

# 2009

MAY | JUNE

MPIWSC ELECTRONIC NEWSLETTER



◀ **CASCADIA 2009 RECAP**  
P. 7-10

**2009/2010 BOARD P.6**

**UNIQUE EVENT - OBAMA/  
BIDEN CAMPAIGN P.11-12**



## MAY PROGRAM & COMMITTEE FAIR

### Communicate with Strength: 19 Words that Undermine Your Effectiveness in Sales & Marketing

➤ **A Presentation by Karen Purves, M.A.**

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 Purves, M.A. will share 19 words you can remove or reduce from your vocabulary to help you increase your influence with business associates, family, friends and

*Continued on page 3*

## JUNE PROGRAM

### It's a Celebration! Celebrate MPIWSC's Accomplishments

➤ **Planner & Supplier of The Year Awards & More**

It's time again to Celebrate MPIWSC Chapter Members' accomplishments through the nominations of their peers and colleagues. This afternoon affair will be one to be remembered!

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#### MAY PROGRAM

**Tuesday • May 19, 2009**

### Renaissance Seattle

515 Madison St., Seattle, WA 98104

#### Registration/Networking

11:00 am - 11:30 am

#### Lunch and Committee Fair

11:30 am - 1:00 pm

#### Educational Program

1:00 pm - 3:00 pm

#### JUNE PROGRAM

**Tuesday • June 30, 2009**

### Woodmark Hotel, Yacht Club & Spa

1200 Carillon Point, Kirkland, WA 98033

#### Registration & Networking

11:00am - 11:30 am

#### Lunch & Celebration

11:30 am - 1:00 pm

#### 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

## A Year of Change

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



**I**t's the first of April and I'm looking out my window as it snows. Quite the April Fool's Day joke on those of us living in the Pacific Northwest. What can I say, it has been a year of the unexpected. It was about this time last year when I thought my world was in order, perfectly laid out by the leaders who walked before me. The new MPI leadership team was going to take on communication and committees for the next year. We were going to work on leadership skills and formalize the committees that lead up to being on the board. It was a fabulous plan. However, as the philosopher, Robert C. Gallagher warned –

*“Change is inevitable - except from a vending machine.”*

So as all good leaders do, MPI headquarters (International), in their infinite wisdom, determined it was time for change. Knowing growth is only accomplished through change, your current leadership team embraced that challenge. They forged ahead with the leadership of MPI to:

- Write a new business plan and implement the dashboard metrics
- Vote on new by-laws and institute new policies and procedures
- Completely revamp the Chapter's budgets
- Have all contracts reviewed by an attorney
- Start the process of having the financial books audited on an annual basis.

The team also decided to move forward to:

- Create a formal volunteer committee program
- Improve website functionality and appearance
- Creating a webcast program (to better include Eastern Washington members and students)
- Update and formalize the sponsorship program to include in-kind sponsors
- Submit a grant to provide hardship scholarships to members in need.

The team also continued with the following programs:

- Back to school drive for Treehouse, Dress for Success clothing drive, Northwest Harvest food drive, a FareStart evening and a Raise the Paddle event at our annual Gala.
- Leadership day, Evening of the Stars
- The Summit, Cascadia, and providing Platinum Programs
- The Meeting Resource Guide & Membership Directory
- Communication through e-blasts, newsletters, and the website
- The largest attendance at a Gala yet, and the upcoming Chapter Celebration.

Oh they have been busy, this MPI leadership team. On top of all of this, we have watched our economy take a sudden dive into the unknown and with that, an attack on our industry. All of a sudden this mild mannered team has been asked to lobby on behalf of meetings, the Seattle Convention Center expansion and the industry as a whole.

**Continued on page 3**

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

(Remember not only do they have MPI job descriptions, they have regular paying jobs. Some of them even have families and friends.)

Well, we just received our "report card" from International. As a part of the dashboard metrics I have also reviewed in several of my previous articles, every Chapter participates in the member satisfaction survey. We had a few less participants this year and more suppliers than planners participated, but the report overall is good. Out of the nine areas measured, three are brand new this year, two areas went down slightly and four areas improved.

Your MPI leadership team, is a group of dedicated volunteers. I can never thank them enough or their volunteers for all of their hard work and dedication this year. They took on the

challenge of change, embraced it and made the chapter a little bit better. Next time you have the chance, let them know how much you appreciate their dedication to the chapter and you!

| Category                    | 2009 Average | 2008 Average |
|-----------------------------|--------------|--------------|
| Overall Satisfaction        | 7.9          | 8.0          |
| Networking Opportunities    | 8.0          | 8.2          |
| Education Opportunities     | 7.9          | 7.5          |
| Marketplace Opportunities   | 7.6          | 7.3          |
| Chapter Communications      | 8.4          | 8.1          |
| Volunteer Opportunities     | 8.4          | 8.3          |
| Scheduled Volunteer Times   | 7.9          | N/A          |
| Scheduled Program Locations | 8.2          | N/A          |
| Chapter Leadership          | 8.4          | N/A          |

*\*Ratings based on a 10 point scale*

As I get ready to move into my next role as Immediate Past President, I thank those board members who will be leaving the board this year: John Cullen; Stacy Weber, CMP; Erica Schuetze, CMP and Rita Moren, CMP. Their leadership and support over the past year has helped us move forward in this year of change. There isn't a President who can succeed without the support of our Chapter Manager Adean Vitale – thank you. And finally, as I sign off, I wish PJ Hummel, CMM, our Chapter's incoming President, the best for the next year - may you have a steady breeze in your sails as you steer the Chapter towards its next destination.

Cheers,

*Judy*

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### May Program Info *continued from cover*

yourself! How many words that could be costing you collaborative, productive relationships do you use? Find out with this session.

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

Special Thanks to **Sonoma County Tourism Bureau** who is our Monthly Meeting Sponsor for May.

