



PLAN PROMOTE PARTY AND CULTIVATE Creativity

MPISSN 's Annual Trade Show & Workshop is March 21, 2017

*Promises to deliver creative ideas and options
for meeting professionals*

MPISSN's Annual Tradeshow and Workshop endeavors to emphasize CREATIVITY. Occurring Tuesday, March 21, 2017 from 5:00 p.m. to 7:00 p.m. at The Party Concierge – 601 N. 10th Street in Sacramento – Co-chairs Gaby Fonseca (Sheraton Grand Sacramento) and Veronica Chinn (HelmsBriscoe) have pulled out all the stops! The theme for the show is “Plan, Promote, Party and Cultivate Creativity” with an intention to showcase all the creative options available to meeting professionals in their own work. Dozens of exhibitors will share exciting offerings with a focus on “what’s new” and what planners can do to enliven their programs.

The “planner/decision-maker only” show gives exhibitors access to MPISSN's close-knit community of serious professionals who seek to make

connections and learn about new opportunities. **Planners and decision makers can register to attend the trade show FREE at www.mpiissn.org.**

An “out-of-this-world” food and beverage showcase will be presented by Randy Peters Catering of Rocklin and available throughout the show as attendees gather, mingle and get-to-the-business at hand. Wine will be poured compliments of sponsor Sonoma County Tourism's Erika Costa who has arranged for wines by Francis Ford Coppola Winery in Geyersville.

The Party Concierge provides the amazing, creative backdrop and location for the show. Set amid their creative workspace where magic

happens in the form of floral, foam creations, signage, balloons and more, attendees will experience where imaginative ideas are turned into real applications which make top-notch events truly memorable.

MPISSN is grateful for the support of industry pros like Cheryl Cox of STL, Ltd. for providing exhibitor skirted tables, and Curtis Tarpley of Express Event Imaging for capturing the event on camera!

See page 4 for details on the education workshop from 4:00 p.m. to 5:00 p.m. as well as a list of exhibitors on page 5. See you there!





SACRAMENTO/ SIERRA NEVADA

CHAPTER

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:

Summer *Connects* - May 24, 2017

PUBLICATIONS CHAIRPERSON

LESLIE WHITESEL

lesliewhitesel@yahoo.com

GRAPHIC DESIGN

Lynette Magnino

lynette@mpissn.org

ADVERTISING

Open!

**Contact Lynda Sagar with interest
Lynda.Sagar@sheraton.com**

STAFF

**Lynette Magnino
Executive Director**

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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A MESSAGE FROM THE PRESIDENT

FELICIA PRICE CMP



What's happening at MPISSN? A LOT of top-notch education, special events, prizes, networking and good old-fashioned fun! Every Board member, every committee member and chairs, and our Executive Director have been working in overdrive to bring you the very best of MPISSN.



MPI Global sent out their annual Membership Satisfaction Survey on February 1st. Our goal was to get 30 responses. When we asked, you answered – we had 42 total respondents, so thank you! We packed the house at our Parrothead Crab Feed, registrations for our education luncheons and Boot Camp have exceeded expectations. Membership continues to grow at a rapid pace with over 225 members and counting. Have you checked out our Facebook page or website lately? Our Communications team has been busy updating, posting and hash tagging so check it out. If you think that is busy...we're just getting warmed up. The next few months we will be in full planning mode to carry out the remainder of the year's activities as well as prepare and plan for the 2017-2018 year.

CALLING ALL VOLUNTEERS! Volunteers drive this Chapter, and we have a phenomenal group of people who have stepped up to lead, assist and show up to help when the call comes. But if you're reading this and thinking to yourself – "I should get involved" – listen to that voice. When you engage with your profession, a certain stewardship is shown by giving back to the very thing that has made you the professional you are. Whether you have one, two or five hours a month there are plenty of opportunities to get involved.

What's up next? Our Tradeshow and Workshop will be on March 21 at The Party Concierge. We've got something special in the works for Global Meetings Industry Day (GMID) on April 6 so be sure to save the date. Sip & Swirl, our Member Only Appreciation event will take place on April 18 at the all-new DoubleTree Suites. Coffee, Cocktails and Content on May 16 and finally, the Annual Gala and Auction on June 6. All not to miss events!

Onward and Upward!

Felicia Price, CMP
2016-2017 MPISSN President



Announcing your 2017-2018 MPISSN Board of Directors

By Jeff Dougherty, Immediate Past President/Chair of the Nominating Committee

I joined MPISSN over 6 years ago and felt a overwhelmed at my first luncheon. If you know me, you know I am outgoing, but I think we are all a little timid when walking into a room of new people and the unknown. The best way to meet people and to get the most out of any association is to volunteer. Based on my previous experience volunteering with other associations, I decided to help out with the tradeshow committee. Less than a year later, I was asked to join the leadership team. It took a few months of board service to get comfortable in my position – VP of Communications. I think I hit the jackpot with a Rockstar volunteer, Jenn Wheaton - Who I feel like was chair of everything. We redesigned the website/newsletter, jumpstarted social media, changed how we communicate to members, and the list goes on. Two years later, I was President of MPISSN! Being a chapter leader took my membership from being a member of an association to a member of a second family. I appreciate all of

the relationships I have made over the past six+ years. MPISSN has helped me grow into the person I am today – both personally and professionally. If you are ready to take that next step, I highly recommend you get involved today. Our 2017-2018 Board has been filled, but now is a good time to start thinking about how you can contribute. Give me a call!

As Chair of the Nominating Committee, we were both excited and a little overwhelmed by all of the interest in Board Positions for our 2017-2018 slate. After interviews and a lot of conversation, we were able to put together what we felt would be a strong leadership team. We have grown a lot over these past few years and this Board has the drive and vision to take MPISSN to the next level. Please congratulate and thank these members for their service!

