

2008

MARCH | APRIL

MPIWSC ELECTRONIC NEWSLETTER



**LEADERSHIP
DEVELOPMENT
SEMINAR**
Page 8



March Program Info. . . ROI For Meeting Planners

Are decision makers in your organization asking for the ROI of the meetings and events you manage? Does your organization even measure the contribution of meetings and events against their overall strategy? This MPI Platinum Program ROI session explores the answers to both.

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April Program Info. . . Committee Fair & Platinum Program

“Implementing Green Meetings: The How Tos”

A platinum presentation presented by Nancy Wilson

Learn to establish what green practices work best for your organization, how to negotiate with suppliers to implement such practices, what to include in the contracts, how to maintain the effectiveness, and meet the objectives and expectations of the meeting. This session includes interactive discussions, sample contract language and case studies on implanting green meeting practices.

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MARCH PROGRAM

March 25, 2008

**Fairmont Olympic Hotel
Seattle, WA**

Registration & Networking

8:30am – 9:00am

Program/Breakfast

9:00am – 11:00am

New Member Orientation

11:00am – 11:15am

APRIL PROGRAM

April 29, 2008

**Spirit of Washington
Events Center
Renton, WA**

Registration & Networking

11:00am – 11:30am

Committee Fair/Lunch

11:30am – 12:30pm

Platinum Program

12:30pm – 2:30pm

COST PER PROGRAM

Members: \$40

Non-Members: \$45

**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.

President's Message – Rita Moren, CMP

“Going Green” and Green Meetings....



Do you wonder how you contribute to Going Green? I believe the solution to our global problem lies not at a federal or state level but at the local, community level. In fact, there are many websites and companies focusing on building support for conservation at the local level. Unfortunately, some of the world's most important locations for biological diversity are threatened by a lack of awareness and local community support.

MPI International is addressing the global concern of Going Green and Green Meetings. MPIWSC is on board by educating our chapter members through articles, weblinks, speakers, and other resources. Below, are a few Green websites (in addition to www.mpiweb.org) that may assist in daily lives, while at work, and while planning or attending meetings.

The U.S. Environmental Protection Agency (EPA) has launched a Green Conference Initiative. The Green Meetings Conference Initiative was developed and is supported by the EPA's Pollution Prevention Division. It is set up to provide conference planners and suppliers of conference services easy access to environmentally-friendly strategies and goals of conference planning, they provide green options and opportunities as well. The goal of this initiative is to develop a "one-stop shopping" location at which meeting planners and service providers are able to learn about information on the topic of green meetings.

The Green Meeting Industry Council (GMIC) is also an important source of knowledge and expertise about sustainability in the meetings, incentives, events and conference industry. The GMIC helps its members and the industry understand and achieve the benefits of sustainable practices through increasing the environmental performance, social value and business impact of their events and meetings. The GMIC also hosts www.bluegreenmeetings.org as a free resource site for meeting professionals, providing tips and information about how to start greening their meetings.

I may not have informed you of anything that you weren't already aware of; however, it's good to remind ourselves that helping our environment begins with each of us. If we each contribute even a little, it will help our environment globally.

Thanks for listening... *Rita*

Program Previews

MARCH PROGRAM PREVIEW – Continued

Learner Outcomes for this program are:

- Identify the four components of the Phillips ROI Methodology™.
- Identify five levels of measurement.
- Develop a personal action plan.

Program Level : Intermediate

Doug McPhee has worked with Conferon Global Services since April 2000. He has extensive meeting planning experience and was a Conferon client prior to working as a National Account Manager. His previous role was Executive Secretary for the California ASCD.

This month's program is hosted by the Fairmont Olympic Hotel in downtown Seattle. As the Pacific Northwest's only AAA Five Diamond hotel, a designation it has held since 1984, The Fairmont Olympic is Seattle's premier luxury hotel. Since opening in 1924, The Olympic has been the region's destination for prominent civic and social events, as well as honeymoons, birthday celebrations and in-city getaways. ♦

APRIL PROGRAM PREVIEW – Continued

Objectives:

- Establish green policies for your meetings.
- Develop minimum guidelines for implementing green meetings.
- Communicate green objectives to your vendors.

Program Level: Intermediate

Join us at the Spirit of Washington Event Center on April 29th. With a 10,000 square foot building and banquet-style capacity of 450 and total capacity of 655; this venue is ideal for a wide variety of events. The open floor plan has large windows, allowing natural daylight to create a bright, airy ambiance. Surrounded by the beautiful Piazza Park with lush landscaping and fountains The Spirit of Washington Event Center is a new and exciting location for your next event.