In conjunction with the May Program is the May Committee Fair. See next page for more information or visit the Chapter website at [www.mpiwsc.org](http://www.mpiwsc.org) ♦



# May Committee Fair

## 2009 – 2010 MPIWSC Committee Fair

By Stacy Weber, CMP; Director of Chapter Volunteers;  
Event & Meeting Manager, Moss Adams, LLP

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

The 2009-2010 Committee Fair will be held on **May 19th at the Renaissance Seattle Hotel.** The Committee Fair is in conjunction with the May program *“Communicate with Strength: 19 Words that Undermine Your Effectiveness in Sales & Marketing.”*

The annual Committee Fair is for and about YOU and how you can get the most out of your MPI chapter. It’s an opportunity to learn more about the various committees and board positions, find out how to become more involved, and network with your peers. The members are the backbone of MPIWSC. As with all great things, the amount you put into something determines the amount you get out of the experience. 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, be a greeter at a monthly meeting or sell raffle tickets. If you really want to commit, sign up to co-chair the Cascadia Educational Conference. If you have an all-fire passion for MPIWSC, join the Membership team to recruit new members or students. If you have educational ideas, join the Programs committee and share your vision with all of us. No matter what your commitment level, your effort is appreciated, worthwhile and will make an impact.

| MPIWSC Committees in Brief:   |
|---|
| <b>Annual Holiday Gala</b> – obtain sponsorship, solicit auction donations and manage the auction, be creative with themes, décor and advertising   |
| <b>Raffle Committee</b> – sell tickets at monthly meetings, help procure raffle items   |
| <b>Programs Committee</b> – coordinate monthly programs: venue logistics, speakers, marketing   |
| <b>Cascadia Educational Conference 2010</b> – sponsorship, auction, venue logistics, marketing/ advertising, tradeshow, registration, speakers/ education topics, social activities   |
| <b>MPIWSC/PCMA Summit Committee</b> – sponsorship, venue logistics, speakers, marketing/ advertising, liaison to PCMA   |
| <b>Newsletter</b> – conceive, create, coordinate with authors, and edit current and future articles for the chapter newsletter  |
| <b>Website</b> – maintain chapter website with updates, advertising, mini-views, pictures   |
| <b>Calendar</b> – maintain chapter event calendar   |
| <b>Public Relations/Community Outreach</b> – local and national MPI partners in our community, press releases   |
| <b>Awards &amp; Scholarships</b> – 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, entertainment |
| <b>Member Retention</b> – new member solicitation with focus on students  |
| <b>Member Care</b> – phone tree, new member orientation, chapter chatter, meeting greeter   |

A new option that is available to everyone is to be an on-call volunteer. If you want to give back to your chapter, but not sure what you can commit to, sign up to be an on-call volunteer. Let us know what you are most interested in, what special talents you have, and what time constraints you may have. When a committee needs some help that fits your parameters, we will give you a call to see if you are available to help out. Hope to see you at the Committee Fair! ♦

# June Celebration *Continued from cover*

This year's Celebration will be hosted at the **Woodmark Hotel Yacht Club & Spa** in Kirkland on **June 30th** beginning at 11:00 AM for networking while anticipation builds. This spectacular venue offers the beauty of Lake Washington with the essence of luxury and elegance. We invite you to don your spring attire and step under the big tent while we recognize this year's prestigious winners.

The chart to the right shows the qualifications and judging criteria for nominating a candidate for **Planner** or **Supplier of the Year**. **Deadline to nominate is May 15th.**

## **Planner & Supplier of the Year** -

These awards are given to outstanding Members who have gone above and beyond with giving of their time to the Chapter. These awards are 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.

**Tomorrow's Leader** - Tomorrow's Leader is awarded annually to a newer chapter member who has taken action and initiative to develop the chapter into the future.

**Silver Platter** - This award is given to the hosting venue receiving the highest score from members' evaluations for our monthly meetings.

**Tenure pins** - will also be handed out to all members who have reached their 5, 10, 15 or 20 years of membership with MPIWSC.

In addition to presenting awards for these accomplishments will be the induction of the new **2009-2010 Board Members (see the next page for the new Board slate).**

We urge you to recognize your fellow Chapter Members for their contribution to our industry. You may submit (email or fax) forms to Erica Schuetze at: [etschuetze@yahoo.com](mailto:etschuetze@yahoo.com) or fax to Hillary Zaffarano at 425-451-4100. Visit the Chapter's website ([www.mpiwsc.org](http://www.mpiwsc.org)) for a nomination form. Look for POY / SOY Nomination button on the home page. ♦

**Article submitted by Carol Bengtson, Meeting Planner and Co-Chair 2009 June Chapter Celebration**

| <b>Qualifications &amp; Judging Criteria for Planner or Supplier of the Year</b> | <b>Point Value</b> |
|--|--------------------|
| A current member in good standing with MPI for a minimum of 3 years              | —                  |
| Involvement with the Washington State Chapter of MPI during the 2008-2009 year   | —                  |
| Long term leadership and service to MPIWSC                                       | <b>25 Points</b>   |
| Current leadership and service to MPIWSC   | <b>25 Points</b>   |
| Professional accomplishments   | <b>20 Points</b>   |
| Meeting Industry Service   | <b>20 Points</b>   |
| International MPI involvement  | <b>5 Points</b>    |
| Community involvement  | <b>5 Points</b>    |

# 2009 - 2010 Board of Directors

## Introducing Your New MPIWSC Board

By Rita Moren, CMP, Immediate Past President 2008/2009  
Marketing Manager, WatchGuard Technologies

The Nominations Committee is pleased to announce the MPI Washington State Chapter 2009-2010 Board of Directors:

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

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

The current and new boards will meet April 27-28 to plan and strategize for the coming year. The term begins July 1, 2009 and will end June 30, 2010. As you can see above, there are several board member-directors that are starting their 2nd year of a two-year term of which those positions will be filled next year (during the call for nominations). Other board member-directors are beginning their 1<sup>st</sup> year of a 2-year term. All Vice President terms are one year, except for VP of Finance. If you have any questions about the process or the board in general, please don't hesitate to contact Rita Moren ([rita.moren@watchguard.com](mailto:rita.moren@watchguard.com)), Judy Sprute ([jsprute@hollandamerica.com](mailto:jsprute@hollandamerica.com)) or PJ Hummel, CMM ([pj@pjhummel.com](mailto:pj@pjhummel.com)) or any other board member. Here's to a great 2009-2010 term! ♦

