



CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International
Volume 29, Issue 3 • Spring 2014



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UPCOMING EDUCATION HIGHLIGHT

Rethinking Sponsorship Marketing

Along with so many other things about event management these days the nature of sponsorship marketing has not only changed it has been almost totally re-invented. If some of your legacy sponsors have walked away, if you aren't able to replace them easily or if you haven't recalibrated how you think and sell sponsorships then this session may be a real eye-opener.



After attending this session you will:

- Understand why you must own your attendee's demographics.
- Be able to design a data capture system that will accelerate your sponsorship sales.
- Learn what potential sponsors want.
- Have new insight about how sponsors calculate their ROI and/or ROO.
- Discover why packaging is the key to sponsorship sales.

This program is designed to be a practical problem solver so come prepared with your questions and be prepared to share your challenges.

[Learn more >>](#)

WHAT'S INSIDE

<i>President's Message</i>2	<i>February Event Recap</i>7	<i>Coffee & Content Recap</i>16
<i>Upcoming MPISSN Events</i>3	<i>An Expert's 10 Favorite Apps</i>9	<i>Making an Impact with CSR</i>16
<i>MPISSN Annual Trade Show</i>5	<i>Time Fore Nine?</i>11	<i>Bowling with the Board</i>17
<i>MPISSN Golf Tournament</i>6	<i>You're a Member - Show It</i>11	<i>Meeting Sponsorship Dos and Don'ts</i>19
<i>2014 MPISSN Annual Gala</i>6	<i>In the Know</i>13	<i>Thank You Key Partners</i>21
	<i>Volunteer of the Quarter</i>14	

President's Message

What does attendees wearing purple to your conference signify?

From now through June 2014, the Chapter will be at peak performance utilizing almost every standing committee within the organization. MPISSN is emerging from the winter months with a burst of activity, and my wish is that all members involve themselves in the action. Recruitment for chair positions and the nominating process for the board is in full swing. This Chapter is driven by its volunteers. With the caliber of meeting professionals we have within our folds, MPISSN is attracting quality leadership to run our programs and maintain our organization. I highly recommend the volunteer experience with MPISSN. The networking and camaraderie you experience while working on the MPISSN programs is invaluable. Here is an idea, grab one to three of your MPISSN friends and become a volunteer unit. Make the experience all the more enjoyable by stacking a committee with a few of your favorite friends. If you want to get involved, but are unclear as to where you should apply your proficiencies, give President Elect Jennifer Flohr or myself a ring so we may assist you in finding a committee that will benefit from your skills and hold your interest.



As a member, you may be interested in how your Chapter performs per MPI headquarters' outline for operations. Based on the current leadership plan and business plan, I am pleased to report MPISSN is hitting the majority of the marks set by your current leadership team and MPI HQ. Our volunteers - which includes the board, committee chairs, and committee members - have put great effort into achieving the outlined goals for the fiscal year July 2013-June 2014. The MPISSN board met recently at Seasons 52 Restaurant for a mid-year meeting to cover the progress of the Chapter during the first six months of this fiscal year. I am pleased to state it was a positive meeting with energized VPs proudly reporting on their chairs' and committee members' outstanding outcomes. Volunteering while surrounded by enthusiastic and committed peers working toward the same goal within the same timeframe, the satisfaction one experiences is vastly rewarding. This is volunteerism at its best example. We have a great volunteer model in place currently at MPISSN. It is my hope each member will step forward to join a committee seeing how new volunteers are the future of our Chapter.

Additionally, the Chapter exceeded the Dashboard metrics outlined for the year by HQ and the MPISSN business plan. Exceeding metric goals is a hard won battle by the current leadership team, and I am very proud of our VPs and Chairs for making this year a success to date. We have many months until June 30th when new metrics and goals will be set for next year's board. I am confident the MPISSN team will not only sustain the achievements accomplished thus far, but will push themselves to add to the outstanding progress made through December 2013.

Now, what does all of this have to do with attendees wearing purple to your conference? Absolutely nothing. I titled this message to entice you to read about how your Chapter is achieving and exceeding its goals. If you really want to know what attendees wearing purple to your conference signifies, send me an e-mail and I will tell you. I hope to see you at the next MPISSN program or networking event. Thank you for reading this message!

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

March 18, 2014

Sheraton Grand Hotel

2:00 - 7:00 p.m.

