

2009

JAN|FEB

MPIWSC ELECTRONIC NEWSLETTER



CEC 2009 PREVIEW P.3-4

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JANUARY PROGRAM

Building Business Acumen: What the Boss Wants from You

In today's tough job market, it is critical for employees to demonstrate their value to their employers. Join us at **Hotel 1000 for a Platinum Program presented by Michele Wierzgac, MS, CMM.**

A strong business background assists you in creating possibilities within your organization or opens doors to outside opportunities. Acumen is the depth of your awareness of the business activities going on around you and your ability to help your organization drive business results. Taking a business-focused approach with everything that you propose or execute demonstrates that you are serious not only about meeting management but also about your role in the overall business.

FEBRUARY PROGRAM

Make Your Game Bigger: How Entrepreneurial Thinking Builds Your Career and Personal Success

► **A Presentation by Lenora Edwards**

The effects of the challenging economy on our industry keep mounting. Planners and suppliers both face a

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JANUARY PLATINUM PROGRAM

Tuesday • January 27, 2009

Hotel 1000

1000 First Avenue, Seattle, WA 98104

Registration/Reception

11 am - 11:30 am

Lunch and Program

11:30 am - 1:30 pm

Valet parking available on-site

FEBRUARY PROGRAM

Tuesday • February 24, 2009

Hyatt Regency Bellevue

900 Bellevue Way NE, Bellevue WA 98004

Registration/Reception

8 am - 8:30 am

Breakfast and Program

8:30 am - 11:00 am

COST FOR PROGRAM

Members \$40 • Guests \$45

\$10 late fee when applicable. Refer to website for cut-off registration dates.

**Register online at
www.mpiwsc.org
or call (206) 622-2117**

Checks, Cash, Visa and MC accepted. All registrations are guaranteed and subject to charge in the event of no-show or late cancel.

President's Report

DASHBOARD METRIC PART II

By Judy Sprute, 2008/2009 President, MPIWSC
Director of Sales, Gray Line of Seattle

Editors Note: This article is continued from Part I of the MPIWSC September/October 2008 newsletter.



During John F. Kennedy's Inaugural Address on January 20, 1961, he said, "And so, my fellow Americans: Ask not what your country can do for you - ask what you can do for your country." Take those same words, and exchange MPI for country.

Our next dashboard metric is Member Engagement. As a Board, we reviewed the chapter surveys and came up with the following measurements:

- Increase the number of volunteers
- Increase the average attendance at monthly programs
- Increase the monthly website visits

The strength of any organization lies in its members. That holds true for MPI. Our chapter has over 350 members. Of the 350 members, we had 78 active volunteers in fiscal year 2007/2008. The Board of Directors agreed to increase that number by 5% for 2008/2009. Our Chapter will win prizes from MPI International for taking that to a 7% increase. We currently have an average attendance of 85 people at Chapter meetings. We have agreed to also increase that number by 5% for the 08/09 chapter year. Again, a 7% increase is even better! Our Chapter website has seen 7,900 website visits monthly. We agreed to also increase that by 5%; 7% is even better! I challenge each and every one of you to become an active member in your MPI chapter through some methods listed below.

Visit the committee page at our chapter's website. Every committee can use your help whether it's the day of the event or helping to set the event up weeks in advance. Or if you live outside the Puget Sound area you can also help with press releases, editing this newsletter, or maybe making phone calls. The opportunities for becoming more involved are endless. Once you determine what Committee you would like to contribute to, let the contact person know right away - don't delay! Be certain to ask them, given your time or location constraints, what the best position would be for you.

Why should you be engaged and why should your company let you become more engaged? Two reasons: you get out of something what you put into it and growth. No explanation is necessary on the first reason. I am a perfect example of growth through my membership in MPI. A lot of our growth comes from simply doing - MPI offers that opportunity. How else would two suppliers (a transportation supplier and an hotelier...Judy Sprute and Jon Clark) be allowed to manage a regional conference (Cascadia 2004) for professional meeting planners? Or maybe your specialty is putting together tradeshow and you've never managed an auction. MPI gives you the opportunity to step outside of your normal job and try new opportunities in a safe environment. MPI is not going to fire you. You will be given the opportunity to learn and develop your skills. MPI also provides positive feedback and mentoring. So, get engaged, spread your wings, and grow with us. ♦

Judy Sprute

CEC 2009 Preview

MPI Cascadia Educational Conference

By Sam Samuelson, Co-Chair CEC 2009
Tulalip Resort Casino National Sales Manager



Back To School With Cascadia U!

It was in a recent conversation with one of my favorite MPI members, I was struck with an idea... much in the way my dog's hair clings to my freshly cleaned suits. I don't believe she is the first to say it, but she is the first to communicate the thought effectively to me. We were talking about the meetings industry and the changes

that would surely befall it given the current economic state and she said "Sam, the question is the same as it always has been... it's just that it is on the forefront of everyone's mind now. The question is: What can I do to stay relevant?" This concept struck me as being both simple and brilliant. It's at the foundation of all we do in professional development and educational programming, yet I had never identified it as being a goal of both planners and suppliers. It reminded me of a quote that I had once seen by a notable business leader, Arie de Gues:

"Your ability to learn faster than your competition is your only sustainable competitive advantage."