Officers

Position	Name and Company	Term
President	Lynda Sagar, Sheraton Grand	2017-2018
President Elect	Debra A. Kurtti, Quality Care Health Foundation	2017-2018
Immediate Past President	Felicia Price, CMP, LeadingAge California	2017-2018
Vice President Finance	Marie Cicogni, Holiday Inn Sacramento Downtown Arena	2017-2018
Vice President Membership	Lu-Lu Ramos, CalRecycle	2017-2018
Vice President Communications	Lauren Pontier, HelmsBriscoe	2017-2018
Vice President Education & Events	Rachel Hickerson, Advocacy & Mgmt Group, Inc.	2017-2018

Directors (Board members)

Position	Name and Company	Term
Director of Special Events	Paula Currie, Association of California Water Agencies	2017-2018
Director or Strategic Alliance	Christina Hake, California Head Start Association	2017-2018
Director of Recruitment & Retention	Kelly Rocha, California Society of CPAs	2017-2018
Director of Education & Events	Cynthia DeOliver, California Bankers Association	2017-2018
Director of Public Relations & Communications	Jessica Counts, CA Hotel & Lodging Association	2017-2018



Want to get involved? Volunteer with us!

Link [HERE](#) to download MPISSN's volunteer à la carte menu. See a range of opportunities that may be a perfect fit for your talents and available time. Join a committee, get involved, and make things happen for your profession and your career! Email President-Elect Lynda Sagar at Lynda.Sagar@sheraton.com with any questions.

PLAN PROMOTE PARTY
AND CULTIVATE
Creativity



Tradeshow Workshop Planning Large Scale Events – How to make an *IMPACT* on a lot of people



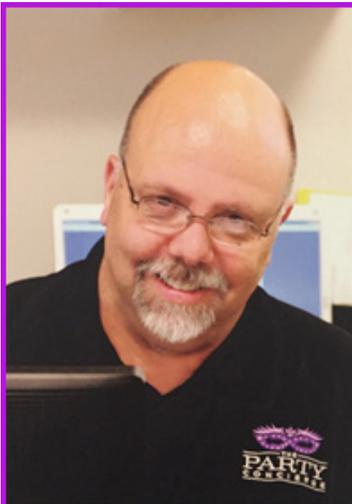
MPISSN's trade show workshop takes place from 4:00 p.m. to 5:00 p.m. on March 21, 2017, immediately preceding the tradeshow. This year's topic addresses "*Planning Large Scale Events – How to Make an Impact on a lot of People.*"

Meeting professionals know when large crowds gather for meetings and events the "impact" formula intensifies. *How can you deliver to the masses and ensure... satisfaction? How can you add flair and flavor without sacrificing quality?*



This program has been approved by the Convention Industry Council for 1 clock hour.
Domain G: Meeting & Event Design

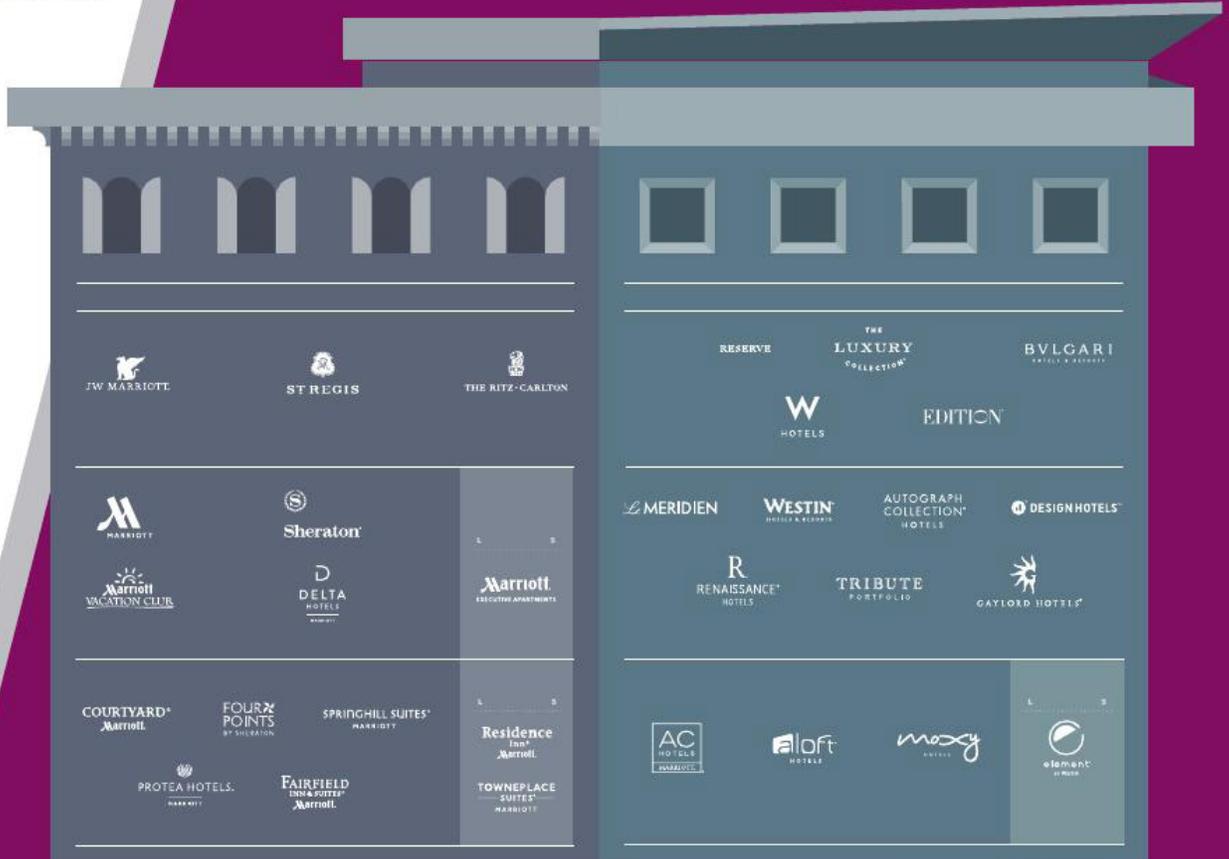
Our expert panelists have traveled this road many times while working on mega-events, meetings, conventions and more. They each will share insights regarding their specialty areas, addressing the learning objectives for this session and more!



Tom Ursini, Michael Coulter both of The Party Concierge; Randy Peters of Randy Peters Catering and Aaron Kinney of AVEvents.com



PORTFOLIO OVERVIEW



Updated as of 09/21/16. FOR INTERNAL USE ONLY.

