

2008

SEPT|OCT

MPIWSC ELECTRONIC NEWSLETTER



**MEETING INDUSTRY
SUMMIT COVER, P.4**

FACES & PLACES P.12

WEBSITE FACELIFT P.8



Seventh Annual Meeting Industry Summit: "Change - Meeting the Challenge"

By Caryl Sutorius, *MPI Director of Industry Alliances; Director of Sales, RealTime Productions*



Join the MPI Washington State Chapter (MPIWSC) on **Tuesday, September 23rd** for the Seventh Annual Meetings and Industry Summit, at the Washington State Convention and Trade Center in Seattle. This annual event is hosted jointly by MPIWSC and Professional Convention Management Association (PCMA). Under the direction and leadership of MPI Summit Chair Jessica Anderson, this program is sure to be inspiring!

New this year: This year's Summit will be held in conjunction with the Annual Northwest Banquet & Event Show. Join professionals from the meeting and hospitality industry at this well attended event to share ideas, hear about industry trends, learn from experts in the field and visit the tradeshow immediately afterwards!

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SEPTEMBER PROGRAM

September 23, 2008 Washington State Convention and Trade Center

Registration

7:30am - 8:30am

Breakfast & State of the Industry

8:00am - 8:35am

Keynote Speaker

8:40am - 9:30am

Panel Discussion

9:45am - 11:15am

Closing Remarks/Raffle

11:15am - 11:30am

Northwest Banquet & Event Show

11:30am - 5:00pm

OCTOBER PROGRAM

October 28, 2008

Take Off Events

Renton, WA

Registration & Networking

3:30am - 4:00pm

Program

4:00pm - 5:00pm

Reception

5:00pm - 6:00pm

COST FOR SEPT SUMMIT

\$75 Members/Guests

COST FOR OCT. PROGRAM

Members: \$40/Guests \$45

\$10 late fee when applicable.

Register online at

www.mpiwsc.org

or call (206) 622-2117

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



Dashboard Metric Part 1

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

Every organization goes through change. Sometimes change seems simple like a different color of paint on office walls; while at other times, more complex such as selling off a major line of the business. In the Washington State Chapter's (MPIWSC) case, it is the way we do business that changed.

MPI has decided it's time to have more than a business plan and by-laws by which we operate. They added a measurement tool. We will also have to prove to our shareholders (the members) that there is a return on their investment in this organization.

The new system is a dashboard metrics. Its four parts are as follows:

- 1) Net Member Growth
- 2) Membership Satisfaction
- 3) Engagement Participation
- 4) Chapter Financial Management

In this article as Part I, I will go through **Net Member Growth** and **Membership Satisfaction**.

NET MEMBER GROWTH

During the Chapter's recent board retreat, the new board committed to growing our chapter from 354 members to 381 members. That's a total of 27 additional members. Although it does not sound like a lot of people, when you think about the number of members who change jobs and are no longer able to be a member or change industries, it can be a stretch (our affiliate members are not included in this goal.). So, we need your help. If you know anyone who may benefit from becoming a MPI member, bring them to a meeting, and let's see if we are the right organization for them. For those who are already members – be certain to renew your membership! Let's keep the chapter strong and keep it growing with both new and returning members.

Now here's the bonus: if our Chapter achieves a membership count of 393, we will be in the running to earn points toward extra platinum speakers; able to send extra people to conferences as well as possibly receive other awards. Each time we exceed our goals by 5% or more, we earn extra points through MPI International. This is true for all of the metrics until the financial metrics.

Continued on Page 3

President's Report *Continued from Page 2*

MEMBER SATISFACTION

MPIWSC members as of February 2008 received a survey from MPI International. It told us all sorts of interesting information. The good thing is we are doing okay in your eyes. There were 107 chapter members responded and it was an even mix of suppliers and planners. We scored a 4.77 overall; with the highest score being a 5.46 and the lowest a 4.21. The new board committed to raising that number to 4.82 next year and if we far exceed your expectations, we will hit a 4.91 on the survey! Here's what was measured – networking opportunities (4.91), education opportunities (4.55), marketplace opportunities (4.42), chapter communications (4.86) and volunteer opportunities (4.95).