The presentation will follow the Annual MPIWSC Committee Fair (See Page 4). This is your opportunity to look into the various volunteer opportunities with the Washington State Chapter. Discuss the prospects with the board members and other volunteers as well as find a way to get more connected to your chapter.

Special Thanks to Sonoma County CVB who is the monthly meeting sponsor (as well as MPIWSC Major Gold Level Sponsor). Their team will be in attendance with fun giveaways, raffle prizes and more. ♦

2008 – 2009 MPIWSC Committee Fair

By Becky Dielschneider, McCormick & Schmick's & Stacy Weber, CMP
Moss Adams

The 2008-2009 Volunteer Committee Fair for MPIWSC will be held April 29th at the **Spirit of Washington Event Center** in Renton. The Spirit of Washington Event Center is a new event space at the former site of the Spirit of Washington Dinner Train venue.

The annual **Chapter Committee Fair** is for and about YOU and provides information on how to become involved. It is an opportunity to learn about the various committees and board positions as well as to find out how to become involved with the chapter. The members are the backbone of MPI. As with all great things, the amount of effort and time you put in determines the experience you receive in return. No volunteer effort is unappreciated, too big, too small or goes unrewarded. If you only have a little time to offer but want to meet a lot of people, you could offer to be a greeter at a monthly meeting or even sell raffle tickets at the meetings. If you are able to commit more time, we are always seeking volunteers for the Cascadia Educational Conference, MPI Gala & Auction, etc.... If you have an all-fire passion for MPI, join the Membership team to recruit new members or students. If you have some great ideas for monthly programs, join the Programs committee and share your vision with fellow Chapter members. No matter what your commitment level, your effort is appreciated and worthwhile.

A new option available to members is to be an on-call volunteer. If you want to give back to your chapter, but are not certain how much you can commit, a great option is to be an on-call volunteer. Identify what you are most interested in, what special talents you have and what your time constraints are. When a committee needs assistance that fits your parameters, we will see if you are available.

"We make a living by what we do, but we make a life by what we give." --Winston Churchill

MPIWSC Committees - The following is a brief listing of the various committees and their activities

- **Programs Committee** – Coordinate monthly programs: venue logistics, speakers and marketing.
- **Cascadia Educational Conference** – Coordination of sponsorships, auction, venue logistics, marketing/advertising, tradeshow, registration, speakers/education topics and social activities.
- **MPI/Professional Convention Management Association (PCMA) Summit Committee** – Coordinate sponsorship, venue logistics, speakers, marketing/advertising and liaison to PCMA.
- **Foundation Liaison** – Manage MPI grants and submit Chapter of the Year award application.
- **Annual Holiday Gala** – obtain sponsorship, solicit auction donations and manage

Continued on Next Page

April Preview - continued from previous page

the auction, be creative with themes, décor and advertising.

- **Raffle Committee** – ticket sales at monthly meetings and procurement of raffle items.
- **Newsletter** – manage, conceive, create and edit current and future articles for the chapter newsletter.
- **Website** – maintain chapter website with updates, advertising, mini-views and pictures.
- **Calendar** – maintain chapter event calendar and RegOnline website registration.
- **Public Relations/Community Outreach** – local and national MPI partners in our community and press releases.
- **Awards & Scholarships** – nominations and judging process for awards/scholarships, write newsletter articles, venue logistics for June program, Evening of the Stars volunteer celebration: venue logistics, prize patrol and entertainment.
- **Member Retention** – new member solicitation with focus on students, registration and greeters at monthly meetings, trade show and new member bios.
- **Member Care** – Phone tree, new member orientation, chapter chatter, meeting greeter.
- **Awards & Scholarships Committee** – special awards, scholarship selection and awarding, Evening of the Stars, Chapter installation.
- **Chapter Volunteers Committee** – organizing and recruiting new volunteers.

To become a more active member as a chapter volunteer, contact Director of Chapter Volunteers Stacy Weber, CMP at - stacy.weber@mossadams.com. ♦

Special thanks to January Venue Hilton Seattle for hosting the January Meeting



Photo Above: John Cullen thanks January Monthly Speaker Cari Guittard.

Photo Right: Jan Goyt with the Hilton Seattle accepts MPIWSC's thanks for hosting the January Monthly Meeting.