MPISSN 2017 Trade Show Exhibitors (at time of publication)

(APS) Advantage Presentation Services, Inc.
 Asilomar Conference Grounds
 Best Western PLUS Hacienda Hotel-
 Old Town San Diego
 Crescent Event Productions
 DoubleTree by Hilton Sonoma Wine Country
 Embassy Suites Sacramento
 Riverfront Promenade
 EventReady
 Executive Hotel Vintage Court
 Flamingo Conference Resort and Spa
 Gaia Hotel and Spa
 Greater Ontario Convention & Visitors Bureau
 Harris Ranch Inn & Restaurant
 Holiday Inn Sacramento Downtown Arena
 Hyatt Regency Sacramento

Long Beach Convention and Visitors Bureau
 Los Angeles Tourism & Convention Board
 Marin Convention and Visitors Bureau
 Marriott International
 Monterey County Convention & Visitors Bureau
 Nugget Casino Resort
 Pasadena Convention & Visitors Bureau
 Peppermill Resort Spa Casino
 Rancho Cordova Travel & Tourism
 Randy Peters Caterings
 Residence Inn by Marriott Sacramento
 Downtown at Capitol Park
 Sacramento Marriott Rancho Cordova
 San Diego Tourism Authority

San Francisco Travel
 Santa Clara CVB
 Sheraton Grand Sacramento Hotel
 Sonoma County Tourism
 SpringHill Suites by Marriott
 Paso Robles/Atascadero
 Squaw Valley Alpine Meadows
 STL, Ltd.
 Tenaya Lodge at Yosemite
 Visalia Convention Center
 Visit Sacramento
 Visit San Jose
 Visit San Luis Obispo
 Visit Santa Barbara
 Wine & Roses Hotel.Restaurant.Spa.
 WYNDHAM | Anaheim Garden Grove



MEETINGS MEAN BUSINESS

GLOBAL MEETINGS INDUSTRY DAY

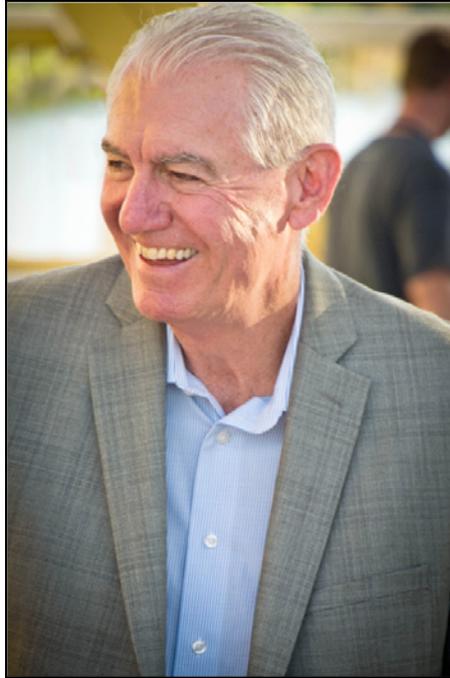
Global Meetings Industry Day offers perfect occasion to honor

Steve Hammond

President and Chief
Executive Officer, Visit
Sacramento

April 6, 2017

After more than 40 years in the hospitality industry, Stephen L. Hammond will be retiring in June of 2017. Over the past 18 years, Steve has been an icon in the Sacramento area and well respected by leaders of Destination Marketing Organizations throughout the country - known by many to have a contagious smile. During his tenure at Visit Sacramento, he modernized the way the organization does business, while taking the organization's operating budget from 2.5 to 11 million dollars.



Join us! \$25 per person

For more information and to register online, visit www.mpissn.org

Global Industry, Local Impact

Leaders from across the meetings and events industry are coming together to support Global American Meetings Industry Day (GMID) on April 6, 2017.

One Industry, One Voice

Business meetings and events play a critical role in connecting people and driving positive business results throughout the continent. Often the industry's impact goes unnoticed, but the value is unmistakable. We are emphasizing the same themes for GMID as we do for the Meetings Mean Business campaign:

Great things happen when people come together. Face-to-face interaction is the platform where deals are struck, relationships are forged and ideas are generated. That's what Meetings Mean Business is all about: *showing the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities.*

Thank you to these sponsors:

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SUITES**
by HILTON™

Sacramento Riverfront Promenade

EXECUTIVE SPONSORS



HYATT
REGENCY
SACRAMENTO



Holiday Inn
Sacramento Downtown - Arena



Thursday, April 6, 2017

4:00 p.m. to 6:00 p.m.

MIX Downtown

1525 L St., Sacramento



DOWNTOWN

Save the Date!
MPISSN's Annual Sip & Swirl
Membership Appreciation Event!

Every year, MPISSN holds Sip & Swirl
to recognize and honor our membership!

We value you!

Please plan on attending this MEMBER-ONLY event,
and allow us to say, Thank YOU!

Tuesday, April 18, 2017

4:00 p.m.

DoubleTree Suites Rancho Cordova

11260 Point East Drive, Rancho Cordova, California, 95742

Food, Fun and Freez!

**Registration
opening soon!**

Save the Date!
**Don't miss MPISSN's
Annual Gala Event
& Auction!**

Including the induction of
MPISSN's 2017-2018
Board of Directors

We look forward to
"Exploring your Horizons"
at the Sheraton Grand Hotel

EXPLORE

YOUR HORIZONS

JUNE 6 2017

MPI Sacramento / Sierra Nevada.


**SACRAMENTO/
SIERRA NEVADA**
CHAPTER



Lynda Sagar
MPISSN President Elect

February Education Luncheon offered “Ninja” experience to ensure Internet Success

by Joanna Jeronimo, Feb. Education Luncheon Lead



On a cold and raining February 21, 75 people ventured out to The Falls Event Center in Elk Grove for MPISSN’s Education Luncheon sponsored by El Dorado Resorts. They were rewarded with The Ultimate Guide to Internet Success with Bill Fluharty, Sales Engineer for PSAV’s Network Services Division. Bill’s program was made possible by the PSAV Chapter Grant program which partners in research with the MPI Foundation. MPISSN was selected to receive the grant last Fall 2016.

