

2009

JULY|AUGUST

MPIWSC ELECTRONIC NEWSLETTER



◀ **TOURISM RALLY RECAP**
P. 11-13

MEET YOUR BOARD P. 6-8

SUMMIT UPDATE P.17



JULY PROGRAM

Hear from Industry Leaders: **Surviving the Economic Downturn: Event Industry Panel Discussion**

► **A Panel Presentation**

The global economic crisis is shaking up the meetings industry. Conferences, tradeshow, internal meetings, incentive trips, and travel are all suddenly under attack as examples of corporate excess. The resulting fear is leading to meeting cancellations, reduced spending on travel, hotels, and meals, and confusion over how to move forward given today's economic uncertainty. To survive, both suppliers and planners throughout the event industry are revising their business models and how they are doing business.

Join industry leaders in an open and interactive panel discussion on the current state of the event industry and how businesses are evolving during these challenging economic times. Hear from a variety of experienced event professionals on what they are doing to refocus their enterprises, innovate new ideas, drive sales and streamline events in order to survive the economic downturn and position themselves for a

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JULY PROGRAM

Tuesday • July 28, 2009
Lynnwood Convention Center

3711 196th St. SW, Lynnwood, WA

Registration/Networking

11:00 am - 11:30 am

Lunch & Education Program

11:30 am - 1:30 pm

AUGUST PROGRAM

Tuesday • August 25, 2009
Four Seasons Seattle

99 Union Street, Seattle WA

Registration & Networking

8:00am - 8:30 am

Breakfast & Education Program

8:30 am - 11:00 am

Cost for Programs

Members \$40 • Guests \$45

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

Register online at

www.mpiwsc.org

or call (206) 622-2117

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

President's Report

"The Shift"

By PJ Hummel, CMM, 2009/2010 MPIWSC President;
President, PJ Hummel & Company

Is anyone sick of the economic crisis yet? I know I am. According to Meeting Professionals International (MPI), and I wholeheartedly agree, it is time for us to move on. It is time to move on from crisis mode and start a new way of doing business. For anyone out there still waiting for business as usual to return, get over it - it is not going to happen. Exactly what "the shift" will be is still to be determined. The exciting part of all this is that we can be in control of how we decide to deal with the new circumstances and business.



It is time to focus on things going right, like your membership in MPI. MPI is a place you can come for stability, cutting edge statistics and most of all hope. MPI provides community and support to its members. There is the opportunity to gain life, business, and leadership skills. MPI also provides a dynamic marketplace, whether you're selling goods and services or yourself - for a new job position.

Something else going right is your MPI Washington State Chapter (MPIWSC) management team, including the outgoing 2008-2009 and incoming 2009-2010 Board of Directors (Board). This team of nearly twenty people recently volunteered their time for a three-day planning retreat. We began developing our 2009-2010 chapter strategy on how to better serve our membership as we "shift" forward into the changing world of meetings and events.

We started out with teambuilding and developmental bonding, expertly put together by chapter member John Chen of Geoteaming. The teambuilding experience was called "Saving the Meetings Industry," where we discovered the 31/60 rule (explained below). We were broken up into teams and asked to complete two similar exercises. The first time around, our teams stunned our team-building expert by cooperating with each other and splitting up tasks. We were on to him - we all knew that we were here for "teambuilding." The exercise took a total of 60 minutes for all teams to complete. The second time around, not only did we cooperate, we shared all information between teams. Instead of holding on to what information we thought would help our own team win, we focused on empowering everyone for the better good of the entire group to finish. Lo and behold, we accomplished the same amount of tasks in 31 minutes! (Also referred to as the 31/60 rule.) From now on, we can remind each other, "Do you want to do it in 60 minutes or 31?"

From there, we moved into a commitment exercise - we each shared why we were involved with MPI:

"Everyone answered they love the industry and are passionate about making a difference in the world of meetings and events."

Next we looked at the bigger picture and conceptualized our vision for the chapter. There were some bodacious ideas including having a thousand members in our chapter and being the

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President's Report *continued from page 2*

"It" chapter of the entire worldwide organization. In the end, we decided on the following:

MPIWSC Vision: To be the premier MPI chapter for the global meetings and events industry

MPIWSC Mission: Inspiring success and excellence through:

- Cutting-Edge Education
- Vibrant Marketplaces
- Leadership Development
- Relationships and Community

The Vision and Mission of our chapter are similar to those of MPI International and were written with the enthusiasm, passion and heart of your MPIWSC Board.

We also re-examined the Dashboard Metrics we added in the 2008-2009 Business Plan. Each of the 70+ chapters of MPI wrote their own version and came up with 140 different ways to measure. After International realized how difficult it would be to calculate statistics, they decided to create eight standard metrics instead. Each chapter was to focus on two or three from the list, so proper measurements could be taken and chapters could report their findings back. Remember the 31/60 Rule, where we do complicated tasks by sharing information and working as a team? Think about the power of 70+ MPI chapters sharing information and working as a team. That's powerful! We can change the world! The metrics our board chose to measure this year are:

Engagement and Participation: Increase engagement and participation in our Chapter with our members and industry partners.

Membership Satisfaction: Increase membership overall satisfaction survey score to 8.1.

Net Member Growth: Increase membership by 2% in 2009-2010.

Chapter Financial Management: Responsibly manage our budget range plus or minus 5%.

