



SACRAMENTO/  
SIERRA NEVADA

CHAPTER

# CONNECTS

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

Volume 33, Issue 4 • Summer 2018

## The Mad Planner Party

MPISSN's Annual Event — a Wonderland of Fun!  
New board installed as important fundraising goals unfold



2018-2019  
Board  
of  
Directors

2018-2019 Board Members include (from left to right, and back to front): Cynthia DeOliver, CMP - Director of Education, Jessica Counts - VP Communications, Kristine Van Winkle, CMP - VP Education & Events, Kelly Rocha, VP Membership, Lauren Pontier - VP Finance, Rachel Hickerson - President-elect, Felicia Price, CMP - Immediate Past President, Lynda Sagar - President, Christina Hake, CMP - Director of Strategic Alliances, Lauren Siring, CMP - Director of Recruitment and Retention, and Gaby Fonseca - Director of Special Events



Like us on  
Facebook



Connect with us on  
LinkedIn



Follow us on  
Twitter



Follow us on  
Instagram



# 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* - August 24, 2018

### PUBLICATIONS CHAIRPERSON

**Sulema Peterson**

sulema@spetersonassoc.com

### GRAPHIC DESIGN

**Lynette Magnino**

lynette@mpissn.org

### ADVERTISING

**Marques Davison**

Marques@hammerrealestategroup.com

### STAFF

**Lynette Magnino**

**Executive Director**

9245 Laguna Springs Dr., Ste. 200

Elk Grove, CA 95758

Phone: (916) 509-7270

Lynette@mpissn.org

Copyright 2018 by Meeting Professionals International Sacramento/Sierra Nevada Chapter. All rights reserved. Connects is published quarterly. MPI Sacramento/Sierra Nevada Chapter does not endorse any advertisement or statement made by advertisers included in this publication.

## A MESSAGE FROM THE PRESIDENT

BY LYNDA SAGAR

I would like to start out thanking the 2017-2018 Board Members. You are all great leaders and your commitment to our MPISSN Chapter has created a sense of belonging to our Membership. Because of you, our Chapter has continued to grow and stay connected. We have more members volunteering their time, and gaining value out of their membership because of your hard work. Time really does fly when you're having fun.



The 2017-2018 year has been full of fun, education, and networking at great venues. Thank you to our hosts for your support.

- Annual Dinner & Silent Auction — Capitol Event Center
- Tradeshow & Education Luncheon & GMID — The Sawyer Hotel
- Education Luncheon/Meeting Planner Boot Camp Basics — Hyatt Regency
- Crab Feed & Auction — Dante Club
- Coffee Cocktails and Content — The Red Rabbit
- Mid Year Board Retreat — Downtown & Vine
- Seasonal Spectacular Education — Sacramento Convention Center
- Education Luncheon — Lions Gate Hotel & Conference Center
- Coffee Cocktails and Content — Sauced
- Workshop & Education Luncheon — Holiday Inn Sacramento Downtown Arena

We have listened to the membership and have recently updated our Sponsorship Opportunities. Please take a look and let us know what would work best for your organization.

In closing I reflect on the past year as your President as my honor. Thank you for participating, supporting and volunteering. We hope to bring the education, networking and fun that you have come to expect of the MPI Sacramento/ Sierra Nevada Chapter.

Sincerely,

Lynda Sagar  
2017-2018 MPISSN President



## 2018-2019 Board of Directors

# GETS DOWN TO BUSINESS

## While Visit Santa Clara Showcases Offerings

by Lynda Sagar

We had the opportunity to **Visit Santa Clara** for our 2018 Annual Board Retreat. Sharon Covey and her partners went above and beyond showing us how Santa Clara would be a great fit for any meeting or event needs. We had a flashlight tour of event space at the **Winchester Mystery House**. Talk about unique; you might even have extra guests attend. The **Santa Clara Marriott** hosted our guest-rooms, welcome reception, and first day of meetings. They have welcoming staff, amazing food and beautiful meeting space of all sizes. That afternoon we were thrilled to tour **Levi's Stadium**. Wow it's huge. We got over 10,000 steps in from just the tour of all the space and suites they have to offer groups. We also got to see Monster Jam loading out. We had a wonderful dinner there at **Bourbon Steak**. Afterwards we kept walking (it's a good thing after that dinner) over to **California's Great America** where you can have company picnics, or smaller meetings in their new Pavilion. Our second day was held at the **Santa Clara Convention Center**. The convention center is close to many hotels. Their staff was very attentive and treated us to a special lunch in the theater. We were all stars on stage. It was amazing.



