

# 2009

## MARCH|APRIL

MPIWSC ELECTRONIC NEWSLETTER



◀ **MARCH/APRIL SPEAKER  
LINE UP COVER, 4-6**

**MAY PROGRAM P.12**

**CHAPTER CHATTER P.15-16**



## MARCH PROGRAM

### The Lawyer is In: What's on Your Mind?

► **A Presentation by Barbara Dunn, Esq.**

When it comes to meeting industry legal issues, there's never a shortage of questions for the lawyer. Should I include a force majeure clause in all of my contracts? Should I ask my vendors to be named as an additional insured on their insurance policies? Join hospitality industry attorney Barbara Dunn, Esq. at The Sorrento Hotel on March 31st for a lunch program, as she answers your most burning questions and provides techniques you can begin to implement immediately to avoid common legal issues.

Program Take-aways: Learn to identify the key legal issues present in a variety of meetings-related situations. You'll be able to describe, address and manage contract problems and liability issues. *See Barbara's Bio, pg 5*

## APRIL PROGRAM

### Ethics in Our Industry:

#### Who's Looking Back at You in the Mirror?

► **A Presentation by Joan Eisenstodt**

Diverging practices and business ethics have always been an issue confronting the industry. Issues concerning; for example, payment of commissions, relationships with vendors, exhibitor booth placement, meeting points or

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#### MARCH PROGRAM

**Tuesday • March 31, 2009**

#### The Sorrento Hotel

900 Madison, Seattle, WA 98104

#### Registration/Reception

11:00 am - 11:30 am

#### Lunch and Program

11:30 am - 1:30 pm

#### APRIL PROGRAM

**Tuesday • April 28, 2009**

#### Tulalip Resort Casino & Spa

10200 Quil Ceda Blvd., Tulalip, WA 98271

#### Registration

2:00 pm - 2:30 pm

#### Program

2:30 pm - 4:00 pm

#### Reception

4:00pm - 5:00pm

#### 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](http://www.mpiwsc.org)  
or call (206) 622-2117**

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

# President's Report

## DASHBOARD METRIC PART III

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



*Editors Note: This article is continued from Part II of the MPIWSC January/February 2009 newsletter.*

**I**t just doesn't get any more exciting than talking numbers and that's our last dashboard metric – the MPI Washington State Chapter's finances. For those of you who didn't know, we have a budget. Each year, the board puts together a projected budget based on income from programs, sponsorships, members, etc. Expenses range from speaker fees, meals, credit card fees, paid administrator, scholarships, website, etc. We do our best to estimate everything down to the last dollar. The budget is voted on by the MPIWSC Board of Directors in June for the following fiscal year (July through June). It is then submitted to International in July after being reconciled with the final June bank statement and Profit & Loss (P & L).

Our MPIWSC also has a reserve account. This account keeps the chapter operating in case an emergency arises. According to MPI International, it is also for use when a 'once in a lifetime' opportunity presents itself. My opinion is it's best to have more than six months of operating expenses in reserve before dipping into for those once in a lifetime opportunities.

New this year is our Dashboard Metric. The metric as written states our Chapter will meet our projected budget by + or - 5%. If we meet this standard, the Chapter will be rewarded by MPI International. Now remember, we established these Dashboards in April of 2008. However, we have seen many economical changes which have had a ripple effect on our chapter.

The Board of Directors receives a P&L statement at the Chapter's board meetings. Their job is to review the P&L to make certain everything that processes through their accounts is correct. We are also trying to make sure all receipts are received and paid for in the 2008/09 year before we close the books for June. By reviewing the P&L, the board is making certain we manage the expenses in response to the income of the chapter.

We always believed we were operating cleanly; however, the metric has helped us put into place transparency and procedures, helping our chapter manage its finances more successfully. Of course, by managing your finances, you have a clear picture of how your chapter is operating. You will also know where your shortfalls and strengths are.

So as a final recap to the Dashboard Metrics, our chapter is being measured on:

- Net Member Growth
- Member Satisfaction
- Engagement Participation
- Financial Management

What is your part in all of this?