## CEC 2009 Recap

# Cascadia U: Parting Words From A Proud Dean

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



As I hang up my cap and gown and prepare to retire the collegiate theme for this year's Cascadia Educational Conference, I find myself filled with some of the same emotions anyone may feel when they leave college. First, there's the wave of relief that it's over. That's not to say that it wasn't fun, but knowing a huge project has reached completion comes with an immeasurable feeling of satisfaction. Next, I become sentimental as I think about the friends I have gained in the process. People with whom I've had day-to-day interaction with will pop up less and less as we all get back to "the real world." But most of all, I feel an unmistakable sense of pride. Not in myself per se, but in the knowledge I was part of something significant. General response from attendees of the conference has been very positive. But most importantly, dozens of people have phoned or e-mailed to say their experience at Cascadia in Bend, was impactful and they left with specific ideas that were going to make positive changes in their lives. Those are the kind of comments that remind me why this conference exists. After hearing from so many people what they liked best about Cascadia, I would like to share my thoughts on the matter as well.

### Education

This year's education was spear-headed by Cascadia's Washington Vice-Chair **Donna Hammermeister** and Oregon Vice Chair **Jennifer Cox**. From the beginning, the steering committee wanted a strong focus on the educational content of the conference. Donna and Jennifer spent a great deal of time pouring over survey results, polling members and having conversations with meeting professionals. Everyone shared that they wanted a "good education," but Donna and Jennifer were determined to quantify that statement. Through dialogue and research, these two were able to seek out facilitators who had track records of success in the areas of focus, determined to be most important to MPI members. They addressed topics like Strategic Meetings Management, green meetings, contract negotiations, web technologies, and social networking. They selected speakers from near to far so attendees would benefit from global experience without leaving the Northwest. Our post conference survey results also indicate the attendees were very impressed. The survey indicated a 93.6% satisfaction rating for education! It also allowed us to gather information for next year's conference planning. For instance, as pleased as the attendees were with the education, many noted they would like even more advanced sessions available. For those eager to see the level ratcheted up a notch, your voices have been heard.

### Community

Maybe it was the fact many attendees braved less than favorable travel conditions to get to Bend. Maybe it was the sense of determined optimism in the air. Or maybe it was seeing grown men and women wear bed sheets to a formal dinner. But at some point, I was struck with the notion there was something very special about the group. They were interacting like a community. Planners, suppliers, Washingtonians and Oregonians came together in a whirling confluence of new ideas, shared experiences, and strong relationships. As I watched fellow

*Continued on page 8*

# MPI Cascadia Conference *continued from previous page*

Cascadians walk to sessions and share meals together, I was reminded of just how important this conference is.

Now more than ever, we all have a renewed interest in uniting to defend our industry. I strongly believe meeting professionals will not be effective in this fight without meeting ourselves. We must engage in the very practices we are striving to defend. By meeting face-to-face at Cascadia, we strengthened our knowledge and armed ourselves intellectually. As Margaret Mead once noted:

*“Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”*

The group I saw in Bend, OR was thoughtful, engaged and enthusiastic. It was great to be reminded of what a strong, vibrant industry I work in.

## Thank You MPI Washington State Chapter Volunteers

There are a number of people whose support and volunteerism made this conference possible, and I have attempted to list them all on the right. Of course, I could also write another entire article about how much I learned from and enjoyed working with my Oregon co-chair **Anne Hallinan**. But I don't want to miss this opportunity to thank two individuals, without whom I would have certainly gone completely bonkers: **Caryl Sutorius** and **Donna Hammermeister**. Caryl, thank you for your wisdom, your guidance, and your unwavering support. Donna, thank you for your organization, your commitment and your passion for this conference. I know that the conference is in good hands next year with you as co-chair.

Now if anyone needs me, I'll be in my study, flipping through yearbook pages and ruminating over what, for me, will be the best school year ever. ♦

## Thank You Volunteers!

### Vice Chair

Donna Hammermeister - Compass Corporate Events

### Transportation Committee Chair

Linda Beecher - Snohomish County Tourism Bureau

### Silent Auction Chair

Debbie Campbell - Comcast Everett Arena

### PR / Marketing Chair

John Chen - GeoTeaming

### Student Services Chair

Dana Schlenker - Washington State University

### Trade Show Chairs

Mike Jorgenson / James Moore - Moore Productions

### Volunteers and Contributors

Mardi Johnson - Symetra

LeeAnne Brawner - Lynnwood Convention Center

Evan Johnson - IMIGRI

Jordan Schwartz - Pathable

Donna Meyers - Great Wolf Lodge

Rhonda Sinning - Holiday Inn Everett

Jim Humphries - Ashton Limousine

Robin Akkerman - Willows Lodge

Annie Bartolome - Tulalip Resort Casino

Shanden Templar - LaConner Country Inn

Angel Hanson - Microsoft

Stacy Weber, CMP - Moss Adams, LLP

## Cascadia Scholarship Recipient's Recaps

### What Has The Cascadia Scholarship Done For Me?

**Bridgette Candee – Cascadia Scholarship Winner**  
**Assistant General Manager, ACME Bowling, Billiards & Events**



Let me tell you about my experience at Cascadia U. It started at 7 am on Sunday when I met 15 MPIWSC strangers in Bellevue and started the 8 hour bus ride to Bend, Oregon for the Conference. Now this was no ordinary bus! We were riding rock star style, in the mobile board room of Ashton Limosines (a chartered coach for the conference). After 2½ movies, wine tasting, and enough food to keep me full my entire stay in Bend, I now had 15 new friends.

The next two days were packed with speakers, education and excellent food and beverage. The education was exceptional and I was able to choose my course load and tailor the education to my specific career needs. No college experience is complete without a Toga Party and let me tell you the Washington Chapter knows how to Toga! Wardrobe malfunctions and Diva Toga's will forever be in the mind of the students of Cascadia U.

