

2008

JULY|AUGUST

MPIWSC ELECTRONIC NEWSLETTER



CHAPTER CELEBRATION
COVER, P.3-4

FEATURE ARTICLES P.13-15

CHAPTER CHATTER P.18



June Chapter Celebration Recap

By Bridgette Candee, *ACME Bowling, Billiards & Events, VP Membership 2008/2009 Board of Directors*

The Celebration was a success! Every June the MPIWSC celebrates its accomplishments and members by throwing "The Celebration." This "awards ceremony" takes place in June and recaps our year and acknowledges the members that made 2007/2008 such a success.

Along with inducting the new board members we handed out the following awards:

Planner & Supplier of the Year - These awards are given to outstanding members that have gone above and beyond with giving of their time to the chapter based on leadership, involvement at both the local and international level, attendance of chapter meetings, international conferences, community services, years of service and professional accomplishments.



Jon Clark
2007/2008
MPIWSC
**Supplier
of the Year**



Stacy Weber,
CMP, 2007/2008
MPIWSC
**Planner of the
Year**

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JULY PROGRAM

July 29, 2008
Holiday Inn Hotel
Seattle/Sea Tac
International Airport

Board Meeting

12:00pm – 1:30pm

Registration & Networking

1:30pm – 2:00pm

Master Series Program

2:00pm - 4:45pm

Reception

4:45pm - 6:00pm

AUGUST PROGRAM

August 26, 2008
Gray Line of Seattle

Registration & Networking

11:00am – 11:30am

Lunch & Program

11:30am - 1:30pm

Board Meeting

1:30pm – 3:00pm

COST FOR PROGRAMS

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. Late fees are \$10.00. All registrations guaranteed and subject to change in the event of no-show or late cancel.



Hold Out Your Hand....

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

Place a coin on your palm and wrap your fingers around it. What are you doing? While you're thinking about that, I'll tell you what your incoming Board of Directors has been doing. We've been making our way through the "dash board metrics", figuring out the 2008/2009 budgets and deciding what we are going to do to boost our education platform and marketplace opportunities for the coming year. Not to mention developing our committees and their outcomes. We are also taking a look at ways to boost our website and internet presence. Did you know we have over 75 volunteers in our chapter of over 350 members?

The outgoing Board of Directors has been busy this past year as well. Within the group, we have personally survived fires, floods, health issues, and job changes to name a few and still our chapter came out with a 4.77 member satisfaction survey result. There's room for improvement, but all in all, it's a great score. The team this year produced: 11 educational programs, 3 strictly social events, a Gala with a platinum program, a June Celebration, the Cascadia Conference, and the Summit. We continue to be financially stable with money available to support our educational goals. We also recruited an average of 30 new members for 2007/2008. Remember those 75+ volunteers mentioned above? The Board thanked them at the annual Evening of the Stars event and invited them to our new Leadership Development Seminar day. We've conducted book drives, clothing drives, volunteered at FareStart and cleaned out and re-planted Pelly Place in April. Additionally, we raised funds for Treehouse and offered two scholarships for students working towards degrees in the hospitality industry. It was an incredibly busy year.

So now you ask, why am I asking you to hold this coin? The answer is, "you are embracing change", which is exactly what your incoming Board of Directors has been asked to do. Under the direction of **Lisa Murphy, Julie Merken, CMP** and **Rita Moren, CMP**, the past Board of Directors wrote and followed a Business Plan. It allowed us to produce the amazing results mentioned above. The new direction is to create "**dash board metrics**" for our chapter, which will guide us and measure our results. In essence, we will be moving from an association business model to a corporate business model

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President's Report *Continued from Page 2*

where we will be held to the standards we set for ourselves. The new model will measure us in the following areas:

1. Net Member Growth
2. Member Satisfaction
3. Increase in number of volunteers
4. Increase in average attendance at monthly programs
5. Increase in average monthly website visits
6. Meeting our budget by +/- 5%

Your incoming Board of Directors is asking for your assistance. Volunteer, bring in a new member, attend monthly meetings, update your on-line profile, visit our chapter's website (www.mpiwsc.org) and renew your membership. Help us be the best chapter in Meeting Professionals International. Be sure to stay tuned and we will keep you informed about more of the changes coming your way. We are looking forward to seeing you! ♦

Cheers,

Judy

Continued from Cover

Congratulations to **Stacy Weber, CMP, Moss Adams**, awarded the **Planner of the Year**. Congratulations to **Jon Clark, Hilton Hotels International** was awarded the **Supplier of the Year**.

Tomorrow's Leader - Tomorrow's Leader is annually awarded to a member who is newer to the chapter, has made an impact on the present chapter, and has taken action to lead and develop the chapter in the future.

Congratulations to **Katy Mercille** who was awarded **Tomorrow's Leader!**



*Katy Mercille, 2007/2008
MPIWSC Tomorrow's Leader
Award*

Silver Platter – This award is given to the hosting venue receiving the highest score from members' evaluations for the Chapter's monthly meetings. Congratulations to the **Museum of Flight** and **Catering by McCormick & Schmicks** winner of this year's Silver Platter Award!