It is with this spirit we established our educational plan for the 2009 Cascadia Educational Conference. We wanted to make sure

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Keynote Spotlight

Ron Black, Keynote Speaker for CEC 2009 The Mentor Group

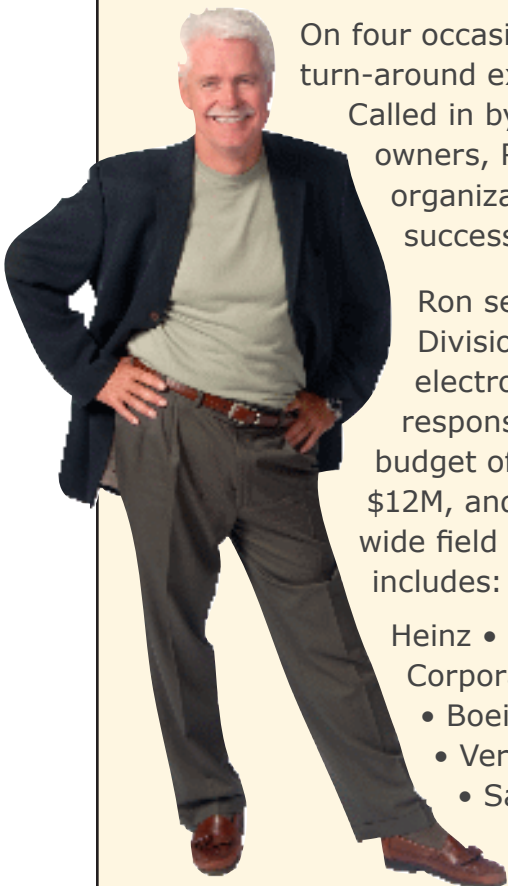
Ron's core competencies in business, leadership, and projects were forged hands-on. As the founder of nine businesses Ron has experienced, dealt with, and can discuss the inevitable challenges associated with new and growing companies first-hand.

On four occasions Ron has served as the interim turn-around executive for troubled firms.

Called in by lenders, venture capitalists, or owners, Ron knows what it's like to lead organizations through adversity and successfully emerge.

Ron served as a VP in the Marketing Division in a Fortune 500 defense electronics company for 3 years. His responsibilities included managing a sales budget of \$950M, an expense budget of \$12M, and the administration of 36 world-wide field offices. His extensive client list includes:

- Heinz • Intel • Honeywell • HDR Corporation • Coca-Cola Bottling
- Boeing, Inc. • Merck • Wyeth
- Verizon • T-Mobile • UCLA
- Samsung • Texas Instruments
- Lockheed Martin



MPI Cascadia Conference *continued from previous page*

the content we selected was geared towards what meeting professionals wanted - no, **needed**, to keep themselves relevant. So we tried something crazy – we asked them. Since May 2008, we have been asking planners and suppliers what they want to learn. Those responses changed drastically as the economic climate shifted from uncertain to certainly crummy. Even as I write this article, the Cascadia Committee continues to interview planners, dialogue with co-workers and research speakers and educators to make certain the educational value at Cascadia is unrivaled.

Our renewed focus on education is also what led to our choice in theme: Cascadia U. First off, college was a blast. Second, college made me undumb. I mean, smarter. We wanted people to think of Cascadia as an opportunity to go back to school and have serious fun doing it. Universities are places of perpetual growth and burgeoning creativity. They are the key to our societal development and provide new ideas as well as the wisdom of the ages. Cascadia 2009 will embody these concepts by being both a forum for the free exchange of ideas and a platform for intensive learning. I can't promise we will be serious the whole time; but I can promise when you attend Cascadia this year, you are going to be taking part in world class meetings education. Plus, you may just spot me in a toga. ♦

Curriculum Corner

This year's curriculum will include focuses on these areas:

- **Advanced Contract Management/Negotiation**
- **What's Next in the Green Revolution**
- **Web 2.0**
- **Social Networking for conferences**
- **Emergency/Crisis Management**
- **International Planning**
- **Strategic Meeting Management**
- **Measuring ROI**
- **Developing Relationships**
- **Advanced Sales and Marketing**

For more information and to register for the joint
Washington and Oregon Annual Cascadia Educational Conference
March 8-10, 2009 visit the website at www.mpicascadia.com

February Program *Continued from Cover*

tightening job market and possible layoffs, cutbacks and reduction in business. In times like these, developing a personal brand and developing entrepreneurial thinking is key to building your success and finding that next great opportunity.

Lenora Edwards is a business development and career coach for people who want to take control of their futures. As she says on her website, "It is not for a lack of ability or ambition, or an unwillingness to work hard that holds people back. It's often just a matter of gaining perspective, of learning how to prioritize, of being enlightened to the best path to success."