After we gained the Freshman 15 (aka the fifteen pounds you gain your freshman year  
*Continued on next page*



### Motivating, Educational...& Fun

**Sabrina Elliott – Cascadia Scholarship Winner**  
**Administrative Coor., HDR ONE COMPANY, Many Solutions**

I would like to express my gratitude and appreciation for allowing me to attend Cascadia U this year. I would not have been able to attend if it weren't for the scholarship program. I won one of the scholarships awarded this year. Each and every class I attended provided me with valuable knowledge which will ultimately help me excel as a corporate meeting planner. Additionally, each class was motivational, educational and fun. I appreciate all of the organization and hard work that went into making this such a successful event. If someone were to ask me what was the most memorable part about Cascadia, I would have to say the opportunity to meet so many fun and talented individuals and for developing long lasting friendships, a lot of who I was able to ride "the party bus" down there with. Again, thank you so much to all of the individuals who helped make it possible for to me to attend this year - I look forward to joining you again next year. ♦

## A Word from Your 2010 Cascadia Chair



Congratulations to all of you recent graduates from 2009 Cascadia U in Bend, Oregon. Wow, what a conference! I don't think I could have imagined anything better than what I just attended. From the beautiful venue, great food, amazing service, awesome pre conference activities, hard to choose from education, interesting key notes to the exceptional Toga gala. Could you ask for much more? I know the snow lightly falling as I walked from my room to the conference center was just the icing on the cake - so beautiful!

I am sure Cascadia U 2009 will go down in the record books as one of the best yet. Thank you to **Sam Samuelson (Tulalip Resort Casino & Spa)** who was this year's Washington Co-Chair of the conference who spent countless hours making certain all of the committees were on track and moving forward. His great ideas and passion behind Cascadia U definitely shined through as everywhere I looked during the event there were smiling, happy faces. Not only were attendees learning and networking but they were having fun at the same time.

The bar has definitely been set high for 2010 but as you know, next year's venue itself is pure GOLD. Tulalip Resort Casino & Spa will be our honorable host and the committee recruitments will start soon.

*Thank You!*

**Donna Hammermeister, Compass Corporate Events**

### ***Cascadia Recap Article continued from previous page***

of college), it was time to head back to Washington. We had spent three days together yet were still able to laugh and tell stories about our time at Cascadia U on our return trip. Did you know that Michael Noesen loves Rick Astley? Did you know Emily Gooding use to work at Dairy Queen? Did you know Robin Akkerman loves Tuna from Subway? Neither did I until I experienced Cascadia! I will forever be able to walk into any MPI meeting and find at least 10 of the great friends I made and laugh about the numerous 'inside' jokes that came from that experience.

All of us as suppliers and planners are constantly asked to justify ROI. How do you calculate the return of making new friends and having a pain in your side from laughing to the point of tears for 3 straight days?

I look forward to attending the Cascadia conference again in 2010! ♦

## Unique Event Spotlight

# My Experience On A Presidential Campaign

**Sandra Severtson, a former MPIWSC Member with RealTime Productions, now relocated in Washington D.C.**

If I had space for 5,000 words, I wouldn't be able to explain the amazing experience I was afforded in September of last year – to do "advance" for the **Obama/Biden campaign**.

When you do "advance" work, you are really just doing what every event planner does in a shorter amount of time – securing venues, permitting, working with vendors, etc. Besides knowing it's "similar to event work" I had little information at that time exactly what I would be doing. After exchange of two emails with the campaign, I was told to pack my bag immediately and expect to receive an email from the advance desk. A few hours later, I received an email from someone telling me my flight details for the following morning: I was heading to Grand Rapids, Michigan, but no other details. I could only wonder "how does this work" and "what am I responsible for once I land?!"



**Joe Biden Speaks at Rally**

My first campaign stop was a shock in every way. Everyone on my team was at least 10 years younger, had been working on various campaigns since at least the primary elections (many had worked on the Kerry campaign), and we had to share rooms (bleh!).

For an idea of what happens at each event I advanced, here's how pretty much every stop goes: you receive the slate from the advance desk with travel information, details on who is on your team, and what the event is. Once the team is assembled on site, a conference call is held with the local campaign office, scheduler, advance desk, and the principal's staff. The team scouts locations and makes recommendations for the rally. After a decision is made, we have to lock in the site so we can announce the event to the media and public, and begin to build a crowd. For most events, we had three days to land, find a site acceptable to all parties, sign permits (and all that entails!) advise the media, build the site, build the crowd, find volunteers, and hold the rally.

At my first event, **Hillary Clinton** was the principal at the rally. As an S2 (logistics person), I was responsible (finally, I knew my responsibilities!) for helping lock in the location, setting

**Continued on next page**

## **Unique Event Spotlight** *continued from previous page*



**Photo Top:** Justin Timberlake and Jessica Biel

**Photo Left:** Sandra Severtson meets Bruce Springsteen

**Photo Below:** Bruce Springsteen Concert Rally



up the 'hold' rooms for both the principal and their traveling staff, make sure the area for the "clutch" (grip and grin photo opportunity with the principal) is set and everyone who has been invited (a very small group) have been assembled.

By the end of the campaign, I had advanced a **Joe Biden** rally, two **Hillary Clinton** rallies, a **Bruce Springsteen** concert, separate rallies with **Russel Simmons**, **Justin Timberlake** and **Jessica Biel**, a **Jimmy Buffet** concert, a media event with Former Vice President **Al Gore and family**, and a fundraiser with Former President **Bill Clinton**.

Working on the campaign was an experience I wouldn't trade for anything. To cap it off, I was asked to work on the Inauguration – advancing the Whistle Stop Tour in Wilmington, Delaware. An amazing experience with an amazing team, capped off by the moment of a lifetime!