- Renew your membership and recruit a new member
- Take the membership satisfaction surveys and tell us how we are doing
- Join a committee, attend a meeting, visit our website and send others to our website

*Continued on page 4*

## CEC 2009 Preview

# MPI Cascadia Educational Conference

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



### Back To School With Cascadia U!

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

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

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

It is with this spirit we established our educational plan for the 2009 Cascadia Educational Conference. We wanted to make certain the content we selected was geared

**Continued on page 4**

### Keynote Spotlight

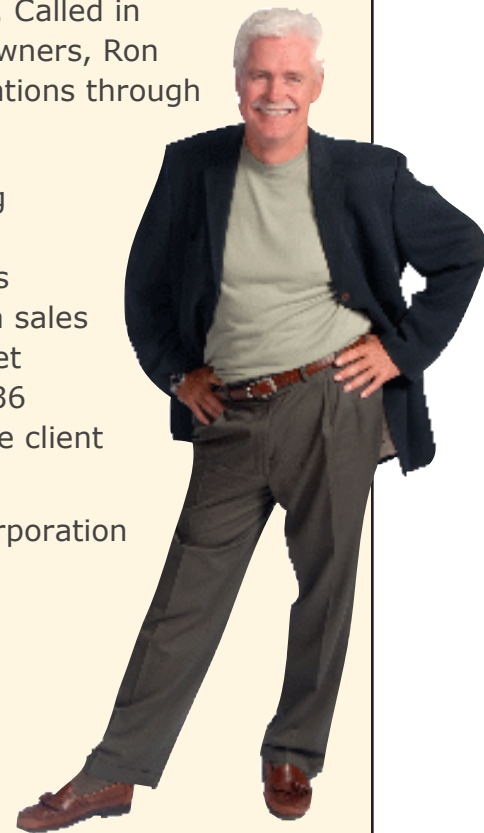
#### **Ron Black Keynote Speaker for CEC 2009 The Mentor Group**

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

On four occasions Ron has served as the interim turn-around executive for troubled firms. Called in by lenders, venture capitalists, or owners, Ron knows what it's like to lead organizations through adversity and successfully emerge.

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

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



## **MPI Cascadia Conference** *continued from previous page*

towards what meeting professionals wanted - no, **needed**, to keep themselves relevant. So we tried something crazy – we asked them. Since May 2008, we have been asking planners and suppliers what they want to learn. Those responses changed drastically as the economic climate shifted from uncertain to certainly crummy. The Cascadia Committee has put together a education program that will make certain the value of attending Cascadia is unrivaled.

Our renewed focus on education is also what led to our choice in theme: Cascadia U. Universities are places of perpetual growth and burgeoning creativity. They are the key to our societal development and provide new ideas as well as the wisdom of the ages. Cascadia 2009 will embody these concepts by being both a forum for the free exchange of ideas and a platform for intensive learning. I can't promise we will be serious the whole time; but I can promise when you attend Cascadia this year, you are going to be taking part in world class meetings education. Plus, you may just spot me in a toga. ♦

### **Curriculum Corner**

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

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

Register Today for the joint  
**Washington and Oregon Annual Cascadia Educational Conference**  
**March 8-10, 2009 visit the website at [www.mpicascadia.com](http://www.mpicascadia.com)**

## **President's Report** *continued from page 2*

- Purchase raffle tickets, attend the meetings, attend the socials, attend the Summit and Cascadia – BE A SPONSOR.

Who knows, someday you could be writing articles about finances and spreading your wings as I am, and all in the name of personal growth!

Cheers,

*Judy Sprute*

## **April Program** *continued from cover page*

rewards, and other types of non-monetary gifts or items of value, have raised and continue to raise concerns. Please join us on **Tuesday, April 28 at the Tulalip Resort Casino & Spa**, when we will discuss the issues and topics which can result in "gray areas" as they relate to professionalism and ethics in this industry and thoughts about guidelines for consistency. **(See Joan Eisenstodt's bio on page 6)**

Program Take-aways: You'll learn to evaluate current industry practices that create or give rise to ethics discussions. Define "gray" areas frequently encountered. Facilitate the creation of practices and guidelines to address consistency in addressing practices and ethical behavior. ♦

### March Program Speaker Bio

**Barbara F. Dunn, ESQ.** is an attorney and partner with Howe & Hutton, a law firm which specializes in the representation of individuals, firms and organizations in the travel, tourism, hospitality, incentive and meetings industries, as well as not-for-profit organizations; including trade associations, professional societies and other related organizations. The firm has offices in Chicago, Washington, D.C. and St. Louis and serves as general counsel to Meeting Professionals International among hundreds of others.



Barbara received her undergraduate degree from the University of Michigan and her Juris Doctorate degree from the John Marshall Law School in Chicago; where she was a member of the Editorial Board of the John Marshall Law Review.