Information presented included the following:

Selling HSIA – Food for Thought

- “Internet” doesn’t mean the same for every client. Event requirements depict what kind of Internet services should be provided
- Scalable services and prices can be considered. It takes a discovery process to identify what these needs are in order to match it with the right price

- Paying for Internet is like paying for “Insurance”. Though intangible at times, there is a support structure in place to make sure clients have a good experience.
- Not all networks are the same. Cheaper solutions are a direct reflection of the technology and support structure in place... typically subpar.
 - Bandwidth is the best measure to determining the experience.



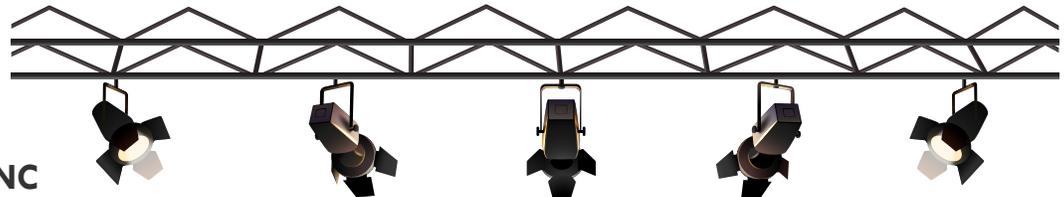
SPONSOR SPOTLIGHT

ELDORADO RESORTS, INC

Located in the heart of Downtown Reno, The Eldorado Resorts Family (Silver Legacy, Eldorado and Circus Circus) are THE perfect location to create a sense of community for your meeting delegates!!

The three hotels are designed to provide a high level of service, facilities and meals without missing out on quality. Your attendees will appreciate the rate structures in our hotels and you will enjoy the incredible service combined with price savings on food/beverage and audio visual (compare our gallon of coffee at under \$40 per gallon.... NO, that is not a typo...just a savings!).

Your meeting attendees will have plenty to do --- within our convenient complex of three properties, connected by indoor walkways, our guests enjoy twenty (20) of the city’s finest restaurants, a variety of lounges and nightclubs, top



name entertainment, comedy club and much more. The Eldorado Resorts’ on-property amenities are complimented by Downtown Reno venues including the National Bowling Stadium, National Automobile Museum, Baseball Stadium, Truckee River Arts District, River Walk and Pioneer Theater. Along with award winning restaurants, Campo, La Familia, Beaujolais Bistro.....

Hosting your event at one of the Eldorado Resorts provides an experience found nowhere else in our wonderful destination!

While most clients aren't talking "bandwidth" just yet, we are using bandwidth on the backend to fit them into the right experience.

- Not all attendees are the same. 1000 people from an IT group can crush a network and drain bandwidth if they are doing high-end connectivity whereas 1000 people from a less technical perspective can get by with little demand on the network, bandwidth and support.

Questions To Ask:

1. What will the Internet be used for?
 - Email access
 - Social Media
 - Live video stream for presentations
 - Live video streaming for attendees (You Tube etc)
 - Blogging
 - Posting of photos
 - Audience response systems
 - Video conferencing
 - VPN access

2. How many attendees do you anticipate will use the Internet?
3. Do they need wired or wireless connections?
4. Will your presenters use the internet during their presentation? For what?
5. Do your attendees use smartphones and tablets?
 - What experience did you have with internet services at your last event?
 - Do you know how much bandwidth or the number of concurrent users at your last event?
 - How critical is the internet access to the overall success of your event?

In addition to a www.psav.com/bandwidth-calculator, Bill provided attendees the information on how to Become Network Ninjas.

This program offered 1 hour of CMP continuing education within Domain G: Meeting & Event Design.

Attendees also enjoyed a deliciously comforting lunch of lasagna, roasted veggies, salad and cheesecake catered by Betsy Hite of Elegant & Easy Gourmet Catering. Thank you to The Falls Event Center for their Crystal Award-winning venue and to El Dorado Resorts for helping to make the day a hi-speed success!



Session Takeaways



Determine Bandwidth Needs

- ★ How many people (multiple devices if known)?
 - ★ Will the group be using Internet for more than just general Internet browsing and simple email?
 - ★ Will any wired connections be required?
 - ★ Is Internet critical to the success of the meeting?
- Utilize the Bandwidth Calculator to determine bandwidth needs:
http://www.psav.com/bandwidth_estimator/



Evaluate network capabilities and bandwidth delivery

- ★ What type of equipment is installed? In particular, what model of access point?
- ★ Can they provide a document that displays where they are installed?
- ★ How much bandwidth is available exclusively for the convention space?
- ★ Can you dedicate bandwidth exclusively to my event?
- ★ How is it dedicated (by port, access code, room)?



Determine if hotel support structure meets event needs

- ★ Is onsite support available; during what hours?
- ★ Gain an understanding of their qualifications and experience with events similar to yours.
- ★ What point, if any, is support moved offsite? What is that process like?

Longevity Pin Presentations in February

Presented at 2/1 Crab Feed:

- Denise Daves – 10 years
- Kris Keesling – 15 years

Presented at 2/21 luncheon:

- Cynthia DeOliver – 5 Years
- Christina Hake – 5 years
- Lynette Magnino – 5 years
- Whitney Smith – 5 years
- Rhonda Stevenson – 15 Years
- Kellie Schroeder – 15 years

For further information, please email internet@psav.com



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Industry Newbies Build Their Meeting Planning Muscles During MPISSN's Boot Camp

By Marcia Durst, CMP

"We're proud of the fact that we have so much expertise within our chapter and we were able to offer that at the boot camp", said MPISSN President Felicia Price. "Mary Ann Bobrow is a nationally known speaker, and Marcia Durst and Heather Tanfani are instructors in the Sac State Meeting and Event Planning Certificate Program. And we've added more supplier expertise in the mix with Carolyn Muller Brown, Jennifer Mann, and Ross Gimple giving us a valuable perspective on the industry."

The Falls Event Center, Elk Grove was the host location for the third-annual boot camp held on February 21. Participants had the opportunity to learn from industry pros on topics that span the meeting planning disciplines from budgeting; contracts; RFPs; site inspections; and venue, A/V and menu planning. While the boot camp was geared toward entry-level planners, several more experienced planners and several suppliers attended – because we can all use a good brush up in our skills now and then.



Jennifer Mann, Senior Sales Manager, Hyatt Regency Sacramento and Carolyn Muller Brown, National Director, Los Angeles Tourism & Convention Board giving a talk on RFP's to the 2017 Meeting Planner Boot Camp.