I'm now living in Washington, DC, doing ad hoc advance work for the current administration. If you would like more information about doing advance, or have other questions, please feel free to email me at [slsevertson@hotmail.com](mailto:slsevertson@hotmail.com). ♦

## **Faces & Places - Cascadia Educational Conference 2009**



**The Cascadia Educational Conference Committee 2009! Top left to right: Anne Hallinan, Oregon Co-Chair; Donna Hammermeister, Washington Vice-Chair; Sam Samuelson, Washington Co-Chair; Jennifer Cox, Oregon Vice-Chair; Alex Shelton, Director of Special Events MPIOC and Caryl Sutorius, Director of Industry Alliances, MPIWSC**



**Evening Closing Dinner with a Toga Party Theme at CEC 2009  
Top Left to Right: Eric Osborne, Carrie Zimmerman, Emily Gooding, Bridgette Candee, Ronda Sinning, John Chen, Tasha Wood, Sabrina Elliott and Michael Noesen, CMP**

## **Faces & Places - Cascadia Educational Conference 2009**



**Cascadia Educational Conference 2009  
Closing night  
left to right: Judy Sprute, Gray Line of Seattle, President MPIWSC 2008/2009;  
Joe Figone, Cedarbrook Conference Center;  
Robin Akkerman, Willows Lodge and Emily Gooding, Sheraton Seattle Hotel & Towers**

**"Rock Star Bus Company" Ashton Limo provided Roundtrip Bus transportation to snowy Bend, OR for CEC Attendees. Wine Tasting on the Bus was compliments of Columbia Winery and Linda Conklin of Woodinville, WA. Special Thanks to All the "Rock Star Bus" Sponsors: Ashton Limo, Organics to Go, Holiday Inn Downtown Everett, Sheraton Bellevue and Lynnwood Convention Center.  
Left to right: Tasha Wood, ACME Bowling, Billiards & Events; Linda Beecher, Snohomish County Tourism Bureau; LeeAnne Brawner, Lynnwood Convention Center and Jim Humphries, Owner/President of Ashton Limo**



# February Program Recap - Hyatt Regency Bellevue

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

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

“The trick to being successful in business and life is learning to be entrepreneurial,” said Lenora Edwards, a business development and career coach, during the February MPIWSC monthly meeting. “You have to learn how to prioritize and use the tools and resources that you have at your fingertips to your best advantage,” she said.

Speaking to a crowded morning session at the Hyatt Regency Bellevue, Edwards shared several of her experiences as a marketing executive with major clothing retailers and how she learned from each position to form the core of her beliefs. “Networking is key to anyone’s success,” she said. “The people you know in MPI, at your job, or in the community are the people who can be your advocate.”

“Advocates are those who would be glad to hear that you are prospering and would help you in any way they could. They will refer you to others,” Edwards said.

Edwards said advocates and business prospects should never get more than 30 days away from you. Stay in touch through e-mail, telephone or coffee meetings, she suggested. “Make it easy for them to remember what you do and easy for them to think of you when the opportunity arises.”

She also recommends having a third party interview several people who know you, so that you can gain a better understanding of how others perceive you. “People are often surprised to learn what things others value about them. It’s often not what they suspect.”

The meeting was also webcast to several students at Washington State University, courtesy of The Production Network. MPIWSC has been exploring ways to improve programming to members and potential members throughout the state. The Education Committee hopes to deliver additional webcasts to broader audiences in the near future.

**Special Thanks to Our Sponsors** for the February Monthly Meeting including:

•Hyatt Regency Bellevue - **Venue Sponsor**

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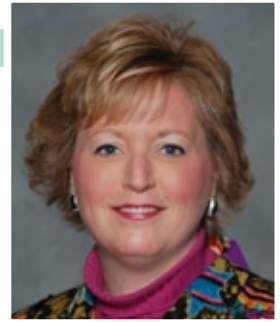
- Meydenbauer Center
- Blue Rooster Marketing
- Coeur d’Alene Golf & Spa Resort
- Hotel Bellwether

•Moore Presentations - **Meeting Support Sponsor**

# March Program Recap - Sorrento Hotel

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

By Michael Noesen, CMP; Vice President of Education;  
Principal for MJN Solutions



Barbara Dunn, Esq.  
with Howe & Hutton, Ltd.

When it comes to meeting industry legal issues, there's never a shortage of questions for the lawyer. At March's monthly educational program, Barbara Dunn, Esq. a hospitality industry lawyer, shared her legal expertise on a variety of issues ranging from attrition clauses, music and photography rights to a full room at the Sorrento Hotel.

When negotiating or renegotiating contracts in the current state of the economy, Dunn stated, "The power of industry relationships will be demonstrated." She also strongly advised not to give something away in a negotiation without getting something back.

One of the main topics Dunn addressed was attrition. She recommended that you should have the right to periodically reduce your hotel room block as you get closer to the event and that you should be conservative with your initial block so that attrition doesn't have to come into play. If it does, she said you should continue to work with the hotel on an equitable solution since the hotel may be willing to reduce the attrition for an additional booking(s).

Another hot topic for audience members which generated several questions was music and photography rights. Dunn explained that music rights cover all music played outside of occasions with family and friends. It's the event owner's responsibility to secure the music rights for all music played at their event, usually through one of the performing rights societies like BMI or ASCAP. For event photography, she clarified event owners must obtain the license to use the images taken at the event from the photographer, since they are the ones who own the images. In addition, you should get consent from anyone in the images, especially if the images are to be used for post-event marketing purposes. This can be done with a blanket consent during the registration process or signed waivers onsite.

At the conclusion of the program, Dunn provided the audience with a greater understanding of the numerous legal terms and situations that one has to deal with regularly in the hospitality industry along with how best to approach contract negotiations.

"I was very impressed with the program being exactly what she advertised - 'The Lawyer is In: What's on Your Mind?'," said Tracy Thornton, Director of Sales with GameWorks. "Barbara was great in fielding and answering questions pertinent to our actual business: attrition, contracts, indemnification and the importance of having each."

**Special thanks to our Sponsors** for the March Monthly Program including:

• Sorrento Hotel - **Venue Sponsor**

### **Platinum Sponsors**

• Suncadia, • Mexico Tourism Bureau • The Production Network

### **Gold Sponsors -**

• Meydenbauer Center

• Coeur d'Alene Golf & Spa Resort

• Blue Rooster Marketing

• Hotel Bellwether

• Moore Presentations **Meeting Support Sponsor**

# March Board Meeting Recap



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

The Board of Directors met on March 31st at the Sorrento Hotel in Seattle. They reviewed the Cascadia Educational Conference, discussed the upcoming Board Retreat on April 26 – 28th, (to be attended by current and incoming Board members) and reviewed the proposed new sponsorship levels for our cash and in-kind donors to the chapter.