Presidents Award – This is an award given from time to time when the President recognizes a President, Past President and Immediate Past President who has gone above and beyond their call

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*Becky Dielschneider,
2007/2008 MPIWSC Silver
Platter Award*

Chapter Celebration *Continued from previous page*

of duty in helping with MPIWSC's mission and goals. At President Rita Moren, CMP's discretion, she awarded the President's Award to **Julie Merken, CMP**. Congratulations to **Julie Merken, CMP**, winner of this year's **President's Award**!



Julie Merken, CMP, 2007/2008, MPIWSC President's Award Recipient congratulated by Rita Moren, CMP and Judy Sprute.

Hospitality Services) and **Hillary Zaffarano** (Bureau of Education). Additional support was provided by fellow committee members **Sandy Schnebly** (Schwartz Brothers) and **Debbie Campbell** (Comcast Arena). ♦

If you have questions regarding MPIWSC scholarships or awards, contact Erica Schuetze, CMP, 2008/2009 Director of Awards & Scholarships.

Tenure pins were handed out to all members who have reached their 5, 10, 15 or 20 years of membership with MPI.

The Celebration is one of the best-attended events as the focus is on MPIWSC and members. Thank you to all who helped make this event such a success:

The Celebration Committee was Co-Chaired by **Julie Arbanas, CMP** (Crysalis Events & Venture2

**A special thank you to all vendors
whose sponsorships made this event possible!
Apulent Catering, Frontline Photography, Pedersen Rentals & Fena Florists**



Spring 2008 Shining Star

Congratulations to Dana Schlenker, MPIWSC's Spring 2008 Shining Star. Dana is a conference coordinator for Washington State University. On the incoming MPIWSC 2008/2009 Board, Dana is in charge of the chapter's monthly E-blasts. As well, she managed the CEC 2008 Silent Auction which raised over \$8000.

Congratulations Dana!

Bridgette Candee, 2008/2009 VP Membership for MPIWSC, congratulates Dana Schlenker, recipient of the Spring 2008 MPIWSC Shining Star Award.

Introducing Your New Board for 2008/2009

By Julie Merken, CMP
Meeting Planner, Weyerhaeuser

Our special thanks to **Holland America** for graciously hosting the Board of Director's 2008/2009 May Retreat aboard one of their cruise ships, The Oosterdam



Back Row All listed from left to right: Jeannette Davidson and Ryan Schlemmer. Second Row Down: Julie Arbanas, CMP; Michael Noesen, CMP; Becky Dielschneider. Third Row Down: Adean Vitale; Dana Schlenker; Bridgette Candee; Terry Onustack, CMP. Front Row: PJ Hummel, CMM; Reta Waldrop, CMP; Erica Schuetze, CMP; Sara Lewis, CMP; Katy Mercille and new President Judy Sprute. Not Pictured: Caryl Sutorius, John Cullen, Rita Moren, CMP and Stacy Weber, CMP.

On Friday, June 24, 2008, MPIWSC inducted our new 2008 – 2009 MPIWSC Board of Directors. There were some changes from the original slate. **Bretta Vigue, CMP** has resigned from the MPIWSC board for personal reasons, and is no longer president elect. Due to this decision, following official Chapter processes, the present board of directors replaced Bretta in this position. Additionally, there was other movement within the board.

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2008/2009 Board of Directors

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Here are the changes voted on and approved by the board of directors.

- **PJ Hummel, CMM** (PJ Hummel & Associates) has been elected 2008-2009 President Elect. PJ was to be VP Membership.
- **Bridgette Candee** (ACME Bowling, Billiards & Events) has been elected 2008-2009 VP Membership. Bridgette was on her second year of a two-year term as Director of Awards and Scholarships.
- **Erica Schuetze, CMP** (WAMU) has been elected 2008-2010 Director of Awards and Scholarships (this is a two-year term). Erica held the position of Director of Foundation Liaison.

The board made the decision to eliminate the board position of Director of Foundation Liaison. This position was created to direct the chapter's support of the MPI Foundation, which provides our chapter with platinum speakers, grant opportunities and the filing of MPI Chapter of the Year. MPI Headquarters has gone through many changes this past year and we feel that we can support the foundation and apply for grants with a chair and committee instead of a board position. (The grant provides for opportunities that are outside of our budget, such as this first year of holding a Leadership Development Seminar for chapter volunteers.)

Introducing Your 2008/2009 Board of Directors:

President	Judy Sprute, Gray Line of Seattle
President Elect	PJ Hummel, CMM, PJ Hummel & Company, Inc.
Immediate Past President	Rita Moren, CMP, WatchGuard Technologies
Vice President Finance	Reta Waldrop, CMP, MTG Management Consultants, LLC
Vice President Administration	Katy Mercille, Weyerhaeuser
Vice President Education	Michael Noesen, CMP, Microsoft Corporation
Vice President Membership	Bridgette Candee, ACME Bowling, Billiards & Events
Vice President Communications	Becky Dielschneider, Catering by McCormick & Schmick's
Director, Membership (Member Recruitment)	Ryan Schlemmer, Arctic Club Hotel
Director, Membership (Member Care)	John Cullen, Enterprise Rent-A-Car
Director, Awards & Scholarships	Erica Schuetze, CMP, WAMU
Director, Chapter Volunteers	Stacy Weber, CMP, Moss Adams
Director, Marketing	Dana Schlenker, Washington State University
Director, Public Relations & Community Outreach	Sara Lewis, CMP, Compass Group Microsoft
Director, Programs	Jeannette Davidson, Organic To Go
Director, Programs	Terry Onustack, CMP International Assn. for the Study of Pain
Director, Industry Alliances	Caryl Sutorius, Stewart Transportation Systems
Director, Special Events	Julie Arbanas, CMP, Chrysalis Events & Venture2 Hospitality Services