In her session, Lenora shares how you can easily capitalize on opportunities by learning tactics that successful entrepreneurs employ each day to get results. Lenora will outline instantly actionable steps that you can take now to enhance your quest for the right job or client, while staying true to your personal brand. Topics that will be covered include: The Difference Between Sales & Marketing; Why Marketing Tactics Don't Necessarily Drive a Sound Strategy; Name the Game (a.k.a. "Talk Your Walk"); Know the Difference Between Prospects & Suspects; Teach Referral Partners How to Be Your Advocate; Why Saving Your Way to Success Is An Expensive Way to Save Money; Focus: The Difference Between Business and Busy-ness; Measuring for Improvement: and "Do Your Peas Touch Your Carrots?"

For details and to register, please visit the MPIWSC website at www.mpiwsc.org. ♦

Recap of November 2008 Gala & Auction

“Puttin’ on the Ritz”

By Andi Saunders, Catering & Events Service Manager,
Hilton Garden Inn Seattle/Issaquah

MPIWSC’s Annual Gala & Auction on November 19, 2008 at the **Arctic Club Hotel Seattle** was an event you did not want to miss! Guests enjoyed the 1920’s atmosphere created by the décor and themed costumes, topped off by the beautiful historic Dome of the Arctic Club. “Puttin’ on the Ritz” was an event filled with feathers and glam; inspiring guests to live the life of those on the upper crust of society and participate in bidding on the 129 silent auction items, ten live auction items, and plenty of casino fun! Cathy Lamb (Hilton Garden Inn Issaquah) described the event as “an elegant event in a beautiful venue! A very enjoyable time.”

The largest crowd MPIWSC has gathered for our Annual Gala & Auction mingled, networked, posed for themed pictures, while strategically shopping the silent and live auction items. Everyone arrived ready to bid with a motive in mind. Some were armed with wish lists from co-workers, while others bid on items to keep their significant others happy. One attendee said, “My husband is going to love me for winning the Mac & Jacks T-Shirts and pint glasses! He is going to be so impressed.” Pauline Tuohy won her boyfriend a football autographed by Seattle Seahawk Marcus Trufant! Others participated to win gifts including dining experiences, hotel stays and hand-made items to share with family and friends.

Those not protecting the territory around their silent auction items were feasting on tasty appetizers donated by the Arctic Club Hotel. The bite sized desserts and savory mashed potato buffet bar were a hit. Thanks to generous donors, wine and beer were flowing and David LeClaire of Seattle Uncorked was busily teaching MPIWSC members about wines from all around the globe.

The Live Auction garnered high attendance. Participants raised their paddles to bid on trips of a lifetime to Whistler, Hawaii, Mexico and Suncadia. Master of Ceremonies Troy McVicker (Event Source NW) ventured into the audience to ensure those with hopes of going home with their dream vacation would not back down or allow themselves to be out-bid. The bidding reached a climax with the Suncadia VIP Wine & Dine Experience for up to five couples! MPI guest David Sullivan (GM, Pan Pacific Hotel) was the lucky winner by out bidding his competition after an exciting bidding frenzy. He took the auction item home for \$2,400 - thanks for your support of the auction David!

This year an additional fundraising segment was added. Traditionally, the evening concludes with the “Raise the Paddle” auction supporting MPIWSC’s partner, Treehouse. Treehouse is a wonderful organization helping our community’s foster children. Gala attendees brought unwrapped toys, clothes, and school supplies to donate. Treehouse will include these items as part of their distribution to nearly 1,000 foster children this holiday season. This year, in addition to “Raise the Paddle,” the donations continued in the Casino on the blackjack and pop culture trivia tables. Gala attendees were given one chip each to start the high rolling, and as chips went to the house, profits from additional chip purchases went directly to Treehouse. Visit www.treehouse4kids.org to learn more about Treehouse or to make a donation.

Continued on next page

2008 Gala & Auction Recap *Continued from prior page*

Total dollars raised at the Gala this year were \$22,190 (from the Silent and Live Auction and Raffle. Gala attendees also donated \$1265 to Treehouse which will go directly to support foster kids in the Puget Sound area, and MPIWSC donated more to make the total donation to Treehouse \$1500. Monies raised go to support MPIWSC Chapter Scholarships and monthly education programs.

Note: Be sure to check out all the Gala Photos at Frontline Photography's website, www.frontlinefoto.com, click on "find your photo" click the event and enter the password: auction

A special thank you to everyone who participated in the 2008 MPIWSC Annual Gala & Auction. We would like to express our gratitude to each of the Gala Committee volunteers. The success of MPIWSC is truly driven by its hard working selfless Gala volunteers listed below:

Julie Arbanas, CMP, Chrysalis/Venture2
Ashlee Barton, Bellevue Downtown Courtyard by Marriott
Cindy Bingham, Foster Pepper PLLC
Dianna Brealey, CMP, Northern Trust
Kathy Cabusao, Tacoma Art Museum
Erin Coopey, Metropolitan Market Catering
Ruth Fitzgerald, CHME, DMI Hotels
Emily Gooding, Seattle Sheraton Hotel
Katy Mercille, CMP, Weyerhaeuser
Andi Saunders, Hilton Garden Inn Seattle/Issaquah
Erica Snow, CMP, CRG Events
Tracy Thornton, Gameworks
Pauline Tuohy, Andy Mirkovich Productions

If you are interested in participating on the Gala Committee or hosting the 2009 Annual Gala & Auction, please contact Julie Arbanas at juliea@chrysalisevents.com.

