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MEETING PROFESSIONALS INTERNATIONAL

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

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JUNE 18, 2013 - The Citizen Hotel
MPISSN Annual Event and Silent Auction

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President's Message

Hello MPISSN Members:

Happy Spring Everyone! I am really enjoying the change in the weather and the longer days. Speaking of change, in January I launched a new logo and theme, "MPISSN...The Heartbeat of Every Meeting," for the second half of my

term. I know that each meeting I plan has a little touch of something I have gained from MPISSN to make it that much better. I also believe our members "both suppliers and planners" are the heartbeat of our chapter and our success. I am so impressed and thankful for the dedication of our leadership and our volunteers that work so hard and truly have our chapter's best interest at heart!

It was great seeing so many of you at our annual trade show earlier this month, and I look forward to seeing you at the upcoming 3rd Annual Speaker Showcase event on April 23rd. Then on May 15th it's TEE Time... that's right - get the clubs out and get ready for some fun on the course! The good times don't stop there, back by popular demand...our Annual Installation & Auction will be held in June. So mark your calendars with these great events and I'll see you soon!



Sincerely,

Lisa L. Bispham, CMP

Child Support Directors Association

MPI Sacramento/Sierra Nevada President 2012-2013

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SACR★MENTO
CALIFORNIA BEGINS HERE

IN THE KNOW

by Jeff Dougherty, Sacramento Convention and Visitors Bureau

Our Neck of the Woods

Car Rentals/Services

San Francisco-based **Uber Car Service** is coming to Sacramento. The high-end car service uses a smartphone app to connect with drivers. Customers request and pay for service via their smartphone and are then picked up by a black Lincoln Town Car or SUV to be taken to their destination of choice. [Sacramento Press, 1/30/13](#)

Restaurants/Wineries

The **San Francisco Chronicle Wine Competition** recently awarded area wineries several medals in the largest competition of American Wines. Placer county wineries won 45 medals, El Dorado County won 59, and Amador County wines received over 100 medals. The Chronicle received 5,500 entries from 25 states. [SBJ, 2/22/13](#)

Sleep Train Arena and restaurant partner **Levy Restaurants** has received an honorable mention on PETA's list of top vegetarian-friendly NBA arenas. The arena won the award for its wide variety of vegan and vegetarian meals including a veggie burger and vegan sloppy Joe. [SBJ, 2/19/13](#)

Lake Tahoe

Placer County Supervisors recently approved a financing and construction plan to begin the **Kings Beach Commercial Core Improvement Project**, which is meant to revitalize the popular North Lake Tahoe community's downtown. The project will reconfigure just over one mile of four-lane Highway 28 into three lanes with two roundabouts. Sidewalks, bike lanes, bus shelters, and new landscaping are also included in the project. [Sacramento Bee, 2/12/13](#)

San Francisco

A massive redevelopment of **Treasure Island** is scheduled to break ground this year. The project includes a 500-room hotel, 8,000 residential units, a 400-slip marina, and 300 acres of parks and open space. [Expo, Jan/Feb 2013](#)

Did you know...

Edu-tourism is on the rise among Baby Boomers. This adventurous demographic loves to travel and enjoys combining learning with travel, contributing to the rise in "learning" vacations being offered around the world. Travelers can now learn Spanish in Costa Rica, study wine in California, learn to write through travel journalism, learn to cook in France, etc. [Travel Industry Wire, 2/11/13](#)

A new product is popping up in hotels, event venues and restaurants across the east coast that will allow guests to securely charge their iPhone or smartphones without having to search for an electrical outlet nearby. **Brightbox**, a kiosk that is currently found in over 50 venues, can also be rented for special events. With the swipe of debit or credit card and small fee, users can place their phone in a charging chamber to be retrieved later. [Successful Meetings, 2/1/13](#)



“Swing into Spring!”

MPISSN Annual Golf Tournament
May 15, 2013 || 8:30 am Start

It's time to dig out the golf bag and clubs, polish your shoes, buy new golf balls and tees, get a new outfit and head to the links. Spring is just around the corner and our chapter has planned a fun day to enjoy the sunshine on Whitney Oaks Golf Club with your industry colleagues.

Register today on our chapter website for a round of golf, followed by lunch, awards, and raffles. Sponsorships are available and can also be downloaded on the website. We are introducing a new fun format to encourage all players the opportunity to shoot low scores. Don't miss what will prove to be the best ever chapter golf tournament.