July Program Preview

By Catherine Springman, CMP and Sara Lewis, CMP, Compass Group Microsoft

Master Series Program: Leadership in the Changing World of Meeting Professionals

Tuesday, July 29 Monthly Meeting – Masters Series Program – Plan to head south to the Holiday Inn SeaTac for an advanced program! Our July meeting begins with registration and networking at 1:30 pm, the advanced level program runs from 2:00-4:45 pm and a reception follows from 4:45-6:00 pm. An industry leader and meeting management firm owner, Terri Breining, CMP, CMM from Carlsbad, California shares her insight, tips and techniques for Leadership in the Changing World of Meeting Professionals. She outlines how to become a more effective leader and create work environments that are more successful, profitable and enjoyable. This highly interactive session will allow you to obtain specific tools and techniques that will enable you to thrive as a leader in your business, community and family.

Leadership in the Changing World of Meeting Professionals

Terri Breining, CMP, CMM
from Concepts Worldwide, Carlsbad,
California

This advanced workshop is intended to help you become a more effective leader and to create successful work environments. This will be a highly interactive session, providing specific tools and techniques that will enable you to thrive as a leader in your business, community and family.

After attending this session, you will be able to:

- Identify steps to effective leadership and how to handle each.
- Enhance your own success by preparing and enabling those around you.
- Determine how to hold onto good people and get the most from them.

Stay for networking and socializing at the reception afterward! ♦

Terri Breining, CMP, CMM, Concepts Worldwide

Breining has been in the meeting planning industry since 1976 and has been responsible for producing meetings around the globe. Breining is the Owner and President of Concepts Worldwide, a meeting management firm headquartered in San Diego County since its' inception in 1988. She is a strong advocate of continuing education and for the last 18 years has served as an adjunct faculty member for meeting planning programs for the universities throughout Southern California. Within the meetings industry, Breining was awarded MPI's highest honor as the International Planner of the Year in 2000. An active member of MPI, she has contributed at both the local and international level, including serving as MPI's Chairwoman of the Board in 2003-04. She received the first International Personality of the Year award at the European Incentive, Business Travel & Motivation conference and exhibition in 2007, and is now chairing the APEX initiative (Accepted Practice Exchange) for the Convention Industry Council. She also recently co-authored the book "Return on Investment in Meetings and Events."

Holiday Inn Hotel Seattle/SeaTac Int'l Airport

A newly-renovated full-service hotel with 259 well-appointed guest rooms, located across from Seattle-Tacoma International Airport. Complimentary 24-hour SeaTac Airport shuttle and secured parking for \$9/night. Only 20 minutes from downtown Seattle. The Museum of Flight is also just 5 miles away (free public shuttle available). All rooms include free wireless high speed Internet access. Dine at the Seven Hills Grille, which features Pacific Northwest cuisine. The hotel has a 24-Hour Health Club, heated indoor pool, hot tub, workout room and fully-equipped, self-service 24-Hour Business Center.

August Program Preview

“Build Your Attendance or Business with Buzz Marketing”

A Platinum Presentation from Cris Canning, CMP



Ms. Chris Canning, CMP

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

Everyone has heard of “Hot August Nights,” but MPIWSC will be celebrating a “Hot August Day” with a sizzling program and unique venue for its August program.

Ms. Cris Canning, CMP, is an award-winning MPI visionary who has written several books about marketing. While her 20 years experience in the meetings industry provides an excellent perspective on meeting and event marketing, she specializes in the use of “buzz marketing,” where “hot 2.0 techniques pick up where traditional marketing leaves off.” Her ideas grab the attention of prospects without breaking the bank... This session will be an excellent opportunity for both meeting planners and suppliers.

Learning Outcomes:

1. Learn what buzz marketing is and how to implement it in a cost-effective manner.
2. Discover what tools are available for creating a buzz.
3. Understand the integrated approach of a buzz marketing campaign.

Join us at GrayLine of Seattle, hosted by our new MPI Chapter president, Judy Sprute. The unique venue will allow us to experience the services of several MPI sponsors and partners. Judy has some special plans in the works, so don't miss out on this hot summer event!

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

MPIWSC Board Recap

By Heather Stinson - Weaver Communications

In April, the Board of Directors held the board meeting in conjunction with the annual board retreat for the incoming 2008-09 Board of Directors. We also met following the chapter monthly meeting program in May at The Triple Door in Seattle. The meeting focused on completing the 2008-09 Business Plan and Budget, which are due to MPI International by July 1st. Four of the incoming board members attended the June Chapter Leadership Conference in Dallas, Texas.