MPIWSC would like to extend our deepest appreciation to all of the Gala's in-kind sponsors listed below:

Arctic Club Hotel – Venue, food & specialty cocktail
Alexander's Party Rental – Stage
Coat Check Complete – Coat check
The Copy Company Printing & Imaging – Invitations & program printing
David LeClaire Wine Events & Promotions – Wine service
Event Source NW – Auctioneer, evening entertainment & AV
Fena Flowers – Floral arrangements
Foster Pepper PLLC – Invitation, program & Power Point design
Frontline Photography – Photography
Kestrel Wines – Wine
Mac & Jack's – Beer
PJ Hummel & Company, Inc. – Décor
Rainier Club – Wine
TapHouse Grill – Beer
Walla Walla Vintners Winery – Wine

Faces & Places - Puttin' On The Ritz at the Gala



2008 Holiday Party Committee - Top Row Left to Right; Ashlee Barton - Bellevue Downtown Courtyard by Marriott; Erica Snow, CMP - CRG Events; Julie Arbanas, CMP - Chrysalis/Venture2; Erin Coopey - Metropolitan Market Catering; Tracy Thornton - Gameworks./ Bottom Row Left to Right: Cindy Bingham - Foster Pepper PLLC; Emily Gooding - Seattle Sheraton Hotel; Pauline Tuohy - Andy Mirkovich Productions; Dianna Brealey, CMP - Northern Trust; Kathy Cabusao - Tacoma Art Museum. Not pictured in photo - Katy Mercille, CMP, Weyerhaeuser



Dana Schlenker, WSU Meeting Planner and MPIWSC Director of Marketing with Katy Mercille, CMP, Weyerhaeuser Meeting Planner and MPIWSC VP Administration and Holiday Party Committee Member

Faces & Places - Puttin' On The Ritz at the Gala



Audrey Fan, Seattle's CVB and Chad Biesman, Triumph Expo & Events



Special thanks to the Frontline Photography Team for taking and providing the Wonderful photos at the Gala. Pictured Left to Right is Greg Witt, Rich Andrews and Chad Clibborn

To check out all the MPIWSC Gala Photos at Frontline Photography's website, www.frontlinefoto.com, click on "find your photo" click the event and enter the password: auction



Guests Dana Pruitt and Scott Stracener went all out with the twenties attire



Suncadia Sales Team Left to Right; Andrea Higgins, Zuned "Z" Ali and Kristi Klein

Charity of the Month for January & February



Northwest Harvest

By Tracy Thornton, GameWorks Director of Sales

Northwest Harvest is Washington's only statewide hunger relief agency and is very active during the holidays to help provide for families in need. It is not uncommon for them to see up to 2,000 people a day coming through their doors at the Cherry Street Food Bank in Seattle.

What a great opportunity we have to help them restock after the holidays! Like MPI, being green is important to them. In addition to food donations, Northwest Harvest is currently asking for re-usable grocery type bags. We will be collecting food, re-usable bags and monetary donations at the January and February MPIWSC meetings.

What types of food does Northwest Harvest need?

Northwest Harvest can use any nonperishable food or monetary donations. If you prefer to donate food, they request you provide shelf-stable food with the lowest saturated fats and refined carbohydrates (sugar, white flour). Northwest Harvest buys white rice and beans in bulk, so they encourage some of the following be donated:

- Oatmeal
- Whole grain pastas
- Brown rice
- Tomato products
- Canned peas
- Canned pears
- Peaches, especially with low sugar (but not artificial sweeteners)
- Canned tuna
- canned chicken and turkey,
- Shelf-stable milk and beef stew
- Chili and similar meals with low sugar and saturated fats

Infant and baby foods:

- Baby formula, canned milk, infant cereal, jars of baby food, powdered or canned milk. They also accept all sizes of baby diapers.

Thanks in advance for your support. ♦

MPIWSC Cares

Bring your donations to the upcoming Educational Programs in
January, February & March 2009



**January &
February 2009**
NW Harvest
Food Drive



DRESS FOR SUCCESS®
Suits to Self-Sufficiency

**March &
April 2009**
Dress for Success
Career Clothing Drive

Unique Venues and Programs

Seeds of Innovation in our Industry

By Rachael Hutchins Granata, Director of Marketing, The Production Network

There isn't a planner among us that can't understand what a huge undertaking it was to produce the Seeds of Compassion event last April in Seattle.

Seeds of Compassion kicked off an international initiative, created in conjunction with the Dalai Lama, to nurture kindness and compassion in the world, starting with children and all those who touch their lives. It included five days of public events, concerts and workshops. The movement is still going on at www.seedsofcompassion.org.