Thunder Valley Casino Resort and Hyatt Place Roseville are offering great rates for overnight stays. All information about the hotels can be found on chapter website.

Please come out and support the Sacramento Sierra Nevada Chapter and have a fun day.

Rick Chapman, Golf Chair

P.S. Do you want to practice your golf game? See page 11!



“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.

For more Information contact Kellie Schroeder, CMP, CAE at kelli@wmmpa.com

3rd Annual Speaker Showcase - *Don't Miss It!*



Tuesday, April 23, 2013 at 4:30 p.m.
Mack Powell Event Center

Join Meeting Professionals International for this popular event. Preview the presentations of professional speakers -- all from Northern California.

Each will speak for 10 minutes on a range of topics from social media, local politics, branding and increasing the bottom line by ensuring the health of your employees! (Please Register Before April 16!)

Jack Gallagher || Jim Pelley || Laurie Dakin
Gary Hernbroth || Melissa Washington || Karen Clark

... and join MPI after for **A White Elephant Auction!**



Following the Speaker Showcase and hosted reception, please enjoy and participate in our "white elephant auction!" To further fuel and encourage great conversation and great networking, we invite you to bring your "white elephant" items for fun, lively, and impromptu auction.

You name the price, complete a quick, "on-the-spot" bid sheet form, and watch how others clamour for your "limited use," new, or "like new" gift. Spring cleaning has never been so fun! Remember, one man's clutter is another man's prize! Visit the MPISSN website for more details.

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And The Beat Goes On

MPISSN Mini Conference and Tradeshow

by Bethany Getz, Tradeshow Chair

On March 8th, 2013 MPISSN gathered in downtown Sacramento at the Library Galleria for an evening of fun. Education began at 2:30PM with Loretta Love Huff of Emerald Harvest Consulting, LLC. Loretta taught us the *6 Keys for Dissolving Disputes: When 'Off with their Heads!' Won't Work*. Attendees learned: how to determine which approaches work best in specific situations; the secret weapon for broaching really touchy subjects; and the best way to resolve an issue and maintain a strong, positive relationship.

This year's tradeshow was shortened to two hours with a one-hour reception added following the event. We felt that in doing this, we would increase additional networking time in a more relaxed environment. The reception was a hit! Thank you to all the exhibitors, the great prizes they brought, and our planners who attended. With the support of our exhibitors and sponsors, MPISSN raised more than \$12,000 after expenses for the chapter.

Continued on Page 7

Make a Wish: Our 2012-2013 Charity

By Jennifer Mann, VP Membership

I want to BE...

I want to MEET...

I want to HAVE...

I want to GO...



Imagine a special, magical place where children can escape the rigors of treatment, transplants and never-ending tests. Imagine a place where fear is replaced by hope. Imagine a place where dreams can be discovered and wishes become reality. Imagine "The Wishing Place." Make-A-Wish® Northeastern California and Northern Nevada's Wishing Place has made history and is only one of three in the nation - and the only one on the West Coast!!!



This is our Community Outreach focus for 2012/2013 . The board had the pleasure of meeting at "The Wishing Place" this month and experience just a touch of this amazing place and the experience it provides to children with life-threatening illnesses. Let us all count our blessings next time we meet and focus on changing the life of a child! We will be collecting donations at our Speaker Showcase. Even if it is just \$1.00... Every penny counts!

CALIFORNIA BEGINS HERE

SACRAMENTO



THIRTEEN IS YOUR LUCKY NUMBER ...AS IN 2013

If you haven't booked any overnight meetings in Sacramento for a while, then now is the time. Sacramento is offering meeting planners the chance to receive a little something extra in 2013.

HERE IS ALL YOU NEED TO KNOW*

- Events must be booked and occur in 2013 (January through December 31, 2013)
- Submit your RFP through the Sacramento Convention & Visitors Bureau
- Mention/reference this promo on your RFP when submitting

AND...

HERE'S WHAT YOU'LL GET:

51-100 room nights	\$50 gift card
101-250 room nights.....	\$150 gift card
251-500 room nights.....	\$250 gift card
501+ room nights	\$500 gift card

Pretty simple really. The best way to get started is to contact Jeff Dougherty at 916-808-8140 or jdougherty@cityofsacramento.org



Jeff Dougherty
Your State Association Meeting Expert
916-808-8140
jdougherty@cityofsacramento.org

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Thank You Sponsors!