Be certain to read the meeting minutes located in the Leadership section of our chapter website www.mpiwsc.org and remember that members are invited to attend any and all of our Board Meetings.

A Talk With Christopher Chan

DIR. OF WINE & SPIRITS, DIR. OF CLUB EVENTS & PROGRAMS, THE RAINIER CLUB

Tell me about your company and role there.

I serve as the Director of Wine & Spirits and Director of Events & Programs for Seattle's historic private club, The Rainier Club. The Rainier Club was founded in 1888 and continues to provide membership and guests with a beautiful clubhouse, a world-class meeting space, luxurious overnight suites, health-club facilities, valet parking, a variety of social and family themed programs. My role as Director of Club Events & Programs is to keep the vitality of our membership alive by creating fresh, interesting and exciting programs to engage our membership. I am the liaison to our social and networking committees and help organize and plan events and programs, as well as continue our annual Club traditions such as: President's Ball, Hot Summer Jazz Night, Spanish Wine Soiree, Santa's Supper, and Laureate Award Dinner. We host more than 200 unique programs and events a year! Additionally, my role allows me to maintain a world-class wine & spirits program while teaching and leading wine classes and tastings. I have the pleasure of working with both our Wine Committee and Single Malt Scotch Committee to celebrate, educate and promote the best in wine & spirits.

What do you enjoy most about your job?

Making people happy...either through an exciting event, engaging program or fabulous glass of wine...having our membership continue to say "Thank You for a Wonderful experience" is my greatest satisfaction. Because we see our membership on a regular basis, we must continue to meet a high standard of excellence...getting rave reviews, means we're at the top of our profession.

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

I want to provide my services as Wine Professional and Certified Sommelier to the MPI membership. Wine is the "new chocolate" as more and more people want to learn about, taste and enjoy wine, especially when they come to Washington. I can help MPI members arrange and execute "world-class" wine tasting and events - I have all the contacts, passion and experience to help you stage an event at your place or even The Rainier Club!

What is the best advice you have ever received?

"Always Treat People the Way you Want to be Treated".

What is your favorite non-work activity?

Playing Basketball... I get up at 5:45 am 3 times a week to play hoops before I go to work. People think I'm insane but it fuels my drive to be a winner! ♦

Pelly Place - MPIWSC Community Outreach Project

SATURDAY, APRIL 26, 2008

By Dan Salvatora, Victoria Clipper

An enthusiastic group of MPI members put on their jeans, rolled up their sleeves and headed to Pelly Place Ravine in West Seattle for a day of clean-up, planting and restoration. The project was coordinated by our Community Outreach Chair, Jeannie Gerena and myself and was spear-headed by the photographer and community green activist, Art Wolfe.

This project is important for the community, as many of these green spaces throughout the region are being over run with evasive plant species that suffocate the trees and clog natural streams and run-off. With proper care, the birds and wildlife are able to return and thrive in these green belts.

This group of MPI volunteers helped make a difference. We spent a Saturday clearing brush, pulling weeds, planting new plants and spreading mulch. We learned about native plants, such as Oregon Grape, Salmonberry, Huckleberry, ferns, natural grasses and lots more. This was a great opportunity to spend time with fellow MPI members and local neighbors coming together for a good cause. The sun was warm and the conversation was lively throughout the day - which helps when you are pulling weeds!



Photo from Left to Right: Vanessa Brown, Kat Uzzelle, Jeannie Gerena, CMP, Jennifer Wilson, Chris Dunham and Dan Salvatora

A special thanks to the Seattle Parks and Recreation for their guidance in the project, Art Wolfe for his insight and special thank you gift (a signed photo of a Screech Owl photographed in Pelly Place), Organic to Go for the delicious lunches, and all of the dedicated MPI members who took time out of their busy day to give back to the community. ♦



Faces & Places - Past Programs Snap Shots



April Committee Fair at Spirit of Washington Events Center. Left to Right: PJ Hummel, CMM, Sara Lewis, CMP, Jon Clark and Jessica Anderson.



Communications Booth at the April Committee Fair
Left to Right: Jeannie Gerena, CMP, Sheila Martinez and Becky Dielschneider.



May Program at The Triple Door. Julie Merken, CMP presents certificate to Platinum Program Speaker Jeffrey Rasco, CMP.



April Program Speaker Nancy Wilson with Jon Clark.



Gold Sponsor Sonoma County Tourism CVB Team: L to R: Paula Higgins, Robin McKee-Cant, Jessica Adams (Vintners Inn), Mark Crabb and Jill VandenHeuvel

Get Over Yourself: Communicate with Perception

By Ryan Schlemmer, Director of
Recruitment 2008/2009 MPIWSC Board
Sales Manager, Arctic Club Hotel



“Perception”: *noun*

1. the representation of what is perceived;
2. a way of conceiving something;
3. the process of perceiving;
4. knowledge gained by perceiving; “a man admired for the depth of his perception”;
5. becoming aware of something via the senses

