consider setting aside one hour each month to assist a committee—any committee—in any way your skill set can be of value. If you can make three phone calls a month for the membership committee, it would be a huge contribution to the success of our Chapter.

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Taking a Moment for CSR

By Bridget Johnson

Planning a Legacy

I could just picture the sweaty brows and tired backs of the workers as they stepped off the bus at their hotel. The previous days' schedules of sessions and breakouts may have been tiring in their own right, but this physical exhaustion was much more satisfying.

I listened as Denise recounted one of her favorite experiences as a meeting planner for an IT company in the Washington, DC area. Several years ago, while planning an annual meeting for the company's sales department, Denise reached out to her New Orleans hotel convention services contact. She wanted to put together an offsite teamwork event incorporating hands-on outreach with the local community. It wasn't immediately after Hurricane Katrina, but there was still a great deal of visible storm damage; one need not look far to see homes and areas in significant disrepair. Although it took time and additional effort on Denise's behalf, she gladly persisted. After several calls around New Orleans, she eventually lined up a special day of service for her associates.

Although details of the community service day were kept a surprise, the sales attendees (mostly male) were instructed to dress appropriately for outdoor labor. Denise arranged for two projects and divided the group accordingly. Her community contact told Denise that due to the amount of work to be done, there was a good chance that her groups would not finish the two projects in one day. With confidence in the tenacity of her group, Denise knew that her team would pleasantly surprise the host coordinator. (They'd get through the work; just watch!) One mission was to saw and remove fallen telephone poles from local yards and neighborhoods. The other group was assigned a great deal of indoor repair work, painting and such. The attendees were picked up early in the morning and bussed out to their respective work sites. Along the way, they saw more and more of the remaining devastation – homes falling apart and overgrown yards needing attention. Regardless of their typical interest in domestic tasks, these folks arrived on a mission. They dove headfirst into this opportunity to help. Plus, it was an enjoyable change of pace. Denise smiled as she recalled one executive who was beaming with excitement; he hadn't used a chainsaw in years! Not falling at all short of her expectations, Denise's teams blazed through the work, prompting her to call the community contact multiple times for more supplies. The host coordinator was blown away; she could barely find enough available paint around town to keep up with the workers' progress!

At the days end, the teams piled back onto the buses for their return to their hotel. I imagine, much like golfers at the "nineteenth hole," they

swapped tales of their alternative workday and shared recognition of those who'd achieved certain feats. After all, these were salespeople; regardless of whether they're in an office or tackling a home repair project, they're a competitive bunch. Before the attendees reached the hotel lobby, there was a surprise in store. As the work teams unloaded from the buses, hotel staff members were lined up to share appreciative smiles and applause.

Like many of us, Denise was very familiar with the constant challenge to surpass expectations and provide memorable events. Amid the multitasking and pressures from various directions, Denise knew that this day of community service was no less important than the corporate sales events she was charged with planning. The community engagement and service experience was priceless. This sales group was used to high-end events; they'd not be easily impressed by "glass & brass," reception menus or entertainment. But this day brought out rewarding emotions in even the toughest in the group. Forgetting any sore muscles and the drying sweat on their brow, tears streamed from the participants' eyes at the personable sight before them.



Whether your organization frequently engages in community outreach or not, consider implementing some team service into your calendar. It doesn't have to just be during events; it can be interspersed through the year, with ongoing community activities included among regular events. However and whenever you plan it, the experience can offer rewards to everyone involved. Denise's attendees left a legacy of support with the community of New Orleans and a legacy of compassion within the heart of their company.

Cultivating Social Responsibility Within Your Organization

In a May 21 post on the MPI website, blogger Jessie States reviewed an IMEX presentation on how corporate social responsibility (CSR) can help organizations to sustain and thrive. Two particular points stuck out to me:

Think of CSR as collective, not corporate, social responsibility.

This reminds us to look not through the business lens but the human one, and to see opportunities rather than directives.

You won't be judged on how much you make, but how you make it.

Finances are part of CSR. But the point above takes the big-picture or hindsight view. Regardless of what you accrue or how much you accumulate, the actions and choices you made along the way reign supreme.

