

CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International

Volume 29, Issue 1 • Fall 2013



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Making Dreams Come True

By Rick Chapman, CS Meetings Direct, MPISSN VP Special Events

Join your fellow chapter members on October 2, 2013 from 4:00 pm to 6:30 pm at Golfland Sunsplash in Roseville for a fun event benefiting the Northern California and Northern Nevada Make-A-Wish foundation.

Enjoy 18 holes of miniature golf pairing planners and suppliers and test your putting skills along with your social and networking skills as you mingle with Tee and Hole Sponsors. Following the tournament enjoy dinner on site where Raffle Prizes will be given out. We are also having a costume contest so get into the spirit of the party and dress up in your favorite outfit.

We encourage you to visit our chapter website www.mpissn.org and register as a player, sponsor, or donate a raffle prize. Contact our chapter administrator Lynette Magnino or Chair Rick Chapman if you have any questions.



Come out and support our chosen charity for 2013-2014 Make-A-Wish and have a blast!

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kelli@wmmpa.com

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jennifer@calodging.com

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lynda.sagar@sheraton.com

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Rick Chapman
rick@csmeetingsdirect.com

President's Message

Dear MPISSN Members:

The ReConnect 2013-14 MPISSN year is well under way. It was a busy summer filled with various Chapter activities such as: the new leadership team completed its training during Chapter Tools; a July education luncheon; MPI's WEC took place in Las Vegas with MPISSN making a strong showing in attendance; numerous committee meetings; and the recent September education luncheon focused on how to keep your meeting attendees safe.



I would like to draw your attention to two new offerings from our Chapter. At the beginning of September, the first ever Coffee & Content session was held at Temple Coffee in Sacramento. Members arrived, purchased their own beverage, then sat down together to cover the process of pursuing the CMP designation and CMP Re-Certification. The session lasted one hour in which multiple questions were fielded. The idea behind the Coffee & Content sessions is to extend the benefits of membership within MPISSN. Members who would like to suggest topics for upcoming Coffee & Content sessions may send topic matter to me or any member of the leadership team.

Another exciting addition to our Chapter this year is the Past President Advisory Council which formally met prior to the September luncheon. The PPAC will meet three times a year with Immediate Past President Lisa Bispham chairing the council. The PPAC will gather MPISSN's finest to review the status of the Chapter while acting as a think tank/strategic planning group. The combined knowledge of the PPAC will reflect where our Chapter has been, what worked and what did not work previously, and will advise the current leadership team on their chosen direction. I cannot express how pleased the leadership team is the PPAC has been activated

and will remain in effect from here on out.

On October 2, we will stage a Make-A-Wish Fundraiser Miniature Golf Event. The mini golf tournament will be held at Golfland Sunsplash in Roseville. I hope to see all MPISSN members out for this fun afternoon to assist us in raising monies to support Make-A-Wish. Rick Chapman, VP of Special Events, and his team have been working hard to bring this fundraiser to fruition. When was the last time you played miniature golf? Come out to support Make-A-Wish and have a silly afternoon with your MPISSN peers, it is for a great cause.

MPISSN has big plans outlined for its members. Be sure to keep up to date via the Chapter's website and weekly Tuesday email news announcements. Make a point of putting the MPISSN events on your calendar and ReConnect with your Chapter. I hope to welcome you to each of our upcoming events --- see you soon.

A handwritten signature in black ink that reads "Kellie Schroeder". The signature is written in a cursive, flowing style.

Kellie A. Schroeder, CMP, CAE
MPI Sacramento/Sierra Nevada President 2013-2014

Upcoming MPISSN Events - Save the Date!

November 19, DoubleTree (by Hilton) Sacramento
Workshop & Luncheon Program
Topic: **"ROI Essentials"**
Steven Foster, CMP, CTA, Foster+Fathom, LLC
Kelly Massey, VWV Group
MaryAnne Bobrow, CAE, CMP, CMM, CHE, Bobrow & Associates, Inc.