A Talk With Shelli Miller

SENIOR EVENT PRODUCER, CARLSON WAGONLIT TRAVEL, CORPORATE VOYAGES

Tell me about your company and your role there.

Corporate Voyages by Carlson Wagonlit Travel is a unique collaboration of a first-class travel agency and innovative event planners. Combining knowledgeable event producers with seasoned travel agents, we deliver event programs and corporate event management that is second to none.

Corporate Voyages creates and designs integrated cruise programs to communicate event objectives in an ever changing environment, providing our clients with more amenities than any hotel and with fewer distractions.

Working hand in hand with our exclusive cruise line affiliations, we offer the best meeting technology available, team building adventures, as well as gourmet food, fabulous entertainment and flawless event coordination, all at sea!

What do you enjoy most about your job?

Planning! I really do love to make plans, coordinate and create! I enjoy helping the client find direction and define their event objectives, then creating the event based on their objectives. There is nothing more satisfying than taking a meeting that is boring, unimaginative, but necessary and bring a new energy to it. It is my goal in every event and meeting I plan - from small corporate retreats to large sales meetings - that the attendee leaves their meetings feeling rejuvenated and inspired!

Being a new member, what do you hope to gain as an MPI member?

To connect and learn from other members of MPI. I also hope to share my experiences and knowledge to perhaps help fellow members.

What is the best advice you have ever received?

Most of us utilize some sort of "To Do" list... but how many of us utilize a "To Stop" list. The best advice I was ever given was at a recent seminar where the speaker touched on the importance of knowing when to stop something. Kinda like that old Kenny Rogers's song... 'gotta know when to hold them and know when to fold them'!

What is your favorite non-work activity?

Seriously... and perhaps a bit embarrassing... Roller Skating! Now I am not talking about Roller Blading... I'm talking real old school roller skating. Give me a solid oval floor, a disco ball and ABBA "Dancing Queen" on the ole' HiFi and I am in heaven! ♦

Supplier Spotlight

Interviewed by Liz Bennett, CMP,
Madison Park Events

A Talk With **Michelle Campbell**

NATIONAL ACCOUNT EXECUTIVE, SEATTLE HOSPITALITY SERVICES



Tell me about your company and your role there.

Seattle Hospitality Services has been the Northwest's leading Destination Management Company for over 30 years. Our services include site selection, registration, conference management, transportation and event logistics. As Account Executive, I manage the west coast and international markets.

What do you enjoy most about your job?

The opportunity to collaborate with amazing, smart, and talented people and creating the WOW factor for our clients and their attendees.

Being a new member, what do you hope to gain as an MPI member?

Networking, education and the opportunity to foster new and existing friendships.

What is the best advice you have ever received?

The best way to succeed in life is to act on the advice we give to others.

What is your favorite non-work activity?

Being a tourist in my own city, checking out the local music and art scene, eating out and spending quality time with good friends. I love biking around the city, playing soccer, and weekend road trips.

What is something people don't know about you?

I was once a Sunday school teacher. If you knew me now, you might think that's a little funny. ♦

Leadership Workshop Recap ☆ ☆ ☆

Recognizing Our Stars - Chapter Volunteers

By Katy Mercille, Weyerhaeuser Meeting Planner

In February 21st, our Chapter's Board gave back to all those members who contribute as a volunteer to our chapter. They provided a day filled with both education and a celebration to honor these members.

Thanks to the hard work and dedication of Julie Merken, CMP and the 2006/2007 Board, our chapter received a grant from the MPI Foundation which was proudly sponsored by PSAV/AVHQ for \$4500 in 2007. The Board chose to use that grant towards providing an educational opportunity to our chapter's volunteers. The Meydenbauer Center hosted the half day Leadership Development Seminar which was facilitated by Lynda Silsbee, CPT, SPHR and Amanda Spraker, SPHR from Performance Dimensions Group.

The purpose of the Leadership Development Seminar was to provide the tools needed for the volunteers to further develop their leadership skills both within the chapter and their professional careers.

The focus of the seminar was on "Discovering the Greatness Within You". The group started off by learning about the Principals of Greatness. Then the group split in half and attended the 2 breakout sessions Effective Communication and Begin with the End in Mind: Clarify Your Vision and Purpose. The seminar ended with everyone coming back together to learn about the Truth About Success.

In addition, \$52 was also raised at the Leadership Development Seminar for the MPI Foundation.