Picture it...you are sitting at your desk typing the last few words of an email, you hit SEND and moments later your phone rings. Who is it? It's the recipient of your email. Admit it, we have all been here before. Why are they calling, didn't your email cover everything? BEFORE you roll your eyes and actually say aloud one of the names you're thinking of in your head, STOP & THINK. Did you actually consider how the recipient would perceive it? I know we are busy, and for some reason the more we get done that “In-Box” doesn't get smaller. But remember when emailing or writing a letter to someone, imagine yourself in their shoes. Make sure you are communicating effectively as to eliminate additional phone calls and email replies that ultimately take away your valuable time needed to get through that growing “In-Box.” Next time, be sure to look at the big picture and use your perception in your communications with others. ♦

WEC Scholarship Recipient

By Bridgette Candee, ACME Bowling, Billiards & Special Events, VP Membership

Congratulations to the recipient of our WEC scholarship - **Stacy Weber, CMP** with Moss Adams. Stacy Weber has been a member of MPI for 7 years as both a supplier and a planner. Stacy is currently the Meeting & Event Planner for Moss Adams and has supported our chapter in many ways. She was the Chair for the 2007 Cascadia Conference and is beginning her second year term as the Director of Volunteer Management for our chapter.

Stacy will be attending the World Education Conference in Las Vegas from August 9th to August 12th and will be detailing her experience in our next newsletter.

Thank you to everyone who applied for this scholarship – I encourage all of you to apply for the next scholarship. Announcements will be made in the fall for the Cascadia Education Conference (CEC) scholarship as well as the Professional Education Conference (PEC). ♦

Feature Articles

Executive Women Share Insights About Leadership

By David Gabri, President and CEO, Associated Luxury Hotels International

If you want to learn about leaders, and the traits that make these leaders successful, go directly to the source – the leaders themselves. That’s exactly what Associated Luxury Hotels did when we recently hosted our “Executive Women in Leadership” conference at the Biltmore in Coral Gables, Florida.

The conference provided an opportunity for women leaders in the hospitality industry to get together in a remarkable setting to share goals and challenges, and participate in roundtable discussions on topics of women and leadership.

The impressive cross-section of women who attended hold leadership roles of director level and above. Half of the group consisted of senior executives of associations and corporate meeting professionals. The other half were senior level hospitality executives, which included general managers and senior sales executives. Each provided unique insight into the characteristics that make a successful leader. Remarkably, the attendees have a collective 327 years of experience in the meetings-related industry.

We’re Just Leaders!

The conference consisted of two full days of extraordinary roundtable discussions on such topics as “Effective Leadership Styles of Women,” “Communication Styles,” “Developing Leadership Presence,” “Empowerment,” and “Identifying the Qualities of a Mentor.”

While all of these topics are way too much to cover in this article, there was an underlying desire at the conference: to simply be recognized as “leaders” – rather than identified as “women leaders.” Furthermore, all of these successful women wish to provide direction and milestones for a younger generation of “up and coming” leaders.

It makes sense that they do not want to be labeled, but instead simply recognized for their achievements, business acumen, and abilities. After all, many at the conference broke the proverbial glass ceilings on the route to their current position, thereby enabling the next generation of women to take a more direct and often simpler path to professional success.

We see women in executive level positions in all aspects of our business. This includes in the boardroom, as leaders of large associations, as general managers, in hotel senior management, in asset management, and in corporate and brand leadership roles. Individuals in these roles are being recognized more for their accomplishments, creativity, motivation, and ability with the P & L without regard to their gender.

According to Laurie Knapp, ALHI senior vice president, “It was inspiring to be among so many strong and accomplished leaders. We’ve had some similar experiences and challenges as women in leadership roles, but the consensus was that the business climate in the U.S. seems to be getting better for women in leadership positions.”

Balance, Boldness & Time

Participants cited the biggest continuing challenge is “achieving a balance between family and work commitments”; their biggest challenge within the organization as “time”; and a key mis-

Continued on next page

Insights About Leadership Article *Continued from previous page*

take of leaders as “being afraid of how you are perceived.”

“Traits of a Leader” discussions identified such key characteristics as “boldness,” “the ability to speak up,” “recognizing talent in others,” and “being a strategic thinker.”

ALHI was very fortunate to have such a talented group of leaders at this inaugural conference. Judging by the very positive feedback that we’ve received from participants, the conference was welcomed and seen as a needed opportunity to communicate among executive peers. The real success is that everyone left with renewed enthusiasm to be even more effective leaders and role models. And that’s good for everyone! ♦

Are You Honing Your Leadership Skills?

By David Gabri, President and CEO, Associated Luxury Hotels International

It is probably safe to say that most people would be receptive to being considered a “leader.” Not everyone strives to be in a leadership position, but being a “leader” can take several forms – whether it is leading employees, co-workers, associates, or teammates, or even specific programs. But what is it that makes someone a “leader”?

It’s not an easy answer. According to a recent article published in Harvard Business Review, leadership scholars have conducted more than 1,000 studies to identify the styles, characteristics or personality traits of great leaders. The article’s authors Bill George, Peter Sims, Andrew N. McLean and Diana Mayer say that none of these studies has produced a clear profile of the ideal leader – which is a good thing.