December 11, Sacramento Convention Center
CALSAE Seasonal Spectacular Education Session
Topic: **"Advanced Contract Legal Issues and Negotiation Strategies"**
Jonathan T. Howe, Howe & Hutton, LTD

February 11, Location TBD
Luncheon Program
Topic: **"The Art of Advocacy – Engage and Activate"**
Roger Rickard, Voices in Advocacy®

March 18, 2014, Location TBD
Workshop & MPISSN Annual Trade Show
Topic: **"App Storm: Mobile Apps & Solutions that Transform Your Event Planning Process & Productivity"**
Dahlia El Gazzar, CMP, DAHLIA+

April 8, 2014, Location TBD
Luncheon Program
Topic: **Sponsorship & Revenue**
Steven Hacker, CAE, CEM, FASAE, Bravo Management Group

May 14, 2014, Location TBD
MPISSN Annual Golf Tournament

June 17, 2014, Location TBD
MPISSN Annual Event/Gala and Silent Auction!

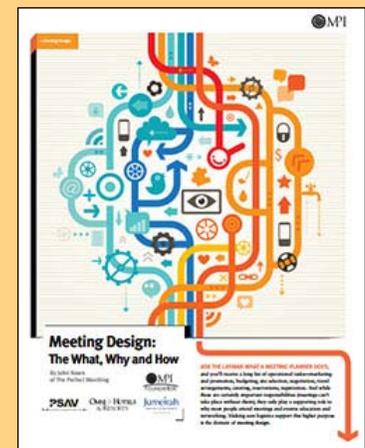
New! MPI Meeting Design research and toolkit to help Planners reduce costs and increase value.

The MPI Foundation unveiled a new study and companion tools on the first comprehensive scientific effort to understand and explain Meeting Design.

The tools were created as a result of the study and will provide guidance on how planners can design more effective meetings and undertake new approaches to create breakthrough experiences. The Meeting Design toolkit includes how-to guides, worksheets and case studies as they relate to the following principals.

- Assessment & Evaluation
- Experience
- Distributed Learning
- Collaboration
- Meaningful Engagement

The study and tools are complimentary to MPI members. To learn more, please [click here](#). And, to follow all discussions around the Future of Meetings (FOM), please join the MPI FOM special interest group on LinkedIn.



Headlining Special Events

By Rick Chapman, CS Meetings Direct

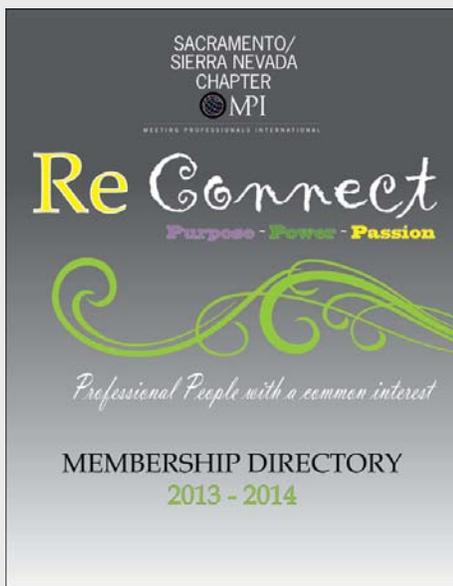
It is with great pleasure that I announce my dream team of chairs for our chapter 2013-2014 schedule of annual events. Volunteering as a chair for our fundraising events requires professionalism, expertise, and a dedication over-and-above the call of duty. On behalf of the Board of Directors and our membership I salute the following individuals for their spirit of volunteerism.

Denise Perkins, Director of Sales at Thunder Valley Casino Resort is our Tradeshow Chair. The event is scheduled for March 18th, 2014 from 4:00 pm to 7:00 pm. We are currently in the RFP process and if any of our members are interested in hosting this event please feel free to contact her at denise.perkins@thundervalleyresort.com. The theme is Team Building with Sushi Rolling and Saki Tasting Demonstrations. We will feature regional chefs and sommeliers educating attendees on their products. We are also having an educational workshop prior to the Tradeshow from 2:00 - 4:00 pm featuring Dahlia El Gazzar, an exciting speaker and educator focusing on Event Technology, Apps, and Tablets.

Greg Righellis, National Sales Manager at The Village at Squaw Valley is our Golf Tournament Chair. The event is booked at Whitney Oaks Golf Club on May 14, 2014 at 8:30 am. We are introducing a Nine-Hole tournament with a traditional Scramble Format followed by lunch and raffle prizes. Please contact Greg at grighellis@squaw.com if you have any questions on the event.