The Professional Development Edge

By Marcia Durst, CMP

Advice for Non-CMPs

Even if you don't have plans in the near (or even distant) future, you can save yourself a record keeping headache if you ever decide to take the **CMP exam by taking a few minutes now to set up a free Convention Industry Council account.** Any CIC pre-approved education you attend will automatically be uploaded to your account. You simply log in and claim your hours. Easy as that! So much easier than pulling documentation together after the fact.

Go to <https://myaccount.conventionindustry.org>

MPISSN is a pre-approved provider, so look for the CIC check-mark in education descriptions and you know the session documentation will show up in your account after you complete a course.

New Year, New CMP Study Group

The 2017 CMP study group is off and running with 14 participants. Over the course of seven bi-weekly evening meetings, the group will cover the Convention Industry Council's professional domains through case studies, participant-prepared summary presentations, quizzes and mock exams.

The Chapter's Newest CMP

A big congrats to another of the chapter's 2016 CMP study group alums for passing the exam - **Cristi Harris, CMP**, Director of Meetings and Conferences for the California Medical Association passed the exam during the January testing window.

Congratulations!

MPISSN presented a one-year membership to **Lisa Chapman!**

Lisa comes to us from The Ridge Tahoe. As an attendee at MPISSN's recent Meeting Planner Boot Camp, she became eligible for the special drawing that offered a FREE one-year membership. Her name was drawn at the February education luncheon!

Welcome to our chapter, Lisa!

**WAYS YOU CAN SUPPORT OUR
2016-2017 CHARITY THIS SPRING
SACRAMENTO FOOD BANK
& FAMILY SERVICES**



**VOLUNTEER AT A HANDS-ON
OPPORTUNITY EVENT**

Saturday, April 8 from 9:00 a.m. - 1:00 p.m.
at 1951 Bell Avenue, Sacramento, CA 95838

As a group we'll play a vital role in helping feed the 244,000 food insecure people in Sacramento County. We'll come together to bag, sort and box fresh produce and non-perishable items. Family members are welcome to attend (must be 10 years of age or older). Look for the sign-up link in an upcoming "MPISSN Weekly News & Announcements" email or sign-up at: <http://www.signupgenius.com/go/10c0545a5a82aa4f58-volunteer>

DONATE ITEMS FOR FUTURE RAFFLES

Donate any gift cards or certificates (hotels stays, restaurants, entertainment etc.) for future raffles. If you have an item you would like to donate contact Barbara Ching at barbaramarieching@gmail.com or 916-802-0649.

Joanna Jeronimo
deep dive off
Maui



**Volunteer of the Quarter
Joanna Jeronimo**

Joanna was nominated for Volunteer of the Quarter for her dynamic planning of our February Luncheon and Education. "The Ultimate Guide to Event Internet Success with Bill Fluharty" was the topic; and who doesn't need more information on the high speed world of Internet? Coordinating the Falls Event Center along with the yummy Elegant and Easy Gourmet Caterer was done seamlessly.



"When it comes to planning an MPISSN Educational event, it truly takes a village, and I appreciate the opportunity, work and guidance that the MPISSN team provided." – **Joanna Jeronimo, Conference Direct, Education Lead February 2017**

Joanna started her journey in the industry 16 years ago in Maui, Hawaii. She moved to Stockton, CA "the main land" to be closer to her son and daughter-in-law; who then moved to San Antonio, TX, go figure. She met the love of her life in Stockton and they just celebrated their 10th Anniversary on Valentine's Day.

Joanna and her husband love the arts. While

Joanna enjoys her spare time painting outdoors; her husband is a professional photographer and his expertise is the Delta. He even has his photography at the Ca Museum.

She is very excited to be a part of the MPISSN Chapter and has felt welcome with all the friendly members.

Joanna Jeronimo
Global Account Executive, Conference Direct
209-460-1051
joanna.jeronimo@conferencedirect.com



Thinking about getting involved as a committee chair or co-chair next year?
Contact Lynda Sagar at lynda.sagar@sheraton.com for more information.

YOUR 2016-2017 MPISSN BOARD OF DIRECTORS:

Felicia Price, CMP - President
Lynda Sagar, President-Elect
Jeff Dougherty, Immediate Past President
Deb Kurtti, VP Education & Events
Jenn Wheaton, CMP - VP Finance
Lauren Pontier, VP Communications
Lu-Lu Ramos, VP Membership
Lauren Richardson, CMP, CGMP - Director of Education
Paula Currie, CMP - Director of Events
Christina Hake, CMP - Director of Strategic Alliance
Rachel Hickerson, Director of PR and Communications
Kelly Rocha, Director of Recruitment & Retention

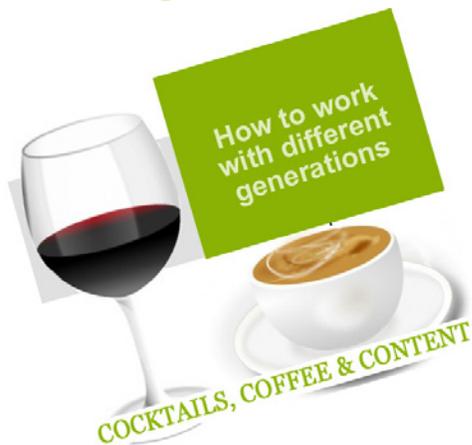
YOUR 2016-2017 MPISSN COMMITTEE CHAIRS:

Michelle Avery, Sponsorships Chair
Lisa Bispham, CMP - Awards Co-Chair
Barbara Ching, Community Outreach Chair
Veronica Chinn, CMP - Trade Show Co-Chair
Jessica Counts, Annual Event Chair
Marcia Durst, CMP - Professional Development Co-Chair
Linda Eliopoulos, Social Media Chair
Gaby Fonseca, Trade Show Co-Chair
Jennifer Flohr, CMP, CAE - Special Events Chair
Jennifer Good, Member Recruitment Chair
Cassandra Grauer, Education Lead
Rachel Hickerson, Education Lead
OPEN, Advertising Chair
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Julie Martinez, CMP, CMM - Education Lead
Cathy Murnighan, Education Lead
Amy Orr, Website Chair
Robin Rinehart, CTSM - Crab Feed Chair
Terri Schrader, CMP - Audit Chair
Kellie Schroeder, CMP, CAE - Awards Co-Chair
Lauren Siring, Member Retention Chair
Heather Tanfani, CMP - Professional Development Co-Chair
Leslie Whitesel, Publications Chair