Genuine, Consistent & With A Passion

I agree with their assessment that if any of the studies produced a “cookie-cutter leadership style,” then people would always try to copy that. This would not be very effective because it would not be authentic. People follow leaders who are genuine, consistent, and have a passion, and that doesn’t happen if you are trying to act like someone you’re not.

Through all of the leadership studies, it seems evident that you don’t need to be born with specific characteristics to become a leader, but that leadership emerges from self-motivation, real-world experiences, and a passion for what you do, and when to do it.

Young & Rubicam Chairman and CEO Ann Fudge, quoted in that Harvard Business Review article says, “All of us have the spark of leadership in us, whether it is in business, in government, or as a nonprofit volunteer. The challenge is to understand ourselves well enough to discover where we can use our leadership gifts to serve others.”

Enhancing Your Skills

So how do you enhance your leadership skills? Leslie Kossoff, a leading organizational thinker and consultant, recommends that you seek input from your employees, internal and external customers, and suppliers about their needs in your relationship. “Find out what more and what else you can do to create success (for them),” she advises, and this in turn will help “build a collaborative culture based on where you’re going.”

While it may not come to mind immediately when discussing leadership skills, networking can also be an important component.

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Hone Your Leadership Skills Article *Continued from previous page*

What may be surprising is that networking can take many forms, according to Herminia Ibarra and Mark Hunter in their book, *How Leaders Create and Use Networks*. This includes “operational networking,” which is focused on doing one’s assigned tasks more effectively; “personal networking,” which brings together “kindred spirits” to help with personal advancement; and “strategic networking,” which uses networking to advance business goals.

Take a step back to see if you’re taking advantage of all of the networking opportunities around you to build your leadership skills.

ALHI recently conducted its annual Executive Women in Leadership Conference at Loews Coronado Bay Resort and Spa in San Diego, CA, providing an opportunity for women in senior-level leadership positions in the hospitality and meetings industries to share goals and challenges (see previous article). Interestingly, all agreed “networking” is one of their top means to enhance their skills. It’s no wonder that all of these executives are at the top of their field as they share and continue to seek out ways to hone their already noteworthy leadership skills and experience with others.

In summary, leadership is a choice. It requires you to listen, visualize a goal or opportunity, and then effectively communicate and execute it with passion. Motivating people to move together toward a mutual goal is the ultimate reward – and well worth the effort! ♦

About the Author of Our Feature Articles

David Gabri is president and CEO of Associated Luxury Hotels International (ALHI), which has the national sales responsibilities to the meetings and incentive industries for its membership of over 100 premier Four- and Five-Diamond/ Star quality hotels and resorts worldwide. For information, contact your nearest ALHI National Sales Office, call the “ALHI Luxury Group Desk” toll-free at 866-303-2544, or visit www.alhi.com.

“Serve” Your Community this August

By Jeannie Gerena, CMP; Community Outreach Chair, Bellevue Hyatt

MPIWSC is very excited to partner with a great Seattle organization...**FareStart**. FareStart provides culinary training for homeless and disadvantaged individuals. The organization’s goal is to help these individuals achieve self-sufficiency through life skills, job training and employment in the food service industry – a vital component of the hospitality industry. Over the past 15 years, FareStart has provided opportunities for over 2,000 people to transform their lives, while also serving nearly 3 million meals to disadvantaged men, women, and children.

We need MPIWSC volunteers to join us from 5pm – 10pm on Thursday, **August 21st** for “**Guest Chef Night**”. This is a very popular activity where members serve as voluntary wait staff at the FareStart restaurant located in downtown Seattle. A local chef from one of our area’s finest restaurants designs a menu, donates the food and mentors FareStart students while they prepare a 3-course meal. Guests pay a flat rate to enjoy an incredible dinner each Thursday night, with all proceeds going towards a great cause!

As volunteers, absolutely no restaurant or server experience is required! All we need is your time and a smile. Additionally, you will have an opportunity to enjoy the meal at the end of the evening. If you are interested in volunteering for this and other community projects, please contact Jeannie Gerena at jgerena@hyatt.com. For more information about FareStart, visit their website at www.FareStart.org ♦

Ask the Producer Column

By James Moore, Michael Jorgensen & Terry Onustack, CMP

Dear Producers,

Question: Help! I just received a proposal from an AV company for an upcoming event and it's barely decipherable. It's full of acronyms for various jobs they say I will need. You'd think I ordered Alphabet Soup. Could you shed some light on some of these roles and terms?

Answer: Like most trades, the Audio Visual industry is awash in acronyms and abbreviations. It's important for meeting professionals to understand what these positions are and when and why they are needed. Depending on the size of your production some or all of these roles are necessary. For smaller-scale shows, some of the roles are combined.

TD or Technical Director: Supervises all the elements of the production including staging, lighting and the production and technical staff.

Stage Manager: This person "calls the show;" develops a show flow and cue sheet for all elements of the production; runs rehearsals; and directs all elements, including camera shots, computer switches and other multi-media components.

Tape Op (Tape Operator): Coordinates and executes all videotape segments within a show.

GO (Graphics Operator): Oversees and maintains the computer set up, performs graphical edits and makes sure all visual graphics are properly presented.