Paula Higgins, Director of Group Sales for Sonoma County Tourism and Lauren Richardson, Meeting Planner at Medtronic Vascular are Co-Chairs for our Annual Gala and Auction scheduled for June 17th, 2014. We are currently in the RFP process and if any of our members would like to host this prestigious event please contact Paula at phiggins@sonomacounty.com. The theme for next year's gala is a formal black & white that we are calling "Hollywood Masquerade."

We encourage you to visit our website at www.mpissn.org for further details and watch for announcements in our weekly emails. We have a wonderful lineup of fabulous events and look forward to your participation. If you are interested in volunteering as a committee member, please contact Jennifer Flohr at Jennifer@calodging.com.



The 2013-2014 MPISSN Directory is Available for Download

Click on the directory thumbnail to the left or login to the members only sections of MPISSN.org to download your copy.

New this year: When searching for members by Company Name, you can now click on their name and it will link you to their contact information! Download your copy and give it a try!

Making Corporate Social Responsibility (CSR) a Priority

By Amy J. Lai, CMP, Shaw/Yoder/Antwih, Inc.

As your new Corporate Social Responsibility Chair, I have been tasked with raising our Chapter's awareness of CSR and finding ways for us to address this. Some of you may have never heard of the term, so please allow me to give you a brief overview of it.

What is Corporate Social Responsibility? (from the *national MPI website*) Corporate Social Responsibility (CSR) is the responsibility of an organization for the impacts of its decisions and activities on society, the environment and its own prosperity, known as the "triple bottom line" of people, planet, and profit. Not only do responsible, sustainable and transparent approaches help build brand and reputation, they help strengthen the community and therefore the marketplace. A solid business plan, embedded into the business culture, reflecting organizational values and objectives through strategic CSR application, will help to build a sustainable and profitable future for all.

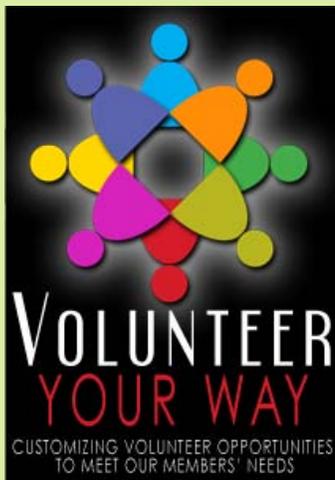


Credit: Holding Earth image via Shutterstock

MPI recently demonstrated its CSR with conference attendees building prosthetic hands during the 2013 WEC (see page 6). I hope that their example will spur us on to identify ways in which we can positively contribute to our community and environment.

Another [CSR article](#) worth reading is from BusinessNewsDaily's website. It cites CSR examples from large corporations, such as Starbucks. Reading these examples also made CSR much clearer to me.

As I learn more about corporate social responsibility, I grow more excited about what we can do to demonstrate CSR. I will be working with the Community Outreach Committee and Education Committee to incorporate CSR in our education programs and events. If you have great ideas on CSR and how it can apply to our chapter, please don't hesitate to e-mail me at amy@shawyoderantwih.com. Our ideas can range from presentations on sustainability and being "green" to a charitable initiative – the possibilities are endless. I'm all ears and look forward to working with you to make this a priority in our wonderful chapter.



"Volunteer Your Way" the À la carte Volunteer Menu for MPISSN Members

The key to our Chapter's success lies within its members' professional skills funneled into volunteer efforts to achieve the goals of the organization.

MPISSN leadership realizes not everyone can volunteer as a Committee Chair or serve on the Board. However, we hope each member may volunteer his or her own way by taking advantage of this à la carte volunteer menu.

[Click Here](#) for information about getting involved in MPISSN or contact Jennifer Flohr, CMP, CAE at jennifer@calodging.com for more information.



BUILDING HANDS FOR OTHERS LESS FORTUNATE

By Jason Hensel, July 23, 2013, [MPI blog](#)

Hundreds of WEC attendees decided to help make a difference in someone else's life by taking part in the Helping Hands community service project. Helping Hands is a program from Odyssey Teams that builds prosthetic hands, enabling recipients to return to work and provide for their families, to write and to live with more dignity.

People sat at roundtables, often next to complete strangers, and part of the project involved each person putting on a koozie and building the hand with only one hand. This ensured the participants would work together, and it offered the experience of being someone with only one hand in life.

Once the hands were built, they were placed in bags decorated by each group. In the end, more than 250 hands were built.