In efforts to continuously improve our Chapter's communications, selected members of the Board formed a focus group to update our website to become even more user-friendly and a better resource for our members. Visit the site ([www.mpiwsc.org](http://www.mpiwsc.org)) to see the changes: there is also now a "members only" section.

Chapter President Judy Sprute announced MPI International has published new Bylaws. All chapter members will need to conduct a vote on the Bylaws. The bylaws will be posted on our Chapter's website for the members to vote.

The results of the Chapter Survey are in and our Chapter did very well in comparison to others. The Washington Chapter scored in the top 3rd of the group for chapter communications and program locations. Thank you to everyone who took the survey.

Julie Arbanas, Director of Special Events announced the June Celebration will take place at the Woodmark Hotel, Spa & Yacht Club on June 30th. It will be a lunch time program. (See article on page cover for more information.)

Read the meeting minutes 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. If interested in attending, contact Katy Mercille at [Katy.Mercille@weyerhaeuser.com](mailto:Katy.Mercille@weyerhaeuser.com) ♦

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## Save The Date - June 17th Strictly Social

### June "STRICTLY SOCIAL" - A Networking Opportunity!

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



Venue: **Fox Sports Grill**  
Date: **Wednesday, June 17th**  
Time: **5:30 PM – 7:30 PM**

Fee: \$5 cash donation is appreciated with proceeds going to the MPI Foundation – please register on the Events page at [www.mpiwsc.org](http://www.mpiwsc.org).  
Join us at Fox Sports Grill in Seattle for a Strictly Social networking event with your industry peers while enjoying beverages and appetizers. Contemporary Cuisine for the Sports Enthusiasts. <http://www.foxsportsgrill.com/seattle/>

A special thank you to **Lucky Strike Bellevue** ([www.bowlluckystrike.com](http://www.bowlluckystrike.com)) for hosting the March Strictly Social! Fun was had by all with plenty of bowling, pool, food and drink not to mention great networking!

# Membership News

## What's New?

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



Well, it is a new year, and 2009 has not been without its challenges for all businesses. Fortunately, the goal of this MPIWSC chapter has not changed - to be a great value and experience for all of its members. Businesses are scrutinizing costs more than ever, meaning that each dollar spent must have value. So MPIWSC is doing things to bring even more value to memberships. Including automatic six month grace period on membership expirations!

### Who's New?

So far the new year of 2009 has introduced 24 new members to our chapter. Industry veterans and new faces combine to form this list. We are pleased that you have chosen to join this chapter. **Welcome aboard!**

### Welcome our New Members who have joined since March 2009:

- Moira Hurley..... Tacoma Regional CVB
- Heather DeLong..... Concur
- Sarah Klapstein ..... Lancer Catering at Woodland Park Zoo
- Brianna Mark..... Seattle Convention and Visitor Bureau
- Susan Mueller ..... Renaissance Seattle Hotel
- Lark Nemerever ..... Liberty Mutual
- Michele Lucero..... Paris Hotel & Casino Las Vegas

### Now I'm a member - what do I do?

There are many ways to turn the MPIWSC membership into action. One way is to kick back and wait for people to see your name on the membership list and realize you now are part of a great international organization. However, this way is not the only way or the most suggested method on how to get the most of your membership. Here are some ways for you to become better acquainted with your membership and how to get more from it.

### You need not be a computer nerd to enter MPI's electronic age.

The first thing we suggest you do is to engage in our chapter website. If you have checked it out in the past and haven't visited it for a while - you will notice some major changes; all of which are for the better. It has access for you to tap into immediately. You can learn who your fellow members are, learn about educational opportunities, and update your profile so that other members know who you are too! Be certain to visit the Chapter Website ([www.mpiwsc.org](http://www.mpiwsc.org)) and MPI's International site, ([www.mpiweb.org](http://www.mpiweb.org))

If you want a more human connection, make sure you take part in monthly events, such as: Member Orientation is held at EVERY monthly program. Either before the meeting, or immediately after, you can get the low down from an experienced member on how to become involved to your benefit.

**Continued on page 20**

# **PEC Scholarship Recipient**

## 2009 MPI Meet Different (PEC) Educational Conference

By Dana Schlenker, MPIWSC Director of Marketing  
(PEC Scholarship Recipient) Conference Coordinator,  
Washington State University



The 2009 MPI Meet Different Conference was held in Atlanta, Georgia in February. This was the first MPI International Conference I had the opportunity of attending; however, it won't be my last.

We kicked off the conference with a welcoming reception at the Atlanta Aquarium. The aquarium was amazing. Filled with beluga whales, shark whales, millions of different species of aquatic life and the scuba divers promoting the conference with meet different signs shaped as fish. What a sight!

The keynote speaker was inspirational and informative – just the way to get us motivated to kick off the rest of the conference.

There were several sessions to choose from for the next few days. Session topics ranged from green meetings, to technology, and even contract language. There really was something for every planner or supplier. I was pleased to see that our chapter was keeping up with the current education as a few of the speakers at Meet Different had spoken at our chapter meetings – that was certainly a compliment for our chapter.

The exhibit hall flourished with promotional product companies, meeting planner essentials, hotels, convention centers, and entertainment companies from almost every state in the US.

I took away a lot of education from the Meet Different Conference and had a blast at the same time. I was able to network with many other chapters and came away with some really great friends and unforgettable stories.

**Katy Mercille, CMP** and I represented the Washington Chapter by being the talk of the conference for taking first and second place in the **Wyndham Walk Challenge**. Together, we walked over 100,000 steps while in Atlanta. Though frustrating at times, it certainly was one of the highlights of attending the Meet Different Conference.



**Photo above: Dana Schlenker, Wyndham Walk Representative and Katy Mercille, CMP at PEC**

*Continued on next page*

## **Membership News** *continued from page 18*

### **Attend monthly programs and social events.**

Usually held on the final Tuesday of each month, these bring many chapter members together for an educational program and tasty meal. Want to catch up with a member in person? No better way than to meet them at the MPI chapter meeting. Our chapter also has occasional "strictly social" events. These meetings are easier on the pocketbook - only a \$5 suggested donation - is requested for your attendance! Plus, these are always held in the evenings at venues that accommodate smaller groups or events.