Over the next few weeks, we will be finalizing our budget and the Business Plan. The incoming VP of Education (Caryl Sutorius), Director of Member Care (Jennifer Wilson), President-Elect (Michael Noesen) and I will be attending the Chapter Leadership Conference in early June, to gather information on initiatives. Some of the highlights will include advanced leadership, best and next practices, and of course innovation. I can hardly wait to share all the good news and how MPI plans to help shape "the shift" in our industry upon my return!

As I bring my first President's Report to a close, I cannot go without acknowledging the hard work and commitment of all the boards and Presidents who came before me. I know I am starting my presidency in a very good place due to the competency and grace of our outgoing President, Judy Sprute. I feel so lucky to have her and the rest of the amazing board on my team.

As a member of MPIWSC, you are also on my team and by getting involved you too can help shape "the shift." I look forward to serving as your MPIWSC President and working with you all. See you at the next meeting!

Best,

PJ Hummel, CMM

Membership Dues Extension

By Bridgette Candee, Assistant General Manager, ACME Bowling, Billiards & Events; Vice President of Membership



What if I lose my job and cannot afford my membership?

MPI International is offering a limited membership where you may receive 6 months of your membership complementary.

1. Log into www.mpiweb.org (username is usually last name and password is usually your MPI member number). If you do not know your login, you may still view these files, by skipping to step #2.
2. Click on "about MPI" (far right box on the black bar).
3. Click "Membership & Chapters" from the drop down menu.
4. Click "Limited Membership"
5. Fill out the form and call (972) 702-3020 and speak with Will Brown from MPI International.

July Program Preview *continued from cover*

successful future. The panel will include:

Moderator – Julie Merken, CMP Senior Meeting Planner, Weyerhaeuser

Planner – Paul Marcellis, CMP, CMM VP – Corporate Meetings, JP Morgan Chase

Supplier – Joan Krawchik, Assistant GM, Freeman

Hotel Director of Sales – Chris Garrett, Associate Director of Sales, Sheraton Seattle Hotel

Vendor Manager – Billie Thoresen, Vendor Account Manager, Microsoft Corporation

Learner Outcomes:

- Better understand the specific challenges facing vendors, hotels and event owners.
- Learn strategies suppliers and planners are implementing to succeed in the current economy.--Discuss best practices on how suppliers and planners can better partner together.

***Special Thanks to our July Monthly Meeting Sponsor,
Marriott and the Ritz Carlton Individual Incentives***



A Word from Upcoming July Panel Speaker



Meeting Management and Meeting Design

An Opinion Piece By Paul Marcellis, CMP, CMM

With the hawkish media eager to expose examples of excessive corporate meeting spend, a planner can't swing a stack of Banquet & Event Orders (BEOs) without hitting a reporter on the prowl in a hotel or convention center looking for the next big scoop (or scandal) on "wasteful" meeting spend. In response, Meetings & Events (M&E) trade publications are matching coverage pound per pound (or column inches) with articles, studies and reports of their own - defending the impact and value of meetings and events.

Articles frequently cite industry experts espousing the need for planners and suppliers to adopt a comprehensive meeting management strategy that is able to stand up to rigorous corporate, shareholder and media scrutiny. MPI's Strategic Meeting Management, or "SMM" is frequently mentioned as one model designed to help organizations monitor and regulate their meeting planning process and spend. The other essential tool in the corporate toolbox is Strategic Meeting Design, or "SMD." When used together, SMM and SMD offer an unbeatable event management strategy. In their haste to meet publication deadlines; however, a number of authors and cited references blur the lines between these two effective and easy-to-use concepts.

SMM calls for the adoption of event management best practices including planning centralization, collaboration among internal teams (i.e., administration, finance, procurement, accounts payable, legal, risk management, etc.), use of preferred vendors; streamlined supply chain operations; and uniformed data tracking and reporting. When fully embraced, SMM can offer substantial cost savings and cost avoidance. In short, SMM is all about the efficiency of event planning.

MPI has backed Jack Philips and his Return on Investment (ROI) SMD model. Other individuals and organizations have adopted an objectives-based model using clearly defined objectives, targets or goals, and post-event key performance indicators (the ROO model). Return on Event (ROE) methodology offers yet a third possibility. Whichever model you utilize, SMD is all about the effectiveness of a meeting or event.

When talking to your organization's senior leadership about event management, or that rogue reporter trying to cozy up to your buffet line, remember the "divide and conquer" approach. SMM's dynamic processes show best when addressing "bums in seats" - how efficiently you were able to draw attendees to the meeting. The SMD process ensures your attendees experience the most effective meeting possible - the focus here is on message comprehension, attitudes, beliefs and actions with long-term message retention. This is your meeting's return. SMM has no affect on an event's ROI or ROO - the two simply are not compatible. Likewise, SMD isn't going to address your per-person attendee costs - one does not measure or evaluate the other. SMM and SMD are parallel planning tools whose lines do not cross.