Workshop & MPISSN Annual Trade Show

Topic: **"App Storm: Mobile Apps & Solutions that Transform Your Event Planning Process & Productivity"**

Dahlia El Gazzar, CMP, DAHLIA+

Connect with Dahlia:



April 7, 2014

Strikes Unlimited

5:30 - 7:30 p.m.

Bowling with the Board

April 8, 2014

Crowne Plaza Sacramento

11:30 a.m. - 1:30 p.m.

Luncheon Program

Topic: **"Rethinking Sponsorship Marketing"**

Steven Hacker, CAE, CEM, FASAE, Bravo Mgmt. Group

Connect with Steven:



May 3-5, 2015

Lake Tahoe Resort Hotel

Annual Board Retreat

May 14, 2014

Whitney Oaks Golf Club

7:00 a.m. - 2:00 p.m.

MPISSN Annual Golf Tournament

June 17, 2014

Lions Gate Hotel & Conference Center

Time TBA

**Hollywood Masquerade - MPISSN Annual Event/
Gala & Silent Auction**

The 2013-2014 MPISSN Directory is Coming!

Make sure your contact information is up-to-date with MPI Headquarters by May 16, 2014 to ensure you are correctly listed in the directory!

Need to update your MPI profile? Log on to mpiweb.org

2013 -14 Board of Directors

President

Kellie Schroeder

kelli@wmmpa.com

Vice President, Communications

Jeff Dougherty

jdougherty@visitsacramento.com

Vice President, Membership

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SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2014 Tradeshow and Workshop

SAVE THE DATE!

TUESDAY
MARCH 18, 2014



Sheraton
HOTELS & RESORTS



SUSHI & SAKE

2:00 - 3:30 p.m. Education Workshop Event
4:00 - 7:00 p.m. Annual Tradeshow,
Sushi & Saki Experience

Featuring:

- Workshop seminar guest speaker Dahlia El Gazaar on *APP STORM: MOBILE APPS AND SOLUTIONS THAT TRANSFORM YOUR EVENT PLANNING PROCESS AND PRODUCTIVITY*
- Sushi Rolling demonstrations by Mikuni Chef Taro!
- Saki Tasting by Folsom's Gekkeikan Sake
- Planners attend the tradeshow free!



Dahlia



Chef Taro



Registration & exhibitor materials available at www.mpissn.org!

MPISSN 15th Annual Golf Tournament

By Greg Righellis, The Village at Squaw Valley



Spring is on the horizon and it is time to start signing up for the MPI SSN 15th Annual Golf Tournament. We are very excited to return to the Whitney Oaks Golf Club. Mark your calendars for May 14th 2014 for a day of socializing, great food, friendly competition and thousands of dollars in incredible prizes. This year's tournament will kick off with an 8:30 shotgun start with a 9-hole twist and a traditional scoring format. This will help accommodate our busy schedules while keeping true to the game. We will reconvene in the club house for an awards ceremony over lunch.

Please contact Greg Righellis at (530) 584-6225 or grighellis@squaw.com, for amazing sponsorship and volunteer opportunities. Visit our chapter website at www.mpissn.org. See you on the course for another iconic tournament!

2014 MPISSN Annual Gala and Silent Auction

By Danie Vessie, Peppermill Reno

It's a tradition for MPISSN to throw one of the most anticipated events of the season and it is that time again. Save the date! Announcing the **"Hollywood Masquerade Annual 2014 Gala"** on **Tuesday, June 17, 2014** at the **Lions Gate Hotel & Conference Center**. The evening includes a cocktail reception, dinner, entertainment, raffle prizes as well as silent and live auctions!

We are also excited about our red carpet with a masquerade mask contest judged by our own past presidents. So be sure to mark your calendar now and start looking for or creating the winning mask!

"Thank you for giving the Lions Gate Hotel & Conference Center the opportunity to host this year's MPISSN Gala. The theme captures the fun, energetic, and truly first-class nature of this organization, and that is something we are proud to be a part of." – Michael Hutchings, Sales Manager for Lions Gate Hotel & Conference Center.

For further information or to donate please contact MPISSN Annual Gala co-chairs Paula Higgins at Phiggins@sonomacounty.com or Lauren Richardson at lauren.e.richardson@medtronic.com.



FEBRUARY EVENT RECAP

The Art of Advocacy - Engage and Activate

By Tamara Williams, Domino Events

Our February meeting at the Holiday Inn – Capitol Plaza provided a beautiful panoramic view of Sacramento from the 16th-floor, a delicious lunch and an informative presentation by Roger Rickard, Founder of Voices in Advocacy.