A WARM WELCOME TO OUR NEW AND AFFILIATE MEMBERS

Karina Barney
Marriott International
Sande Kephart
TrueNorth Travel Solutions
Lina Bernal
California Strategies & Advocacy
Stuart Maas
Lake Tahoe Visitors Authority
Maria Barrios-Bundalian
DoubleTree Suites by Hilton Anaheim
Resort - Convention Center
Eileen Nyberg
GES Exposition Manager
Christina Chapman
California Municipal Utilities Association
Eli Perry
Student
Kelly Cimino
California Primary Care Association
Linda Perry
Chalk it Up to Sacramento
Jessica Clark
The City of Sacramento
Maxine Reyes
Villa Florence Hotel
Carla Datanagan
University of California Davis Conference
and Event Services
Megan Robison
FSB Core Strategies
Marques Davison
Capitol Event Center
Gabriela Rojo
Kimpton Sawyer Hotel
Jennifer Fontana
Redding Convention & Visitors Bureau
Karen Wright
Quality Care Health Foundation
Natalie Kalinowski
The Murieta Inn and Spa
Sandy Wirick
Martin Resorts

Coffee, Cocktails & Content on May 16, 2017



Join MPISSN for this FREE informal gathering which includes interactive, facilitated discussion and idea sharing on **May 16, 2017!**

“How to work with different generations, being open to change, new ideas, and how to thrive in a diverse group”

**Highwater Restaurant & Bar
4:00 p.m. to 6:00 p.m.
1910 Q St. - Sacramento 95811**

This gathering will address how to work with different generations, maintaining an open mind towards change and new ideas. Working within diverse groups can be challenging, but once equipped with a mindset that values generational contributions, true progress and success can be achieved!

The discussion will be led by local event talent and speaker **Freddie Silveria**.

Join us for a lively discussion. And, bring your own success tips to share. Please RSVP if you plan to attend to lynette@mpissn.org.



RECAP FROM January 10, 2017 **Coffee, Cocktails & Content:** **How to Network in a Marketplace** *By: Julie Martinez, CMP, CMM*

Despite it being a nasty, windy and rainy night, about 15 MPI members showed up at the Sactown Union Brewery for the CCC on “How to Network in a Marketplace”. Everyone enjoyed networking activities and some of the exclusive brews offered before diving into a lively discussion on networking, especially at tradeshow.

Upon arrival, everyone wrote down a fear that he or she had when networking. These were used later to prompt discussion items. Everyone also received a clothespin and one playing card. Of course, this created some quizzical looks! Their mission was to network the crowd and for every person who used the word, “MPI”, they were able to take their clothespin. The objective of the playing cards was to collect a poker hand by matching cards with others. Those with the most clothespins and a full house of cards won a free brew. These two icebreaker activities got everyone interacting and of course led to other conversations. And, it was fun!

After about 30 minutes of the games and conversation, we all sat down and began discussing the fears each person had written down. Although we had a few shy folks, most everyone felt that they were extroverts and had no problem approaching people and strangers to network.

There were great suggestions on how to best approach strangers or groups of people. We discussed how to remember people’s names by repeating it back or writing notes on the back of their business card or creating a mnemonic device to help remember a name. We also dived into networking at a tradeshow; what is acceptable and what is not. We also talked about how vendors wish to do business with planners and vice versa by being honest with them about business potential. Knowing that our industry is relationship based helps.

Overall, everyone agreed networking really is not that scary and seems to come natural to all of us in the hospitality industry.

Third Annual MPISSN Crab Feed a Huge Success!

By Robin Rinehart



**What a success!
We have heard
rave reviews!**

The MPISSN members enjoyed the 3rd annual "themed" crabfeed and auction drawing a record 150 guests for a fun filled evening dressed in their favorite Beach attire at the Dante Club.

The evening rocked with music by "Garratt Wilkin and the Parrotheads" (acoustical band) singing songs by Jimmy Buffet and more.

Photo ops provided by Curtis Tarpley, Express Event Imaging, allowed you to be with your friends on the beach or enjoying a margarita from the inside of the glass and the spectacular mermaids from the Sacramento Mermaid Club let you sit with them for a picture that will be talked about for years to come.

John Fitzgerald from Folktale Winery generously provided fine wine to enjoy with dinner enhancing our silent and live auction.

The hat contest showed the creativity of the group with Donna Scott from the Doubletree Modesto winning a weekend with Bernie Hat! Only a few brave souls wore flip flops but Theresa Ferrini took home the prize.

But most important, the event kicked off a big year for MPISSN with the silent auction and live auction that raised over \$10,000 for the chapter. Our thanks to our sponsors, donors and volunteers that supported this fun annual event.

On behalf of MPISSN the board of directors and the planning committee I would like to thank Lauren Siring and Monterey County Convention and Visitor Bureau our Title Sponsor, and all the sponsors for their generous contributions to help us grow as a chapter. Our partnership with our sponsors and those suppliers that continue to support us are vital to the success of this chapter.

Thank you, as well, to those who sponsored or hosted tables! We appreciate you! Santa Clara CVB, Long Beach CVB, San Mateo CVB, Doubletree Sacramento, Sacramento Convention and Visitor Bureau and Independent Meeting Planners. And as always, EventReady for event registration!

A Special thanks to "Garratt Wilkins and the Parrotheads" 916-712-7686 www.theparrotheads.com and Mermaid Luckie, "Sacramento Mermaids" (916) 524-2283 <https://www.facebook.com/TheSacramentoMermaids>



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Dante Club
Sacramento



It's 5 o'clock Somewhere!