*The Board would like to say thank you to all our hosts for the weekend. We were able to get a lot of ground work done for our 2018-2019 year.*

- Visit Santa Clara, Sharon Covey
- Santa Clara Marriott, Eman Nassif
- Winchester Mystery House, Nathan Emmett
- Levi's Stadium, Catherine Pearson
- California's Great America, Stefan Furch
- Santa Clara Convention Center, Lisa Moreno

*Below, board members tour the unique spaces of Winchester House of Mystery and just possibly encountered spirits from another age! A trip to Levi's Stadium included time at the 49ers Museum!*

**What a treat!**



# The Mad Planner Party



MPISSN's Annual Dinner and Auction — **The Mad Planner Party** — delivered a fun-themed event to 180 attendees who immersed themselves in all things “wonderland.” An array of festive hats and attire aligned with amazing decor, and guided the unsuspecting planner and supplier down the rabbit hole!

The 2018-2019 board of directors was duely installed and Lynda Sagar assumed the role as President for a second term — *Leading the Future: The Sequel*. Noting the tremendous experience of “year one,” Lynda honored a friend and mentor — Felicia Price, CMP and Immediate Past President, with the President’s Award.

The presentation of MPISSN’s charitable fundraising dollars represented another important element of the evening. Lauren Pointier, Vice President of Communications presented Kristi Maryman, Special Events Manager for Sacramento SPCA with a check for \$1,326.<sup>00</sup>.

MPISSN launched its first ever online auction event this year, highlighting six experiential packages. The traditional silent auction also enlivened the evening.

As of this printing, preliminary numbers suggest that MPISSN will meet its fundraising goals. More important, a wonderland of fun ensured fabulous networking and opportunities to connect with colleagues in the hospitality industry!



Click to link to Photobooth photos from the annual event evening! ➔

Special thanks to event chairperson Barbara Mattox of BPM Consulting and her committee for their creative flair in producing this event.

Thank you sponsors for

*Wandering Down the Rabbit Hole*  
with MPISSN!