Casually known as “the big guy,” Roger is big both in stature and in expertise. He began his presentation by reminding us that throughout history, meetings and events have transformed our world: the signing of the Magna Carta, the Kyoto Protocol Climate Conference, the Geneva Convention, the International AIDS Conference, the Seneca Falls Convention, Camp David, the MLK March on Washington to name just a few. Roger even suggests that cave drawings were the first instances of meeting notes!



Roger even suggests that cave drawings were the first instances of meeting notes!

However bad behavior of a few, and scandals such as GSA, AIG, etc. gave our industry an image issue and cast a negative effect on the viability of our industry. So how do we create the influence needed to support the long-term viability of our industry? According to Roger, the answer is through advocacy.

Advocacy can be defined as a positive argument for a cause and as meeting professionals we all need to be advocates for our industry. By talking about the positive aspects of meetings, we help educate associates, local officials and the public to see the importance and value of meetings. Roger reminded us to “toot our own horn” and encouraged all of us to advocate for meetings and events by using the media, social media and our clients.

According to Roger, we are somewhat of an invisible industry – we haven’t proven our value to stakeholders. And yet our industry is vitally important to the world economy. We have a great story to tell and we all should be actively telling it.

Some of the key positive economic points of our industry discussed by Roger were:

- Economic Engine: The meeting and events industry in the United States produces at least 9% of the Gross Domestic Product (GDP).
- Major Tax Generator: Our meetings and events produce 9.6% of all taxes generated.
- Employment: Job growth in our industry is expected to be 8.3% over the next year.

We all know that. But does the rest of world know it? That is why advocacy is so important.

Advocacy takes on a variety forms from “Cause Advocacy” such as Mothers Against Drunk Driving, Susan G. Komen or the Wounded Warrior Project to “Brand Advocacy” where a company or industry strives to change the perception the public has of it – think alcohol companies asking you to “drink responsibly.”

[Continued on Page 8](#)

FEBRUARY EVENT RECAP CONT.

Roger tasked us all to use these Seven Actions of Highly Effective Advocates:

1. Believe – you can make a difference
2. Be Informed – read and research
3. Discuss the Issues – spread the word
4. Get on the Record – write, speak out, act
5. Be a Resource – provide expertise
6. Volunteer – play a part for the cause
7. Contribute – donate money or time

Roger wrapped up his presentation by sharing some resources for those interested in actively speaking out in support of the industry.

Meetings Industry Advocacy Hub: He recently partnered with the Convention Industry Council to create and launch the Meetings Industry Advocacy Hub, a unified effort to engage, educate and activate the large cross-section of meetings industry professionals to speak out on the value of live face-to-face meetings and events.

<http://cic.advocacyhub.info>

Meeting Mean Business: The Meetings Mean Business Coalition (MMBC) was created in 2009 by the U.S. Travel Association to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face industry. <http://meetingsmeanbusiness.com>

Voices in Advocacy: Roger's company website is: <http://rogerrickard.com>.

So let's do as Roger suggests ... let's all toot our collective meeting and event horns and let the world know that **MEETINGS MEAN BUSINESS!**



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An Expert's 10 Favorite Apps

By Dan Johnson, Smart Meetings Magazine

The steady flood of tablet and smartphone apps can be a bit overwhelming, even for the most tech-savvy people in the meetings industry. Who better to turn to than noted apps guru Jim Spellos to provide up-to-the-minute recommendations?

He focused on apps at MPI's World Education Congress 2013 in Las Vegas July 20–23 during his packed session, "Peer-to-Peer Apps: What are Your Industry Colleagues Using to Communicate with Each Other?" Spellos asked attendees to share about apps that they use or have used on a regular basis. Attendees quickly named several apps, including those listed below, and to the surprise of many, more than 65 apps eventually were mentioned. **Spellos took time out from his busy schedule to describe 10 of his favorite apps that he says "will certainly enhance your productivity."**

1. **Point & Measure:** This TapTapSoft app turns your iPhone into measuring tape. Point your iPhone camera at an object you want to measure and based on the height of the camera lens and iPhone tilt angle, Point & Measure will tell you its height. "Not all meeting-industry apps need to be created [specifically] for the industry," Spellos says. "This construction app tells you the dimensions of a meeting room just by pointing your iPhone or iPad at the opposite wall."