### **Be involved in a chapter committee or program.**

Can't make it to a program or a social event? No worries. You can choose your own level of involvement in one of the many committees of the chapter. There are more committees than I can describe and they include opportunities of involvement with a variety of time commitments. These are a great way to meet people over the phone, or in a more active working relationship. Even if you are a bit isolated from the rest of the chapter by schedule or geography, we have a committee for you that can help you utilize a hidden talent or be exposed to a world you wouldn't otherwise know.

**Attend educational events.** Our chapter is involved in helping you obtain further education. Pursue your CMP or other levels of meeting education with the help of MPI. Additionally, there are regional events with the Oregon Chapter, as well as National and International conferences to attend.

All said and done, your MPI membership is what you make it. Rest assured, this chapter leadership wants to make it easy for you to get the most from your membership and enjoy it along the way!

I look forward to seeing you at an event soon. Best regards, John! ♦

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## **PEC Scholarship Recipient** *continued from previous page*

Like I said, there really was something for everyone. To sum it up, Meet Different was definitely educational, had numerous great networking opportunities, so much fun, and challenging. I can't wait for the next MPI International Conference. ♦

***Photo right: Dana Schlenker and Katy Mercille, CMP took First & Second Place in the Wyndham Walk Challenge at PEC. Congratulations Team MPIWSC!!***



# 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,*

**Help! I've been asked to explore doing a webcast of our upcoming manager's retreat and I don't know anything about the technology. Can you shed some light on what a webcast is and how to do one?**

**Answer:** A very timely question, considering MPIWSC just completed its first webcast in February. First, let's answer the question of what a webcast is by turning again to our good friends at Wikipedia. According to Wikipedia, "A webcast is a media file distributed over the Internet using streaming media technology. A webcast may either be distributed live or on demand." Essentially, webcasting is broadcasting audio, video and images over the Internet.



While some larger companies may elect to purchase a turnkey system that allows them to produce their own

webcasts, for most companies, there is no need to go out and buy a television studio or audio, video or encoding equipment to do a webcast. Economically, it usually makes more sense to work with a webcast supplier, who can help you with everything you need.

There are three main components to any webcast.

**Component 1** is determining what type of viewer experience you want to provide your audience. There are four types of viewer experiences: audio only; video only; audio with synchronized slides; and video with synchronized slides. Each offers its own price points, pluses, minuses and overall experience. You must factor in your

*continued on next page*

budget, your message, and the goals of your management team in determining which format to choose.

**Component 2** is the audio, visual and staging elements common to all live events. Whether you are broadcasting from the executive suite or the largest ballroom in North America, you need to determine the type of microphones, mixers, cameras, lighting, etc., you will need to make your event look and sound great. We suggest you work with your local audio-visual or webcasting supplier to select the equipment that will best meet your needs.

**Component 3** involves encoding the audio and/or video and sending the signal out over the Internet. In order to broadcast your signal via the Internet, the audio and video feeds must be connected to an encoding computer, which will be outfitted with encoding software, such as Microsoft's Windows Media Encoder or Adobe's Flash Encoder. The encoding computer will then convert the signals and send them over the Internet.

At minimum, you will need a hard-wired Internet connection, but depending on the format and complexity of your webcast, you may need multiple high-speed connections, with static IP addresses, etc. Because of this, when selecting a site, if there is any chance you may do a webcast, be sure to ask the facility about connectivity.

Because technology is complex and changes rapidly, working with a qualified provider can facilitate tremendous savings of both time and money, while still allowing an organization the ability to effectively deliver important messages. ◆

*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.*

# Chapter Chatter! From Your NEW Chapter Chatter Chicks

## MPIWSC News About You and Your Colleagues

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

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.



### What is a recent accomplishment in your public volunteer world?

**Niki McKay** - President of audio visual and video production company Blue Danube Productions based in Woodinville, has won a Telly Award in the Charitable/Not-for-profit category for her video Dalton's Story produced for Children's Hospital Guild Association. The 30th Annual Telly Awards received over 14,000 entries from all 50 states and 5 continents.

**Laura Heavrin** - Just completed a month long launch of an ADP Go Green Campaign she helped design. There were over 2,500 associates participating in 11 offices throughout the Northwest and Northern California.

### What is a recent professional accomplishment?

**Reta H. Waldrop, CMP** - At the beginning of the year, she took on the project of documenting her company's review policy for client work. This had never been done in the 13 year history of the company: she completed the project in February.

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

**Kat Uzzelle** - One of her personal goals this year is to learn more about Washington wines and at the same time expand her own event industry knowledge by volunteering at wine related events. She helped Christopher Chan, a fellow MPI member, with 2009 Seattle Wine Awards in April.

### Bon Voyage.....

**Reta Waldrop, CMP** - Recently spent three weeks in Ireland and said: "It's a beautiful country with very hospitable people. If it's one of the places on your list to visit, do it! You won't regret it."

### Congratulations...

**Michael Noesen, CMP** - After working at Microsoft for 10 years, he has moved on to start his own company, MJN Solutions, focusing on providing strategic program/project management and event services for clients. He's excited to be taking on this new career challenge.

**Caryl Sutorius** - I have recently been promoted to Director of Sales and Marketing at RealTime Productions!

**Kat Uzzelle** - I recently returned to Teatro ZinZanni as National Director of Group Sales!

### May & June Birthdays



## Happy Birthday to the following MPIWSC Members!

|                  |                |                  |                      |
|------------------|----------------|------------------|----------------------|
| 4-May . . . . .  | Karina Putnam  | 30-May . . . . . | Christie Corley, CMP |
| 6-May . . . . .  | Shirley Morris | 3-Jun . . . . .  | Sara Hanson-Andreu   |
| 11-May . . . . . | Jeff Canham    | 9-Jun . . . . .  | Robin Akkerman       |
| 12-May . . . . . | Joy Henriksen  | 16-Jun . . . . . | Judy Sprute          |
| 19-May . . . . . | Nancy King     | 21-Jun . . . . . | Shane Roehl          |
| 26-May . . . . . | Jon Clark      | 24-Jun . . . . . | Cindy Esch           |
| 27-May . . . . . | Judy Reynolds  | 25-Jun . . . . . | Sean Ewell           |
| 29-May . . . . . | Sean O'Leary   | 28-Jun . . . . . | Laurie Bach          |



## **Planner** Spotlight

*Interviewed by Liz Bennett, CMP  
Madison Park Events*

### **A Talk With Sarah Brand**

**FOUNDER, SKB SOLUTIONS ([WWW.SKBSOLUTIONS.COM](http://WWW.SKBSOLUTIONS.COM))**

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

SKB Solutions plans and executes upscale events for both corporate and institutional clients. Specializing in executive level events Sarah has created a niche for herself as the 'go to' planner for memorable and unique events. SKB Solutions works with a diverse client base and is committed to planning events that are spectacular, while at the same time being socially responsible and culturally sensitive. Past projects have included board meetings, board retreats, employee appreciation events, multi-day conferences, black tie balls, auctions and building dedications in the U.S., Mexico and Canada.