Many of us were involved, some in a professional capacity, as volunteers or participants. This was not an event confined to the streets of Seattle. Seeds organizers were able to invite a global audience to embrace the sentiment of this initiative. It required technological innovation to engage the world; innovation that in short time will not be reserved for grandiose events, but for meetings of every size and budget. The more informed they become, the more our clients demand digital solutions. Webcasting, podcasting, social networking and mobile devices are becoming staples of the new meeting plan. Are we ready?

The Production Network (TPN), located in the Fremont neighborhood of Seattle, was awarded the responsibility of producing the Seeds of Compassion event and webcast. Prior to TPN's tech savvy solution, the industry lacked webcast providers that could support a vast array of concurrent encoding and streaming sessions. "In response to this challenge," explained TPN's Show Technology Director, Bob Worden, "we simply built the entire facility from the ground up and went online." Translation... the technology did not exist, so they built it.

Good news for TPN and good news for Seeds of Compassion, as their 'simple' solution became the largest live multi-language webcast in history; reaching millions through 24 international languages, 46 translators, and 24 simultaneous web streams. The global event broke records and provided broader language choices than any previous on-demand webcast. The webcast is still available and running at www.seedsofcompassion.org.

Ultimately what this one event signifies is a change in the way our clients reach their audience and customer potential. Meetings, trade shows and events have become more than face to face encounters. There is now the chance to engage technology... this means attracting more budding internal and external clients than we ever dreamed of. Added benefit – you don't have to fly to make this connection. This New Year's, I'll be celebrating the new digital frontier. ♦

Board Meeting Recap

October Board Meeting Recap

By Katy Mercille, CMP VP Administration MPIWSC; Meeting Planner, Weyerhaeuser



The last time the Board of Directors met was in October at the Embassy Suites Seattle Tacoma International Airport; they did not meet in November as there was no monthly program.

MPI International Chapter Business Manager, Holly Duckworth-Horning was in attendance at the meeting. She provided the Board of Directors an update on what was happening with MPI International and answered questions from the Board. Holly also reported MPIWSC is the number 1 Chapter in our region for Groupspace usage on www.mpiweb.org and she encouraged the Board to continue to work with the goals that were established at the Board Retreat.

The Board of Directors then went over progress of those goals of the "Dash Board Metrics. The Dash Board Metrics are the Chapter's goals from our Chapter Business Plan. As of the end of first quarter, our Chapter has exceeded our goal for the number of times our website is visited each month. We are below our goals for membership recruitment, number of chapter volunteers and attendance at our monthly programs. (Please also see President Judy Sprute's Dash Board Metrics message in this newsletter edition.)

Take the time to read the meeting minutes located in the Leadership section of our WA Chapter website and remember, members are invited to attend any of our Board Meetings. For more information and times of the Board meetings feel free to contact Katy at Katy.Mercille@weyerhaeuser.com ♦

A Visit to the MPI Aloha Chapter

Aloha from Oahu...

By Rita Moren, Immediate Past President, MPIWSC 2007/2008

"Zap the Gap - Managing, Training, and Maintaining your Sanity with the New Millennium Generation," presented by Meagan Johnson, was the monthly program topic for the MPI Aloha Chapter on November 19th at the Hilton Hawaiian Village. While vacationing with family on Oahu, I was fortunate enough to be in Hawaii during the time of the Aloha Chapter's monthly program (and unfortunately missed the Washington Chapter's Gala that same evening in Seattle). Thanks to Randy Clark, Chapter President, for allowing me to attend as their guest.



The MPI Aloha Chapter had about 45 guests in attendance and it was good to see several familiar faces whom I've met at past PEC and WEC conferences. The speaker, Meagan Johnson, was very entertaining, engaging and informative and I've recommended to have the MPIWSC program directors consider Ms. Johnson for our 2009 Chapter programs. It was interesting to note their monthly program is very much run the same way we run ours. The chapter also planned for donations to the Hawaii food bank - again similar to something we do. It was fun and I'm glad I was able to experience another chapter's monthly program during my travels and hope to visit a few other chapters as well. Mahalo! ♦

MPI President Message to AIG Controversy

Editor's Note – Below is communication from MPI President Bruce MacMillan regarding AIG controversy. Additionally, see his public letter on the next page.

Thursday, October 23, 2008

Dear Chapter Leaders:

In response to sweeping public pronouncements by some US politicians about the role of meetings and events as strategic business tools in the wake of recent AIG actions, management, in conjunction with Chairman Larry Luteran, and in collaboration with other members, has prepared a letter that has been distributed to major US business and mainstream publications. It is also being pitched to key national media outlets. The letter seeks to set the record straight around the proven strategic relevance of meetings and events as powerful business tools, particularly in these difficult times. A PDF version is attached for your information. I would encourage you to share your thoughts, as leaders in a global industry, with those who would make uninformed pronouncements about our business and profession.

Thank you for your ongoing leadership.

Bruce M. MacMillan, C.A.
President/CEO
Meeting Professionals International



Editor's Note – Public letter from MPI President Bruce MacMillan, C.A. regarding AIG controversy.