Overall reaction of the event from the attendees was very positive and grateful for a unique opportunity. Many people felt it was time well spent, with many "take-aways". ♦



Left to Right is Michael Noesen, CMP, Bridgette Candee, Zuned Ali and Hillary Zaffarano. Special thanks to The Meydenbauer Center for hosting the half day seminar.

Evening of the Stars

By Bridgette Candee, ACME Bowling Billiards & Events & Stacy Weber, CMP, Moss Adams LLP

THIRD ANNUAL EVENING OF THE STARS Committee Volunteer Appreciation Night

Evening of the Stars is an event created by the MPIWSC Board in 2006 as a way to thank all of the volunteers and committee members for their hard work and dedication in the past year. This event is organized by the Awards & Scholarship committee, this year's Committee Chair was Sandy Schnebly from **Schwartz Brothers Restaurants**.

The 2008 Evening of the Stars was held at **Daniel's Broiler** in Bellevue in conjunction with Schwartz Brothers Catering on Thursday, February 21st. Schwartz Brothers hosted the fabulous hors d'oeuvres, beverages and parking. The first **Evening of the Stars**, in 2006, was hosted by ACME Bowling, Billiards & Events. In 2007 **Evening of the Stars** was celebrated at the Pan Pacific Hotel. This is an event you don't want to miss out on next year so if you aren't already volunteering on a committee, get in line to sign up now or sign up at the Committee Fair at our April monthly meeting! If you have questions on this event, please contact Director of Volunteer Management Stacy Weber, CMP at stacy.weber@mossadams.com or Director of Awards & Scholarships Bridgette Candee at bridgette@acmebowl.com. ♦

Special Thanks to Daniel's Broiler in conjunction with Schwartz Brothers Catering who hosted MPI's 3rd Annual Volunteer party.

Board of Directors Recap

By Heather Stinson, The Weaver Group & MPIWSC VP Administration

The MPIWSC Board of Directors did not meet in December; however they did meet in January for an all day mid year board retreat at Bell Harbor Conference Center (Seattle). The day was spent discussing the Chapter's successes and challenges, updating the business plan, succession planning, and brainstorming for the year ahead.

The Gala Committee reported they are already working on selecting a venue for the 2008 Gala event, and will begin procuring auction items this Spring. Also reviewed was the grant monies the chapter received last summer (used for the Leadership Development Seminar in February). Julie Merken, CMP and the Nominations Committee are hard at work on the 2008-09 Slate, which will be sent to MPI International by April 1, 2008.

Please be certain to read the meeting minutes - located in the Leadership section of the Chapter website www.mpiwsc.org. Members are welcome to attend any of the MPIWSC Board Meetings. ♦

Faces & Places



Photo Above: Michael Noesen, CMP Presents MPIWSC \$5000 Donation Check to Jessica Ross with TreeHouse with Rita Moren, CMP MPIWSC President



Photo Left: February Speaker Barb Taylor Carpender spoke on MPI's Future Watch 2008 Report

Photo Right: Stacy Weber, CMP Thanks Heathman Hotel Kirkland Host Venue for February



Photo Left: February 21st Leadership Development Seminar. Left to Right is Kristin Wilson, Kat Uzzelle, Jon Clark and Julie Arbanas, CMP

Cascadia Educational Conference

The Cascadia Educational Conference Countdown has begun...



By Jeannette Davidson, Gretchens Shoebox Express, MPIWSC CEC Chair

Once again, the MPI Washington and Oregon Chapters have teamed up to create a dynamic event at **The Eugene Hilton & Conference Center** in Eugene, Oregon. We are less than one week away from one of the most exciting and informative Cascadia Educational Conferences yet.

This year's Conference begins Saturday, March 8th with several pre-conference activities. Such activities include a golf tournament and winery tour. Additionally there will be a high-tech scavenger hunt? A Downtown Eugene Walking Tour incorporating hand-held GPS devices and digital cameras promises to deliver an exciting time while informing you about all the not-so-hidden treasures of Eugene. After a full day of activities, you can kick back and laugh at "Menopause: The Musical" and before this will be a no-host dinner at the Oregon Electric Station. To participate in any of the pre-conference activities, simply add them to your registration when signing up for Cascadia.