**RenoTahoe**™



**SONOMA**  
COUNTY  
**CALIFORNIA**

Visit  
**Rancho Cordova**  
*stay and play*



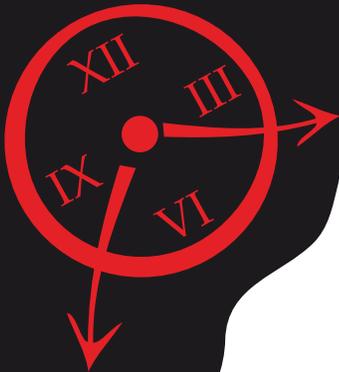
**Sulema Peterson**  
& ASSOCIATES

**STANDARD**  
PARTY RENTALS™



**SITL**  
sacramento theatrical lighting

**YIANNI'S**  
BAR AND GRILL



**SPN** | steve pate-newberry  
PHOTOGRAPHY

**ARBONNE.**

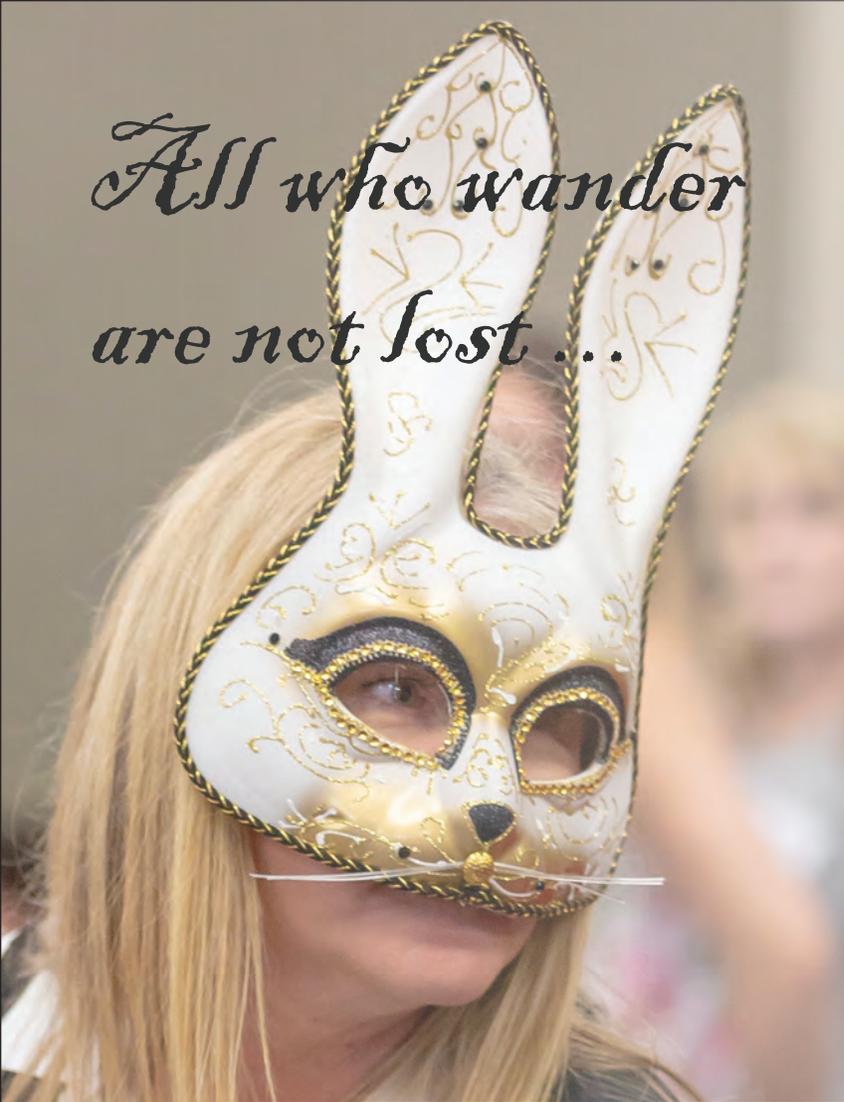


**THE PARTY**  
CONCIERGE  
IGNITE YOUR IMAGINATION

  
**CAPITOL EVENT CENTER**  
AT  
**THE MAY BUILDING**



*All who wander  
are not lost ...*



*We're All Mad Here*

Annual event photos by





Down.



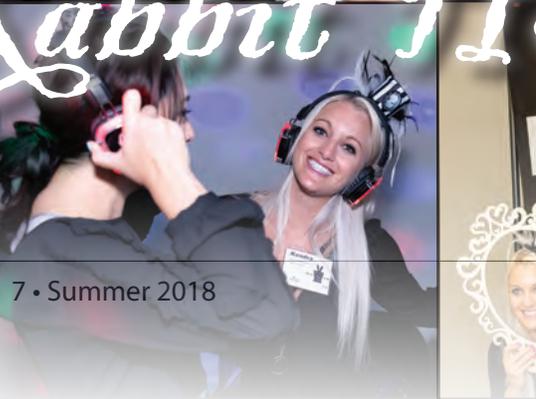
Down...



Down...



the Rabbit Hole





## 2017-2018 MPISSN BOARD OF DIRECTORS:

Lynda Sagar, President  
Vacant, President-Elect

Felicia Price, CMP, Immediate Past President

Rachel Hickerson, VP Education & Events

Jeff Dougherty, Interim VP Finance

Lauren Pontier, VP Communications

Lu-Lu Ramos, VP Membership

Cynthia DeOliver, Director of Education

Vacant, Director of Special Events

Christina Hake, CMP, Director of Strategic Alliance

Jessica Counts, Director of PR and Communications

Kelly Rocha, Director of Recruitment & Retention

## YOUR 2017-2018 MPISSN COMMITTEE CHAIRS:

Vacant - Sponsorships Chair

Karalee Adams - Awards Chair

Karina Barney - Member Recruitment Chair

Veronica Chinn, CMP - Trade Show Co-Chair

Samantha Schwartz - Community Outreach Chair

Marques Davison - Advertising Chair

Jeff Dougherty - Crab Feed Co-Chair

Marcia Durst, CMP - Professional Development Co-Chair

Gaby Fonseca - Trade Show Co-Chair

Christine Feenstra - Social Media Chair

Jenn Iliff - Graphics Chair

Barbara Mattox - Annual Event Chair

Sulema Peterson - Publications Chair

Amy Orr - Website Chair

Megan Robinson - Special Events Chair

Terri Schrader, CMP - Audit Chair

Lauren Siring, CMP - Member Retention Chair

Heather Tanfani, CMP - Professional Development Co-Chair

Leslie Whitesel - Crab Feed Co-Chair

Thinking about getting involved as a committee chair or co-chair next year?  
Contact [fprice@amgroup.us](mailto:fprice@amgroup.us) for more information.