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mphiweb.org

October 22, 2008

Dear Editor,

I've followed with interest the coverage of executive excess at AIG and comments by Attorney General Cuomo that led to the subsequent cancellation of most of AIG's planned meetings, events, and conferences for the coming year. I, like most of your readership, bristle at reports of extravagant corporate spending especially under circumstances like these, and fully support the forceful righting of a ship that's gone dramatically off course.

But as the head of a 24,000 member global community of professionals who pride themselves on designing and delivering meetings and events that generate business results in both good and tough economies, I want to offer caution on the hazard of making sweeping public business decisions that might frustrate the rebuilding of AIG as a successful enterprise and also inadvertently establish a new precedent for other businesses to follow.

The bringing together of individuals and organizations to share ideas, learn new skills, co-create solutions and craft new business initiatives are crucial to American business success, even more so in a dynamic, faltering, global economy. In an increasingly faceless world, effective human connections are a powerful business weapon. Meetings and events are valuable to the individuals who participate, the organizations they work in, and the customers they serve; The revenue derived from supplying the infrastructure, products and services employs millions of middle-class workers, including housekeepers, chefs, restaurant, and support staff. These jobs and the opportunities they afford contribute to the overall financial health of both these families and the communities in which they live.

The important role that face-to-face meetings and events play in connecting people and driving business success is undeniable. The Meeting Professionals International Foundation/George P. Johnson *EventView* study reveals that *Fortune 1000* Chief Marketing Officers view meetings and events as having the highest ROI(Return on Investment) of any marketing channel. In an increasingly competitive global economy, the ability to create and deliver strategically-focused events contributes to business value, and helps organizations deliver results.

Tough economic times demand thoughtful and transparent examination of how money is spent. The unprecedented shift in marketplace fundamentals means that business leaders must evaluate the ROI of every investment decision. But even in these tough times, or maybe especially now, to remove meetings and events from the business strategy playbook is short-sighted and ignores the role meetings, events and incentives play in business and community success.

So cancel the senior executive spa getaway and royal hunting retreat, but hold on to that sales event, educational conference, trade show and performance incentive program ... the future of our businesses and communities around the world depends on it.

Sincerely,

Bruce M. MacMillan, CA
President & CEO
Meeting Professionals International

Membership News

Who's New?

*By John Cullen, Director Member Care;
Group Sales, Enterprise Rent-A-Car*

For the fourth quarter of 2008, the MPI Washington State Chapter (MPIWSC) is happy to welcome in many new members including planners, suppliers and students. We would love to see these new members help our chapter exceed expectations for ROI in as many ways as possible.

Please make certain to welcome the following **new members who have joined since October 2008:**



- Randi Axelsson.....Silver Reef Hotel, Casino & Spa
- Suzanne BeckermanMeeting Professional
- Janet Gibson.....Proline/Avidex
- Cory Jasmin.....Cave B Inn and Winery at SageCliffe
- Katie Jorgensen.....Premera Blue Cross
- Pam Richards.....Holiday Inn, Downtown Everett
- Kathleen RustIndependent Meeting Consultant
- Ruth Walters.....Cairncross & Hempelmann, P.S.
- Alexis WelchMaster Builders Assoc. of King County
- Joslin Witsil.....Premera Blue Cross

**Welcome to MPI Washington State Chapter!
We look forward to seeing you at a future event.**

Ask the Producers

By James Moore, Michael Jorgensen & Terry Onustack, CMP

Dear Producers:

I've been asked to create a Podcast of my company's recent sales meeting. What is a Podcast and how do I go about doing this?

Answer: First, let's answer the question "What is a Podcast?" by turning to our good friends at Wikipedia (www.wikipedia.org). According to Wikipedia "a Podcast is a series of audio or video digital-media files which are distributed over the internet by syndicated download, through web feeds, to portable media players such as phones or iPods and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from other digital-media formats by its ability to be syndicated, subscribed to and downloaded automatically when new content is added."

Are you confused yet? Not surprising, as this has been for many. This definition refers to a true Podcast, which uses a sophisticated system of tools, both software and hardware, and RSS

(Real Simple Syndication) feeds to distribute content to your audience. This process requires some basic knowledge of computer programming and working with computers.

For most companies and for one-time events where the content will not be updated, the simple solution is to make the content available using direct downloads. You can make your company's sales meeting available to your audience by creating a digital file, such as an MP3, and posting it to your company's web site or intranet, where others may then download the content.



continued on next page

Ask The Producers *continued from prior page*

The best way to do this is to record the event using an MP3 recorder. There are many MP3 recorders available. In order to ensure high quality, it is important to make sure you rent or purchase a professional model rather than a consumer model. If you are unable to record directly to a digital source, you will need to digitize your audio. The best way to accomplish this is to use an audio tape player, a computer with an audio capture card and audio editing software.

There are many audio editing software tools available for purchase or via shareware on the internet. We personally like Sony's Sound Forge Audio Studio (<http://www.sonycreativesoftware.com/audiostudio>), or a shareware program called Audacity (<http://audacity.sourceforge.net/>). Both programs allow you to capture the audio, edit it and export your audio file to a digital format like an MP3 file.