Taking an industry approach, the American Society of Association Executives (ASAE) presented these Global Principles for Socially

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LEADERSHIP

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Responsible Associations & Nonprofits:

Top Benefits to Associations* with a Strategic Social Responsibility Strategy

- Enhances reputation and visibility that supports marketing objectives
- Increases valuable partnership opportunities and coalition experience
- Attracts and helps retain a high-quality workforce
- Attracts and helps retain and engage members/customers
- Ensures more effective risk management, in part through reduced regulatory oversight and greater transparency
- Often leads to new products and services (such as sustainability-oriented conferences and events, sector-specific eco-products, CSR-related certifications), potentially producing new revenues and stronger customer/member loyalty because of a greater sense that the organization is highly relevant to professional or personal success
- Frequently results in significant cost savings through increased operational efficiencies and innovations
- Provides competitive advantage, in large part by driving a culture of continued innovation and more positive brand value/reputation
- Provides another outlet through which to accomplish an organization's mission
- Increases awareness of the association's mission or cause
- Can reveal fresh solutions to complex problems
- Can help change public behavior in positive ways

**Author's note: These benefits are not limited to associations and nonprofits. Ideas within can be carried over to corporations and for-profit entities.*

For more information on the above, visit:

http://www.mpiweb.org/blog/yourindustry/20120521/IMEX_Can_CSR_Help_Your_Association_Succeed

<http://www.asaecenter.org/Forms/SocialResponsibilityPrinciples/index.cfm>

Recognizing New CMP Designates

Marsha Durst

Jennifer Gross

Christina Hake

Jennifer Hammond

Helen Marshall

Congratulations to you all on a wonderful accomplishment!!!

Each member should try volunteering in a capacity that fits their schedule and time constraints. If you do not know how you may help out, please contact me and we will explore the opportunities together. I am sure I can find a way for you to be engaged with MPISSN in a rewarding volunteer capacity on your terms.

In closing, I want to convey that as a volunteer for MPISSN, I thoroughly enjoyed participating in the board retreat. But, I think the highlight for me was the information I gathered outside the meeting, i.e., hotel sites and visiting downtown Burlingame. As a planner, I appreciated the opportunity to experience the showcasing of the San Mateo area. It was the unexpected bonus to the 2-day event.

MPISSN would like to thank the following individuals and their respective companies for their continuous support of our Chapter:

Joy Florentino and Kristine Van Winkle – Marriott International: Sleeping rooms, audio visual, meeting space, food and beverage sponsors.

Vicky Shamiya – Marriott Waterfront Hotel SFO Convention Service Manager: Dynamic onsite coordinator / sponsor.

Ryan Buzzard – Hyatt Regency SFO: Sunday Champagne Jazz Brunch sponsor.

Karalee Adams – San Mateo CVB: All-around fun destination hostess, and Stella Alpina Osteria Restaurant sponsor.

Rick Weaver – Image Weaver: Board Retreat facilitator and MPI wisdom coach.

Judy Webster – MPI Chapter Business Manager

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Each of you has a story. Now you have the opportunity to share your unique story for the "I am MPI" campaign at www.mpiweb.org/stories. This site was created to celebrate the passions that drive the people in the MPI community.

Share your story now and become part of the MPI mosaic—inspire yourself and others.

THANK-YOU: MPISSN 2012 Golf Tournament & Fete

By Rick Chapman, Golf Committee Chair

We wish to thank our chapter members and their friends who participated in the 13th Annual Golf Tournament at Teal Bend Golf Club on May 17th and the Golf Fete at the Doubletree by Hilton Sacramento on May 16th. Chef Charlie of the Doubletree created a themed menu to satisfy our appetites and we give a special thanks to the Doubletree by Hilton Sacramento and the Hilton Arden West for hosting the event at no expense to the chapter. We were also able to raise funds for the chapter supported charity Foster & Kinship Care Education with a presentation by Cherie Schroeder.

We had a total of 63 golfers registered to play the tournament and hope they enjoyed themselves in the competitive format of threesomes. We had several sponsor organizations that purchased threesomes and we are grateful for their support. They are GES, John Ascuaga's Nugget Hotel Resort, Embassy Suites San Luis Obispo, Sonoma County Tourism Bureau, Event Ready, American Exposition Services, Embassy Suites Lake Tahoe & Ski Resort, Marriot International, Jack Urban Eats, Hyatt Place Sacramento/Roseville, and California Meetings Magazine.

The two Beverage Cart sponsors were Sacramento CVB and Starwood Hotels & Resorts/Sheraton Grand Hotel. The two carts were decorated with fun décor and the staff provided great service to our players.