2. **MagicPlan:** Sensopia app MagicPlan measures rooms and draws floor plans in just a few minutes simply by taking pictures. Floor plans are available in PDF, JPG and DXF formats and interactive floor plans can be published on the Web. Spellos says, "Another construction app, this one creates a floor plan of a meeting room just by using the device's camera to paint a 360-degree image of the room."

[Continued on Page 10](#)

An Expert's 10 Favorite Apps (cont.)

By Dan Johnson, Smart Meetings Magazine

3. **Waze:** Winner of the Best Overall Mobile App prize in the Global Mobile Awards 2013 competition, this was recently purchased by Google for more than \$1 billion and is one of the world's fastest-growing community-based traffic and navigation apps. Drivers share real-time traffic and road info with each other, saving everyone time and gas money on their commutes. "This social-traffic app helps you avoid tie-ups and delays on the road," Spellos says. "But remember to use it only hands-free while you're driving."

4. **Hangouts:** This instant-messaging and video-chat platform facilitates conversations between two or more users. "Initially part of Google+, this is Google's free videoconferencing tool," Spellos says. "You can have up to 10 people on the video call simultaneously...and did I mention at no cost?"



5. **Snapseed:** "Like Photoshop for your tablet, this free app gives you great ability to customize and filter photos...far better than you can do with Instagram," Spellos says.

Originally developed by Nik Software, Snapseed is an intuitive and enjoyable photo-editing app for iOS offering several useful image adjustments and high-quality photography effects. Snapseed won the Best Mobile Photo App award in the Technical Image Press Association's 2012 competition.

6. **Aurasma:** This app is a platform that allows businesses and organizations to create and publish their own augmented reality. "It allows you to layer content onto static images, such as your marketing piece or conference program," Spellos says. "Omni Hotels [recently] used its capabilities for part of an augmented print ad."

7. **DocuSign Ink:** Planners wanting anywhere, anytime access for signing, sending and storing documents enjoy this app. "Need to sign a contract that you received on your iDevice?" Spellos asks. "DocuSign Ink allows you to create virtual signatures that can be dragged and dropped onto any document."

8. **FlightBoard:** Winner of the 2012 Webby Award for best travel app, FlightBoard turns Android phones and tablets into the arrivals and departures board for any airport in the world. This app lets you check out the boards of your favorite airports and view all the flight information in real-time. Spellos says it's a good choice for checking to see if a speaker's flight is arriving on time.

9. **Zite:** This app evaluates millions of new stories every day, looking at different types of articles, their most important attributes and how they are shared across the Web. Zite uses this information to match stories to your personal interests and then delivers them automatically to your iPad or iPhone. "Where the news meets Pandora, this killer app customizes your news while allowing you to quickly share it on your social networks," Spellos says.



10. **Check-In Easy:** Want to make check-in at your event lightning fast and simple? Check-In Easy does so on multiple iPads, iPhones, Android devices and the Web. "Download your registration list from Excel, and this app allows you to identify onsite who has already checked in at your event," Spellos says.

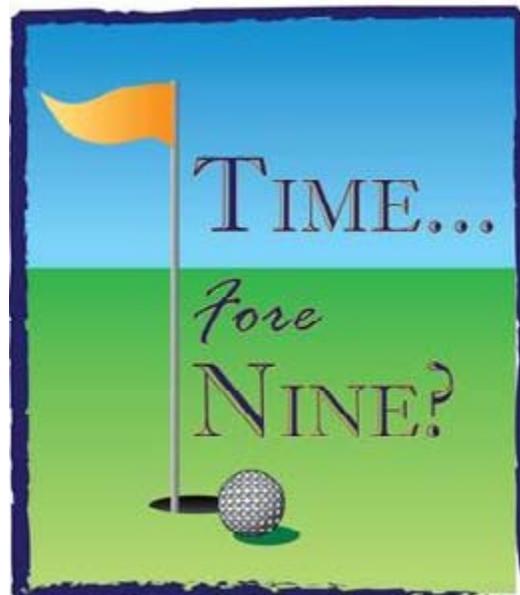
Read the full article on Smart Meetings Magazine - [CLICK HERE.](#)

Smartmeetings

Time Fore Nine?

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 a few months away, there is plenty of time for members to get together for a few practice rounds between now and May 14th. 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. We encourage all levels of play in the 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 2:00 PM as follows:

March 11 at 2 pm	Haggin Oaks Golf Course
April 15 at 2 pm	Whitney Oaks Golf Course
May 7 at 2 pm	Haggin Oaks 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 \$25.00 to \$40.00 per person. Cart fee additional.