IN THE KNOW

In the Know

by Jeff Dougherty, Visit Sacramento
MPISSN Immediate Past President

Travel Industry

OTAs

In an effort to become a one-stop shop for travelers learning about new destinations, short-term rental site Airbnb recently invested \$13 million into restaurant-booking app Resy Network Inc. The partnership will give Airbnb a seat on Resy's board and will offer Airbnb customers the opportunity to experience a destination's local food by booking directly. Resy, which is a direct competitor with OpenTable, offers 1,000 restaurant choices in 50 markets. Airbnb has also taken recent steps to offer other direct booking experiences such as airplane tickets, guided city tours, and other activities such as cooking classes. [SBJ, 1/10/17](#)

Our Neck of the Woods

Attractions

The city of Rocklin wants to turn a historic quarry into an adventure attraction. In what would be a \$3.2 million development, the city would create an adventure park at the Big Gun Quarry that would include rock climbing, rappelling, bungee jumping, zip lining, ropes course, mazes, paddle boats and more. The attraction would take up about 5 acres of the city's 21-acre downtown Quarry Park, next to Rocklin City Hall and near the city's new 1,100-seat amphitheater. Once the initial design is approved, the city will release plans to outside contractors for the remainder of the park and assess building costs before construction begins. The city has not yet released a timeline for the building of the park. [Sacramento Bee, 1/25/17](#)

Events

After being held on Capitol Mall for the past four years, the upcoming March 12 Capitol Beer Fest will be hosted at a new location – the Sacramento Railyards' Fifth Street Bridge. With the new Golden 1 Center downtown, events are no longer allowed on Capitol Mall past 4 pm, forcing the organizers of the event to find a new location for the fest, which drew 7,000 attendees last year. Proceeds from the Capitol Beer Fest go to the nonprofit Runnin' for Rhett Youth Fitness Program. [SBJ, 2/6/17](#)

Hotels

McClellan Hospitality recently completed the sale of the 112-room Lions Gate Hotel to San Diego-based Oceanic Cos.,

making the hotel the seventh hotel for the 6-year-old firm, which plans to renovate the property. The sale was separate from the neighboring restaurant, events center, former officers' club and McClellan Conference Center. [SBJ, 1/27/17](#)

Infrastructure

The Sacramento Kings recently completed their acquisition of the 800 block of K Street, otherwise known as the "hole in the ground." Plans released by the team and project manager CFY Development show mixed-use buildings with 170 apartment units and 20,000 square feet of first-floor retail space on the block surrounded by K, Eighth, Ninth and L streets in downtown Sacramento. The team and partners expect to break ground on the project later this year. [SBJ, 1/31/17](#)

Sports

Sacramento will host the start of the Amgen Tour of California men's race in May as well as two days of the women's race, giving the city triple the economic impact over years past. Because the men's race begins here, racers, teams and spectators are expected to be in Sacramento up to seven days prior to race day, equaling more than 9,300 hotel nights. The women will race on May 13 and 14, and the men's race begins on May 14. Sacramento will also host a rider and team introduction gala on May 12. [SBJ, 1/31/17](#)

Restaurants

Las Vegas-based restaurant Echo & Rig Butcher and Steakhouse will be the restaurant at Sacramento's Kimpton hotel near Golden 1 Center. The 8,000-square-foot restaurant will be on the ground floor of the east corner of the Sawyer Hotel building, which is currently under construction and scheduled to open in summer 2017. Echo & Rig is known for sourcing animals locally and using every bit of the animal in its cooking. [SBJ, 1/12/17](#)

Three more restaurants have been announced for Downtown Commons (DOCO). San Diego-based Burger Lounge, which specializes in grass-fed beef and vegetarian options, Oakland-based Haagen-Dazs, which will have a full menu of waffle cones, shakes, sundaes, ice cream and fruit smoothies; and the third restaurant will be Pressed Juicery, which

will offer cold-pressed juice made entirely with fruits and vegetables. No opening dates have been announced. [SBJ, 1/25/17](#)

Four Sacramento-area restaurants received high AAA diamond awards this year. The Kitchen, for the seventh consecutive year, was awarded a five-diamond rating from the company for 2017. Three other restaurants received the four-diamond rating. Dawson's Steakhouse in the Hyatt Regency, The Firehouse Restaurant and High Steaks Steakhouse at Lincoln's Thunder Valley Casino were among AAA's 2.1 percent of 31,000 reviewed restaurants to receive the award. [SBJ, 1/31/17](#)

Venues

Work will begin this Spring on a new 1,500-square-foot building near West Sacramento's newest venue, The Barn. The building will house Bay Area craft beer-making company Drake's Brewing. The new pub will have restrooms, a 12-seat outdoor bar and will serve brick-oven pizzas and have 34 beers on tap. [SBJ, 1/24/17](#)

Our Friends

Los Angeles

Star Wars creator George Lucas announced that he would build his \$1 billion Museum of Narrative Art in Los Angeles' Exposition Park, beating out San Francisco Bay's Treasure Island. The Lucas Museum will join the growing L.A. art scene that includes the Museum of Contemporary Art, The Broad and the Institute of Contemporary Art opening up in the Art District in Fall 2017.

[L.A. Times, 1/10/17](#)

San Francisco

San Francisco hotels have come together to help lure self-contained conferences to the city during the time the Moscone Center's North and South sections close in April for a five-month renovation. According to the San Francisco Travel Association, 314,684 rooms have been booked for self-contained conferences in 2017, an increase of 47 percent in one year. Larger conferences are also being accommodated by several hotel conglomerates working together to house those conferences. [San Francisco Business Times, 1/9/17](#)

San Jose

The first San Jose hotel to open in a decade made its debut in January. The 210-room AC Hotel, Marriott's new "lifestyle" brand is located at 350 W. Santa Clara Street, next to Highway 87. The European, minimalist design is geared towards millennials and while it doesn't offer room service, it does have a lobby where snacks and drinks can be purchased. [The Mercury News, 1/31/2017](#)



Planning to attend WEC? Join MPISSN in Las Vegas!

The World Education Congress is designed to teach meeting and event professionals to think outside the ballroom. More than 2,000 global meeting and event professionals join us every year to learn how to stop planning meetings and start designing transformative experiences that deliver return on investment dividends to all stakeholders and participants. WEC is produced by Meeting Professionals International, the largest, most diverse and influential association of its kind in the world. Click on graphic above to link to more information and register!

Lets ensure MPISSN is represented well!

Join us for:

- Keynotes that inspire
- Tips & techniques to "think outside of the ballroom"
- Powerful Partnerships

Still have questions?