Once you have created your digital file, you are ready to distribute it. The final decision to use a true Podcast or simply post the file to your web site depends on whether the information will be added to or changed and if you can handle the added complexity of the Podcast. ♦

Each issue, we try to answer your production-related questions – from logistics to creative and beyond. We find the answers and share the tricks of the trade to help you be better prepared for your next big event. No question is too small to handle. Please submit your queries to us at info@moorepresentations.com.

James Moore, president of Moore Presentations, has worked in event production for more than 25 years. Mike Jorgensen, senior project director at Moore, has more than 20 years experience in multi-media technology. Terry Onustack, CMP, meetings and education manager for IASP – a medical research association, worked in corporate meetings for nearly 15 years.

Happy Birthday to the following MPIWSC Members!



January & February Birthdays

2-Jan	Jeannette Davidson
3-Jan	Ashlee Barton
5-Jan	Midge Dobbs, CMP
7-Jan	Amynah Virani
8-Jan	Brenda Anderson
9-Jan	Catherine Springman, CMP
9-Jan	Lisa Murphy
15-Jan	Ace Martin
15-Jan	Jani Lauvrak Lee
16-Feb	Afi Karimi
18-Feb	Lisa Burke
19-Feb	Karri Zuvela

Supplier Spotlight

Interviewed by Liz Bennett, CMP
Madison Park Events

A Talk With Tracey Webster

THE WESTIN BEAR MOUNTAIN GOLF RESORT & SPA, VICTORIA

Tell me about your company and role there.

I'm the Director of Resort Sales for Bear Mountain Resort, the premiere master-planned resort community on Vancouver Island, Canada. Boasting Canada's only 36-hole Jack Nicklaus designed golf course, the lush mountainside community features a montage of real estate opportunities as well as The Westin Bear Mountain Victoria Golf Resort & Spa. The hotel's 156 rooms include over 6,600 square feet of meeting space with a 4,600 square foot ballroom. We also have a wine cellar and tasting room that is perfect for exclusive dinners or receptions up to 20 people. Santé Spa, five eclectic restaurants, 10,000 square foot Mountainside Athletic Club, and The Village round out the complete lifestyle experience, all within 20 minutes of Victoria.

What do you enjoy most about your job?

I enjoy working with a great team who has a passion for success and working at a fabulous resort that has such variety to offer guests from spacious rooms to golf, fitness and five dining options.

Being a new member, what do you hope to gain from your MPI membership?

I look forward to attending Chapter meetings to increase my knowledge of trends in the meetings industry as well as networking with other suppliers and meeting planners to increase business to The Westin Bear Mountain Golf Resort & Spa.

What is the best advice you have ever received?

Don't take it personally.

What is your favorite non-work activity?

Spending time with my husband, Ken and our two year old yellow lab, Lucy.

Which five people (living or non) would you like to invite to your dream dinner party?

- Leonardo Da Vinci
- Abraham Lincoln
- Ayn Rand
- Jerry Seinfeld
- Martha Stewart



Planner Spotlight

*Interviewed by Liz Bennett, CMP
Madison Park Events*

A Talk With Chéri Lewis

PACIFIC NW EVENT PLANNER ASSISTANT, STATE FARM INSURANCE

Tell me about your company and role there.

I work for State Farm Insurance in Washington State Operations Center. I am an Event Planner Assistant for the Pacific Northwest Zone (WA, OR, ID, MT, HI and AK). I assist three Event Planners, as well as assist our in-house clients with their events.

What do you enjoy most about your job?

I enjoy interacting with clients and vendors on a day to day basis. I most enjoy seeing the end result of events. We are in the business of making people happy, and the event is a success if we are able to hear that everyone enjoyed themselves.

Being a new member, what do you hope to gain from your MPI membership?

Personal growth is a huge priority in my life. I hope the knowledge, relationships, and resources I am able to gain from MPI will help further me in my career and help me become better in the role that I am in.

What is the best advice you have ever received?

The best advice I have ever received was about being a servant leader; putting others before myself both in the workplace and in your personal life; and having a passion for people. It will grow you more than any character attribute (in my opinion).

What is your favorite non-work activity?

I love to travel. Growing up in the Pacific Northwest, the possibilities are endless when it comes to fun places to go. I also love attending events that I didn't have a single hand in planning!

Which 5 people (living or not) would you like to invite to your dream dinner party?

I would bring the love of my life, Dustin, because without him my dream dinner would not be complete. Next, I would bring John and Kate from the reality show John and Kate + 8. Their passion for their family, and the way they always put other people before themselves is something to definitely be admired and looked up to. The last two would be Matt and Amy from Little People, Big World (can you tell I really enjoy my reality shows?). Faced with physical challenges, they press on and live their lives in a big way. All five of the above people are people of influence. They are faced with the challenges of life but press on with an attitude of determination and joy, no matter the circumstances.