The Chapter's lowest scores were within education and marketplace opportunities. Your Board is committed to making certain we meet your expectations on education. Talk about a tall task: responders are at different levels and have different expectations. The Chapter will strive to bring something for everyone! As for Marketplace opportunities, our goal is to find ways for all members tell us their story. Whether it's the opportunity to purchase a web banner or a tradeshow table or receive RFP's from our members – we will be looking for more opportunities for you. If you have any ideas, we welcome your input. International will send out another survey in 2009. Be certain to complete it and remember, the better we score, the more points we earn toward free items for our chapter.

It's all about you, our members, so be certain to get involved. Tell us what you want. Help us to be over achievers and exceed our goals. Stay tuned, in the next exciting edition, I will cover engagement/participation. ♦

Judy



2008/2009 MPIWSC Board of Directors at June 24th Installation - Photo Courtesy of Frontline Photography

Meeting Industry Summit *Continued from cover*

This year's Summit will concentrate on "Change - Meeting the Challenge". Keynote speaker Mr. George Myers from the Effectiveness Institute will kickoff the day. His focus is on the fact of having too much work is most likely not going to change, so what can you do as a meeting professional to better live in that environment. Enabling change in business means first understanding and embracing the constant environment of change yourself and then understanding how you may be able to encourage others to do the same. One outcome of Mr. Myers session will be an understanding of the phases of transition that all change processes go through. You will leave equipped with insights and skills to better prepare yourself to face the demanding

work environment due to constantly evolving technology, shifting economic impacts, and highly competitive landscapes. You will also be able to identify what you must do to bring yourself and others through the change process; as well as discover six strategies to keep you successfully adopting and accepting of the daily changes you may face.

A panel of experts from across the industry will share insights on the evolving meetings industry following Mr. Myers opening presentation. Learn how to provide a more engaging experience to meet the diverse needs of meeting attendees, save on meeting costs, and provide more value to meeting attendees in a tightening economic climate.

SCHEDULE OF EVENTS For more info and to register online, please visit the MPIWSC website (www.mpiwsc.org).

7:30am-8:30am: Registration

8:00am-8:35am: Breakfast and State of the Industry with SCVB President Tom Norwalk

8:40am-9:30am: Keynote Speaker George Myers, Partner Effective Institute

9:30am-9:45am: Break

9:45am-11:15am: Panel Discussion, Change - Meeting the Challenge

11:15am-11:30am: Closing Remarks and Raffle

11:30am-5:00pm: Northwest Event Show

August Program at Gray Line of Seattle - From Bus Barn to Meeting Room



Gray Line of Seattle hosted the August 26, 2008 MPIWSC Lunch Program with a complete transformation of their bus barn facilities. First, the crew at Gray Line of Seattle had to clear out the buses and clean. Then, they enlisted the help of PJ Hummel & Company, AA Party Rentals and Blue Danube Productions who brought in the works to make a themed race car setting. Organic to Go served up fantastic fare. Other meeting sponsors included Moore Presentations and Seattle Waterfront Marriott. KUDO's to all for a job well done!

October Program Preview

“The Yoga of Change”

A Platinum Presentation from Andrew Erlich

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



Only one thing in life is constant – change. Change has been the buzz word as we have witnessed the campaign for our new United States President. The economy has forced change within our companies and within our industry. Work styles, schedules and expectations continue to change.

Unfortunately to most people, change is a dirty word and we develop a natural tendency to fight it, even if only subconsciously. MPIWSC will explore this topic on Oct. 28, when Dr. Andrew Erlich applies the 5,000-year-old wisdom of yoga and psychological research to address one of the most common human and business dilemmas: how to successfully deal with change.