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

I really enjoy the wide variety of clients I have the opportunity to work with. One day I may be planning an executive retreat to an international destination and the next it is a not-for-profit fundraising breakfast at a local hotel. The wide range of clients keeps it interesting and exciting.

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

Much of my business has been outside of the Seattle market. I joined MPI to meet and connect with Seattle-based professionals and grow my local network.

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

The best advice I have received is to do something that is fun. There are plenty of jobs in the world and many that make more money or have more "power" than my little company has, but I really enjoy my work and my clients and have lots of fun doing what I do well.

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

My favorite non-work activity is cooking with my kids and entertaining our friends. It is fun to teach toddlers to cook because it is all so new and they are so proud of themselves when they stir a bowl of ingredients together and out comes cookie dough-it is a great experience and one I love.

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

MPI members might be surprised to learn that I came to event planning via a circuitous route that included several years in business development, corporate licensing and strategy development. I never set out to be an event planner but, serendipitously, all the elements lined up and opportunities came my way and I love what I do.

# Planner Spotlight II

Interviewed by Liz Bennett, CMP  
Madison Park Events

## A Talk With Christopher Terp

PRESIDENT, THE SEMINAR GROUP ([WWW.THESEMINARGROUP.NET](http://WWW.THESEMINARGROUP.NET))

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

The Seminar Group is a small niche continuing education provider located on Vashon Island. We specialize in continuing legal education, and the majority of our programs deal with large monetary issues. Specifically, we organize events that deal with Environmental Law, Real Estate and Construction Law, Corporate and Securities Law, and a few select nuts-and-bolts programs such as Labor and Employment Law, Insurance Law and Alternative Energy.

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

I work with a very large and diverse group of individuals when assembling our programs. I am always amazed at the multi-talented group of people we find to speak at our events. We work with top corporate attorneys, government officials and other top professionals. Working with such passionate, intelligent people is what I most enjoy about my job.

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

We hope MPI members will contact us with ideas for future conferences and programs they would like to attend. We also hope they see value in our programs and attend a few.

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

Well, this is a family-run business, so initially I worked with my mom. She has since retired and I have taken over. There are quite a few bits of advice I have learned from her and others. My mom's goal was to work smarter, not harder: nothing new to the business world, but when you are reminded of this on a regular basis it really helps. Another bit of information I learned from Seattle University's School of Business was, in business, it is paramount to make every business deal a "win-win." If you can express that to a business partner, it puts them at ease and opens them up to new considerations.

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

Skiing and fishing. I am a board member of Vashon's Ski School, oddly enough the oldest club sport on Vashon. It started in 1948. The school starts each year in January. We take roughly 100 kids on three buses to the Summit at Snoqualmie. My daughter is 12 and it's fun for both of us, and the kids on Vashon are great as well.

# 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) When reviewing air transportation needs for your meeting or convention, your prime consideration is:
  - A) **The number of flights per day to your convention or meeting locale**
  - B) **Pre-boarding privileges and seat blocks**
  - C) **Rates, surcharges and minimums**
  - D) **Cancellation policies**
- 2) You are attending a meeting in Colorado. There are 250 attendees. The General Session will have a discussion by several doctors and research scientists. What type of format is this?
  - A) **Panel**
  - B) **Symposium**
  - C) **Forum**
  - D) **Colloquium**
- 3) The term "Exhibit Floor Load" refers to:
  - A) **The total number of exhibits that can fit in the exhibit hall**
  - B) **The maximum weight per square foot that an exhibit floor can safely support**
  - C) **The maximum occupancy that the local fire codes will allow in the exhibit hall**
  - D) **The total weight of the exhibit booths**
- 4) As part of the registration fee for your conference, you are offering free shuttle service to and from the airport for all registered attendees. You should do all of the following EXCEPT:
  - A) **Schedule shuttles for the time your attendees are arriving**
  - B) **Provide a wheelchair-lift shuttle for a participant in a wheelchair who calls you from the airport after he arrives**
  - C) **Put a sign in the shuttle window with the name of the group**
  - D) **Have a dispatcher in voice communication with each shuttle**

(Answers: 1. A 2. B 3.B 4.B)

## Advertising Rates For Electronic Newsletter:

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

#### Adean Vitale, Chapter Manager

Adean & Associates MPIWSC Managing Office  
P.O. Box 2165, Poulsbo, WA 98370  
Phone 206-622-2117 • Fax 360-779-1981

[adeanv@earthlink.net](mailto:adeanv@earthlink.net)  
[www.mpiwsc.org](http://www.mpiwsc.org)

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

The Editor thanks the following members for their time and contribution of articles to this newsletter issue:

Julie Arbanas, CMP, Carol Bengston, Liz Bennett, Bridgette Candee, John Cullen, Becky Dielschneider, Sabrina Elliott, Mike Jorgensen, Marlys Kemmish, CMP, Sheila Martinez, Katy Mercille, CMP, Julie Merken, CMP, James Moore, Rita Moren, CMP, Michael Noesen, CMP, Terry Onustack, CMP, Sam Samuelson, Dana Schlenker, Sandra Severtson, Erika Snyder, Judy Sprute and Stacy Weber, CMP.

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

## MPIWSC 2008/2009 Board of Directors

### OFFICERS

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Gray Line of Seattle.....206-626-6080

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