ME (Master Electrician): Supervises all other electricians working on a show, plans and implements the cabling (circuiting) of lights and oversees electric power distribution. The ME usually works in cooperation and conjunction with the Lighting Designer.

LD (Lighting Designer): The LD is responsible for "the lighting look" — using lighting to affect the audience's senses and evoke their emotions. Responsible for identifying necessary equipment and determining where lighting fixtures must be placed.

LO (Light Board Operator): Executes all lighting cues during a production, such as adjusting light levels of individual dimmers or setting into motion extravagant light effects.

DT (Dimmer Tech): Responsible for the upkeep of the lighting electrical infrastructure, including but not limited to, all electrical distribution and dimmers.

A1 (Audio Engineer): This sound operator

Producer Column continued on Page 17

is responsible for the overall and total execution of the sound design. This job may include operating a mixing console and sound reinforcement system, as well as coordinating sound effects and mixing microphones.

A2 (Audio Assistant): A stagehand who is responsible for the upkeep, acquisition, and use of microphones, backstage monitors, communication systems, and the audio system.

In addition to these roles, another big ticket item on AV estimates is I-MAG, which stands for image magnification. I-MAG is the simultaneous broadcast of what is

happening onstage and onto large screens within the room, thus allowing the entire audience to have a clear view of facial expressions, gestures and body language. This is an important element for large meetings. ♦

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.

April's **Strictly Social** Recap!

By Sara Lewis, CMP Compass Group Microsoft and MPIWSC Director of Public Relations & Comm. Outreach

Many thanks to **Willows Lodge in Woodinville for hosting a terrific chapter networking social event on Tuesday, April 22.** With approximately 50 members and guests in attendance it was a fun occasion to meet and mingle with friends and colleagues. Attendees came from as far north as LaConnor and as far east as Yakima. With great wines and a signature cocktail, **Willows Lodge** entertained us with a delicious assortment from their Spring menu and a beautiful view of the gardens in their Fireside Cellars.

Thanks to the generosity of our members and guests \$334 was raised for the MPI Foundation.

Many thanks to our raffle contributors:

Willows Lodge (one night accommodations and dinner for two) – won by **Donna Hammermeister, Compass Corporate Events**
Northwest Cellars (MPI label red wine) – won by **Troy McVicker, Event Source Northwest**

Chapter Chatter!

MPIWSC News About You and Your Colleagues

By Your Chapter Chatter Chicks, Audrey Fan & Robin Akkerman

As a member of MPIWSC, you are important to us. At each monthly meeting you'll have the opportunity to offer your "brags", and we'll publish your chatter.

Question of the Month: How do you think individuals can make a GREEN impact in the meetings industry, and how do you think that companies can make a GREEN impact in the meetings industry?

Sandra Cook, Sorrento Hotel: As a hotel, there are many things we can do to make a GREEN impact. One example is to offer transportation to the meeting rather than have each meeting attendee drive. Other examples include the way we manage each meeting. At the Sorrento we have taken several steps such as recycling and composting, eliminating newsletters and printed invites, and reducing the number of sales kits by having them electronic. Each little step helps.

Bob Delf, Northwest Wine Cellars: I drive a Toyota Camry Hybrid 2007.

Tony Bove, Hollywood Lighting: Hollywood Lighting Services recently created a Green Meeting overview with Meeting Strategies Worldwide.

Kat Uzzelle, The Production Network (TPN): My personal green initiative is to stop buying bottled water and use my favorite MPI WEC water bottle filled with delicious Seattle tap water.

Hats Off!

Bob Delf, Northwest Wine Cellar: Northwest Cellars recently received 2 awards at the 2008 Seattle Wine Awards: He was awarded the Gold, Grand Award of Excellence, (First Place Overall), for 2005 Northwest Cellars Merlot, Yakima Valley, and he was awarded the Vintner's Honor, Outstanding Washington Wine Award for 2005 Northwest Cellars Intrigue, Columbia Valley.

Elizabeth Bennett, Madison Park Events: was a finalist in the April Pillsbury Cook-off!

Kat Uzzelle, The Production Network (TPN): recently left the world of top hats and feather boas at Teatro ZinZanni to join The Production Network where she is the New Director of Sales for TPNevents, the meeting logistics group of the company.

August Babies!

Rebecca Wilhite C.P.C.: Our first child is due on 08/08/08! We are pulling for this as his or her birthday! (My Grandfather was born on 11/11/11 and died on the 11th so I am hoping for some genetic genes to kick in!)

Sandra Cook, Sorrento Hotel: I am having a baby girl around August 10th.

July & August Birthdays:

1-Jul.....	Cindy Bingham	30-Jul.....	Dan Salvatora
4-Jul.....	Heidi Wehrle	31-Jul.....	Monida Walsh
5-Jul.....	Joe Figone	6-Aug.....	Angel Hanson
7-Jul.....	Shelli Miller	9-Aug.....	Carolyn Henning
13-Jul.....	Reta Waldrop	9-Aug.....	Dianne Brealey
14-Jul.....	Alexandra Shimizu	20-Aug.....	Donna Hammermeister
15-Jul.....	Monica Van Wagner	23-Aug.....	Barbara Dickinson
15-Jul.....	Jim Cacabelos	24-Aug.....	Goi Holliday
		28-Aug.....	Karri Sageman
		29-Aug.....	Erica Schuetze

Making an Impact Today and for Future Leaders of MPI



By Rebecca Wilhite, C.P.C.