The conference will kick-off with opening ceremonies on Sunday Evening, March 9th. A tradeshow with over 60 industry-related resources and exhibitors, a silent auction to support on-going MPI educational programs, and a leadership keynote presented by The Disney Institute (one of this year's Platinum Sponsors). The next few days will offer many fun activities and informative topics you won't want to miss out on, including continuing education credits for Certified Meeting Manager and Certified Meeting Professionals (CMM and CMP). There will be a First Timer's Reception sponsored by Hilton Hotels and several networking opportunities throughout the Conference. Remember to bring your dancing shoes and get your funk on at Monday night's hip shaking floor quaking Earth, Wind & Fire themed Gala event. The conference registration fee includes all meals, which will feature keynote speakers and have themed décor. To view the full agenda and the 12 hours of continuing education being offered click here www.mpicascadia.com/agenda. There is still time to register and attend so act now and register today!

As a first-time attendee last year, I cannot tell you enough how beneficial it was for me to attend and to get to know the members of my Chapter better! I look forward to meeting even more of you this year! ♦

Editor's Note: PJ Hummel, CMP also contributed to this article as a Cascadia Educational Conference Planning Committee member.



Vancouver Go West Go Green Recap

By Wendy LeBlanc, Semiahmoo Resort

The meetings industry looks toward future trends to gain an advantage in the marketplace. While we see a 'Star Trek' like world in the distance, a recent focus is shaping our industry-global warming.

The recent MPI "Go West - Go Green" conference in Vancouver, BC provided information and tools to not only see the future, but to influence it as well.

Meeting attendees were treated to fresh perspectives on leadership, technology, demographic shifts, marketing sustainability, and future trends. The event included an interactive panel

discussion defining green standards, ideas and actions. One highlight was the presentation by Jim Harris. He presented a sanctioned speech on Al Gore's "An Inconvenient Truth"; followed by the keynote address on his book "Blindsided". In combination, this provided an emphasis on strategies to prepare for changes in the meetings industry. The conference itself demonstrated how a meeting may be successful by incorporating green initiatives. Such initiatives include: a 100 mile diet menu, reusable mugs, recycling, electronic handouts as well as sponsored carbon credits to offset any environmental impact.

No conference is of course complete without the opportunity for members to share ideas. Inspired by Darcy Rezac's presentation "The Power of Positive Networking", attendees enjoyed an opportunity to discuss thought provoking topics of the day through comedy, cocktails and rhumba dancing.

Kudos goes out to those who planned and executed this event. Who better to lead the way and shape the future? ♦

Editors Note: Wendy LeBlanc is with Semiahmoo Resort in Blaine, WA.

Green Meetings - Good For Business

Article Provided By the Green Meetings Industry Council Website -
www.greenmeetings.info/goodforbusiness.htm

Let's be practical. Green meetings make good business sense because they:

Save money by conserving resources.

Create and enhance competitive advantage and reputation.

Open up new or niche markets.

Present positive opportunities for marketing, improve public relations.

Demonstrate a commitment to corporate responsibility.

Consider some of the following:

There is a market for green meetings. Between May 2003 & December 2004 fourteen environmental or sustainable conferences met in Portland Oregon, representing an estimated income of \$10.5 million (Business Journal, 2004).

Local and regional governments are educating and compelling meeting facilities to reduce their waste stream or face steep disposal costs. San Francisco's Moscone Center has cut hauling costs by \$500,000 per year since beginning a recycling and donations program (Meetings & Conventions, 2004).

Corporations and associations are feeling pressure from shareholders and members to demonstrate environmental responsiveness and corporate responsibility in their activities, including meetings. According to a 2002 survey by PricewaterhouseCoopers 90% of the US's 140 largest companies indicate enhancing or protecting reputation was their primary reason for adopting environmentally responsible practices and 89% believe sustainability will grow in importance as a business issue over the next 5 years.

Organizations are being increasingly pressured to tighten meeting spending.

This is causing meeting professionals to consider all options to reduce waste and increase efficiency. Energy efficient lighting in Seattle's Washington State Convention & Trade Center has saved almost \$200,000 in the last year (Meetings & Conventions, 2004).

Despite these proven business benefits, there remain a number of common myths regarding green meetings.

Myth: Green meetings are a hassle

Reality: For planners, green meetings involve looking at the decisions you already make in a green light. When inquiring about catering ask for local,

Continued on Next Page

Green Meetings - Good For Business - continued

organic and vegetarian options. When arranging for printing of collateral materials ask printers to use post-consumer recycled content paper, print on both sides and use vegetable-based inks. Suppliers may need to initially invest some time to set up recycling, energy efficiency or other environmental programs; however, the return on investment in these initiatives ultimately outweighs the initial equipment and human resource cost.