Hole Sponsors and Putting Green Sponsors were Ontario CVB, John Ascuaga's Hotel Resort, Embassy Suites San Luis Obispo, Hyatt Regency Sacramento, Grand Sierra Resort, Sacramento Point West Market Place, Santa Clara CVB, and Cache Creek Casino Resort. The sponsors each provided food and beverage at their holes along with fabulous prizes for the winners of each hole contest. The players appreciate the terrific support provided by these sponsors.

A special thanks to Curtis Tarpley of Express Event Imaging for providing photography services, GES for their signage donation, Cache Creek for the great golf caps, Monterey Conference Center for the golf goodie bags, and the Hyatt Regency for offering hotel rooms at an industry rate.

Finally, we had wonderful contributions for raffle prizes that were given out at the conclusion of the round. We are grateful to the Sacramento CVB, Sonoma County Tourism Bureau, Newport Beach CVB, Marriott Courtyard San Diego, Peppermill Resort, Atlantis Resort, El Dorado Casino Resort, Lisa Bispham, Jennifer Flohr, Jack Urban Eats, and Marriot Rancho Cordova.

Congratulations to the winners! In first place was the Event Ready team of Ed Mahoney, Pete Woods, and Scott Spence, and in second place was the Jack Urban Eats team of Greg Virga, Jeffery Gillaspay, and Kevin Gillaspay. The 2012 Tournament was sanctioned by The Golfe that entitles the 12 players of the top four threesomes to receive invitations to "Meeting Masters Championship Golf Tournament" November 14-18, 2012 in San Diego at the Rancho Bernardo Inn. We hope many of the winners will have the opportunity to attend, play great golf, and represent our chapter.

I have enjoyed working on this event since last year and wish to thank the volunteers who helped with registration on tournament day. A special thanks to Natalie Jimenez of the Doubletree by Hilton Sacramento for volunteering to be on my committee and supporting the effort with hosting the Fete. Natalie and I could not have done this event without the help of our chapter administrator Cindy Miglino and our VP of Events Becky McGuire.

I hope to chair the event again for 2013. Please consider volunteering for the golf committee next year so we can ensure a great event.

MPISSN 2012 Golf Tournament



Golf Fete





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Tradeshow





A special Thank You to Cindy Miglino, Chapter Administrator from 2006 – 2012. We wish her well and best of luck in all her endeavors and will miss her guidance and support of the Board and Chapter.

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Website Login Instructions

Bookmark www.mpissn.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).

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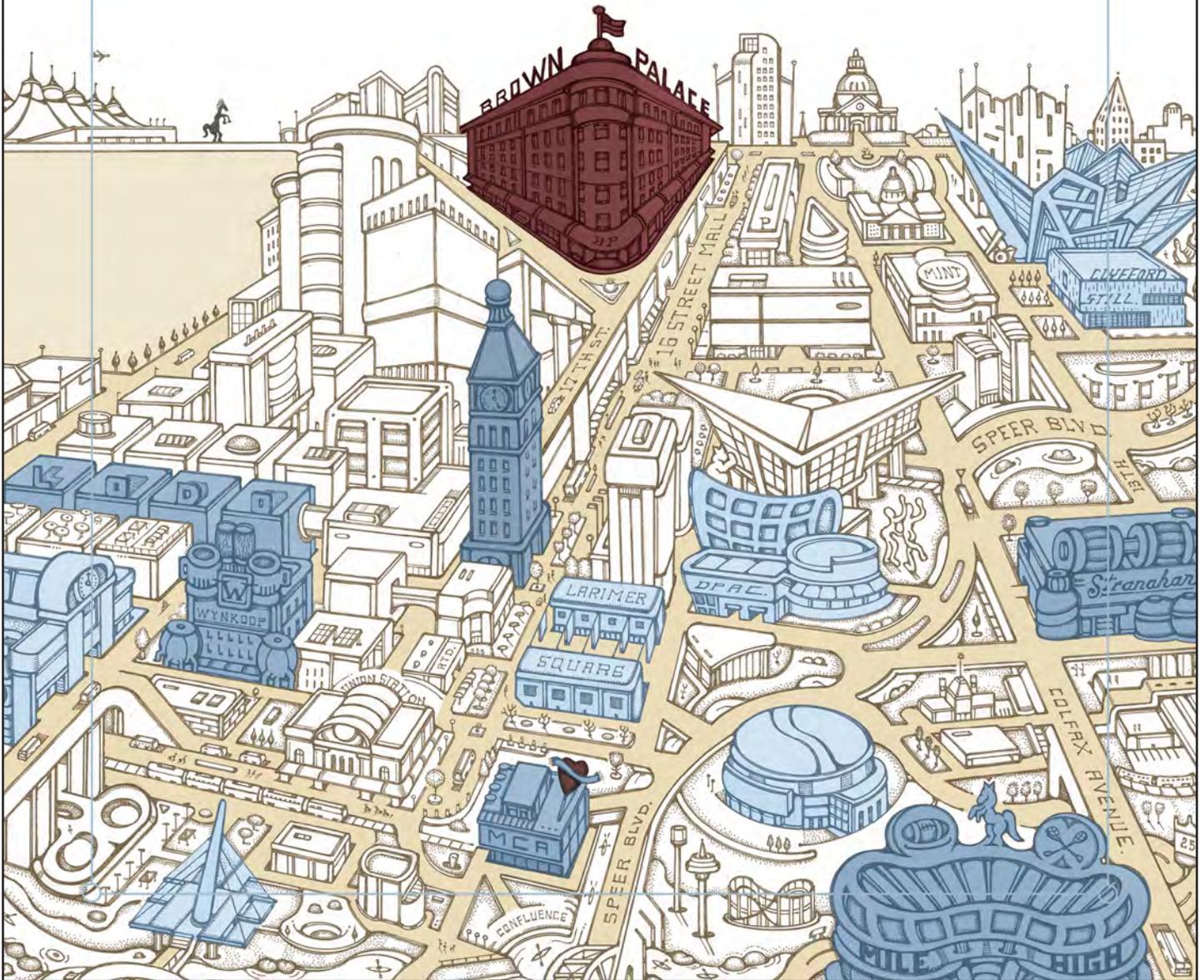