Understanding these two powerful strategies, and what they may each offer in your event management process, will help executive decision-makers understand the vital role meetings and events play in an organization's overall business strategy. Remember, when the scrutiny is on meeting spend and event justification, it's all about the two E's - efficiency and effectiveness. ♦

2009 - 2010 Board of Directors

Introducing Your New MPIWSC Board

Your 2009/2010 Board of Directors were officially inducted on June 30th at the Chapter Celebration at the lovely Woodmark Hotel, Yacht Club & Spa. Announcing your MPI Washington State Chapter 2009-2010 Board of Directors:

Officers	Member	Term Expires
President	PJ Hummel, CMM	6/30/10
President Elect	Michael Noesen, CMP	6/30/10
Immediate Past President	Judy Sprute	6/30/10
Vice President – Finance (1st of 2 year term)	Katy Mercille, CMP	6/30/11
Vice President – Administration	Reta Waldrop, CMP	6/30/10
Vice President – Education	Caryl Sutorius	6/30/10
Vice President – Membership	Bridgette Candee	6/30/10
Vice President – Communications	Becky Dielschneider	6/30/10

Directors	Member	Term Expires
Director – Programs (2nd year of 2 year term)	Jeannette Davidson	6/30/10
Director – Programs (1st year of 2 year term)	Terry Onustack, CMP	6/30/11
Director – Industry Alliances (1st year of 2 year term)	Sam Samuelson	6/30/11
Director – Member Care (1st year of 2 year term)	Karina Putnam-Kaminski	6/30/11
Director – Member Recruitment (1st year of 2 year term)	Jennifer Wilson	6/30/11
Director – Awards & Scholarship (1st year of 2 year term)	Hillary Zaffarano	6/30/11
Director – Chapter Volunteers (1st year of 2 year term)	Tracy Thornton	6/30/11
Director – Special Events (2nd year of 2 year term)	Julie Arbanas, CMP	6/30/10
Director – Marketing (2nd year of 2 year term)	Dana Schlenker	6/30/10
Director – PR/Comm. Outreach (2nd year of 2 year term)	Sara Lewis, CMP	6/30/10

Board of Directors Spotlight

Meet Your New President-Elect

By Michael Noesen, CMP, MJN Solutions

As we move into the 2009-2010 year, we say a sad goodbye to several Meeting Professionals International Washington State Chapter (MPIWSC) board members who dedicated their talent, time and passion in leading the chapter last year while welcoming a number of new board members. In order to familiarize the membership with their new board or directors, we plan on highlighting board members in each edition of the newsletter. This will give members the opportunity to learn about the chapter's leadership team and the different board positions.



I'm honored and very excited to be serving as this year's MPIWSC President-Elect. I look forward to supporting PJ Hummel, CMM in her term as president along with the rest of the board vice presidents and directors in their efforts to move the chapter forward. As president-elect, I'll also focus on attending at least one committee meeting for each "division" of the organization, review chapter policies/procedures and by-laws to make certain they are current and in-line with MPI International, along with assisting execution of board initiatives, budget preparation/development, and the recruitment of new board members.

I'm very passionate about MPI and find my participation in the organization an integral part of my career and professional growth. During my term, I want to ensure MPIWSC continues to offer top notch educational and networking opportunities for its members which are at the core of our organization. In addition, I would like to see the chapter create a mentor program for first year members to help them navigate the organization and better understand the opportunities available to them. Also, I will continue to grow our chapter's volunteer program and continue to evolve the chapter's website as an informative and useful tool for members.

I have to admit, I had a rocky start as an MPI member. I didn't understand the structure of the organization or the opportunities available. I felt extremely lost. Everything changed once I became more involved with MPI and volunteered for the Gala Committee. Volunteering gave me the opportunity to learn about the chapter, network with other members and to grow my professional skill set. I am now able to count a number of members as personal friends.

You only get out of MPI what you put into it. So, I highly recommend and encourage you to consider finding a committee to volunteer for. There are a plethora of volunteer opportunities within the chapter. Some opportunities only ask for a few hours of commitment; while others may require more. For additional information on volunteer opportunities, go to www.mpiwsc.org/CommitteeOpportunities/ or contact Tracy Thornton, MPIWSC Director of Volunteers, at tthornton@gameworks.com or 206-521-9951, or any board member.

I look forward to a very exciting and fulfilling year, not just as your president-elect, but after 10 years of managing Tier 1 events at Microsoft, I decided earlier this year to go out on my own and start my own consulting company, MJN Solutions, focusing on providing clients with strategic project and event management services. I should have said I plan on it being a very busy year with taking on the position of president-elect and starting my own company all at the same time. I'm up for the challenge!

If you have any questions about MPIWSC, the board of directors, or how to get involved, please doesn't hesitate to contact me at michael@mjnsolutions.com or 206-905-7772. See you at the next monthly program. ♦

Board Member Spotlights

Get to Know your 2009/2010 Membership Team

Three of the four new Board members are on the Membership Team with Bridgette Candee leading the team as VP Membership. We asked them these three questions:

- 1) What is your goal in your board position?
- 2) Tell us something unique about yourself?
- 3) Who do you work for and what do you do?

Bridgette Candee – Vice President of Membership

- 1) To show as many people as possible the power of a membership within MPI.
- 2) I recently filmed an infomercial for SpaceBags.
- 3) I am the Assistant General Manager for ACME Bowling Billiards & Events (Tukwilla)

Jennifer Wilson – Director of Member Recruitment

- 1) To ensure every guest and member feels welcome and receives the information they need to join. I will attend MPI events, greet guests and new members warmly as well as implement a guest follow-up program.
- 2) My passion for working in the hospitality industry stems from living in Paris for two years. I developed a penchant for food, wine and travel while there. As the Director of Programs for the American Women's Group in Paris, I planned various events for the organization's members, including: museum tours, French conversation groups, cooking classes at Le Cordon Bleu, and even a scarf tying class (which explains why I wear so many scarves)!
- 3) I am the Corporate Sales Manager for The Red Lion Hotel on Fifth Avenue (Seattle)

Tracy Thornton – Director of Volunteer Management

- 1) To encourage as many people as possible to become involved in a volunteer position in our chapter.
- 2) I traveled around the world working on cruise ships - which is also where I met my husband.
- 3) I am the Director of Sales at GameWorks (Seattle)

Karina Putnam-Kaminski – Director of Member Care

- 1) To make certain every member gains/obtains value out of their MPI chapter.
- 2) My husband and I are planning on checking out from the rat race in 10 years and sailing around the world with our daughter. You all can come visit me in Fiji!
- 3) I own my own social media marketing company: Water Dog Media. I am also the public cruise manager for Waterways Cruises.