In his presentation, Dr. Erlich promises to:

- Discuss resistance to change and the stress it causes;
- Describe the four predictable phases of change and techniques to move through each one; and
- Practice simple and safe yoga postures, breathing techniques and meditations to help people cope with the stress of change.

The monthly program will feature an exciting and unique venue, **Take Off Events** in Renton. With 15,000 square feet of open space, Take Off Events is an airplane hangar located on the West side of the Renton Municipal Airport that can accommodate up to 400 guests.

Large hangar doors are opened in the Spring, Summer and Fall, exposing an unobstructed view of Mt. Rainier, the south end of Lake Washington and the eastside hill of Renton. Aviation enthusiasts will be intrigued with the Boeing 737 Production Facility directly across the runway as well as a variety of aircraft positioned on the airstrip. In addition to the uniqueness of the venue, Take Off Events can provide helicopter or fixed wing local scenic flights as part of an event. Helicopters can be strategically placed in the hangar for decoration and viewing, or placed outside on the tarmac.

An afternoon reception will be hosted by **Specialty's Café and Bakery**. With 17 stores in Seattle, San Francisco, San Jose and Chicago, Specialty's has become known for its fresh baked breads, cookies and pastries, plus handmade sandwiches, homemade soups and fresh salads. Featuring a new catering menu, Specialty's is always a favorite among downtown crowds!

Event Details and Times: 3:30 - 4:00pm - Registration & Networking, 4:00 - 5:00pm -Program, 5:00 - 6:00pm - Reception catered by Specialty's Cafe and Bakery. Take Off Events is located at 800 West Perimeter Road, Suite A Renton, (206-949-2289). Register online at www.mpiwsc.org



July Program Recap - Holiday Inn Seattle/SeaTac

“Leadership in the Changing World of Meeting Professionals”

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

Former MPI International chairperson Terri Breining, CMP, CMM, enlightened the crowd at the July MPIWSC monthly meeting with insights on how to be a leader within the meetings and events industry. Breining challenged the audience to recognize the continuing evolution of the meetings industry and pushed them to identify how change has affected them individually.

“Today meetings play a more strategic role than they have historically,” she said. “And, as a result, meeting departments are being held more accountable.” These changes, Breining said, reach across the profession – from planners to suppliers, where we all are experiencing challenges as a result of the economy, growth of technology, laws and regulations, and changes in learning styles.

Breining asked the crowd to identify which animal most reflected their personal leadership style and had them think about how their role within their organizations may be better clarified. She ended the session by having everyone share a commitment of what they would do first thing the next morning to demonstrate leadership within their work environment.

Hosted by the **Holiday Inn SeaTac**, the meeting featured dramatic views of both the Olympic and Cascade mountains from the Summit Ballroom atop the hotel. The hotel’s banquet staff served up a tremendous buffet reception following the meeting with tasty appetizers and canapés that received rave reviews from the attendees.



Jon Clark, 2007/2008 Supplier of the Year accepts his award from Judy Sprute, MPIWSC President

2007/2008 Supplier of the Year Award

In addition to Breining’s presentation, MPIWSC President Judy Sprute presented the **Supplier of the Year Award to Jon Clark**, from Hilton Hotels. Clark was unable to accept the award at the Chapter Celebration, as he was out of town. Congratulations Jon on this very deserving award for all you do for MPIWSC. ♦

Board Meeting Recap

July Board Meeting Recap

Katy Mercille, VP Administration; Meeting Planner, Weyerhaeuser

The Board of Directors met in July at the Holiday Inn Seattle Seatac. July 1, 2008 was the start of the new fiscal year for MPIWSC. The Board of Directors welcomed new board members – Caryl Sutorius; Terry Onustack CMP; Dana Schlenker; Jeannette Davidson and Katy Mercille. In June, the Board of Directors approved the 2008-2009 Chapter Business Plan and Budget. They have been submitted to the MPI International Board and may also be reviewed on the chapter's website (www.mpiwsc.org).