Barbara works with many individuals and organizations in the meetings industry including corporate and independent planners, as well as suppliers to the industry. She has written numerous articles on a wide range of legal issues and is a frequent speaker for MPI and its chapters; the MPI Foundation's Platinum Series programs, SGMP, PCMA, HSMIAI, ASAE and its affiliated societies, and other groups in the meetings, travel and hospitality industries. She was the 2005-2006 Chair of the ASAE Legal Section Council – the first woman to serve in such a leadership role. Barbara is also a member of the Academy of Hospitality Industry Attorneys.

Barbara F. Dunn, Esq. can be reached at 636-256-3351; [bfd@howehutton.com](mailto:bfd@howehutton.com)  
[www.howehutton.com](http://www.howehutton.com)

***Mark your calendar to attend the March 31st Educational Program at the Sorrento Hotel. More information is available on [www.mpiwsc.org](http://www.mpiwsc.org) ♦***

## Speaker Bio - April 2009

### April Program Speaker Bio

**Joan L. Eisenstodt**, whose expertise is in facilitation and training, program planning, facility and vendor negotiations and contracts and meeting management training, brings more than 35 years of experience to her work. She founded Eisenstodt Associates, a Washington, DC-based consulting, facilitation and training company, in 1981.



Joan works with corporations, associations, professional societies, foundations, hotel companies and convention and visitors bureaus to facilitate and design meetings, negotiate contracts, provide training, and conduct focus groups. She is also involved with her own learning center in Virtualis™, a SecondLife™ meeting destination.

In addition to clients with whom she works, Joan is retained as a hospitality industry expert witness and is on the Editorial Advisory Board of the Journal of Convention and Event Tourism. She is active in the hospitality industry and in her community where she has served on boards of community and education-related organizations. She currently serves on the Executive Board of the Newton-Marasco Foundation (<http://www.newtonmarascofoundation.org>), a non-profit organization whose mission is to inspire responsible environmental stewardship. Joan has also served as a customer advisor to a number of hospitality industry companies. She was the only meeting professional speaker at the 2006 California Tourism Safety & Security Conference, and at the inaugural and subsequent Arizona Tourism Safety and Security Conferences at which she conducted sessions on safety and risk management for meetings and facilities. She will again conduct training at the 2008 Arizona Tourism Safety and Security Conference.

She served 4 years on the Board of Directors of Meeting Professionals International (MPI), an organization in which she has been active since 1979. She represented MPI on the Joint Industry Task Force on Diversity, and served on MPI's Education Strategic Task Force after years of other committee service. Joan served 3 years as a Trustee of the MPI Foundation and for the last 3 years, served as Chair of the MPI Student/Faculty Committee. Most recently, Joan served on MPI's Community Membership Committee. MPI honored Eisenstodt in 1991 as its International Planner of the Year.

She has also regularly been on the list of "One of the 25 Most Influential People in the Meetings Industry" (*Meeting News magazine*).

**Attend Joan Eisenstodt's informative April 29th Educational Program at the Tulalip Resort Casino & Spa. More information is available on [www.mpiwsc.org](http://www.mpiwsc.org)**

# March Strictly Social Preview

## March "STRICTLY SOCIAL" A Networking Opportunity



By Julie Arbanas, CMP, Director of Special Events  
MPIWSC; Director of Events & Business  
Development ~ Venture2 & Chrysalis Events

Venue: Lucky Strike, Bellevue

Date: Thursday, March 12th

Time: 5:30pm – 7:30pm

Fee: \$5 cash donation is appreciated with proceeds going to the MPIWSC Foundation.  
Register on the Chapter's Events page at [www.mpiwsc.org](http://www.mpiwsc.org).

Join us at Lucky Strike in Bellevue for a Strictly Social event to network with your industry peers over beverages and appetizers. With 16 bowling lanes, pool tables and multiple HD projection screens, this venue is a great location for your next event. Lucky Strike ~ <http://www.bowlluckystrike.com/> ♦

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## Green Meeting Guidelines Discussion - March 31st

By Marlys Kemmish, Westin Hotel Seattle

You Are Cordially Invited to the **MPIWSC City Discussion Group on GREEN MEETING GUIDELINES**

Join members of the local meeting, convention and exhibition industry to discuss and influence the development of GREEN MEETING accepted practices. APEX\*\* needs your participation and experience to develop the best possible solutions for the industry.

**Who Should Attend?** All members of the local meeting, convention and exhibition industry.

**Why?** To participate locally in APEX (and have a little fun with some local friends) and give your input on Green Meeting Guidelines.