May Committee Fair

MPIWSC Committee Fair Recap

By Stacy Weber, CMP; Event & Meeting Manager,
Moss Adams, LLC; 2008/2009 Director of
Volunteers



Volunteers don't get paid, not because they're worthless, but because they're priceless.

~Sherry Anderson

Thank you to all who attended the Meeting Professional International Washington State Chapter (MPIWSC) 2009-10 Committee Fair held May 19 at the Renaissance Seattle. Even bigger thanks to those who committed time and energy to being a volunteer in your MPI chapter.

We join MPI because it's good for business and it gives us powerful connections in the industry. We volunteer in MPI because we care about our industry, our peers, our organization and our community. Volunteering provides an avenue to give back, make stronger connections, learn something new and feel good about yourself, and get a little recognition. (Let's be honest, who doesn't like recognition?)

Volunteering, especially in these times, is hard. Many of us have been tasked with extra duties or sadly, are looking for a new position. These understandably take priority in our lives. The MPIWSC Board thanks each and every member who has taken the time to volunteer - no matter how big or small the effort. You are the reason our Chapter is as great as it is.

I would like to personally thank **Tracy Thornton** and **Kim Carlson**. Tracy is the Director of Sales at Gameworks and your incoming Director of Chapter Volunteers. Kim is a Sales Manager at The Edgewater. These two ladies took on the responsibility of the Committee Fair. Through their efforts, many new members and first time volunteers were recruited for the upcoming year. Great job ladies!

I'd also like to thank one other very special person - **Ruth Fitzgerald**, Regional Director of DMI Hotels. Ruth single-handedly organized the volunteer world this past year. Director of Chapter Volunteers was a new Board position and Ruth was my only committee member. Her vast MPI experience and passion saw the creation of a volunteer roster, suggested procedures, and helped place and recruit volunteers. Ruth, you were my savior this year and I cannot thank you enough.

If interested in more information on volunteering in the Chapter, please contact Director of Volunteer Management, Tracy Thornton at tthornton@gameworks.com or (206) 521-0952. ♦

Board Retreat & Meeting Recap



**By Katy Mercille, CMP 2009/2010 VP Finance MPIWSC;
Meeting Planner, Weyerhaeuser**

The Board of Directors (Board) had their Annual Board Retreat April 26 – 28, 2009 at the **Tulalip Resort Hotel** in Tulalip, Washington. Both current and incoming 2009/2010 Board members attended. The Retreat kicked off with two teambuilding activities sponsored by John Chen with **Geoteaming** (www.geoteaming.com). The following day, the Board drove right to work on the ahead of them. By the end of the Retreat, your Board accomplished their goal: to set our Chapter's metric goals for the 2009/2010 fiscal year.

The Board selected to track the following goals to MPI International: increasing attendance at monthly educational programs; increasing number of volunteers and increasing satisfaction in the monthly educational programs. In addition to the following goals, the Board will also have a chapter satisfaction level goal, a net growth goal and financial management goals.

The Board of Directors met again in May at the **Renaissance Seattle Hotel** for their monthly meeting. At this meeting they reviewed the 2009/2010 budget. Reta Waldrop, CMP reported the Board was in the black after receiving everyone's budget needs. Reta will finalize the budget for the Board's approval on June 30th.

Please take the time to read the meeting minutes located in the Leadership section of our chapter website (www.mpiwsc.org) and remember - members are invited to attend any of our Board Meetings. Please contact Reta Waldrop, VP Administration to attend.

Congratulations to the World Education Congress Scholarship Award Winner Caryl Sutorius, RealTime Productions

Caryl will attend the World Education Congress (WEC) in Salt Lake City on July - 14, 2009, courtesy of scholarship monies awarded by MPIWSC raised in part through the monthly raffle and education.



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Industry Spotlight

Meetings Mean Business, \$22M+ Of Business!

By John Chen CEO, Geoteaming
Vice Chair for MPI Cascadia 2010

\$22M Budget Cut for Seattle Tourism

Did you know that as part of the budget cuts to balance the state budget, the Washington State Legislature proposed cutting \$22M from the Washington State Convention and Trade Center? This directly affects Washington's and Seattle's ability to market against other major cities such as San Francisco and Las Vegas. After experiencing "MeetDifferent" in Atlanta, Georgia this year; Seattle, Washington has challenges competing against bigger budgets - and it directly affects our ability to attract large groups to our area!