Caryl Sutorius, Director of Industry Alliances met with the Washington and Oregon Chapter Chairs for the 2009 Cascadia Educational Conference to begin the conference planning.

The date for the 2008 Annual Gala has been set. The 2008 event will be held at the **Arctic Club Hotel on Wednesday, November 19th**. Make sure to save the date as it's an event you do not want to miss!

Read the Board's meeting minutes located in the Leadership section of our chapter website (www.mpiwsc.org) and remember - members are invited to attend any of the Board Meetings. If interested in attending, contact Katy Mercille at Katy.Mercille@weyerhaeuser.com ♦



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A New Look for www.mpiwsc.org

Extreme Makeover, MPIWSC Website Edition.

Dana Schlenker, MPIWSC Director of Marketing; Washington State University



You may have noticed the MPI Washington State Chapter (MPIWSC) has updated the Chapter's website (www.mpiwsc.org). The Board has been working diligently for the past year to bring the website up to date with new technology.

With the updates, we have enhanced the look and feel of the MPIWSC's website. We created a more user-friendly website, while keeping the same features our members enjoy. Additional features include a "member's only" section where members can access handouts from previous meetings; as well as adding "mini-views" on the left hand side of the homepage which display the most current information added to the website.

The header and footer of the website are now consistent with other MPIWSC communications - like the 'News You Can Use' Communications Committee E-blasts. The website also features a scroll of pictures to highlight our beautiful state.

Thank you to all members who submitted feedback regarding the redesign of the website. MPIWSC is committed to providing the most current, up-to-date information to keep you connected to the Meeting Planning Industry. Be certain to check out the new website and familiarize yourself. We hope it is a place you will visit often, to find the information you need.

The screenshot shows the homepage of the MPIWSC Washington State Chapter. At the top is a banner with images of tulips, a city skyline, mountains, and grapes. Below the banner is a green header with the MPI logo and the text "WASHINGTON STATE CHAPTER MEETING PROFESSIONALS INTERNATIONAL". A navigation menu includes links for HOME, NEWS, EVENTS, LEADERSHIP, MEMBERSHIP, CAREER, and RESOURCES. The main content area features a central welcome message, a "MEMBER LOGIN" form with fields for email and password, and an "UPCOMING EVENTS" calendar for August 2008. On the left side, there are three "mini-views" for program handouts, volunteer opportunities, and a newsletter. A large image of silhouettes of people in business attire is centered below the welcome message. At the bottom, there is a "Treehouse" logo and a photo credit for Pike Street Market in Seattle.

If you have a suggestion for the website, or added resources you would like to see, please email Dana Schlenker, MPIWSC Director of Marketing, at: dschlenker@wsu.edu. ♦



Change Jobs? Update Your Profile

What to Do With Change

*Bridgette Candee,
VP Of Membership MPIWSC;
ACME Bowling, Billiards &
Events*

"Only I can change my life, no one can do it for me." Carol Burnett

Carol Burnett makes an impactful statement using simple words. The economy, gas prices and natural disasters have made all of us stop and deal with change. We may have had to change our careers, spending habits and for some, even zip codes. How do you stay connected with MPI and our industry through all of these changes? Simple: update your information. Update your information at both the local and international MPI levels to make certain you are maximizing your connections and taking full advantage of marketplace opportunities.

To update your information at the **MPI Washington State Chapter (MPIWSC)** level follow these steps:

1. Go to www.mpiwsc.org
2. Login using your email and pass code.
3. Click on Membership and a drop down will appear.
4. Click on "Need to update your profile?"

To update your information at the **MPI International** level follow these steps:

1. Go to www.mpiweb.org

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1 206 274 4874 fax

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2. Log in using your username and pass code.
3. Under "My MPI", click on contact details.
4. Edit any information that has changed.

It seems that change has started to pick up speed. Taking a few moments out of your day to update your information, whether it be a job change, title change, email or phone number will keep you connected and current at the local and international levels of MPI. ♦

Membership News

What's New?