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Upcoming Events

JUNE 19th Workshop & Luncheon- Lions Gate Hotel & Conference Center

Workshop 9:00am- 11:00 am: The Leadership Compass: Defining Authentic Leadership, by Steven G. Foster, CMP, CTA, Managing Partner, Foster+Fathom, LLC

The misconceptions of what makes a great leader have caused many organizations to choose leaders based on stage performance, confidence, passion for personal achievement and other personality characteristics – and often those choices have failed spectacularly.

In reality, personality is not an indicator of great leaders. Leadership capability has nothing to do with having charisma or other exotic personality traits. Rather, Leadership is learned a process of initiating and managing change, which makes defining and refining the right leadership to match the need of your organization critical to success.

Join us for Steven Foster's presentation, "The Leadership Compass." It will challenge your perception of leadership by examining the impact, strengths and challenges of effective leadership. After participating, you will have identified a unique leadership process that focuses on effective decision-making, resolves conflict and targets leadership talent on stated team objectives.

Luncheon – being held in the General's Garden

11:00 a.m. - Noon - Networking

12:00 Noon - 1:45 p.m. - Program



MPI's Board of Director Jordan D. Clark will present us with an Industry Update. Jordan is Vice President of Sales for Caesars Entertainment. Check out Jordan here!



This luncheon will also be the **2012-2013 Board of Directors Induction** including the induction of our new president, **Lisa L. Bispham, CMP** of Child Support Directors Association.

Come and show your support for your chapter and its new leadership!

Event generously sponsored by



JULY Luncheon Program- Marriott Rancho Cordova – July 17, 11:00am

Show That You Care – Speak With Flair – Fred Schafer

The fastest, most powerful and effective way to establish authority is to get in front of a group and speak with authentic confidence, substance and flair. It is also perhaps the single best way to build your business and career and to bring more benefit and value into the lives of others and to instill confidence in yourself and those you lead.

The truth is that public speaking is a skill that anyone can learn, master and actually enjoy without an inordinate amount of time, energy or expense. The "secret" is in the ingredients. In this fun-filled, fast paced and interactive session internationally recognized professional speaker Fred Schafer will outline the essential ingredients, tips, techniques, coaching and feedback to delivering your next speech with an uncommon degree of flair and effectiveness in influencing your audience to take action towards the value and benefits your message has outlined for them. Registration opens soon-go to www.mpissn.org to reserve your seat!

Be Connected!



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DRIVE ATTENDANCE.

Distance to Doubletree Sonoma from:

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|---------------|----------|
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| Redding | 3.5 Hrs. |
| San Francisco | 1 Hr. |
| Modesto | 2.5 Hrs. |