The project really resonated with attendees, with sentiments such as "Coolest event ever!" and "An amazing experience" said by many of those who built hands.



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MPISSN Annual Gala and Silent Auction a Big Success!

By Robin Rinehart, Rinehart Design and Consulting

June 18th, 2013 we held our Annual Gala and Silent Auction at the Citizen Hotel, reconnecting with the meetings industry in Sacramento. The event "Reconnect" had a great turnout as the auction items were spectacular with a trip to Canada and Hawaii and many lovely items donated by the many Hotels that continually support MPISSN. We raised close to \$20,000 this year thanks to a sold out crowd of 150 industry professionals and friends and the generosity of our supporters. I want to thank the committee, the sponsors, and the meeting professionals and friends who attended for supporting MPISSN and stepping up to make this event such a success.

The Theme came to life on the garden top tent venue donated by the Citizen Hotel with crushed iridescent green table clothes donated by Classic Party Rental, topped with beautiful wheelbarrow and birdhouse centerpieces (created by Michael) donated by Susan and Lawrence Crane from Party Concierge. The garden ambience was enhanced with lighting by Robert Best at APS productions. Our musicians David O'Keefe, Darius Dbaba Babazadeh, and Rose Cangelosi entertained us through the reception then MC and DJ Anthony Avery rocked the house. Curtis Tarpley created some great photos with the Capitol as the backdrop to add some fun to the event.

I would like to Thank the Sponsors who generously supported our Gala and provided our live and silent auction items wine, venue, signs, printing, flowers, lighting, music and photography. Thanks to The Citizen Hotel, Party Concierge, STL, Ltd, APS Advantage Presentation Services, Classic Party Rentals, A&A Music Events, Sheraton Grand Hotel, Lodi Convention and Visitor Bureau, Sutter Printing, Jackou Body, Express Event Imaging, and Rinehart Design and Consulting for sponsoring this fabulous event.



IN THE KNOW

By Jeff Dougherty, Sacramento Convention and Visitors Bureau

Our Neck of the Woods

Events

Formerly the Sacramento Jazz Jubilee, the Sacramento Music Festival attracted more people than it has in a decade. The festival, which was held over Memorial Day weekend, saw increased sales of 17 percent over the four-day festival, while bar sales increased 50 percent. Record crowds of 3,300 came out for the festival's Sunday headliner, Los Lobos. [SBJ, 8/26/13](#)

Hotels

The Red Lion Woodlake Conference Center and the Casino Royale card room have joined forces. The card room relocated to the Red Lion in late July, making it the first card room in the region to operate out of a hotel. Red Lion Woodlake owner Kumar Sharma hopes the partnership will increase business for both companies. The casino is located in the hotel's former main dining room, with food and bar services being provided by the hotel. Both the hotel and card room are open and staffed seven days a week. [SBJ, 8/2/13](#)

Venues

The city of Elk Grove approved plans for a new water park and aquatic center. The combined aquatic complex is the first phase of the city's public-private civic center project that will sit on 20 acres of land south of Civic Center Drive and east of Big Horn Boulevard. Future plans for the center also include a children's museum and library, with hopes that the center will one day become the core downtown. Construction on the aquatic park could start as early as January 2014 with a completion day of spring 2015. [Sacramento Bee, 8/6/13](#)

Our Friends

Lake Tahoe

Squaw Valley installed four new electric car chargers at its ski resort as a free service for guests. The installation is part of the resort's ongoing environmental and sustainability initiatives, which have included hosting the first carbon neutral U.S. Alpine Championships, the reduction of the resort infrastructure's carbon footprint by 10 percent and the launch of a new farm-to-table menu at Rocker@Squaw restaurant. [Meetings Focus, August 2013](#)

Los Angeles

The Los Angeles Tourism and Convention Board has announced its plan to draw 50 million visitors to the city by 2020. In 2012, a record 41.4 million travelers visited L.A. In order to reach this goal, the city is making efforts to add 3,500 more hotel rooms, expand and modernize the convention center and add more direct flights to LAX. The economic impact the city will see if it reaches its goal is \$24 billion in visitor spending and an increase of 68,000 jobs for the city. [Travel Pulse, 8/15/13](#)

San Jose

The San Jose City Council recently voted to adopt an ordinance that prohibits food service establishments from using to-go containers made with Styrofoam, against the wish of the majority of local restaurants. National chain restaurants must comply with the ordinance by Jan. 1, 2014, while smaller establishments will have an extra year to implement the ordinance. [California Restaurant Association, 8/29/13](#)

Los Angeles

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Los Angeles
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2013 MPISSN Website Refresh

By Jenn Wheaton, California Association of Boutique & Breakfast Inns

The MPISSN Board and Website Committee are excited to announce that the refresh of www.MPISSN.org is now complete and live as of August 6, 2013. "We believed that it was time to give the website a fresh, more modern look," says Jeff Dougherty, VP of Communications.