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

For the second quarter of 2008, the MPI Washington State Chapter (MPIWSC) is happy to welcome in many new members including planners, suppliers and students. We would love nothing more than to see these new members have 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 April 2008:**



Jessica Anderson.....	Apulent
Leah Banchero.....	Doubletree Guest Suites
Sarah Carrol.....	Student San Diego State University
Christopher Chan.....	The Rainier Club
Erin Coopey.....	Metropolitan Market
Kelly DiGregorio.....	T-Mobile
Robert Ferguson.....	Starline
Sabrina Flores.....	Sorrento Hotel
Alicia Garrigan.....	Boeing Travel Management
Alissa Glass.....	Pan Pacific Hotel Seattle
Roxanne Glavina.....	Business Rules Forum
LaSonia Holmes.....	Franciscan Health System
Christina Lee.....	Columbia Tower Club
Troy Longwith.....	Tulalip Resort Casino & Spa
Erin Mitchell.....	Palisade
John Moss.....	MRA Services
Eric Placzek.....	Audience Response
Jeri Sackett.....	Providence Everett Medical Center
Heidi Strong.....	Washington Mutual
Mark Tucker.....	Callaway Transportation Inc.
Shayleen Van Thiel.....	Bill & Melinda Gates Foundation
Carolyn Weber.....	The Homestead
Courtney Wenclawski.....	Student- University of Illinois
Jennifer Wilson.....	Red Lion Hotel
Sue Yoo.....	Grand Hyatt Seattle
LeeAnne Brawner.....	Lynnwood Convention Center
Sandra Butler.....	Oxford Suites Silverdale
Scott Caddy.....	Holiday Inn SeaTac
Marti Castillo.....	PeaceHealth
Heather Dietzen.....	Marriott Hotel Waterfront Seattle
Marko Frank.....	Parlor Billiards
Molly Hoyne.....	Columbia Hospitality
Cindy Hummelbrunner.....	SODEXHO
Jean Knight.....	Qwizdom, Inc.
Erin Kowald.....	Blue Rooster
Gina Rose Mazzeo.....	Hotel Bellwether
Tammy Oxentenko.....	Skamania Lodge
Wendy Rockwell-Goff.....	The Coca-Cola Company
Kenneth Savage.....	Meeting Professional
Jordan Schwartz.....	Pathable, Inc.
Ed Shaw.....	Ed Shaw Entertainment
Ann Tarasena.....	Concur
Joelle Wasson.....	The Heathman Hotel Kirkland

Continued on next page

Now that I am a member - what do I do?

There are many ways to turn your 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 suggested method on how to get the most of your membership. Listed below are several ways to become better acquainted with your membership and how to get more from it - whether you are a brand new member - or a wily veteran!

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

The first thing we suggest you do is to engage in the chapter's website, **www.mpiwsc.org**. It has access for you to tap into immediately. You can learn about fellow members, educational opportunities, and update your profile to make certain other members know who you are as well!

Another electronic form of utilizing your membership is **MPI's International site (www.mpiweb.org)**. Within this site you can navigate resources beyond your wildest imagination. Learn about educational opportunities, conferences, and even more about your chapter as well as others throughout the organization.

Take part in the monthly programs if you want a more human connection. Several opportunities are listed below:

New Member Orientation held at EVERY monthly program. Conducted prior to the regular meeting program, or immediately following. Experienced members share how to become more involved to your benefit. Zuned "Z" Ali is our resident New Membership Orientation guru. He can be reached at zali@destinationhotels.

Attend monthly programs and social events. Typically held on the final Tuesday of each month - bringing many chapter members together for an educational program, tasty meal and opportunity to experience a variety of venues within our membership. Want to catch up with a member in person? No better way than at the MPI chapter meeting. Our chapter also has "strictly social" events which are less expensive than the monthly program fee (a \$5 donation is suggested) and are held in the evenings at venues ideal for the typical gathering.