**When:** March 31, 2009 2:00pm – 3:00pm  
(Immediately Following the March MPIWSC Meeting)

**Where?** Sorrento Hotel, 900 Madison Street, Seattle, WA

*\*\*APEX -The Accepted Practices Exchange is an Initiative of the Convention Industry Council*

Please **RSVP by March 24th** to Marlys Kemmish at [marlys.kemmish@Westin.com](mailto:marlys.kemmish@Westin.com) or call her at 206-727-5795. Feel free to forward this invitation to others in the local meeting,

# Recap of January Program

## “Building Business Acumen: What the Boss Wants from You”

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

On Monday, January 26, major corporations all across America announced tens of thousands of job reductions. By no means is the meetings industry sheltered from the recession and that is why MPIWSC’s January Platinum Program speaker, **Michele Wierzgac, CMM**, says it’s important to build your business acumen.



**Michele Wierzgac, CMM**

Speaking just one day after what many news agencies dubbed, “Black Monday,” Wierzgac told a packed room at Seattle’s Hotel 1000, “Today you must earn your credibility. You cannot just expect it.”

“You have to be aware of what’s going on beyond your desk. Understanding what drives profitability and what senior management’s expectations are will garner respect in your organization,” she added.

Wierzgac discussed the five commonalities that every organization shares: cash, margin, velocity, customers and growth. She then explained that employees must demonstrate both operational and strategic thinking as they relate to each of these commonalities.

“You need to show your value to the organization by demonstrating how you can add to the bottom line,” she said. “Operational thinking is when you are asking the ‘what’ questions: What impacts the margin within your organization? What types of customers do you serve? What does your department contribute to the organization’s growth?”

Strategic thinking includes the “why” and “how” questions. Examples she gave were, “How quickly can we implement this new customer service?” and “Why do we have great sales?”

Having these skills are important, especially during a tough economic cycle because, Wierzgac says, “Bosses dream of every employee having business acumen.”

**Sponsors for the meeting included: The Hotel 1000, Suncadia, Meydenbauer Center, Sonoma Country Tourism Bureau, Blue Rooster Marketing, Hotel Bellwether and the Spokane Regional CVB.** Wierzgac’s Platinum Program was sponsored by the **Mexico Tourism Bureau.** ♦

# Recap of February 12th MPIWSC Special Program

## Chapter Leadership Day & Evening of the Stars...

By Rita M. Moren, CMP, Immediate Past President MPIWSC; WatchGuard Technologies

On February 12th MPIWSC held its **2nd annual Leadership Day and 4th annual Evening of the Stars** at the beautiful **Pan Pacific Hotel**. There were nearly 40 chapter volunteers in attendance for our yearly event.

The day started at noon with a buffet luncheon followed by two interactive sessions presented by **Laura Ward of Dovetail Business Advisors**. The first topic covered "Developing Your Formula for Success" where Laura showed us how to work through a 7-step process that will help us achieve our personal and professional goals.

After a short break we continued with our second session on "Improving Communications by Understanding Behavior Styles". This session was very interactive and informative. We learned about the four basic behavior styles (D.I.S.C.) and how it helps to communicate better with a person if you understand their behavior style. Some of their styles are listed below.

**Dominance:** To the point, decisive and bottom line oriented. These people tend to be independent and results driven. They are strong-willed people who enjoy challenges, taking action, and immediate results.

**Influence:** Optimistic and outgoing. They tend to be highly social and outgoing. They prefer participating on teams, sharing thoughts, and entertaining and energizing others.

**Steadiness:** Empathetic & Cooperative. These people tend to be team players and are supportive and helpful to others. They prefer being behind the scenes, working in consistent and predictable ways. They are often good listeners and avoid change and conflict.

**Compliance:** Concerned, Cautious & Correct. These people are often focused on details and quality. They plan ahead, constantly check for accuracy, and what to know "how" and "why".

When the sessions ended, we convened in the meeting room next door for our **Evening of the Stars** event. A few more volunteers joined us for our evening portion and enjoyed a hosted bar and wonderful hors d'oeuvres catered by Sea Star restaurant, now located next door to the Pan Pacific.

If you're interested in volunteering on a Chapter committee so that you may contribute to the chapter in your area of choice and join us for this special day next year, please contact **Ruth Fitzgerald (ruth@DMIHotels.com)** or **Stacy Weber, CMP (Stacy.Weber@mossadams.com)** to find the perfect fit for you.