October Program Recap

“The Yoga of Change”

By Terry Onustack, CMP, Director Programs; Meetings & Education Manager for the International Association for the Study of Pain



Today’s economic picture has forced many changes in our lives, both personally and within our industry. With change comes stress, said program speaker Dr. Andrew Erlich at MPIWSC’s October monthly meeting.

“Stress is typically psychological,” he said. “Our bodies respond in a fight or flight manner.” Erlich said the body physically responds in ways that are not normally considered healthy – increased heart rates and blood pressure; increased blood sugar; the parasympathetic nervous system is suppressed.

“Ongoing and chronic stress can play a major role in negative health issues, such as heart attacks, strokes, hypertension, ulcers and depression, just to name a few,” said Erlich. “And in the workplace, stress results in accidents, absenteeism, turnover and reduced productivity.”

Erlich went on to discuss methods of identifying and dealing with stress, including the use of yoga. Yoga is the use of breathing exercises, meditation and stretching to relax and combat stress. He led the group through a series of easy-to-do yoga techniques that can be used to help relieve and alleviate stress. Handouts from his presentation, with descriptions of several of the exercises, is available on the MPIWSC website (www.mpiwsc.org).

Special recognition goes out to venue sponsor Embassy Suites Seattle-Tacoma International Airport, which stepped in at the last minute to provide meeting space when the original venue became unavailable. Working with the Programs Committee and various meeting sponsors, the Embassy Suites made special arrangements that allowed the meeting to be moved with little effort.

Sponsors for the meeting included: Specialty’s Café and Bakery, the Embassy Suites Seattle-Tacoma International Airport, Take Off Events, Suncadia, Meydenbauer Center, Sonoma County Tourism Bureau, Blue Rooster Marketing, Hotel Bellwether, Spokane Regional CVB, Proline Audio-Visual, ACME Bowl and Moore Presentations. ◆

Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

The application for the next exam must be completed and returned to the Convention Industry Council by January 10, 2009 for the July 11, 2009 exam. The CIC has waived the application fee of \$35! You can download the Application and Candidate Handbook at www.conventionindustry.org

The following are sample CMP study questions.

- 1) You are planning a meeting with the following costs:
Meeting rooms - \$1000
Audio Visual - \$100
Speakers - \$500
Food - \$10 per person
If the registration fee is \$20 per person, how many people must attend in order to break even?
A. 18
B. 80
C. 100
D. 160
- 2) In order to extend the brand of your meeting, you have decided to:
A. webcast the content of your meeting
B. use the internet to market the meeting
C. develop a colorful logo
D. adopt a theme tied to the meeting location
- 3) Your job is to design a meeting to teach a group of engineers a new skill. To succeed, you will most likely:
A. Insist that your instructors use an expository learning style
B. Conduct a simulation encounter
C. Ask the instructor to join the group and share experiences
D. Employ an evaluation learning method
- 4) You are explaining to your client why you recommend a particular speaker for their convention. In particular, you note that the speaker:
A. has an outstanding repertoire of speeches to choose from
B. provided handouts
C. has an attractive and engaging stage presence
D. customizes the presentation for each audience needs

Answers – 1. D 2. A 3. D 4. D

Advertising Rates For Electronic Newsletter:

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Full Page 7.5" x 10"	\$600	\$550	\$530
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Quarter Page Vertical: 2.25" x 7.5"	\$175	\$150	\$125

Rates are effective Jan 1, 2009 - December 31, 2009. Full color ads preferred and cost the same as black & white. Publication is produced 6 times a year: Jan/Feb, March/April, etc. Space deadline is the 1st of the month prior (i.e.: December 1st, for the Jan/Feb Issue).

Advertising is accepted on a first-come, first-served, space available basis. Priority will be given to MPI members. Payment in full and digital artwork is due with the advertising contract. Rates apply only to finished camera-ready ads to be supplied by the advertiser. All artwork should be submitted in a web ready quality, at a 72 dpi: "tiff" or Jpeg version in a PC format.

Advertising info is available at www.mpiwsc.org or please contact: Adean Vitale at (206) 622-2117. Email inquiries to adeanv@earthlink.net.

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THE MPIWSC NEWSLETTER

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This newsletter is the official bi-monthly publication of the Meeting Professional International, Washington State Chapter, a professional association of meeting planners and suppliers to the meetings industry.

The Editor thanks the following members for their time and contribution of articles to this newsletter issue: Robin Akkerman, Liz Bennett, John Cullen, Audrey Fan, Jeannie Gerena, Rachael Hutchins Granata, Mike Jorgensen, Marlys Kemmish, CMP, Bruce MacMillan, C.A., Sheila Martinez, Katy Mercille, CMP, James Moore, Rita Moren, Terry Onustack, CMP, Sam Samuelson, Andi Saunders, Dana Schlenker, Erika Snyder, Judy Sprute and Tracy Thornton. Your feedback is important and we encourage editorial contributions. Next issue is March/April 2009. Copy deadline is February 1st. Please direct articles to Adean Vitale at adeanv@earthlink.net or call 206-622-2117.

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