## A WARM WELCOME TO OUR NEW AND AFFILIATE MEMBERS

### **Janet Albritton Espinoza**

California Park & Recreation Society

### **Janessa Fields**

EzEvents Inc

### **Robbie Garcia**

Sacramento Marriott Ranch Cordova

### **Megan Hemming**

California Special Districts Association

### **Lori Kroten**

SLS Las Vegas

### **Sidona Malone**

Best Western Hacienda Hotel Old Town

### **Danielle Mancha**

InterContinental Hotels Group

### **Charles Mullins**

Reno Tahoe

### **Jessica Neal**

Hyatt Regency Sacramento

### **Christina Nicosia**

California Partnership To End Domestic Violence

### **Ali Noyer**

Marin Convention & Visitors Bureau

### **Laura Nugent, CMP**

Association Management Solutions, LLC

### **Danni Randolph**

Sheraton Redding Hotel at Sundial Bridge

### **Greg Weinbender**

Nugget Casino Resort

Save the Date! July 17, 2018

# Sip & Swirl

## MPISSN's Annual Membership Appreciation Event

*This member only event is FREE*

**4:00 p.m.**

*Small bites and wine tasting!*

Embassy Suites

Sacramento Riverfront Promenade



## MPISSN plans for membership appreciation event

### Members: INTERESTED IN VOLUNTEERING?

Attend Sip & Swirl and sign up for 2018-2019 committees! Or, contact Felicia Price, Immediate Past President at [fprice@amgroup.us](mailto:fprice@amgroup.us) to explore opportunities!

MPISSN's annual membership appreciation event — Sip & Swirl — occurs on Tuesday, July 17, 2018 at Embassy Suites Sacramento Riverfront Promenade from 4:00 p.m. to 6:30 p.m. on the Tower Bridge Bistro Patio. Now in its fourth year, Sip & Swirl

is meant to give members an opportunity to network and visit with friends, enjoy wine tasting and small bits, and consider ways to get involved in the new 2018-2019 program year.

Chairperson Ali Noyer, in collaboration with Embassy Suites, hints of

some truly special food pairing with delicious wines.

Sip & Swirl is a FREE member-only event! MPISSN appreciates you!

**REGISTER NOW!**

# SPONSORSHIP SPOTLIGHT



## Marin County CVB featured in Sponsorship Spotlight as sponsor of MPISSN's April education luncheon for Global Meetings Industry Day!

An event in Marin is an event remembered. There's no such thing as a typical Marin event. Because there's nothing "typical" in Marin. Marin is just a little out there, as in one famous bridge away from San Francisco. And right next door to the vineyards of Napa and Sonoma.

A meeting in Marin County is different than any other place. With fresh air and sunshine outside ever door, there's no better way to bring a new perspective to your event.

The true beauty of Marin is your ability to craft an outing that perfectly suits what you need. There are over 2,000 sleeping rooms, 3,500 meeting hall seats, and 500 restaurants. So you can find exactly what you're looking for. But you might also find new ideas that make your meeting truly special.

There are opportunities for unique outings, team-building exercise and explorations around every corner in Marin. The Marin Convention & Visitors Bureau can help you build your event from a combination of lodging, meeting spaces and one-of-a-kind activities that people will always remember.

The Marin Convention & Visitors Bureau provides complimentary facility recommendations, hotel and restaurant site tours, RFP services, and visitor and meeting attendee travel guides.

For more information we invite to view our website at [VisitMarin.org](http://VisitMarin.org)



Save the Date

## September Workshop and Education Luncheon set for **September 18, 2018**



**J**oin MPISSN as we begin the new program year with the September workshop and education luncheon.

We will delve into **risk management** and take a close look at how risks are increasing, and how meeting professionals must continuously work to minimize concerns. Unnecessary risk has the power to consume meetings and events. Being prepared must be a priority.

- **What are the vital contract considerations?**
- **What best practices can guide our planning?**

### Know the process:

- Identify both common and not so common risks that may confront your meeting or event
- Assess the possibility and extent of those risks
- Learn how to control risks by building in measures and plans that ensure your preparedness
- Routinely review and adjust your plans and controls, updating for every circumstance you encounter, and all environmental factors



With thanks to McClellan Hospitality for hosting this event at LionsGate Hotel

**REGISTRATION OPENS  
IN AUGUST!**

# IN THE KNOW

In the Know

by Jeff Dougherty, Visit Sacramento

## TRAVEL INDUSTRY

**FUN FACT:** Are you ready for flying taxis? Commercial aircraft manufacturer Airbus SE is creating a division that will oversee the creation of airborne taxis, on-demand helicopters and other futuristic transportation options. The division – Urban Air Mobility – is being created in response to statistics that estimate that more than 60 percent of the world’s population will be living in cities by 2030, increasing ground transportation congestion. Airbus has already tested a successful helicopter ride-hailing service in Sao Paulo called Voom and is working with Silicon Valley, European and Asian tech companies to create new vehicles for the service. [Smart Meetings, 5/31/18](#)

### Airlines/Airports

The Transportation Safety Administration (TSA) has created a watch list of people who have previously engaged in disruptive or aggressive behavior at airport screening checkpoints. TSA spokeswoman Lisa Farbstein said that the list was created as an effort to safeguard employees after more than 34 assaults on TSA officers were reported in fiscal year 2017. Currently there are 50 people on the list. [Travel Weekly, 5/18/18](#)