It was a great day and I hope we have even more volunteers join us next year at this special event. Our Chapter could not do all we do without our volunteers.

**Thank you again volunteers for your time and dedication to MPIWSC.**

## **Faces & Places - February 12th at Pan Pacific Hotel**



*Left to Right: Judy Sprute, President MPIWSC; Laura Ward, Speaker for Leadership Day and Rita Moren, CMP, Immediate Past President, MPIWSC*



*Evening of the Stars Attendees were treated to great food and a wonderful festive atmosphere by venue sponsor Pan Pacific Hotel Seattle*

# Charity of the Month for March & April



## Northwest Harvest

*By Tracy Thornton, Director of Sales GameWorks*

We would like to give a huge **thank you** to everyone who brought food items to the January meeting to support our charity of the month:

Northwest Harvest. The holiday season was a challenge for all of us this year with the extreme weather, but was even more so for this organization that helps get nutritious food to those who need it. MPIWSC helped in January by donating **82 pounds of food items**.

In March and April, we will be hosting our annual clothing drive for **Dress for Success**. The mission of Dress for Success is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Dress for Success accepts new and gently used suits, business attire and accessories and we will be collecting these items at the March and April meetings.

Thanks in advance for your support and for showing these organizations that MPIWSC cares about our community!

## MPIWSC Cares

Bring your clothing donations to the upcoming Educational Programs in March & April 2009



**March &  
April 2009**

Dress for Success  
Career Clothing Drive

# Scholarship Recipient Thanks MPIWSC

*By Tara Sargent, recipient of the MPIWSC 2008 College Scholarship*

I am so appreciative of receiving an MPIWSC scholarship. Event management is a passion of mine and I cannot express how excited I am to enter this industry. Even though we are facing hard times in our economy right now, I have faith the event industry will pick up the next few years and I still plan on pursuing a career in events.

After receiving the MPIWSC scholarship I was able to do many things difficult for me in the past. As many of you know it is expensive to be a college student! With the help of scholarships I have been able to pay for tuition, fees, books, housing and other miscellaneous college costs without having to worry about debt. This scholarship has helped me focus more on school and achieving good grades rather than working as many hours a week as humanly possible.

I am so grateful for the opportunities MPIWSC has given me and hope to work with the organization in the future!

Sincerely,

Tara Sargent

Washington State University, School of Hospitality Business Mgmt., Recruiting Ambassador

# January Mid-Year Board Retreat Recap

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



The Board of Directors met for an all day Mid-Year Board Retreat at Microsoft on January 20th. The Board also met after the January 27th Program at Hotel 1000. During the Mid-Year Board Retreat, the Board of Directors looked at their successes and challenges so far this year, went over the Dashboard Metrics statuses and strategies for the rest of the year, discussed the succession plans and ideas to apply for a grant from the MPI Foundation.

There has been a change to the Board of Directors. As of the end of December, Ryan Schlemmer, Director of Recruitment has resigned from the Board. The Board of Directors has decided to apply for two grants from the MPI Foundation. One for \$4,000 which would break out to eight \$500 scholarships and awarded to members to pay for the monthly programs or their MPI renewal fees. The other grant is for \$1,000 where one scholarship would be awarded to a member to

apply for either their CMP or CMM. The grant application is due March 31st. The Programs Committee is planning to webcast our monthly programs to our members/non members in Spokane and students at Washington State University and Highline Community College. The Nomination Committee has begun work for 2009/2010 slate. Nomination forms are due to the committee on February 20th and the slate is due to MPI International on April 1st.

Take the time to read the meeting minutes located in the Leadership section of our chapter website [www.mpiwsc.org](http://www.mpiwsc.org) and remember, members are invited to attend any of our Board Meetings. You can contact me at [Katy.Mercille@weyerhaeuser.com](mailto:Katy.Mercille@weyerhaeuser.com) if you'd like to attend.◆

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## 2009 Programs Update - May 19, 2009

By Jeannette Davidson, Director of Programs MPIWSC; Director of Sales,  
*Organic to Go*

Mark your calendars for May 19, 2009, for MPIWSC's Educational Program at the Renaissance Hotel, Seattle. Time is from 11:00am – 3:00pm, which includes the Committee Fair and program: **Communicate with Strength: 19 Words that Undermine Your Effectiveness in Sales and Marketing.** The featured speaker is Karen Purves, MA, and the program focus is on communication.