Myth: Green meetings are expensive

Reality: Green meetings are about increasing economic and environmental efficiency by minimizing the use of resources and reducing the amount of waste produced from meeting activities. Trimming waste curbs costs, whether it be through the introduction of energy efficiency programs in hotels and convention centers, by reducing the volume of printed conference materials, providing locally grown food, or designing re-usable signage.

By providing water in pitchers, Meeting Strategies Worldwide avoided an estimated \$12,187 to furnish bottled water to attendees (2002). Serving condiments in bulk is less expensive than individual serving packages - bulk cream is 62% cheaper and bulk sugar 50% cheaper than single serving sachets (Meeting Strategies Worldwide, 2002). Eliminating shuttle bus transportation and selecting hotels and meeting facilities within walking distance eliminated \$30,000 - \$40,000 for one three-day meeting (Meeting Strategies Worldwide, 2002). Day-lighting merchandise on the trade show floor increases sales by about 40% (Meetings South, 2004).

Myth: Green meetings reduce the quality of the meeting experience

Reality: Most green meeting activities go completely unnoticed by delegates. Attendees are not likely to notice your reuse of signage or preference for recycled paper. Many already sort their household waste for curbside pickup and are likely to make use of onsite recycling without a second thought. Furthermore, delegates who are becoming increasingly conscious of their diet respond positively to more healthy, organic food options that are authentic to the meeting destination. If traveling, attendees also might appreciate efforts to economize on handouts and provide resources in digital formats. Where they are informed of the outcomes of green meeting activities many delegates respond very positively to the contribution their efforts are making to the environment and host communities.

Find out how you can join Green Meetings Industry Council at <http://www.greenmeetings.info/join.htm> in achieving the economic benefits of green meetings. ◆

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 -

What is the best business advice you have ever received?

Angel Hanson: In this business, never burn bridges!

Barbara Dickinson: Buy the big dinner after the contract is signed!

Stacy J. Weber, CMP: The best business advice I've ever received is from fellow Chapter Member Joe Figone as my first Director of Sales: 1) Don't mess up her hair, she's in sales, and 2) You can't sell it if you don't know it. These have been invaluable to me as they have proven true time after time.

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

Angel Hanson: Recently promoted to Executive Office Events Manager, Microsoft Services Worldwide.

Sandra Severtson: Promoted from Event Manager to Senior Event Manager at RealTime Productions.

Kristen Hatchman: Recently moved from Washington Mutual to RealTime Productions, where she is now an Event Manager.

Barbara Dickinson: In 2007, was appointed Assoc. Director of Sales for Renaissance Seattle Hotel; received "Spirit of Service Award" from Mr. Marriott.

Nancy King, Meeting Planner: Planning on retiring from The Boeing Company on Feb. 28th!

What is a recent accomplishment in your public volunteer world?

Robin Akkerman: Woodinville Chamber of Commerce Board of Directors and Secretary for the Chamber's Executive Committee; selected as a Community Advisor for Evergreen Healthcare.

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

Angel Hanson: My hobbies are skiing, traveling, anything involved with food & wine and I just started taking Bass Guitar lessons.

Barbara Dickinson: Painting, playing piano and sour dough bread making

Believe it or not!

Angel Hanson: I have been in a few motion pictures as an extra.

Sam Samuelson: In early January, a friend and I went hiking at Lake Quinault and got lost. We ended up sleeping in a log in the snow and got rescued by a team of searchers with bloodhound dogs the next day (condition when found: cold and soggy).

March & April Birthdays

- Rebecca Wilhite March 1
- Bretta Vigue, CMP March 11
- Roxy Inouye March 14
- Laura Lepel March 16
- Norita Dahlin March 23
- Kristi-Lynn Churchill March 24

- Rita Moren, CMP March 25
- Heidi Hansen April 2
- Rhiannon Hopkins April 2
- Angie Bucklin April 5
- John Cullen April 18
- Katy Mercille April 18
- Hillary Haren April 21

Ask The Event Production Experts Column

Load In, Load Out

By James Moore, Mike Jorgensen & Terry Onustack, CMP

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.



Dear Producers,

Question:

When I look at our Audio Visual (AV) budgets I see a large portion for “Load-in” and “Load-out” expenses. Why is that?

Answer:

For mid- to large-sized events, a good portion of the AV budget goes to labor, the bulk of which is for loading in the equipment before the show, breaking it down and hauling it away afterwards.