MPI Joins The US Travel Association's National Travel and Tourism Week Rally

[http://www.youtube.com/
watch?v=2e8508N4h7Q](http://www.youtube.com/watch?v=2e8508N4h7Q)
[http://www.
whytourismmatters.com](http://www.whytourismmatters.com)



Left to Right: Attending the Tourism Rally are Reta Waldrop, CMP, Jennifer Wilson, Katy Mercille, CMP, Tracy Thornton and PJ Hummel, CMM

Our beloved Judy Sprute, MPIWSC President 2008/2009, asked me to be the rally coordinator for MPI to support Seattle Convention & Visitor's Bureau (SCVB) efforts. With our message of "Meetings Mean Business" I first wanted to make certain we had a visual impact. With a small grant from the MPIWSC Chapter Board, I negotiated deals with several MPI members including Janet McNaughton of Lasting Impressions (www.lastingimpressionsgifts.net) and Felix from AirGas (felix@airgas.com) to create over 300 white helium balloons imprinted with "Meetings Mean Business". I used the power of the Internet to use www.mpiwsc.org, www.evite.com and www.Facebook.com to make certain people knew it was important to take valuable time out of their day to attend the rally. Adean Vitale (MPIWSC Manager) and Dana Schlenker (WSU) made certain it was eBlasted and posted on the Chapter's website while Chapter members Ruth Fitzgerald (DMI Hotels, Spokane, WA) made certain volunteers such as Shanden Templar (La Conner Country Inn and Channel Lodge) could help out on the day of the rally.

Overall, there were over 200+ meeting professionals in addition to John Curley (former Evening Magazine host) and several media representatives to cover the event. The Seattle Duck

Continued on next page

Industry Spotlight *continued from previous page*

(www.ridetheducks.com) drove by with a gaggle of CVB'ers with Tourism Matters signs. MPIWSC showed up with balloons and several signs declaring "Meetings Mean Business". We learned the American Academy of Neurologists left \$25M in Seattle with their convention and the International Trademark Association left us \$17M. Channel 4 broadcasted us, and most of all, Gov. Gregoire heard our message.

SUCCESS! \$22M Restored To Washington's Tourism Budget!

In just one week, Gov. Gregoire used the power of the line-item veto to restore the \$22M back to the Washington State Convention and Trade Center! \$22M will have a huge return on investment with even just 1 or 2 more large conventions and our surrounding areas will draw even more than that. With the trickle down effect, this can have a direct impact on your business, its members or clients.

Your MPI membership is extraordinarily valuable (worth \$22M or more) in these challenging times and it shows lobbying works! We need to join together, cooperate and collaborate to make certain our voice is heard and to defend the VALUE of our industry. Thanks again to MPIWSC, the Chapter's Board and the many members who played their part in restoring this key part of the budget that has a huge return on investment for all of us. ♦



Tourism Matters Rally Participants Draw a Crowd

Faces & Places - Tourism Rally Day 2009



MPIWSC Members Participated in the Tourism Rally Day held at Westlake Park, Seattle. John Chen coordinated the Rally and helped it to make a big splash with the media, and Washington Gov. Gregoire. Best of all she then line-item vetoed the proposed bill and gave the money back to the WA Convention & Trade Center - a huge tourism mecca in Seattle.

Pictured Top Clockwise: Shanden Templer, La Conner Country Inn & Channel Lodge with friend Sheran Blake; Top Right Former Evening Magazine TV Host John Curley. Pictured Bottom Right, Judy Sprute, MPIWSC President 2008/2009. Bottom Left, Mark Miller, KOMO 4 News.



Faces & Places - May Meeting at Renaissance Seattle Hotel



Michael Jorgensen, Moore Presentions was awarded the Winter 2009 Shining Star Award. Congratulations!

General Manager of Renaissance Seattle accepts thank you from MPIWSC



May Committee Fair & Education Program

Special thanks to the Renaissance Seattle Hotel as May Venue Sponsor and May Monthly Meeting Sponsor, Sonoma County Tourism Bureau



Paula Higgins, of Sonoma County Tourism Bureau, was the Monthly Meeting Sponsor



Bridgette Candee presents plaque and thanks May Program Speaker, Karen Purves, MA

May Program Recap - Renaissance Seattle Hotel

“Communicate with Strength: Key Words that Undermine Your Effectiveness in Sales & Marketing”

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



Keep your messages practical and personal and they will become memorable, is the advice of May’s monthly program speaker, Karen Purves, M.A. By changing some of the words you use, you are better able to enhance your relationships with colleagues, co-workers and others.

“The unifying emotion today is ‘frustration,’” said Purves. “By learning to say the same thing in a different way, you can help alleviate some of that frustration.”

Purves also shared a number of personal stories as examples as she broke down several words and phrases that can unintentionally hamper communication. “Simple words such as ‘sorry,’ ‘try,’ and ‘why’ can leave a negative impression when one isn’t meant,” she explained. Verbs, such as “have to” or “need to” can also have the same effect.

By carefully choosing your words, Purves said you can increase your influence with business associates, family and friends. “One of the easiest ways to do this,” she said, “is to never just say ‘thanks’ or ‘thank you’. Instead say, ‘thank you for...’, and leave an impression you truly recognize the other person’s actions.”

Purves spoke following the chapter’s annual Committee Fair and lunch. Hosted by the Renaissance Seattle, the Fair offered a great opportunity for networking and learning more about the different committees and working groups within MPIWSC. In addition, the Renaissance highlighted its new ballroom space and a hearty lunch buffet, while offering tours of its recently renovated rooms.

Special Thanks to the Meeting Sponsors for the May Monthly Meeting including:

- Renaissance Seattle Hotel - **Venue Sponsor**
- Sonoma County Tourism Bureau - **Monthly Meeting Sponsor**

Platinum Sponsors

- Suncadia
- The Production Network

Gold Sponsors

- Meydenbauer Center
- Blue Rooster Marketing
- Coeur d’Alene Golf & Spa Resort
- Hotel Bellwether

Event Production Sponsor

- Moore Presentions

Message on Leadership



Are We Leaders?