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Social Media, Chair
Vacant

Announcing the 2013-2014 MPISSN Board of Directors

Congratulations to our newly elected officers!

President:
Kellie Schroeder, CMP, CAE

Vice President of Education:
Mary Zavislan Cook, CMP

President-Elect:
Jennifer Flohr, CAE, CMP

Vice President of Communications:
Jeff Dougherty

Immediate Past President:
Lisa Bispham, CMP

Vice President of Finance:
Felicia Price, CMP

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Need a Facelift?

by Jeff Dougherty, VP Communications



We thought the MPISN website could use a little work so we have constructed a small team of volunteers to provide input for a redesign. We hope to have the new design launched by mid-April. Along with the updated website, we will be redeveloping the online member directory. In the coming months, you will receive a form to complete which will either: (1) outline your organization's meeting profile and needs or (2) provide an in depth profile of your property/services. Your complimentary enhanced listing is only as valuable as you make it. Please complete your profile.

Suppliers, this is the perfect opportunity to become a key partner or advertise on MPISN.org. We will be promoting the redesign, drawing people to spend more time exploring the website. With the new website, all key partners, advertisements, and banner ads will be displayed on each page – not just the homepage. We increased your visibility, not our rate! [Click Here](#) to advertise today!

Volunteer of the Quarter

By Kellie A. Schroeder, CMP, CAE



MPISSN congratulates Bethany Getz as the Volunteer of the Quarter. As an active MPISSN member for numerous years, Bethany's leadership skills and team interaction are just two of the attributes which brought her nomination forward. Bethany's ability to envision her events and communicate goals to her team are key skills for a meetings industry professional. Bethany is the Trade Show Committee Chair for our Chapter.

"I would like to send big KUDOS to Bethany Getz for doing such a great job in planning the Trade Show... THANK YOU, Bethany! Bethany is leading this committee with great leadership and enthusiasm. I know this will be an event you'll not want to miss!" stated President Lisa Bispham when asked about

Bethany's performance just days before the MPISSN Annual Conference & Trade Show.

When I asked Bethany why she volunteers for MPISSN, her response was "because I am crazy!" I chuckle at this answer as I believe any meeting professional when posed with this question thinks the same way. Our Chapter volunteers are all extremely busy with their career and home lives. Then, they selflessly choose to give a portion of their time working to deliver great educational or networking programs for our membership. Bethany epitomizes that special kind of crazy we all admire so much; she is a whirlwind of organization.

Getting to know Bethany in her own words:

Current Employer, Position and Job Duties?

"Director of Sales for the Marriott hotels at Cal Expo. I am responsible for the overall room revenue and catering revenue for three hotels with 344 sleeping rooms and 7,500 square feet of meeting space. They have an overall combined annual budget exceeding \$8,000,000.00 in expected revenues."

What would you consider to be your most interesting job skill(s)?

"The ability to be flexible and see/hear what the client and guests need so that I can find options to fit these needs."

What excites you about the meeting planning industry today?

"That meetings and events are starting to come back. I am glad that businesses have not decided that face to face meetings are a thing of the past."

What do you hope to accomplish as a volunteer for MPISSN?

"I hope to network with people that have an interest in combining and sharing knowledge so that we can all increase our professional growth."

Congratulations, Bethany, for being a standout leader for MPISSN. Your recognition for your volunteerism is well-deserved.

Celebrate incentives

with the Stockton Convention & Visitors Bureau Meeting Incentive Program



The Stockton Convention & Visitors Bureau **Meeting Incentive Program** offers meeting planners a cash incentive to book business in a Stockton hotel. Book a meeting in Stockton and receive a cash payment to the hotel master account (or other qualified vendor).

Up to **\$1,000** for 50-100 actualized rooms (\$10 per room night).

Up to **\$2,000** for 101-200 actualized rooms (\$10 per room night).

Up to **\$3,000** for 201-300 actualized rooms (\$10 per room night).

Up to **\$5,000** for 301+ actualized rooms (\$10 per room night).