Are you unintentionally turning away new business and revenue? Do you have unresponsive or difficult coworkers? Are people holding up the information you need to do your job? Simply changing some of the words you use will affect your success with others. Your choice of words has the power to enhance relationships, open lines of communication, improve your credibility and convey integrity - or do just the opposite! Karen will share 19 words you can remove or reduce from your vocabulary to help you increase your influence with business associates, family, friends and yourself! How many words that could be costing you collaborative, productive relationships do you use? Find out with this session.

Program Take-aways: We will discuss the importance of word choice in building collaborative relationships and sales. Learn to identify words and phrases that reduce your ability to connect with others. Identify words to replace the "19 words" that undermine your effectiveness.

**Special bonus: The Sonoma County Tourism Bureau is sponsoring this meeting. Look for great raffle prizes and information on Sonoma "Country."** ◆

# Membership News

## Who's New?

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

For the first quarter of 2009, the MPI Washington State Chapter (MPIWSC) is happy to welcome in many new members including planners, suppliers and students. We would love to see these new members help our chapter exceed expectations for ROI in as many ways as possible.

Please make certain to welcome the following **new members who have joined since January, 2009:**



Nicola Alevizos .....	Savor...McCaw Hall
Annie Bartolome.....	Tulalip Resort Casino & Spa
Michael Baseman.....	Japan Event Services
Chad Biesman.....	Triumph Expo & Events, Inc.
Sarah Brand .....	SKB Solutions, LLC
Heather Brodeur.....	Seattle University
Susan Ershler .....	Ershler International
Mary Fleming .....	Compass Group - Microsoft
Cynthia Hay .....	Washington State Hospital Association
Judy Henrichs, CMP .....	MotivAgent, Inc.
Troy McVicker .....	Event Source NW
Tammy Mooney .....	Alaska Airlines
Sherrie Newman, CMM .....	Vulcan, Inc.
Joseph Rhody .....	Infinity Translation Services
Jillian Rue.....	Meeting Planner
Marita Simpson .....	Silver Cloud Hotel Stadium
Kim Straight .....	Crowne Plaza Seattle
Christopher Terp, MBA.....	The Seminar Group
Jamie Yoder .....	Washington Association of Sheriffs and Police Chiefs
Kelly Zilar .....	Maggiano's

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

# Ask the Producers

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

**Dear Producers,**

## Will the transition from Analog Television to Digital Television (DTV), affect us in the event industry?

**Answer:** The short answer is yes. But you may be surprised at how meetings will be most impacted by the switch. The change to DTV is altering the use of airwaves and that greatly impacts the use of wireless microphones.

Now, we could go on and on about how wireless microphones work and the different frequencies they operate in, but we will spare you the pain! Just know that the introduction of DTV service in the U.S. will result in more intrusive use of the television spectrum. In addition, the FCC will auction off the spectrum (700 MHz) that wireless microphones previously operated in.

So what does this mean for us in the events industry?



In the past, most audio visual companies used wireless microphones in the 700 MHz family. By law, it becomes illegal to use this spectrum after June 12, 2009 (previously February 17, 2009, until Congress delayed the switch). So, all current and future wireless microphone systems must operate in frequency bands below 698 MHz. Now we doubt the U.S. government will come to your next event and check to see if you are using microphones in the 700 MHz frequency; however, using microphones in this frequency may cause audio

*continued on next page*

## Ask The Producers *continued from prior page*

problems such as increased signal dropouts, decreased operating range and undesired noises. (Please note that the legislation authorizing the delay to June allows broadcast stations to switch sooner, which could affect the frequencies in certain locations.)

### So what can you do?

When booking your next event, ask your audio-visual supplier about which frequencies their wireless microphones operate in. If they say their microphones operate in the 700 MHz range, ask them to purchase or rent microphones meeting the current FCC law: microphones that operate in frequencies below 698 MHz. This will protect you and your speakers from unexpected airwave interference. ♦

*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](mailto: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.*

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## Chapter Chatter! *A Special Thanks to Robin Akkerman & Audrey Fan*

### A Very Special Thanks to our “Founding” Chapter Chatter Chicks Audrey Fan & Robin Akkerman!

Robin & Audrey came up with the idea for the Chapter Chatter Chicks Column three years ago and for these last three years have kept our members “in the know and entertained.” They are moving on to other volunteer positions. Thank you both for your dedication from the Newsletter Committee and Editor.