Load-in tasks may include: installing the rigging equipment for lights, erecting the screens, building scaffold for the projectors, installing the sound system and control board and setting up the control panels for lights and video projection. Once in place, the equipment must be connected to the control booth and tested.

The projectors must be powered up, aimed and focused. All imaging sources such as computers, video playback and cameras must also be checked. Lights must be aimed and focused. The sound system, including all microphones, must be tested.

Depending on the complexity of the show, the load-in can take a full day. To allow for set up and testing, the room should be reserved at least one day prior to the actual show. We also recommend an additional day be allowed for rehearsals, if necessary.

After the show takes place, the crew reverses the load-in process and loads-out the equipment. This takes less time but is still labor intensive.

It is tempting to reduce the crew count in order to save money, but with fewer people it will take more time and may run into the dreaded “overtime,” which can wind up costing more than having the right number of people to begin with.◆

*Editor’s note: **James Moore**, president of Moore Presentations, has worked in event production for more than 25 years. **Mike Jorgensen**, Senior Project Director for Moore Presentations, has more than 20 years experience in multi-media technology. Visit the website at www.moorepresentations.com. **Terry Onustack**, CMP, Meetings and Education Manager for IASP – a medical research association – worked in corporate meetings for nearly 15 years.*



Eco-Friendly Elegance

By Norita Dahlin, Marketing Director, Flowers For Rent

Businesses and consumers alike are increasingly aware of their responsibility to tread lightly on the earth in order to preserve the quality of life that we so much enjoy.

Hosting green meetings and events does not mean that you need to sacrifice elegance or cost. My employer provides high-end acrylic centerpieces to beautify your events. Our staff recently met with a catering department of a prominent Seattle Hotel. The hotel staff showed us the double refrigerator where the hotel stores 50 fresh floral centerpieces when not in use. The hotel is in the process of becoming a customer that will use the elegant recycled centerpieces. The hotel will soon be able to unplug the large refrigerator, saving over 4,300 kilowatts per year. In addition, the hotel will save \$3,148.50¹ per year on purchasing fresh centerpieces. The elegance and style of the newly commissioned arrangements from my employer far surpass the former fresh arrangements that the hotel has been using.

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POY SOY Coming Soon

It is not too early to begin thinking of your nominations for **Planner and Supplier of the Year, also known as POY and SOY.** Nomination forms will be available on the **MPIWSC website soon.**

Green Meetings Member Article - continued

Because my employer is a rental company, their flowers are used over and over again. Customized programs allow you to rent flowers by the event, month or season. Floral arrangements are put together for purchase and a buy-back program is an option to purchase the flowers and then when no longer needed, they may be sold back to the company. This cuts back the waste that might go into the landfills.

Taking your business or events green will not only reduce global impact and enhance your competitive advantage; it can also help save money while conserving and recycling resources.◆

Editors Note: References for articles included "Green Meetings – Good for the Earth," <<http://www.greenmeetings.info/treadlightly.htm>>, accessed on October 2, 2007.

MPIWSC's Thanks Our Chapter 2008 Major Gold Sponsors

MEYDENBAUER CENTER

Meydenbauer Center



**Spokane Regional
Convention &
Visitors Bureau**



**Blue Rooster
Marketing**



**Sonoma County
Tourism Bureau**



HOTEL BELLWETHER
ON BELLINGHAM BAY

Hotel Bellwether

By Robin Akkerman, Sales Manager, Willows Lodge



Sustainable Practices - Where NATURE is an Amenity

Willows Lodge is located in Woodinville, Washington. The Lodge has landscape managed with sustainable practices, which embrace cooperation with nature and respect for the integrity of the local environment and community.

Here are some of the sustainable landscape practices in place that include:

- An in-house nutrient cycling system that captures landscape debris through composting for return to the grounds. This includes 4 traditional bins and a state of the art in-vessel composter, the Earth Tub, that changes restaurant green waste into food for landscape plants.
- Integrated Pest Management using monitoring and action protocols to reduce pesticide use and improve cultural practices.
- An innovative, computerized, 2-wire, Tucor irrigation system that allows a high degree of flexibility in water use.
- The use of 30% native plants in the landscape to maintain an integrated presence with the local flora and fauna.
- A highly successful mitigation planting of native material along the Sammamish River to protect the salmon runs that use the river and a cooperative effort with the Sammamish River Stewards to continue on-going care of the river for future generations.
- Cooperation with local government to reduce toxic waste and divert debris that would end up in landfills.
- Cooperation with the state extension service to test and improve composting practices for the benefit of the greater community.