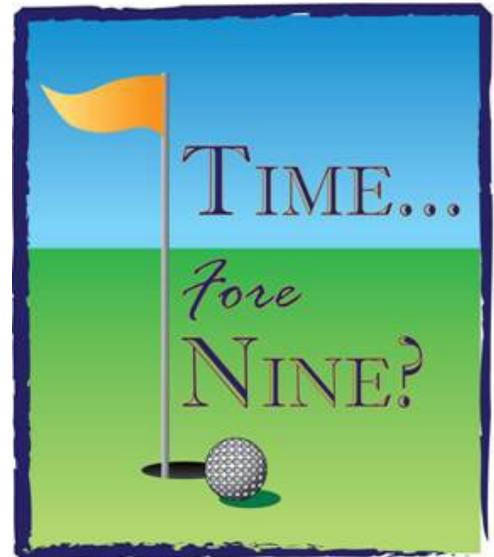
For more information, please contact Monica Slingerman at monica@visitstockton.org / 209.938.1552

Explore Stockton at CelebrateMeetings.com

Do you have time to head to the fairways to practice your golf game with your MPISSN friends?

As the MPISSN Golf Tournament is more than two months away, there is plenty of time for members to get together for a few practice rounds between now and May 15th. This is also a perfect opportunity for those who have always wanted to learn how to play golf to try their skills in a relaxed environment with the added bonus of their MPISSN friends to encourage them on. MPISSN encourages all levels of play in their golf tournament - from beginner through scratch - as the key focus of the tournament is networking and FUN.

New golfers do not have to own golf shoes - wear tennis shoes. You may rent or borrow clubs from a friend/spouse/parent. As long as you adhere to the collared shirt and no jeans rule, you will fit right in at the golf course. Golf balls are a must, and we recommend you pick some up at Costco, Wal-Mart or your favorite sporting goods store.



Three dates have been selected to play 9 holes in the late afternoon beginning at 4:00 pm and are as follows:

April 24 at 4 pm Haggin Oaks Golf Course

May 9 at 4 pm Teal Bend Golf Course

Haggin Oaks - reserve tee time online and pay directly after coordinating with Kellie Schroeder. Teal Bend Golf Course - Green fees will be paid individually to the Pro Shop upon arriving 30 minutes prior to the tee time. Green fees will range from \$18.00 to \$25.00 per person for either course. Cart fee additional.

RSVP: If you would like to swing your clubs with MPISSN on April 24 @ 4PM, please contact Kellie Schroeder at kelli@wmmpa.com no later than noon on April 14, 2013.

Need an Intern?

by Jennifer Mann, VP Membership

Do you remember when you were first starting your career? Maybe it was just a job. A job you took to make some money. Maybe you fell in love with that job or had someone take you under their wing, to teach you the ropes and assist in your growth to become the person you are today? These days, the world is more competitive than ever. College students graduate with a degree, but that does not guarantee them a job. Students not only need a degree, but an edge... An edge that makes them stand out! Our student membership is growing and internships in the field they hope to "make it big" in are very important AND sought after. If you or your organization have the ability to take on an intern this summer or in the fall, please let me know. It might be a conference you are working on or an event where an extra set of hands and eyes would come in handy. These students are eager, focused, determined... Just think of the possibilities!

Send an outline of any possible internships to Jennifer Mann at Jennifer.mann@hyatt.com



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January Education Recap

Get Noticed Above the Noise: Utilizing LinkedIn to Answer the Question of Why You Matter

By Jennifer Flohr, CAE, CMP, VP of Education

MPI tried to mixed things up with a breakfast meeting in January. It was held at the Hyatt Regency Sacramento and Valarie Sparks of Sparking Social presented.

Valerie discussed LinkedIn and provided great tools for attendees. Here are some tips that she gave in regards to improving your LinkedIn profile:



- Having a professional photo is vital
- Your headline is the most important - use 2000 characters
- In the contacts section provide both your email and phone since only your "1st connections" can access that
- Google your name and check your public profile on LinkedIn
- Other prime real estate on your profile are the job descriptions and summary sections
- The summary section should include why you matter and what you do
- Add skills to your profile for connections to endorse
- Join lots of groups! This makes your network stronger. To look for groups to join, search under groups or go to someone's LinkedIn page that is active and see what groups they are members of .
- If you don't know a person, ask them where they came across your contact info.
- Outlook social connected allows you to see people's updates and photos in your email.
- Have a profile that links to your organization's or company's LinkedIn page

Homework from the session:



- Proofread your profile
- Consistently engage with your online professional network.
- Don't ask for a LinkedIn connection request unless there is a mutual value for both
- Ask yourself "am I being social"
- Request to connect with your rolodex and throw away your business cards
- Endorse the skills of your connections

Here is some feedback from the survey:

"Best workshop I've attended since joining MPI last year!"