By Julie Merken, CMP, Sr. Meeting Planner,
Weyerhaeuser; 2006-07 MPIWSC President

"Alaka'i is Hawaiian for Leadership. Lead with initiative, and with your good example you shall be the guide for others when you gained their trust and respect."

Rosa Say, (Managing Aloha)

We are at a time in this world most of us have never experienced before. A time which is bringing different challenges many would not thought we would face. We may not be in the panic we were last fall; however, our lives have changed forever. One thing unchanged is being a leader, just maybe the way we go about it. In caring about what direction the future will take, this is the chance to be a leader.

One might say, I am not a leader – which may be true. You may not be the manager in your department or on the board of our chapter, but you may be surprised to find out you are a leader. This is just my thought: everyone at some point in time has the opportunity to be a leader. Some people set out to be a leader and some become leaders by accident – as I did.

Here is an opportunity to look at leadership in a way you may not have thought. Every time you share information with a co-worker or chapter colleague, you are a leader.

Rosa Say said in her book *Managing Aloha* "You will best get things done through others by incorporating the values you share with them, values that embrace collaboration, and values that also are fundamental good practices."

By sharing information, giving advice, taking even the smallest role at work or in the chapter, you have taken a step into leadership. Surprising isn't it? Think about who you have spoken with or e-mailed with today and think about what you have shared. The recipient has benefited from your guidance (leadership).

I have always thought someone other than me was a leader, but when I realized that in collaboration at work or within the chapter, you have the opportunity to share and guide, it is a form of leadership.

As the chapter makes a pledge to support our incoming board and the board takes a pledge to support the chapter, we all take a leadership role by sharing with each other what is needed to keep going during these still uncertain times. We do look to our board for leadership and they should take that role seriously, as they are considered our "chapter's leaders." As committee members, committee chairs and members of the chapter **we too** are leaders, giving direction to the board on how we want to see the chapter in the future.

We all want to come out of the turbulent times with more hope for our industry. Acting as a leaders, we may weather the storm. We can show our employers and colleagues we take all of this seriously. Gaining their trust and respect that we guide, take a seat at the table, be supportive of our committees, our board and our board of the chapter members.

One last comment from Rosa Say... "Acts of caring drive us to high performance levels in our work with others. We give and become unselfish. We accept responsibility unconditionally. We become better." So take the time to think of yourself differently - you may be surprised. ♦

Save The Date - Meeting Industry Summit



Save the Date for the MPIWSC & PCMA Industry Summit in conjunction with the Northwest Event Show

“New Tools for New Times” - Extraordinary times call for an Extraordinary Conference

Keynote Speaker: Noah Blumenthal - “Discover the Power to Fly Through any Obstacle and Overcome any Challenge”

Venue: **Washington State Convention & Trade Center**
Date: **Tuesday, September 29, 2009**
Time: **7:30 am – 11:30 am, followed by the Northwest Event Show from 11:30 am - 5:30pm**

Costs: **Early Bird Special (until August 15)**
\$50 MPI, PCMA or non-member
\$25 Students

Standard Registration (after August 15)
\$75 MPI, PCMA or non-member
\$35 Students

Registration opens July 1st. Register at www.mpiwsc.org

Questions - Contact Katy Mercille, CMP at
Katy.Mercille@weyerhaeuser.com

Also visit the NW Event Show website at <http://www.nweventshow.com/>



Ask the Producers

By James Moore, President Moore Presentations; Michael Jorgensen, Senior Project Director, Moore Presentations and Terry Onustack, CMP, Director of Programs MPIWSC and Meetings & Education Manager for IASP

Dear Producers,

I keep hearing more and more about RFID technology. What is RFID and what can it be used for?

Answer: RFID stands for Radio Frequency Identification. It uses radio waves and an attached "tag" to identify and track objects. RFID technology is commonly used to collect tolls on bridges and roads, to determine timing in marathons and to pay for rides on many city subways and buses.

In the meeting world, RFID has three major uses: continuing education verification and tracking, attendance monitoring and lead retrieval in exhibitions.

By placing a tag or chip in each badge or credential, the organizers may obtain a record of those who have passed through or near gates or towers that read the tags.

Organizations offering continuing education credits use RFID to determine and verify who has attended its educational sessions. This allows the organization to accurately report attendance to accrediting agencies. In many fields, such as nursing and other medical professions, it is becoming increasingly important to attest to the accuracy of claims for CEUs/CMEs. RFID providers offer reports showing each individual's attendance at various sessions, which may be used to issue attendance certificates and verify credit hours.



James Moore, Michael Jorgensen, Terry Onustack, CMP

continued on next page

Ask The Producers *continued from prior page*

Information obtained through RFID is highly useful to meeting planners and educational committee members. The technology provides accurate counts of the number of people attending any given session. When linked to registration information, they are able to learn more about the demographics of the audiences and make more informed decisions about what kind of educational programming to offer, and even what size of room to use for a particular session.

At trade shows, RFID systems may be used to track attendance at different booths, and may provide mailing lists and/or attendee rosters to exhibitors. This assists sponsors to do a better job of follow up and saves the hassle of using other tracking systems, such as barcode scanning or collecting business cards. While this is a great benefit to the exhibitors, many attendees fear being bombarded with unrequested solicitations after the meeting is over. As such, many organizations opt not to allow RFID to be used in its exhibitions.