## OUR NECK OF THE WOODS

### Airport/Airlines

Air Canada has added four new routes to its network including a Vancouver to Sacramento route that will offer daily nonstop flights. The flight marks the return of Air Canada to Sacramento after nearly 10 years of absence. Air Canada will operate out of Terminal A. [Anna Aero, 5/21/18](#)

### Attractions

After nearly a decade of struggling to raise enough funds for construction, the Powerhouse Science Center broke ground. The center will be developed inside and around a 1912 Pacific Gas & Electric building that sits just north of Downtown along the Sacramento riverfront. The nonprofit science center will include 50,000 square feet of campus encompassing the historic power plant structure as well as new buildings that will house a dome planetarium and 22,000 square feet of exhibit space.

The center is expected to open in 2020 and attract 20,000 visitors per month. [SBJ, 5/31/18](#)

### Hotels

The redevelopment and expansion of the Marshall Hotel into a Hyatt Centric hotel will begin later this summer. Construction on the old, historic building next door to the Golden 1 Center will take just under two years and is expected to open by the end of 2020. The new Hyatt property will have 159 hotel rooms, a first-floor jazz club and a rooftop restaurant. [SBJ, 5/22/18](#)

### Restaurants

Sacramento’s Hoppy Brewing Co. has announced plans to open a restaurant and taphouse in Old Sacramento, filling the former space occupied by restaurant Ten22. The new eatery will be called Hoppy’s Railyard Kitchen & Hopgarden and is expected to open later this summer. [SBJ, 5/15/18](#)

Two more restaurants have announced plans to join Downtown Commons (DoCo). Anaheim-based pizza chain The Pizza Press will be located near Panda Express in Plaza West and will offer build-your-own pizzas in addition to ready-made pizzas with names like “the Tribune” and “The Herald.” San Rafael-based Moana Restaurant Group also has plans for Downtown Commons but the exact type of restaurant it will open is not yet known. [SBJ, 5/22/18](#)

### Sports

Sacramento will have to wait a little longer for a Major League Soccer Team. MLS commissioner Don Garber recently announced that FC Cincinnati, rather than Sacramento Republic FC, will be the newest expansion team. Despite the disappointing news, Sacramento Republic FC officials say they will continue to move forward with their effort to join MLS. The league plans to add up to two more teams in the future, and Sacramento will most likely bid for the 27th or 28th spots along with eight other teams that also submitted bids in 2017. [SBJ, 5/29/18](#)

### Transportation

Brooklyn-based Social Bicycles has entered the Sacramento bicycle-sharing market by recently

## In the Know *continued...*

deploying 300 electric pedal-assisted Jump bikes and 50 hub parking stations among Sacramento, West Sacramento and Davis. Rentals require a contract and credit card, and users must be over the age of 18. The cost is \$2 for 30 minutes and can be paid for via a smartphone app. [SBJ, 5/10/18](#)

### OUR FRIENDS

#### Long Beach

The Long Beach Convention & Entertainment Center unveiled a new, colorful water fountain located on the Terrace Theater Plaza, just outside the 3,000-seat Terrace Theater. The new fountain can be altered to create a “dancing waters” show, tailored to specific events with music and lighting. The fountain feature is the latest in a series of projects at the Long Beach Convention & Entertainment Complex in recent years. [Successful Meetings, 5/16/18](#)

#### San Diego

Navy property on San Diego’s waterfront will soon be transformed into development that will include hotels, offices and restaurants. Construction on the 3-million-square-foot, eight-block project will break ground in June and will have a new 17-story Navy headquarters, a convention hotel with 1,100 rooms, a museum and retail. [The San Diego Tribune, 5/3/18](#)

#### Los Angeles

The Los Angeles Convention Center (LACC) has installed a 2.21 megawatt solar array to the roof of its building, bringing its total megawattage to 2.58, making it the largest solar array on a city-owned convention center in the United States. The new array is projected to generate 3.4 million kilowatt hours per year, equating to 17 percent of the LACC’s annual energy usage. [Exhibitor Online, 4/12/18](#)

## Hotels are for Profit. *We advocate for You!*

Avery Murphy is your solution for the time consuming task of site selection and contract negotiations. As an extension of your meeting planning team, we provide a comprehensive complimentary service finding the best available group rate at a quality hotel. Our experience and critical eye provide you the most favorable terms and concessions.

With our extensive experience working in hotels, resorts and conference centers, you gain an advantage and a partner who knows the language and the inner workings of the hotel sales world.

### Meet Your Avery Murphy Rockstars!



Michelle



Christina



Annette



Tony



Barbara

Are you  
the next  
Avery Murphy  
Rockstar?