### Happy Birthday to the following MPIWSC Members!



#### March & April Birthdays

1-Mar .....	Rebecca Wilhite
7-Mar .....	Carolina Pino
24-Mar .....	Kristi-Lynn Churchill
25-Mar .....	Rita Moren
2-Apr.....	Heidi Hansen
2-Apr.....	Rhiannon Hopkins
3-Apr.....	Louise Myint
5-Apr.....	Angie Bucklin
18-Apr .....	John Cullen
18-Apr .....	Katy Mercille, CMP
21-Apr.....	Hillary Haren

*continued on next page*

## 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:

**If you could "re-invent" yourself, or your current career, what would you do differently?**

**Susan Sullivan** - Plan meetings and events for the United Nations.

**Sara Hanson-Andreu** - I would help people to understand the healing value of laughter and how they will find that laughter at Teatro ZinZanni. If I could convince everyone of this, we would have a waiting list for every night of the show!

### Congratulations!

**Adrienne Miller** - Recently hired as the new National Sales Manager for Suncadia Resort. She is proud that she landed a job in this economy after being laid off due to Rosario Resort's closing.

**Susan Sullivan** - Started as an Independent Meeting Consultant two years ago in North Vancouver, BC. Has been in Seattle for 6 months!

**PJ Hummel, CMM** - In the Second Annual ISES Tabletop Competition held on January 12th, the winner of the award for Most Original and Unique Use of Design Elements went to MPI Board Member, PJ Hummel and her company for their fantastic "Bohemian Tuscany" design!

**Audrey Fan** - Received the "International Economic Development Council Promotion Award", for an event she worked on with enterpriseSeattle and Seattle Sports Commission for the World Cyber Games. Also, check out Audrey's short film at [www.velvetmoonchronicles.com](http://www.velvetmoonchronicles.com).

**Robin Akkerman** - is the 2009 Board Chair of the Woodinville Chamber of Commerce.

### What are you most proud of in the last 30 days personally and/or professionally?

**Sara Hanson-Andreu** - Rather than the usual holiday "GIFT CARD EXCHANGE" they adopted a family. It was a large family with 3 boys and the parents. They were able to give them EVERY item on their wish lists of needs & wants.

### Hobbies? Hidden talents?

**Adrienne Miller** - Gourmet cooking, flower arranging and knitting

**Susan Sullivan** - Writing and photography

**Sara Hanson-Andreu** - Enjoys music, reading, beaching, traveling, thrifting and garage sales. She has the value of EVERY Scrabble letter memorized...MPI is a total value of 7!

### Believe it or not! .....

**Audrey Fan:** Flew to Washington, DC to attend various inaugural events because her high school (Punahou School) is the same high school that "Barry" Obama attended (yes, his name was Barry in high school)!

**Adrienne Miller:** Has held some interesting jobs; i.e., forklift driver, export lumber broker and English Teacher in Japan and Panama.

**Sara Hanson-Andreu:** Has been to Antarctica and stood amongst hundreds of thousands of penguins!!!

**Susan Sullivan:** Is going to Reno, NV during spring break to see her birth mother who she hasn't seen since she was 12 years old.



## Supplier Spotlight

Interviewed by Liz Bennett, CMP  
Madison Park Events

### A Talk With **Cory Jasmin**

**SALES MANAGER, CAVE B INN AND WINERY AT SAGECLIFFE**

#### ***Tell me about your company and role there.***

I am a sales manager for Cave B Inn at SageCliffe. Cave B is basically grandeur. Hanging on a cliff, poised 900 feet above the Columbia River, Cave B Inn at SageCliffe is surrounded by estate vineyards & fragrant orchards and offers breathtaking views of sky, water and canyon. Comprised of 30 guestrooms, the Inn includes a full service spa and a cliffside swimming pool.

#### ***What do you enjoy most about your job?***

I enjoy being able to represent such a fabulous new concept in destination meetings. We offer a "green," authentic, down-to-earth approach, looked for but not often found in the meeting world.

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

I am new to the Seattle area, so I hope to gain new contacts and friends, as well as being able to attend insightful programs.

#### ***What is the best advice you have ever received?***

In work, to under-promise and over-deliver, as to make each guests' experience way more wonderful than they thought it could be. In life, just to take it day by day, as I have a tendency to worry too much about the future.

#### ***What is your favorite non-work activity?***

My husband and I are very involved in the theatre scene. I was a theatre minor in college, and he teaches at a college in the South Sound.

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

By the time this is published, I'll have a new baby girl!