"I have had the pleasure of hearing Valarie speak before - and I was still able to take away new information! I'd recommend her being a part of our programs once a year as a very timely refresher on Social Media and particularly LinkedIn."

Follow Valarie Sparks on Twitter [@Sparking_Social](#) and connect with Valarie via [LinkedIn](#).

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Marriott Santa Clara

Annual Leadership Retreat Destination Announced

By Kellie A. Schroeder, CMP, CAE

The MPISSN leadership team will head to Lake Tahoe at the end of April for their annual retreat. The Board, along with the incoming chairs, will head up Hwy. 80 for two days of strategizing and planning in a mountain resort area. The annual retreat brings the incoming leadership team together to develop the path going forward for the following fiscal year --- 2013-2014.

This year's retreat will be hosted by The Village at Squaw Valley, Resort at Squaw Creek and North Lake Tahoe Convention and Visitors Bureau. The representatives assisting in the outline and coordination of the retreat are: Greg Righellis, National Sales Manager and Brandon Sirstins, Director of Sales, The Village at Squaw Valley; Max Roth, Director of Sales, Resort at Squaw Creek; and Jason Neary, Director of Conference Sales, North Lake Tahoe Convention and Visitors Bureau. All four gentlemen were key players in bringing the retreat to fruition.

The leadership team's sleeping accommodations and Saturday evening Board dinner will be hosted by The Village at Squaw Valley, along with the Monday meeting space, audio visual, food and beverage. Resort at Squaw Creek will host the Sunday meeting space, audio visual, food and beverage followed by a leadership dinner on Sunday evening. North Lake Tahoe Convention and Visitors Bureau is hosting a few special touches to the food events at both properties for the group.

"I've had the privilege of working with the Sacramento/Sierra Nevada Chapter of Meeting Professionals International for six years at The Village at Squaw Valley. In that time, I've always enjoyed the professionalism and experience that comes from working with these industry experts. Furthermore, the education and networking opportunities are boundless. I would recommend all Hospitality professionals to get involved with MPI." said Brandon Sirstins, Director of Sales, The Village at Squaw Valley.

My retreat planning experience interacting with the representatives was smooth, concise and dare I say it fun? Brainstorming with Greg Righellis on how to deliver a true Lake Tahoe experience to the leadership team while they collaborate 8 hours each day in a meeting space for the Chapter showed me the high caliber of sales professionals our Board will enjoy upon arriving in Squaw Valley. The Chapter's leadership team will work hard, but I am confident they will depart Lake Tahoe possessing the knowledge they will need to make key decisions in placing business there in future.