Avery Murphy LLC

**San Diego Office:** 1919 Grand Ave. 2L San Diego, CA 92109 (858) 352-6499  
**Sacramento Office:** 12572 - 21st Street Sacramento, CA 95818 (916) 436-6031

# Volunteer of the Quarter

## Betsie Elwood

by Felicia Price, CMP

MPISSN Leadership is pleased to announce Betsie Elwood as Volunteer of the Quarter! Betsie is now with Hyatt Monterey after a recent transition from Pechanga Resort and Casino. Betsie is being recognized for her role on the Membership Retention Committee, serving for the past two years. She consistently replies with her call reports and has been dedicated to attend many of our events to give a warm welcome to members. Betsie is a natural in this role with her authentic caring nature and encourages engagement with her inclusive demeanor. She gives her time and energy to benefit our membership retention. We look forward to her moving in to her new role as Retention Chair for 2018-2019. To get to know Betsie a little more, we asked her a few questions.



### **How long have you been in the industry and how did you get your start?**

*I have been in the hospitality industry for 28 years, starting in AV sales at the Anaheim Marriott.*

### **How did you get involved with MPISSN?**

*MPISSN became my favorite organization for meeting new people in the Sacramento area when I took over the association market at Asilomar. The contacts I made not only help build relationships for business, but introduced me to some wonderful lasting friendships.*

### **What do you like most about volunteering?**

*Giving back is important in all areas of life, and volunteering is the best opportunity to do so.*

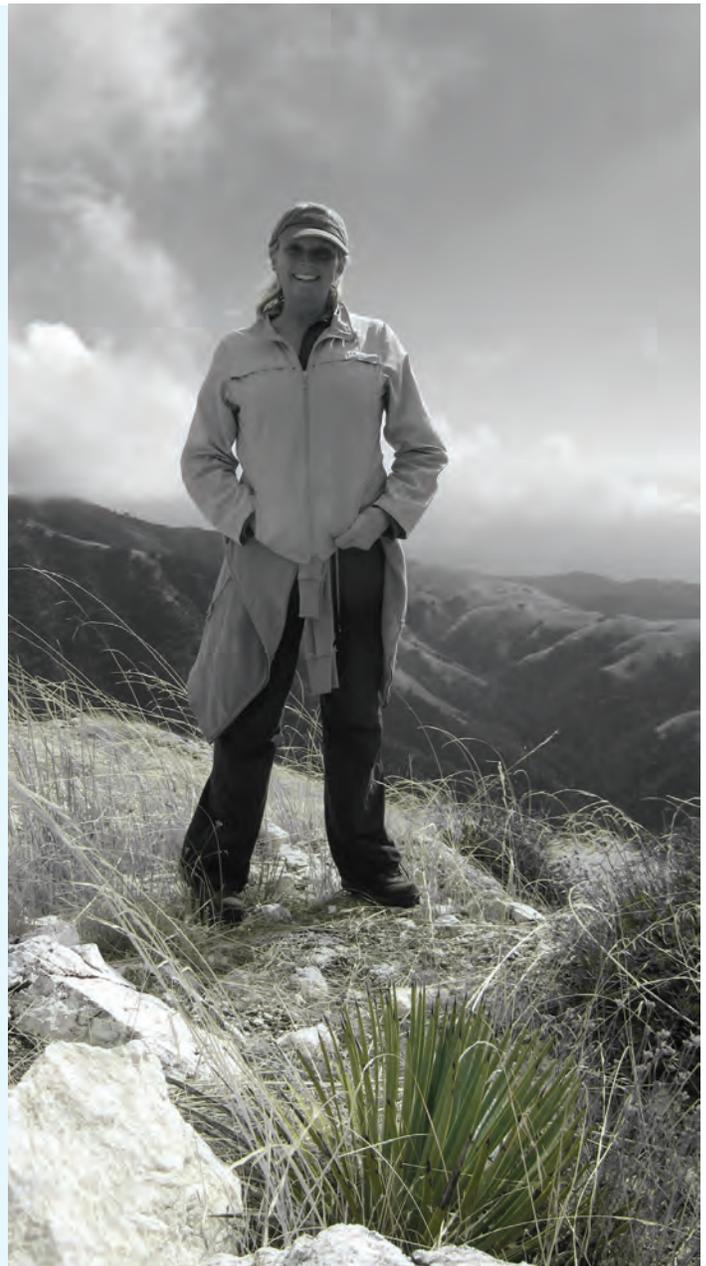
### **What do you like to do in your spare time? Hobbies, etc.?**

*I love to cycle, hike, paddle board, taking photos during these activities. Anything outdoors is a hobby.*

### **What else do you want to share with your fellow meeting industry professionals?**

Be kind and only pack what you can carry yourself.