RSVP: If you would like to swing your clubs with MPISSN on March 11 @ 4PM, please contact Kellie Schroeder at kelli@wmmpa.com no later than noon on March 5, 2014.

CANCELLATION: Failure to cancel your commitment to participate for your tee time reservation no later than 48 hours prior to your assigned starting time results in full payment due.

You're a member... SHOW it!

By Jeff Dougherty, VP Communications

You asked... we delivered. Last year, it was brought to my attention by a couple of members that they would like to have something for their email signature line to show their MPISSN pride and to let everybody know they are a member. More than 98 percent of members say that MPI aids in their professional success. Here are a few reasons why: Establish roots, get the inside scoop, raise your profile, get recognized. Be recognized by downloading your MPISSN affiliation logo today. Member Logos can be found [here](#) or under the member logos section. Special Chair and VP logos have also been created and can be found under Chapter Leader Toolkits.

If you have any questions, please feel free to contact me at jdougherty@visitsacramento.com.





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IN THE KNOW

By Jeff Dougherty, Sacramento Convention and Visitors Bureau

Travel Industry

U.S. business travel spending is expected to increase 6.6 percent in 2014 while total personal trip volume is expected to increase 1.7 percent, according to a recent report from the Global Business Travel Association. Specifically, the meetings business will continue its two-year upward trend, with prospects of a 6.5 percent increase. [Travel Industry Wire, 1/15/14](#)

Priceline and General Motors are teaming up to offer Chevy owners the ability to book hotel rooms from the comfort of their cars. Customers can either book through GM's OnStar service or through an app that can be downloaded from the Chevrolet App Shop. According to GM, hotels are one of the most requested services OnStar customers seek while traveling. Priceline is the first online travel agency to partner with an automobile manufacturer. [Skift, 1/6/14](#)

Our Neck of the Woods

Restaurants - Houston-based Landry restaurants, which closed J Street's McCormick & Schmick's just three months ago opened a Claim Jumper at the same location earlier this month. The restaurant is open for lunch and dinner every day except Christmas. [SBJ, 1/8/14](#)

Hotels - The city of West Sacramento approved a 120-day period to negotiate contract details with Portman Holdings LLC in the development of a 300-room Marriott Hotel and conference center. The hotel would be built south of the Tower Bridge and near Raley Field. The plans call for the city to pay for the construction of a conference center that would be part of the property, but leased to the hotel. [SBJ, 1/16/14](#)

Venues/Sports - The United Soccer Leagues announced its season schedule, allowing the Sacramento Republic FC (soccer) a bit more time to build its stadium. The team's first five games are away games – playing in Los Angeles against LA Galaxy II beginning on March 29. The Republic's first home game will be on April 26 against the Harrisburg City Islanders. [SBJ, 1/30/14](#)

Our Friends

Lake Tahoe - After owners of the historic Rainbow Lodge near Donner Summit recently defaulted on their loan, the inn was purchased by a Rocklin family and is scheduled to re-open in February. The 33-room lodge was originally built as a stagecoach stop in the 1800s, converted to a tavern in the 1920s and then became a ski lodge in the 1990s. The new owners plan to restore the lodge to some of its "century-old grandeur." [Sacramento Bee, 1/10/14](#)

San Jose - San Jose will soon be getting two new Hyatt properties in the northern part of the city. A new \$65 million Hyatt Place and Hyatt House project will add 330 rooms. Hyatt joins several other hotels in the pipeline for San Jose including a 145-room Hampton Inn, 140-room Home2 Suites, and a 169-room, nine-story addition to nearby Sunnyvale's Sheraton Hotel. [SVBJ, 2/3/14](#)

Volunteer of the Quarter

By Jennifer Flohr, CMP, CAE

This quarter's volunteer of the Quarter is Mary Zavislan Cook, CMP. She is a busy woman, wearing many hats, but she somehow still finds time to volunteer. She has been an asset to MPI for many years and we appreciate all her hard work and dedication. I asked Mary a few questions.

Why do you volunteer for MPISSN?

I originally joined MPI for continuing education and career opportunities when I was a student at Metropolitan State University of Denver. I quickly realized that the best way to take advantage of membership opportunities was to get involved and volunteer. Now, 15 years later, I volunteer to help produce quality local continuing education for myself and colleagues, and to ensure the next generation has the same opportunities.