## **Planner** Spotlight

Interviewed by Liz Bennett, CMP  
Madison Park Events

### **A Talk With Donna Hammermeister** **FOUNDER & PRINCIPAL COMPASS CORPORATE EVENTS**

#### ***Tell me about your company and role there.***

Compass Corporate Events is a specialty services provider for all aspects of meeting planning and event management focused exclusively on corporate clients. Compass serves as a consultant and client representative in the planning, contracting of vendors, management of meeting logistics, coordination of service providers, and provides oversight of on and off-site business meetings, corporate events, trade shows and incentive travel. I am the founder and principal.

#### ***What do you enjoy most about your job?***

There is so much to love! First, I learn something new every day as the industry is always evolving. Second, meeting new people and traveling to new destinations. But most of all I must say the best gratification is watching ideas initially scratched on a piece of paper turn into a spectacular event. There is definitely a lot of work in between and many hours spent going over details, but the smile on the client's face and my own makes it all worth it.

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

This is my first year really getting involved in MPI and I hope to continue to grow relationships and learn as much as possible.

#### ***What is the best advice you have ever received?***

Stay true to yourself and be the best possible person you can be.

#### ***What is your favorite non-work activity?***

Well, when I am not carting my daughter around to sporting events or activities, I love to ski, run, read, shop and hang with the hubby.

#### ***If you could have any super power, what would it be and why?***

I am going to make a new one here - definitely the ability to "create time." Who could not use a few extra hours in the day?

# CMP Corner

## Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

The Convention Industry Council (CIC) has waived the Certified Meeting Planner (CMP) application fee of \$35! You can download the Application and Candidate Handbook at [www.conventionindustry.org](http://www.conventionindustry.org).

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

The following are sample questions of the CMP exam:

- 1) IACET is a primary source for meeting planners who are:
  - A. Designing evaluation forms
  - B. Seeking information on foreign destinations for meetings
  - C. Offering CEUs to people who attend their meetings
  - D. Looking for a job
- 2) You are trying to explain to a new staff member why a needs assessment must be conducted. You tell her that a needs assessment is necessary to:
  - A. Determine if the meeting met the needs of the audience
  - B. Identify the resources needed to plan a meeting
  - C. Determine the educational needs of an audience
  - D. Determine if the attendees warrant CEU credit
3. Your evaluation summary has been criticized as being anecdotal. In all likelihood, this is because your evaluation system:
  - A. Relied too heavily on quantitative data
  - B. Had a insufficient or poorly constructed sample
  - C. Relied too heavily on qualitative data
  - D. Did not involve the use of written surveys
4. It is the second afternoon of your meeting and you have noticed that some of your attendees are looking sleepy. To help keep them awake, you:
  - A. Play loud music during the break
  - B. Keep the meeting room at a cool 67 degrees
  - C. Incorporate some physical activity every fifteen minutes
  - D. Ask your speaker to end his session early

Answers – 1. C 2. C 3. C 4. B

## Advertising Rates For Electronic Newsletter:

	1x	2x	3x
Full Page 7.5" x 10"	\$600	\$550	\$530
Half Page Vertical: 4.75" x 7.5" Horiz.: 7.5" x 4.75"	\$350	\$300	\$285
One-Third Page Vertical: 2.25" x 10" Horiz.: 7.5" x 3.25" Square: 4.75" x 4.75"	\$200	\$175	\$140
Quarter Page Vertical: 2.25" x 7.5"	\$175	\$150	\$125

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

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

Advertising info is available at [www.mpiwsc.org](http://www.mpiwsc.org) or contact:  
**Adean Vitale at**  
**(206) 622-2117.**  
Email inquiries to [adeanv@earthlink.net](mailto:adeanv@earthlink.net).

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### THE MPIWSC NEWSLETTER

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

The Editor thanks the following members for their time and contribution of articles to this newsletter issue:  
Robin Akkerman, Julie Arbanas, Liz Bennett, Jeannette Davidson, Becky Dielschneider, Barbara Dunn, Joan Eisendodt, Audrey Fan, Jeannie Gerena, Mike Jorgensen, Marlys Kemmish, CMP, Sheila Martinez, Katy Mercille, CMP, Julie Merken, CMP, James Moore, Rita Moren, Terry Onustack, CMP, Sam Samuelson, Tara Sargent, Dana Schlenker, Erika Snyder, Judy Sprute, Tracy Thornton and Michele Wierzgac, MS, CMM.

Your feedback is important and we encourage editorial contributions. Next issue is May/June 2009. Copy deadline is April 1st. Please direct articles to Adean Vitale at [adeanv@earthlink.net](mailto:adeanv@earthlink.net) or call 206-622-2117.

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