**CONGRATULATIONS BETSIE!**



## **WANT TO STRENGTHEN A FRIENDSHIP AND AN INDUSTRY? Refer a friend to MPI.**

Here's an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. Refer a friend and MPI waives the \$50 application fee. Plus, for each new member that you refer, you will receive \$25 off your next membership renewal. After all, what are friends for?

# 7 Tips to Increase Your ROI ...

## Save Time and Money on Conference Photography

by Steve Pate-Newberry  
SPN Photography

When faced with a tight budget, planners often cut their photography allowance and opt for a volunteer to handle the job. But consider this. The images that are captured become important tools you'll use to promote your event and organization. Just as a spokesperson represents your business, your promotional images are your "face" to your industry. Event images should capture the essence of your occasion not just record it for your files.

Luckily there's a way to work around tight budgets. By using the tips below, you'll save money overall (probably from multiple budgets) and end up with professional images AND a positive bottom line.

### Tip 1 - Finding the Right Fit

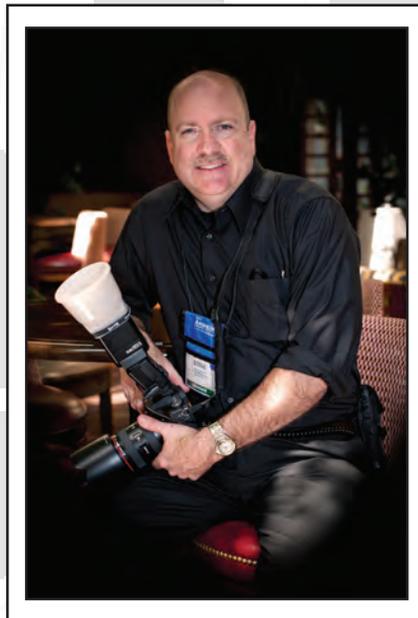
Conference photography is a specialty. Challenges such as low lighting and cramped banquet rooms are just the beginning! Before you hire a photographer browse his website - conference shots should go beyond a talking head at a podium. Check for previous experience and check references. Talk on the phone - does his or her personality work with yours? Does the photographer understand what to do onsite without needing constant direction? A professional photographer should be part of your onsite team with a goal of making your job easier.

### Tip 2 - Ask About Equipment and Shooting Format

Ask if he has a camera with a silent shooting mode to limit disturbances in sessions. Also ask about lenses. Your photographer should have a wide range of lenses on hand to ensure he can capture close-ups, distance and group shots.

RAW vs jpg shooting formats. RAW format is the equivalent of a digital

negative and gives your photographer the most flexibility when editing the images in post-event processing. Photos shot in jpg format are "compressed" in the camera so the colors and details are "baked into" the image. Your photographer will have little room to correct colors, white balance, etc.



### Tip 3 - Future Marketing Efforts

Think ahead to the type of marketing images you might need for future events, and ask your photographer to take those shots while he's on your payroll. If you'll be returning to that facility, get fresh images of the front of the hotel, pool or golf course. If you need workshop promotional images educational sessions are the perfect opportunity for those. Be sure to include a photo release statement on your registration form so future use of the shots isn't a problem.

### Tip 4 - Leadership Headshots

If your website includes photos of your leadership - and those photos are a mixture of sizes, colors and resolutions

- take time at your conference to shoot standard photos of your leaders. Make prior arrangements with your photographer so he has the proper equipment, and find time in your program for his set-up and shooting.

### Tip 5 - Go Beyond People

Sometimes you need images of objects not people. For example, a photograph of books or a computer would work well on an organization's resource webpage. If you work with your photographer and explain what you need he should be happy to help. Any photograph you can have taken at your conference is one less image you'll have to purchase later when you're looking for that perfect image for your marketing efforts.

### Tip 6 - Make a List and Check it Twice

Though an experienced conference photographer will know the basic shots to take, be sure to make a "Shot List" of those special photos you're looking for. Communication is key, especially prior to your event.

### Tip 7 - Get the Rights

Speaking of communication, make sure you discuss photo rights. Every photographer is different but a general rule of thumb is for the organization to purchase the rights to the images when the invoice is paid but for the photographer to retain the right to use the images for promotional purposes on his or her website. The main goal is to ensure everyone is comfortable with the final arrangement.