What has changed:

- New Modern Colors
- Fewer banner advertisements
- The header photos will change from time to time to represent more of Sacramento/Sierra Nevada
- Clean lines
- 18 - Month Calendar can be found under the EVENTS tab

What's to come from Website/Communications:

- Continued updates to the website
- Enhanced member listings
- MPISSN membership affiliation tag to be used in your signature line
- and much much more!



Now Accepting Nominations!

By Heather Tanfani, CMP, events!

MPISSN is accepting nominations for the 2013 Planner and Supplier of the Year Awards. The Awards will be presented at the November luncheon. Submissions are due September 30, 2013. [CLICK HERE](#) to nominate.

Who should I nominate? Your selection should be made on the basis of the individual's dedication to furthering the goals of the chapter, MPI and the meetings industry; professionalism and career involvement. Selection should not be based entirely on one year's contribution. Members may self-nominate.

Who is eligible? Any MPISSN planner or supplier regular member in good standing may be nominated.

Award Criteria:

- Must be an active member of MPI SSN
- Attendance and participation at MPISSN meetings and events
- Local chapter involvement such as serving as an Officer, Director, Committee Chairperson or Committee Member
- Success in recruiting new members and sponsor
- Professional achievement
- Service and commitment within the industry
- Community contribution

[CLICK HERE](#) to nominate.

Meeting Professionals International Confirms 2013-2014 Volunteer Leadership

DALLAS, July 1, 2013 — Meeting Professionals International (MPI) announces its 2013-2014 Board of Directors and Volunteer Chairs as well as the MPI Foundation Global Board of Trustees for the fiscal year July 1, 2013, to June 30, 2014.

Michael Dominguez, CHSE, senior vice president of sales at MGM Resorts International, assumes the role as chairman of the MPI Board of Directors. David Johnson, president and chief executive officer of Aimbridge Hospitality, will now lead the MPI Foundation Global Board of Trustees.

Dominguez, a past MPI Southern California Chapter president, became a member of the MPI Board of Directors in 2010 and later joined the Executive Committee in 2012. At MGM Resorts International, he provides oversight for the company's sales strategies in the convention, leisure and transient segments, including industry relations, diversity sales and MGM Resorts Events. Dominguez has more than 25 years of industry experience.

Johnson has served on the MPI Foundation Global Board of Trustees since 2005. As head of Aimbridge Hospitality, he oversees management of the company's entire portfolio consisting of operating more than 190 hotels with 26,000 rooms and more than \$500 million in annual revenue. Through Johnson's dedication and leadership, Aimbridge is recognized as one of the largest and fastest growing hotel management companies in the United States.

[Click Here to read the entire press release.](#)

July Meeting Recap - Supercharged Marketing: MPI Does Vizcaya

By Rich Heitke, CMP, CGMP, J. Burton and Associates, Inc.

The Sacramento/Sierra Nevada Chapter of MPI held our July meeting at the Vizcaya, a local treasure. Beginning with a volunteer fair and then a networking lunch, July's topic was "Supercharge Your Event Marketing: Learn Effective Online Event Marketing Techniques." Attendees browsed tables staffed by chapter leaders describing our committees and efforts. We gathered for lunch and the presentation in The Pavilion, a hexagonal room featuring floor-to-ceiling windows under a massive Tiffanyesque stained glass chandelier.

Karen Rice of Constant Contact (CC) presented marketing best practices. We focused not so much on the mechanics of using CC or its intuitive and far reaching tools such as Email Campaigns, Event Spot, Social Campaigns, etc. We discussed integrated marketing campaigns to create awareness of and attendance at our events. "Marketing is about eliciting a physical and measurable response," states Rice.