Willows Lodge truly an unusual commercial facility! ♦

Editors Note: Robin Akkerman is employed by Willows Lodge in Woodinville. They were awarded the highest 5-Star EnviroStar rating by King County in 2005 for their sustainable landscape practices.

Board Of Director Article - Finance

By Reta Waldrop, CMP, VP Finance (aka Cash-a-Reta) and MTG Management Consultants LLC



The MPI Washington State Chapter is found to be financially stable. This past year, we had a highly successful 2007 Cascadia Educational Conference (CEC), MPI/PCMA Summit and most recently our Caliente! Gala & Auction Fundraiser held in November. The following are the major successes the Finance committee accomplished since June 2007:

1. The Gala & Auction was very successful thanks to the long, tireless hours the Gala committee volunteers dedicated to making phone calls, picking up raffle items, setting up the event, etc. (please see the January/February Chapter newsletter for more details). It wouldn't have been successful if our wonderful members, friends, and guests had not come out and supported the event. Many thanks to all of you!
2. The Chapter's Board is definitely a team, and the teamwork shined through when two committees corroborated to improve the registration process for all members benefit. Michael Noesen, CMP (Finance Committee) and Bretta Vigue, CMP (Communications Committee) contributed by researching and choosing the best registration website for our Chapter needs, Reg-Online. Now, all members and guests may register AND pay on-line for all of MPIWSC's programs. No more waiting at the door wondering if you have paid or not.
3. The Chapter's goal of maintaining sponsorship levels was not only met but we also increased sponsorship by 10% over the previous year! Thanks to Adean Vitale who worked hard to meet this goal, and way ahead of schedule (it was set for a June 2008 completion)!
4. Thank you again to the MPIWSC members contributing to the most successful Gala thus far, AND Adean meeting our sponsorships goal by 10%, we are ahead of our projected budget for end of year, June 30, 2008. The Chapter's Board agreed to take the extra money raised at the Gala and donate more for a grand total of \$5,000 to the Gala's selected Charity, Treehouse. We are also giving money back to the Chapter's members by providing additional scholarships to the Cascadia conference.

Even though we celebrated these successes, we realize there are additional goals to accomplish before June. A final recap for the 2008 Budget will be available this fall.

Thanks again to our members for your support of the MPIWSC throughout the year. We couldn't be successful without your participation. If you are interested in being a part of the Finance team, please send an e-mail to me at rwaldrop@mtgmc.com. ♦

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! You can download the Application and Candidate Handbook at www.conventionindustry.org.

The following are sample questions of the CMP exam.

1. For every inch of height, the ramp must be how high for wheelchair access to the stage?

- A) 1 ½ feet
- B) 4 meters
- C) 1 foot
- D) .5 meters

2. Summary of the statistical characteristics of attendees is called:

- A) pattern
- B) Topographical profile
- C) Qualitative Data
- D) Demographic Profile

3. Wheelchairs need space to maneuver. How much table space should you provide per wheelchair in a schoolroom or theater-style setup?

- A) 30 - 36 inches
- B) 40 - 48 inches
- C) 36 - 42 inches
- D) 28 - 34 inches

4. You are planning an emergency budget meeting at a local facility. All eighteen managers are required to attend and the meeting is expected to last all day. There will be a lot of budget discussion and each manager will need to interact with the Chief Financial Officer (CFO). What would be the best room setup for this type of meeting?

- A) Classroom
- B) Rounds of 10
- C) Hollow Square
- D) Theater

Answers 1. C 2. D 3. C 4. C

Advertising Rates For Electronic Newsletter:

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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 adeanh@earthlink.net.

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THE MPIWSC NEWSLETTER

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

The Editor thanks the following members for their time and contribution of articles to this newsletter issue: Robin Akkerman, Liz Bennett, CMP, Bridgette Candee, Norita Dahlin, Jeannette Davidson, Audrey Fan, Mike Jorgensen, Marlys Kemmish, CMP, Wendy LeBlanc, Laura Lepel, Sheila Martinez, Rita Moren, CMP, James Moore, Michael Noesen, CMP, Terry Onustack, Judy Sprute, and Stacy Weber. Your feedback is important and we encourage editorial contributions. Next issue is May/June 2008. Copy deadline is April 1st. Please direct articles to Adean at adeanh@earthlink.net or call 206-622-2117.

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