*Steve Pate-Newberry is owner of SPN Photography. He's worked with MPISSN and other associations to capture the essence of their events. Reach him at [steve@spnphotography.com](mailto:steve@spnphotography.com) and see his work online at [www.spnphotography.com](http://www.spnphotography.com).*



# COFFEE COCKTAILS AND CONTENT

PRESENTED BY MPI SACRAMENTO/SIERRA NEVADA

## WHAT IS COFFEE, COCKTAILS & CONTENT?

A **FREE** informal gathering which includes interactive facilitated discussion about timely, useful topics for the ever-learning meeting professional.

Held at various locations, three times per year. No host coffee, cocktails and bites.

**SAVE THE DATE:  
THURSDAY,  
October 18, 2018**  
Join MPISSN  
for the *next*  
**Coffee,  
Cocktails &  
Content!**

**May 17 CCC Recap**  
***Human Trafficking —***  
***Everyone's role to be aware and make a difference***  
By **Cristi Harris, CMP**

On Thursday, May 17, the MPISSN chapter held its Coffee, Cocktails & Content event at the Scandal Lounge in the Citizen Hotel. An intimate group of ten planners and suppliers were in attendance to delve into the world of human trafficking, its impact on the hospitality industry and our roles as planners and suppliers in spreading awareness of this world-wide issue.

Sergeant John Sydow was the guest speaker for the evening. Sergeant Sydow has over twenty-one years of service with the Sacramento Sheriff's Department, including ten years as a detective. He is a subject matter expert in human trafficking and has worked with the Federal Bureau of Investigations on human trafficking and child exploitation.

Sergeant Sydow began the discussion by first differentiating between the two main types of human trafficking: sex trafficking and labor trafficking. He described the victimology of those trafficked, including youth with at risk backgrounds, children from the foster care system or undocumented

immigrants. Also discussed was the profile of the traffickers. Most domestic traffickers work individually, while organized traffic rings tend to be foreign.

The group also discussed what to look for while travelling or staying in hotels. Sergeant Sydow shared a few things to look out for, such as, guests asking not to be disturbed in their rooms during the length of their stay, or cameras in the windows of their rooms. Victims will tend not to make eye contact, may appear to be much younger than their travelling companion and not related to them. If something seems amiss, the hotel should be notified. Back of house posters were shared with the group further detailing what to look out for.

The issue of human

trafficking is a wide spread issue, taking place in all types of venues from budget motels to high-end luxury hotels. As planners and suppliers, we should all be aware of what's going on around us and be willing to respond accordingly. Bringing about awareness of this issue is the first step in combating it.



# MPISSN members attend MPI's World Education Congress in Indianapolis

by Kristine Van Winkle, CMP, CASE, CTE

MPI knows how to provide top notch education, memorable experiences and takes us to cities that ROCK – Thank you Indy!!!

Upon arrival MPI and the city of Indy welcomed us with open arms, an arrival lounge and transportation to our Hotels. Rested from our travels we jumped right into education the next day, where literally everything aligned with ease and convenience and if your hotel wasn't connected to the Convention Center it was across the street. Downtown Indy certainly provides a hassle-free meeting experience. This year WEC provided many options to choose from in formats of 30, 60 and 90-minute time slots focused on the hottest topics impacting our industry and a new experience called WEC18 Villages with Ted Talk style sessions, coaches and even a Paws for a Cause "therapets" area if you just needed a hug from a friendly loveable dog - pretty cool! It wouldn't be WEC

without Pep Rallies and WOW were they every bit energizing, exciting and moving with keynote speakers providing fresh perspectives and impactful insight into our industry locally and globally!



In true MPI form to compliment the exceptional education provided, there were exceptionally fun memorable experiences to partake in as well. Kicking things off the foood! The best of Indy's food truck scene for lunch, a Monumental Block Party, a tailgate lunch at Lucas Oil Stadium, MPI Foundation's Rendezvous at The Pavilion at



Pan Am and to wrap things up a closing celebration at the Indianapolis Motor Speedway.

With some powerful exciting takeaways to bring back to our SSN Chapter that we look forward

to sharing with all of you; in the meantime, enjoy a few pictures from WEC!



# Thank You to our Key Partners!

## DIAMOND LEVEL



MPISSN values these Key Partners! Their support helps MPISSN strengthen and expand upon our member commitment.

## EMERALD LEVEL



**MONTEREY**  
Inspired moments in meetings.®

MeetInMonterey.com

*Los Angeles*  
TOURISM & CONVENTION BOARD

 **VISALIA**  
CONVENTION CENTER



## RUBY LEVEL



**SONOMA**  
COUNTY  
CALIFORNIA

*Visit*  
**SACR★MENTO**

 **RIVERSIDE**  
CONVENTION & VISITORS BUREAU  
a division of RAINCROSS HOSPITALITY CORPORATION

## SAPPHIRE LEVEL



 **Avery Murphy LLC**

## MEDIA PARTNER



**california**  
meetings + events