Constant Contact measures the success of its tools through their client's achievements. Digging in to their blogs at blogs.constantcontact.com will show you how. They help clients reach past their own mailing list through social channels. And yes, email is a social channel: The first, in fact. CC observes three effective elements of many of their users' campaigns: The invitation, an event home page and a registration page.

We meeting professionals were encouraged to ask our attendees to post out about our events and to suggest pre-worded posts. Such postings become viral, which helps you expand beyond your own mailing list.

We learned that one's invitation message should:

- Have simple graphics,
- include ALL the basic information about one's event,
- Contain a compelling message,
- Anticipate questions,
- Be recognizable,
- Have subject lines with a call to action, and
- Make it easy to share and forward.

Many of the points we discussed were tied in to search engine optimization (SEO). We talked about content tailoring, interactivity building and message focus through attendee involvement in pre- and post-event surveys. Surveys are useful tools where one can ask what attendees want, announce changes, listen and respond. We were encouraged to under-promise and over-deliver to build future expectation.

It seems like such a long time between meetings so it was great to spend time and network with our colleagues at the beautiful Vizcaya. Ms. Rice's presentation was informative and spot on about how one should market to stake holders and attendees. Ms. Rice can be reached at krice@constantcontact.com.



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"We have had many conferences over the years, all over California, in many different establishments. We have never been treated so royally as we have been in Sonoma County. I will be sure to pass this on to all of our departments who have conferences and travel to Northern California. Thank you for hiring such a great staff!"

- Leah Hawkins, Department Secretary, Family & Community Health Services / California Rural Indian Health Board, Inc.

Volunteer of the Quarter

By Jennifer Flohr, CMP, CAE

Denise Perkins is our Volunteer of the Quarter!

Denise is the Director of Hotel and Catering Sales at Thunder Valley Casino Resort. She oversees the hotel group sales and catering sales staff. She also serves as a co-leader in developing and supporting the bigger picture management of the revenue generating aspects within the hotel and casino that fall under sales, catering and revenue management, as well as providing support and leadership on Marketing projects.



Why do you volunteer for MPI? I've been a member of MPI in 3 states now for more than 15 years. I believe MPI is the cornerstone for meetings associations; striving to remain current and relevant in the meetings industry for both suppliers and planners through education, service, relationships and networking, mentoring and professional development within our the business community and nationally. As a Hotel Sales and Marketing Director in the Hospitality and Casino Resort industry for nearly 20 years, my MPI relationships have always been key to my overall business strategies and sales and marketing plans. Moreover, I volunteer for MPI because I believe in the foundational objectives of the association and more than anything it provides me the bonus benefit of building long lasting personal and business relationships that I carry throughout the years.

What are your hobbies or interests? I love to spend time with my husband (he is so funny), snow ski, wake board, golf, running 5K races and some 1/2 marathons, cycling, going to the Spa, walking my dog, swimming, reading, cooking, baking, gardening, kayaking, traveling, dancing, hiking, dining out, going to the movies, and watching reality TV shows. My 3 grown children and 7 grandchildren are an incredibly important part of my free time, however they live out of state so I don't see them as often as I'd like.

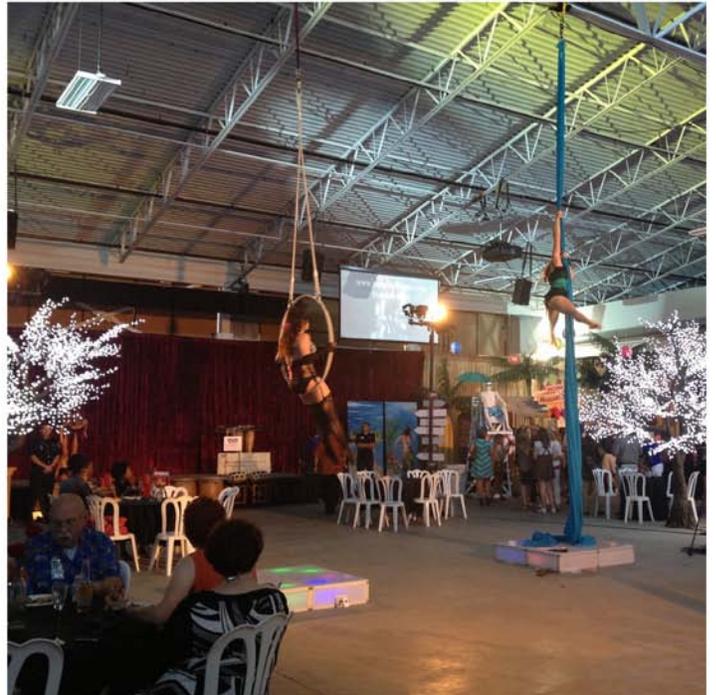
What would we be surprised to learn about you? I push my personal limits as much as possible both professionally and personally. I have sky dived with the Navy Seals into a drop zone off Coronado island. I have hiked the north rim to the south rim of the Grand Canyon twice in the last 10 years (27 miles and takes 1.5 days).