Look for a member wearing this button at an upcoming event!





SACRAMENTO/ SIERRA NEVADA

CHAPTER



Take a look at these **FUN FACTS** on the infographic at left. MPISSN is enjoying an amazing year! More and more members are volunteering and engaging in educational, charitable and social programs, they're growing professionally, and succeeding in every way as they align with fellow industry professionals who are committed to advancing the meetings industry.



Know someone who is thinking about joining MPISSN?

The month of March offers a membership special - 10% off!

With more than 17,000 members in 90 chapters and clubs, Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association.

For information on how your colleagues might join MPISSN and save 10% when they join as a new member **before March 31, 2017**, email Membership at sactolulu2@gmail.com

Before you turn the page...

IMPORTANT STUFF

A few policy reminders...

1. **Non-members may attend up to two (2) chapter events.** Thereafter, membership will be required. Formerly, this policy read “up to three education events.” Now, attendance at any event is counted towards the maximum limit of 2.

If you have colleagues in your workplace who would like to attend MPISSN events or programs, they must identify 2 programs to attend and register as a non-member. Please share this policy and help friends and colleagues understand our policy.

Note: Coffee, Cocktails & Content, MPISSN’s workshop at Seasonal Spectacular, and Global Meetings Industry Day are NOT counted in the 2 events. These are open to all due to either the casual/informal nature of CCC, or the partnership aspect with like organizations.

2. **Membership and attendance lists will no longer be available before or after our programs and events.** They will solely be provided to premier members, and sponsors who enjoy this benefit as a part of their partnership agreement.

3. **Your membership belongs to the individual!** Colleagues in your workplace may not receive member rates or benefits. So while we encourage their attendance at 2 events per year (and eventual membership) they must pay the **non-member rate.**

*Read it,
know it,
use it!*

**Save these Dates!
More details coming soon!**

April 18 ☞ Sip & Swirl Membership appreciation 4-6

April 18 ☞ Chapter Tools for New Leaders 10-4

May 16 ☞ Coffee/Cocktails/Content (CCC)

June 6 ☞ Annual Gala & Auction

SAVE THESE LOGIN instructions

STAY UP TO DATE AT WWW.MPISSN.ORG!

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 (member number - your number may be 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 (member number - your number may be 5-7 digits)

If you need help logging in, please contact lynette@mpissn.org or (916) 509-7270.

Meeting Planner “Must-Haves”

By Heather Tanfani, CMP

Grow your promo item!

Tired of giving pens and pads in your conference bags?

Why not try an environmentally friendly gift that continues to give. Help you clients “grow” their business with a logo imprint on the pot and the paper cover. The 2 1/4” tall Terra Cotta Planter comes with your choice of: Sunflower, Forget-Me-Not or Clover. Simply remove the seeds from the packet, plant under a layer of good soil (provided), water daily and watch your seedlings sprout!

<https://www.identity-links.com/environmentally-friendly/Plants-and-Seeds/Grow-Kits/seed-planting-terracotta-pot>

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Add some Flashing Blinky Lights to your conference

FlashingBlinkyLights is a husband and wife owned local business in Sun Valley, California that has been selling quality LED products since 2001. From flashing submersible lights, jewelry, ice cubes, pins, light up lounge chairs to sparkling fiber optics, ice buckets and LED decor mood lighting they can add flash to your conference. Make it fun!

<https://www.flashingblyklights.com/>

Remote controlled ice bucket \$84

Take care of yourself

Did you know that meeting planners are ranked #5 in the top most stressful jobs, following 4 other professions that manage life and death situations? So with the little time that we do have, we need to practice self-care. An easy solution to refresh and calm is just a spritz of lavender from a local grower during your conference. Clairmont Farms Face and Pillow Mist is made with organic Grosso essential oil and purified water. Spray on pillows for a relaxing scent that will help you drift off to a peaceful sleep to wake refreshed and energized. Great to spray on paper cuts for immediate disinfection too. This is a must for your supply box.

<http://www.clairmontfarms.com/> Lavender spray \$8

WHAT'S YOUR FAVORITE MEETING PLANNER MUST HAVE?

Share your ideas with Heather Tanfani, CMP
ht@eventswebpage.com

Check
these
out!



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Contact:

Christina Hake,
Director of Strategic Alliance
Direct: 916.287.9854
or
Christinah@caheadstart.org

Plan for your MPISSN Directory ad NOW!

Please complete the below information indicating your MPISSN advertising and/or sponsorship participation choices. Please make sure all fields are complete before submitting. All advertising specifications are stated in the description of the advertising option on page 6

KEY PARTNER SPONSORSHIPS: Diamond - \$4000 Emerald - \$2,500 Ruby - \$1,500 Sapphire - \$500

MEETING SPONSORSHIPS:

- Sept. Workshop & Luncheon - \$2000 Nov. Luncheon - \$1500
 Feb. Education Luncheon & Boot Camp - \$2000. March Workshop - \$1000

DIGITAL ADVERTISING:

- Full Page Directory Ad - \$800 Half Page Directory Ad - \$300 Business Card Directory Ad - \$150
 Full Page Newsletter Ad - \$300 Half Page Newsletter Ad - \$200
 Website Banner Ad - \$175/month* _____ Months Email Banner Ad - \$175/month* _____ Months
*(*25% Discount for 6+ Months)*

Company Name: _____

Contact Person: _____

Address: _____ City/State/Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Contact for Logo or Art: _____

Website Address or Link for Ad: _____

Ad Run Month(s) or Newsletter Issue: _____

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Amount of Purchase: \$ _____ Discount (If Applicable*): \$ _____ Total \$ _____

- Enclosed Check # _____ MasterCard Visa AMEX Please Send Invoice

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Return this completed form to: Lynette Magnino, Executive Director, MPISSN

9245 Laguna Springs Rd, Suite 200, Elk Grove, CA 95758 • Fax: (916) 691-9674 or Email: lynette@mpissn.org

Questions? Call Christina Hake at (916) 287-9853 or Lynette Magnino at (916) 509-7270

*Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective **September 1, 2016**, and may be changed at any time by the publisher. Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement. All payments must be received 15 days prior to start of ad run. Unpaid invoices will incur a charge of 5% per month.*

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