How long have you been a member of MPISSN?

Two years as a student and going on 12 years as a meeting planner member.

What is your current position?

I work part-time for my husband, Dion Cook, Sacramento Production & Lighting, supporting marketing and event production; and part-time, on-call as a Conference Planner for Sacramento State College of Continuing Education, Conference & Training Services Unit. In addition, I do independent meeting planning and volunteer as the VP of Education for MPISSN.

What would you consider your most interesting job skill?

Cat wrangling. LOL! I'm a technology geek. Yes, I know I'm a woman of a "mature" age, but I learn new tricks.

What has been your biggest challenge as a meeting planner most recently?

Challenges make life more interesting. That being said, keeping up with technology can be a full time job some days.

What excites you about the meeting planning industry today?

From what I've witnessed and learned recently in the last 6 months, there is a trend of "experiential" meetings...less talking heads, more hands-on; low tech, high touch movement. We learn more by doing and experiencing...the meetings industry is getting it and implementing practices to optimize learning and experience, senses and lasting memories of an event.

What do you like to do in your free time?

It's rare, but I like to travel, spend time with my grown children and grandson, hot tubbing and wine tasting in Calistoga, working out at the gym, gardening and watching mindless TV. My goal is to visit every continent on Earth and to become totally fluent in Spanish.

Congratulations Mary!

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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.

Coffee and Content.... Free Education – What a concept!

By Lauren Richardson, Medtronic Cardiac and Vascular Group

I love the opportunity to learn in a casual roundtable format and that's exactly what Coffee and Content (C&C) is. A topic is promoted ahead of time, and somebody is there to facilitate the conversation. January's topic was on "Contract Negotiations". As a Meeting Planner, I would never pass up the opportunity to get together with my peers to discuss the latest trends and hear about challenges people are experiencing while negotiating a contract. Part of our conversation was about what concessions everybody asks for and tips from hoteliers on strategies to get more bang for your buck.

Most hotels have 5 or more people selling into the same space you want. So we learned to come armed with information. Make sure you can provide your hotel Sales Manager with guestroom and food and beverage history. The more information you can provide, the easier it will be for your Sales Manager to win you the space over another group.

A huge takeaway for me is the new contact I made at this meeting. I recently changed jobs where I often book international meetings. Our Chapter President, Kellie Schroeder, has been booking international meetings for years. During C&C, we touched on international meeting dos and don'ts a little bit, but Kellie and I met after where she told me that I can use her as a resource. Meeting her and the others over a casual setting was refreshing and inspiring.

Keep your eye on mpissn.org and our Facebook page for our next C&C topic and location.

How to Ensure Your Meeting's CSR Activities Actually Make An Impact

by Michelle Russell, Editor in Chief at PCMA



It's time to think differently about charities — and the way the meetings industry supports them.

As the number of meetings that incorporate charitable components into their programs continues to grow, so does the overall impact that the meetings industry has on the \$1.5-trillion philanthropy industry. And that would seem to be all for the positive. But if meetings can magnify the good that charities do, they also can magnify their flaws.

So what's a well-intentioned meeting planner to do? The good news is that there is a movement toward finding new ways to add greater accountability and effectiveness to the nonprofit world. At the same time, meeting professionals are recognizing that, with proper research and planning, they can ensure that their groups' giving-back efforts make the biggest impact possible. Convene spoke with Stern, National Philanthropic Trust CEO Eileen Heisman, and Claire Smith, CMP, vice president of sales and marketing for the Vancouver Convention Centre and board liaison to PCMA's CSR Task Force, about what it takes for the meetings industry to truly make a difference for those in need.

[Read the entire article on PCMA.org.](http://PCMA.org)

Bowling with the Board

For an evening of fun and fellowship, come out and bowl with the Board. Be the "Kingpin" in the lineup and interact with the board where "Strikes" and "Gutter Balls" are equally cheered in the name of just having a good time.

Join us Monday, April 7, 2014 from 5:30 p.m. to 7:30 p.m. at Strikes Unlimited Back Alley-VIP Private Room (5681 Lonetree Blvd, Rocklin). The cost is \$22 per person and includes shoes, lanes, pizza & salad.

Sponsorships:
\$350 for Facility
\$200 for Pizza & Salad

Sponsors will receive recognition on chapter website, weekly email blast, and Connects. Sponsorships include complimentary admission for members and guests. Contact Rick Chapman at 775-843-0099 or rchapman6191@att.net for information.