The downside to using RFID technology is that many people are concerned about privacy issues. If you are going to use RFID technology at your event, make certain to inform attendees before hand. Many of these worries may be addressed by letting your attendees know most RFID technology may be encrypted to ensure privacy. In fact, many large retailers and government branches; i.e., Wal-Mart and the U.S. Department of Defense now use the technology to track shipments. ♦

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.

Congratulations to the following for being the first to correctly answer the Newsletter Bonus Question. They won a free admission pass to a MPIWSC Monthly Program.

Tracy Thornton - Winner of Jan/Feb 2009 Bonus Question

Heather Halsey - Winner of November/December 2008 Bonus Question

Lontia Durham - Winner of September/October 2008 Bonus Question

Chapter Chatter! From Your NEW Chapter Chatter Chicks

MPIWSC News About You and Your Colleagues

By Your NEW Chapter Chatter Chicks, Carol Bengtson & Dana Schlenker

If you are interested in supplying information to this section, please contact them at carol.bengtson@gmail.com or dschlenker@wsu.edu



Have you had a recent promotion? Career Achievement? Award?

Adrienne Miller – Is the new Senior Sales Manager at Hotel 1000 in Seattle.

Angie Bucklin - Is working for the Palm Springs Desert Resort Communities Convention & Visitors Association (CVA) as a National Sales Manager and based in Seattle.

Jim Cacabelos, CMP - Is now Sales Manager at The Edgewater Hotel in Seattle. He's happy to be celebrating Cortney's graduation from Washington State University (WSU). As a University of Washington Husky rival, he's thankful not to have to go to Pullman for anymore 'Dad's Weekends'!

Maria Frummet - Is now Events & Recognition Program Manager at Clearwire in Kirkland.

What is a recent accomplishment in your public volunteer world?

Shanden Templar - Procured great prizes for the Kid's Free Day at the Skagit Valley Fairgrounds fundraiser. Shanden is now a Mount Vernon Chamber of Commerce Ambassador and is one of the core committee members for a new countywide marketing cooperative to entice visitors to the Skagit Valley.

Caryl Sutorius and Brianna Mark - Recently joined up with other MPI members for voluntourism day with the Seattle Convention & Visitor's Bureau (SCVB), and a few members of Professional Convention Management Association (PCMA) on April 22 – Earth Day! Organized by Seattle Works, they cleaned up the Danny Woo Garden in Seattle's International District. Both worked hard and had a tremendous amount of fun contributing their time and energy! See photo to right.

Angie Bucklin - Volunteered for Habitat for Humanity in March. It was an amazing experience to work alongside the couple who would be one of the homeowners.



What are your hobbies? Do you have any hidden talents?

Shandon Templar – She and her husband have found ways to simplify their lives and be creative about moving forward with new adventures during these challenging economic times. Shandon is working toward obtaining a business license and selling her handmade jewelry (a new found talent) at to generate additional income – look for her jewelry at your local hotel.

Making the News! Did you publish an article recently? Were you in the news? Tell us when and where!

Caryl Sutorius - Was recently quoted in NW Events Magazine's spring issue. She spoke about the value of the different industry associations and how being a member of MPI assisted in her professional development. She proposed the idea for the article and they used it!

“Mix it up” ...you tell us....

Caryl Sutorius – is going on her first cruise this summer to Alaska on Holland America Lines!

QUESTION OF THE MONTH: What is your most recent memorable experience with MPI??

Shanden Templar - Helping John Chen fill balloons for the Tourism Matters Rally in Seattle was a blast. She met John Curley and made a lot of great new friends!

Caryl Sutorius - The Cascadia Educational Conference. She made a lot of new friends taking the bus to Bend, Oregon with other attendees. When you are in a bus for 8 hours each way, you learn a lot about each other and have a bonding experience you otherwise may not ever experience!

Angie Bucklin – Was on the committee for the May Chapter meeting. She enjoyed working with her team and had been looking forward to a successful event and committee fair.

Jim Cacabelos, CMP - Hosting the Annual Conference in Seattle in 1988.

Congratulations!

Corporate Meetings & Incentive Magazine names **Rosemary Mueller, Sr.** Meeting Planner at Weyerhaeuser a “Top 20 Changemaker.” The magazine named the 20 meeting industry individuals because they gained visibility among senior management in their companies by initiating strategic meetings management programs and thereby maximizing savings. “We call them “changemakers” for their ability to create positive change - both in their careers and in their industries.” Read the entire article at <http://meetingsnet.com/corporatemeetingsincentives/changemakers/2009-smmp-changemakers-bios/index12.html>

Happy Birthday to the following MPIWSC Members!

- Cindy Bingham July 1
- Heidi Wehrle July 4
- Shelli Miller July 7
- Reta Waldrop, CMP July 13
- Alexandra Shimizu July 14
- Monica Van Wagner July 15
- Jim Cacabelos, CMP July 15
- Dan Salvatora July 30
- Monida Walsh July 31
- Angel Hanson Aug 6
- Carolyn Henning Aug 9
- Dianne Brealey Aug 9
- Donna Hammermeister Aug 20
- Susan Sullivan Aug 20
- Brianna Mark Aug 22
- Goi Holliday Aug 24
- Karri Sageman Aug 28
- Erica Schuetze, CMP Aug 29

July & August Birthdays



A Talk With **Tammy Mooney**

MANAGER, GROUPS, MEETINGS, AND INCENTIVES, ALASKA AIRLINES

Tell me about your company and role there.