Do you have a favorite vacation spot, destination or hotel? #1 Favorite - Spending time at my own home.
#2 - Any Resort with a Spa (I'm easy)

When we ask our Special Events, VP Rick Chapman about Denise, this is what he said:

"Denise Perkins has been a strong supporter of MPISSN since becoming Director of Sales at Thunder Valley Casino Resort. She has hosted the Annual Tradeshow, the Annual Gala, and the Annual Golf Tournament at Whitney Oaks. She volunteered this year to be the Tradeshow Chair. Denise's proven leadership is an asset to our chapter and she promises to be a rising star for MPISSN."

Congratulations to Party Concierge on their grand reopening on August 22, 2013! Welcome back!



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phiggins@sonomacounty.com

Annual Event, Co-Chair
Lauren Richardson
lauren.e.richardson@medtronic.com

Audit, Chair
Terri L. Schrader, CMP
terri.schrader@marriott.com

Awards & Recognition, Chair
Heather Tanfani, CMP
ht@eventswebpage.com

Community Outreach, Chair
Jude Palank
jpalank@caltrux.org

Corporate Social Responsibility, Chair
Amy J. Lai, CMP
amy@shawyoderantwih.com

Educational Programs, Chair
Katrina Duncan, CMP
kduncan@ccha.org

Golf Tournament, Chair
Greg Righellis
grighellis@squaw.com

Member Recruitment, Co-Chair
Angelique Hill, CAE
angelique@calrta.org

Member Recruitment, Co-Chair
Jennifer Mann
jennifer.mann@hyatt.com

Member Retention, Co-Chair
Sandra Oberle
sales@visitlodi.com

Member Retention, Co-Chair
Melody Lee Rebbeck
melody.rebbeck@hilton.com

Nominating, Chair
Lisa Bispham, CMP
lbispham@csdaca.org

Professional Development, Chair
Vacant

Public Relations, Chair
Anne Pang
anne.pang@sheraton.com

Publications, Chair
Jenn Wheaton
jenn@cabbi.com

Strategic Alliance, Chair
Vacant

Trade Show, Chair
Denise Perkins
denise.perkins@thundervalleyresort.com

Website, Chair
Jenn Wheaton
jenn@cabbi.com

Social Media, Co-Chair
Kimber Chavez
kimber.chavez@ucdmc.ucdavis.edu

Social Media, Co-Chair
Larry Jacinth, CMP
larry.jacinth@ucdmc.ucdavis.edu

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MEETING PROFESSIONALS INTERNATIONAL

CONNECTS

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

Next Editorial and Advertising Deadline:

Winter 2013 – December 10, 2013

EDITORIAL/GRAPHIC DESIGN

Jenn Wheaton

jenn@cabbi.com

ADVERTISING

STAFF

Lynette Magnino
Chapter Administrator

9245 Laguna Springs Dr.,
Ste. 200

Elk Grove, CA 95758

Phone: (916) 509-7270

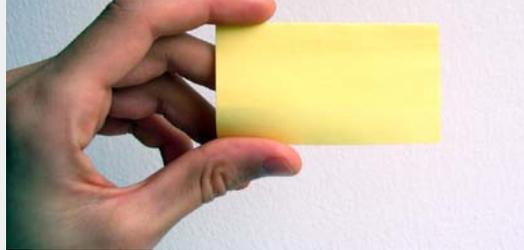
Fax: (916) 691-9674

lynette@mpissn.org

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Contact Lynette Magnino at lynette@mpissn.org
for more information.

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Website Login Instructions

Login/Passwords

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

Example

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

Password: 222222 (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: SmithA (be sure to capitalize the first letter of your last name AND your first initial)

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

If you need help logging in, please contact the Chapter Administrator, Lynette Magnino at lynette@mpissn.org or (916) 509-7270