*Certified Professional Coach, Leap of Faith Coaching and Consulting,
Senior Event Manager, Seattle Pacific University*

When I was a junior in college I went to my very first MPI meeting. To this day I can tell you where it was held, (Stouffer Madison Hotel) who was President (Linda Granat with Seattle VIP) how I was seated at the table (my back was to the podium) and what I ate for breakfast (1/2 pineapple with fresh tropical fruit, crème fresh sprinkled with almonds and a cherry on top). Now, if you were to ask me what I had for breakfast yesterday or even today for that matter, I would have no clue. My first MPI meeting as a student made such an impact on me personally and professionally. When I was sitting at that table some 20 plus years ago, I said, this is what I want to do with the rest of my life.

I promptly marched myself into the office of the Chair of my department and told my Professor, "I know exactly what I want to do with my life, I want to be a Meeting Planner". My professor looked at me and said, "I have never heard of a Meeting Planner, so you can't do it." I took a deep breath and I said, "with all due respect, I would like to prove you wrong!"

Proving my professor wrong is exactly what I have spent the last two decades doing. My first job out of college was at the Stouffer Madison Hotel and I then traveled all over the world with authors and speakers. As I became more involved, I was Vice President of an Event Management firm and served on the Board of Directors for MPI. During the turmoil of 9/11 and the after shocks, as many others did as well, I took a time out to decide what the next chapter of my life would look like.

I have known I wanted to make a difference in the world, and I am also passionate about helping others determine their passion. I also still wanted to stay connected to meeting planners. I obtained a job at a university, returned to school and became a Certified Professional Coach. I then founded my business working with meeting planners and suppliers as they strive to live out their dream life and adding work life balance to a hectic career.

My heart still yearned for more so I founded a class at my current employer entitled Event Planning 101. Here I invited faculty and staff at my university to learn about the field and help elevate the events on campus. I had one student in the class and after class she called her Mom and told her, "this is what I want to do with my life"! I decided to start teaching Event Planning 101 on campus, and will be teaching Event Planning 102 this fall. This course will connect students to industry members for hands-on training. My hope for the future is to bring these classes to other universities so that we can raise up tomorrow's leaders in our chapter so that no one will ever hear the words I did several years ago, "I have never heard of it, you can't do it." My dream is to make an impact for future leaders of MPI to hear the words, "you can do it"!

If you are interested in learning more about classes, speaking engagements or coaching, please visit my website at www.leapoffaithcoaching.com. MPIWSC member Stephanie Horton also teaches a dynamic class at Highline Community College every spring. We have teamed up and are guest lecturers in each others programs.◆

Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

The next Certified Meeting Professional (CMP) exam is February 2009. The application for the exam must be completed and returned to the Convention Industry Council by September 2008. The CIC has waived the application fee of \$35! You can download the Application and Candidate Handbook at www.conventionindustry.org

1) You are the meeting manager for the XYZ Corporation. While on site at one of the many meetings you manage annually, your secretary, who has come along to help with the meeting, gets her finger caught in the Xerox machine and has to be taken to the hospital. Which of the following insurance types will cover her for medical expenses and loss of income?

- A. comprehensive
- B. workers' compensation
- C. medical payment insurance
- D. incidental medical liability

2) Your association president wants you to mail to potential attendees a copy of the organization's publication, which includes advertising. You will need to send it second-class. The postage rate will be determined by:

- A. the advertising portion of the publication's content
- B. the size of the mailing
- C. the concentration of recipients in specific geographic areas
- D. the number of zip codes

3) For your upcoming citywide convention, you have purchased Cancellation Insurance. It will compensate you for lost revenue for all but which of the following occurrences?

- A. hurricane
- B. fire
- C. lost shipments
- D. inadequate registrants

4) A Colloquium is an/a:

- A. Informal participatory discussion on group-selected topics.
- B. Informational seminar hosted by an organization for its membership without charge.
- C. Seminar whereby delegates are allowed to attend when accompanied by member of the sponsoring organization.
- D. Voluntary payment made for services where no fee is legally required.

Answers: 1) B 2) D 3) C 4) A

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, 2008 - December 31, 2008. 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 (ie: 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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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, CMP, Terri Breining, CMM, CMP, Bridgette Candee, Audrey Fan, David Gabri, Jeannie Gerena, LES, CMP, Mike Jorgensen, Marlys Kemmish, CMP, Laura Lepel, Sara Lewis, CMP, Sheila Martinez, Doug McPhee, Julie Merken, CMP, Rita Moren, CMP, James Moore, Michael Noesen, CMP, Terry Onustack, CMP, Ryan Schlemmer, Dana Schlenker, Judy Sprute, Heather Stinson and Rebecca Wilhite. Your feedback is important and we encourage editorial contributions. Next issue is September/October 2008. Copy deadline is August 1st. Please direct articles to Adean at adeanv@earthlink.net or call 206-622-2117.

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