FARM-TO-FORK BEGINS HERE SACRAMENTO



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- You'll receive **one** entry for every qualified lead distributed through the Sacramento CVB*
- You'll receive **two** additional entries for every lead that turns definite by August 29, 2014*

Promotion runs March 1 - August 29, 2014
* Lead must have a minimum of 10 guest rooms on one night.
Lead must be sourced through Sacramento CVB.
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Jeff Dougherty
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Meeting Sponsorship Dos and Don'ts

By Dave Kovaleski, [MeetingsNet](#), Dec. 6, 2013

A good sponsorship strategy doesn't start with the sponsors—it starts with the attendees.

"When the attendees are happy, everybody wins," says Donna Kastner, director, expo/sponsor sales and activation, Velvet Chainsaw Consulting. So, when developing sponsorships, meeting professionals should ask themselves: "Does it improve the attendee experience?" That's the Holy Grail. "Help make the attendee experience better and they'll remember you."

Here are some sponsorship Dos and Don'ts, compiled from the experts.

Don't: Turn attendees into NASCAR drivers.

"I was looking at a prospectus last week, and it had sponsorships for logos on lanyards and neck wallets, which ride a little higher than lanyards," says Kastner. "What's next, shinguards?" If there's too much logo noise, attendees will tune out, and that's not good for sponsors...

Do: Position sponsors as thought leaders

"Sponsors are not looking to be seen as funders, they are looking to be seen as thought leaders," says Kastner. "Every time conference organizers can shine that light on them, that's meaningful." It doesn't mean that they have to all be speakers, but try to "connect them to a big idea in some way."

Don't: Let the sponsor do a commercial before the keynoter

In the keynote introduction, attendees want to hear about the keynoter, not the sponsor's products. Instead, have the sponsor promote a white paper or talk about solutions related to the keynote. Or, before the speech, how about having your sponsor host a VIP experience or book signing related to that keynoter?

Do: Create packages that deliver value

"You've got to get people away from just selling sponsorships a la carte, just covering their expenses, and instead looking at it more holistically," says Bruce Erley, president and CEO, Creative Strategies Group. Packages that bundle various opportunities deliver more value for sponsors and more revenue for the organization. Sponsors, Erley says, "are looking for a comprehensive package, and those associations that offer them will be the ones that sell more sponsorships." The key is to personalize the package, tailoring it to the needs of each individual sponsor, adds Phelps Hope, CMP, vice president, meetings and expositions, Kellen Meetings. Often, a package will offer a variety of ways to connect with members at the conference and throughout the year: branding (for example, a logo on a banner), face-to-face interaction, technology, and the Web.

Don't: Make it about what the association needs

When approaching companies about sponsorship opportunities, make the proposal about how the package will help them reach their goals, not about why the association needs them to cover certain expenses, says Erley. Associations have a tendency to do this more than other sectors of the sponsorship industry, like sports and the arts, says Stacey Goldberg, vice president, client leadership at IEG, Chicago.

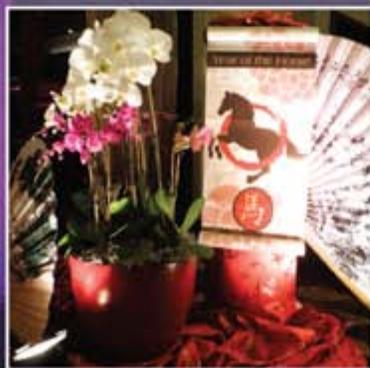
Read the entire article [HERE](#) and don't forget to join us **April 8, 2014 for the MPISSN April educational luncheon "Rethinking Sponsorship Marketing" presented by Steven Hacker, CAE, CEM, FASAE.**

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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 2014 – June 3, 2014

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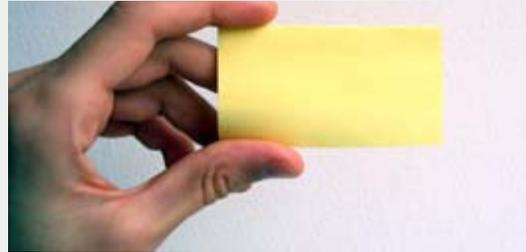
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For the membership log-in areas, your login username is your last name and your password is your MPI membership number given to you from headquarters in Dallas.

Example

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