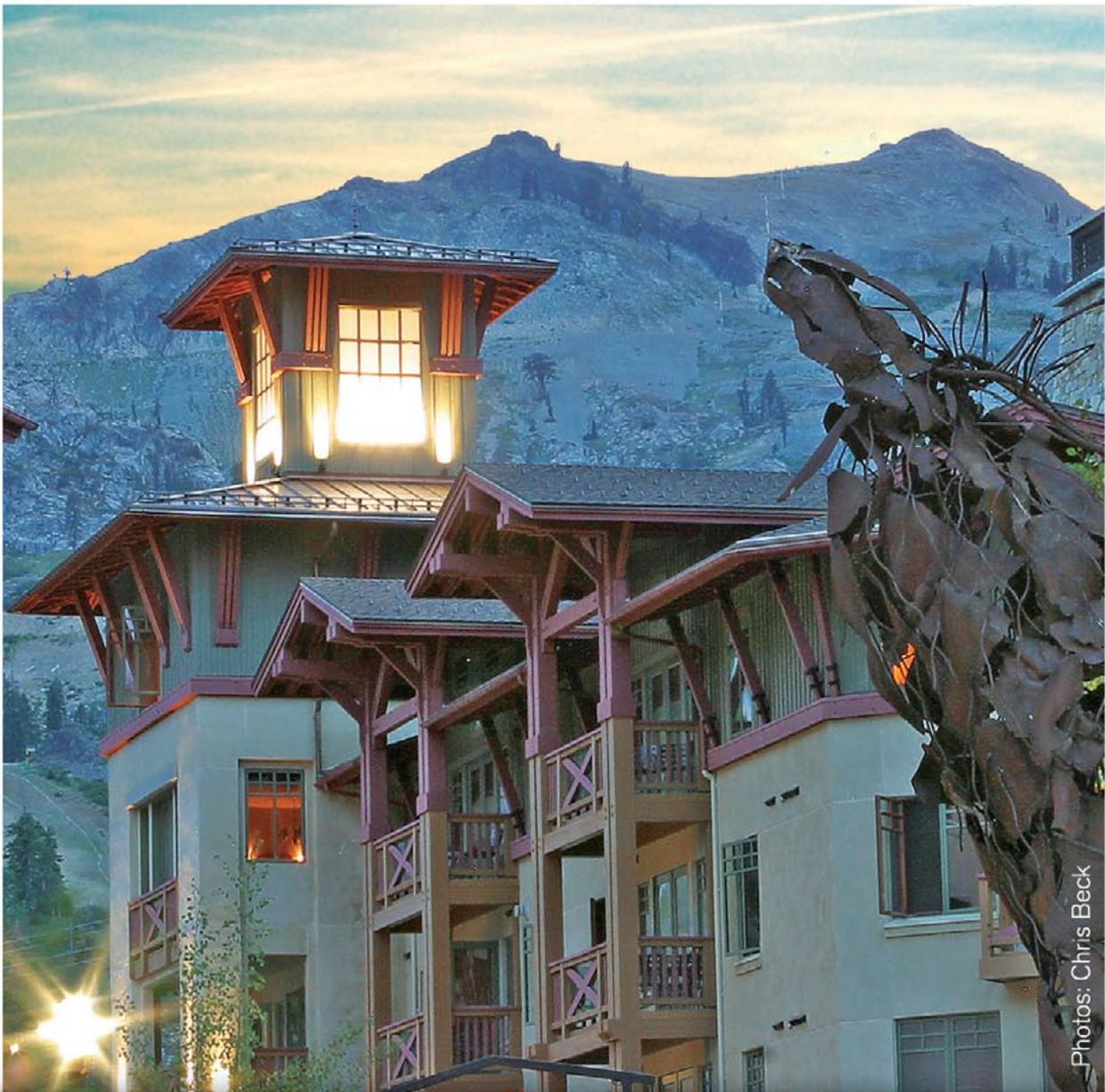
Each facility will conduct a site tour of their property for the planners in the group, one taking place each day. MPISSN members interested in learning more about the entities hosting the annual retreat should start with a quick perusal of these web sites:

www.squaw.com/the-village

www.squawcreek.com

www.gotahoenorth.com

Watch for the summer Connects issue where I will report back on the Annual Leadership Retreat and our experience in working with The Village at Squaw Valley, Resort at Squaw Creek and North Lake Tahoe Convention and Visitors Bureau.



Photos: Chris Beck



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- World class lodging, activities and recreation.

Contact Lisa Houghton at 530.584.6229 or lhoughton@squaw.com





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- 297 guestrooms, cottages and suites
- New 3,000 sq. ft. outdoor pavilion and Grand Terrace



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*Group rates valid for a minimum of 10 rooms per night on peak nights. Based on availability. Restrictions may apply. Call for details. Hospitality by Delaware North Companies Parks & Resorts, Inc. ©2013 DNC Parks & Resorts at Tenaya Lodge, LLC.



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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.

Next Editorial and Advertising Deadline:

Summer 2013 – June 5, 2013

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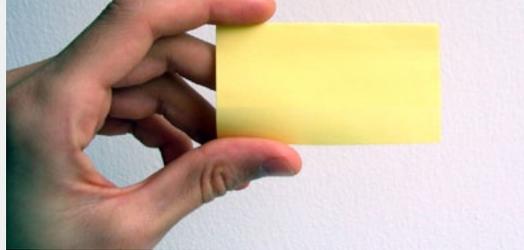
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Contact Advertising Chair, Mary Zavislan Cook at mary@sacproduction.com for more information.

“ Meeting Professionals International, the premier global association community for meeting and event professionals, believes in the unequalled power of events and human connections to advance organizational objectives. ”

Stay up to date at www.mpissn.org!

Website Login Instructions

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 (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 (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