Alaska Airlines was founded in 1932 as a small regional airline carrier. We have grown over the years to become one of the most respected airline in the nation carrying over 17 million customers a year. Today we are still guided by the same company values we were founded on of integrity, professionalism, caring, resourcefulness, and Alaska Spirit. We are committed to providing the highest level of customer service and continue to win awards such as the J.D. Powers and Associates "Highest in Customer Satisfaction Among Network Carriers in North America." As the Manager of Groups, Meetings, and Incentives I specialize in all aspects of Group Sales. I assist group, meeting, and incentive customers with travel discounts for their events and work to provide the best service and value to meet their needs.

What do you enjoy most about your job?

Meeting and establishing relationships with so many wonderful people.

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

I look forward to all of the excellent opportunities to build relationships in our industry and to expand my industry education.

What is the best advice you have ever received?

"You never want to be married when you meet the person you want to be married to." My step dad gave me this advice when I was in college and it stuck with me. I waited for my soul mate and now have been married for 6 years to my best friend.

What is your favorite non-work activity?

Spending time with family and friends. I also love traveling, boating and skiing.

Name the guests at your dream dinner party for 6 that you're hosting.

My Dad - He passed away unexpectedly about 5 1/2 years ago. I would give anything to have the chance to see him again. **My Mom** - She is one of the people I admire the most. **My Husband** - My best friend. **Tom Hanks** - He is my favorite actor. I love his sense of humor! **President Obama** - He is so inspirational. **Oprah Winfrey** - She is so inspirational.

Supplier Spotlight

Interviewed by Liz Bennett, CMP
Madison Park Events

A Talk With **Brianna Mark**

SPECIAL PROJECTS MANAGER, SEATTLE'S CVB (WWW.VISITSEATTLE.ORG)

Tell me about your company and role there.

I work for Seattle's Convention & Visitors Bureau (SCVB), a membership based non-profit economic development agency responsible for competitively marketing the Seattle area as a destination - for conventions, tour groups and individual travelers. I am the Special Projects Manager and my role is to plan and execute all of our membership events in the region, as well as travel with our Convention Sales team - planning their sales mission trips and tradeshow around the country.

What do you enjoy most about your job?

I love that my job is different every day. From week to week, I find myself riding a Seattle duck (www.ridetheducks.com), tasting wine or standing on the roof of the Space Needle. I never know what is next and I love it that way.

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

I hope to raise awareness about the incredible organization I work for. The SCVB benefits the entire hospitality community and I believe many people aren't even aware what we do and how greatly we impact our local economy.

What is the best advice you have ever received?

My boss once told me "Since you are wired a little differently than most - well organized, like to plan and control outcomes, gets things done, plans ahead, action taker - and the fact you don't like lots of curve balls thrown at you, you will need to "build bridges" with others and just take a deep breath. Especially in this industry!"

What is something about yourself that MPI members might be surprised to learn?

Last year I trained for a full marathon (26.2 miles!) with Team in Training for the Nike Women's Marathon in San Francisco. It was probably the most rewarding personal accomplishment - but also the most difficult, mentally and physically. It was absolutely the most inspiring thing I have ever done. Since then, I have run two half-marathons and have two more this year. I hadn't run more than a 5K before last year!

CMP Corner

Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

The Convention Industry Council (CIC) has waived the Certified Meeting Planner (CMP) application fee of \$35! Download the Application and Candidate Handbook at www.conventionindustry.org.

Deadline: Applications must be in by August 14, 2009 for the January 9, 2010 winter exam. Note: plan at least 6 months in advance of the exam.

Please note: Sample questions and answers are based on previous CMP examinations and should not be considered definitively correct or incorrect.

- An E Key lock system is:
 - Two locks, one deadbolt, and another for extra security
 - Removable lock with a shackle that can be passed through a staple ring
 - Key lock used to prevent a guest from entering his room
 - Refusal system by facility to allow guests access
- If your meeting for 200 nurses starts on Wednesday, when should you hold your pre-con?
 - Sunday 10 AM
 - Monday 10 AM
 - Tuesday 10 AM
 - Wednesday 10 AM
- Your exhibit show is taking place during the middle of the day. How many foot-candles is considered adequate lighting for all areas of a convention center exhibit floor?
 - 40-70
 - 70-110
 - 100-140
 - 141 or more

(Answers 1. C 2. C 3. B)

Advertising Rates

For Electronic Newsletter:

	1x	2x	3x
Full Page 7.5" x 10"	\$600	\$550	\$530
Half Page Vertical: 4.75" x 7.5" Horiz.: 7.5" x 4.75"	\$350	\$300	\$285
One-Third Page Vertical: 2.25" x 10" Horiz.: 7.5" x 3.25" Square: 4.75" x 4.75"	\$200	\$175	\$140
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 contact:

(206) 622-2117.

Email inquiries to info@mpiwsc.org

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MEYDENBAUER CENTER



THE MPIWSC NEWSLETTER

MPIWSC Managing Office
Phone 206-622-2117 • www.mpiwsc.org

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:

Carol Bengston, Liz Bennett, Bridgette Candee, John Chen, Becky Dielschneider, PJ Hummel, CMM, Mike Jorgensen, Marlys Kemmish, CMP, Paul Marcellis, CMP, CMM, Sheila Martinez, Katy Mercille, CMP, Julie Merken, CMP, James Moore, Michael Noesen, CMP, Terry Onustack, CMP, Dana Schlenker, Sam Samuelson, Erika Snyder, Adean Vitale, and Stacy Weber, CMP.

Your feedback is important and we encourage editorial contributions. Next issue is Sept/October 2009. Copy deadline is August 1st.

MPIWSC 2009/2010 Board of Directors

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