Be involved in a chapter committee or program. Can't make it to a program or a social event? No worries. Choose your own level of involvement in one of the many committees of the chapter. There are too many committees to describe in this article. They include opportunities of involvement with a variety of time commitments - so be certain to check the Chapter website for descriptions of each. They are a great way to meet people over the phone, or in a more active working relationship. If you are a bit isolated from the rest of the chapter by schedule or geography, the Chapter Committees will still be able to utilize your talents!

Attend educational events. Our chapter is involved in helping you further your education. Pursue your CMP or other levels of meeting education with the help of MPI. Regional events are conducted with the Oregon Chapter, as well as MPI offering National and International conferences.

All said and done - your MPI membership is what you make it. Rest assured the Chapter's 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. ♦

Faces & Places - June Chapter Celebration



Photos from the June 24th Chapter Celebration and Board Installation at Shilshole Bay Beach Club sponsored by Apulent. **Special thanks to Frontline Photography for providing all the photography and photos.**

Photo Left : Erica Schuetze, Emily Gooding, Roxy Inouye and Caryl Sutorius

Photo Below: Kim Carlson and Molly Hoyne



Photo Above:
Heather Stinson,
Bridgette Candee
and Becky
Dielschneider.

Photo Right:
Zuned Ali,
Marlena Sender,
Tammy Oxentenko
and Hillary Zaffarano



FOR IMMEDIATE RELEASE

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Meeting Professionals International Appoints New Editor in Chief

David Basler Joins MPI's Bold New Publication

DALLAS (July 9, 2008) – Meeting Professionals International (MPI) continues to assemble leadership to support its vision of building a rich global meeting industry community with the addition of David Basler as Editor in Chief of the organization's monthly magazine. Mr. Basler's appointment, who was most recently Founder and Editor in Chief of Creede Magazine Publishing, was announced by Bruce MacMillan, President and CEO of MPI.

"David's high-level experience, sense of story, and enthusiasm for publications makes him a perfect fit for MPI," said MacMillan. "He will add new and valuable insights during this exciting time for the magazine."

MPI is retiring its current monthly magazine, *The Meeting Professional*, and introducing an entirely new publication. The new magazine's debut in August marks another milestone for MPI as it delivers on its vision of connecting members to the collective ideas, energy, and opportunity of the global meetings and events community.

Mr. Basler added, "I look forward to joining MPI at such a pivotal time and am eager to collaborate with the meetings and events community."

A graduate of Kent State University, Mr. Basler joined Sigma Phi Epsilon as Director of Communications in 2001 where he edited and designed an 80,000 circulation national membership magazine. In 2003, Mr. Basler founded Creede Magazine Publishing which consists of a bi-monthly regional feature magazine, a nationally distributed visitor's guide, and a retail calendar. While at Creede, Mr. Basler co-founded Keen Ideas and Designs, where he led the creative team tasked with advertising and direct marketing campaigns for his clients.

Among other professional honors, Mr. Basler is a Colorado Representative to the U.S Congressional Business Advisory Council, the 2007 recipient of the Congressional Order of Merit, the 2008 recipient of the Congressional Medal of Distinction, and served as a judge at the Western Publications Association Maggie Awards in 2006.

About MPI

Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. Total MPI membership is comprised of more than 24,000 members belonging to 69 chapters and clubs worldwide. For additional information, visit mpiweb.org.

Ask the Producer Column

By James Moore, Michael Jorgensen & Terry Onustack, CMP

Dear Producers,

Question: I have an upcoming meeting and need to provide the hotel with a room diagram. Are there any tools available that will make this process easier and more accurate than my drawing on the back of a napkin?

Answer: The number of software tools to help create room diagrams has increased dramatically over the past several years. While there are incredible 3-D tools that can draw floor plans, elevation and 360 degree views, most meeting professionals are well served with a good two-dimensional software program, such as Microsoft Visio.



To use a program like Visio, you will need some basic information to start. What are the dimensions of the room, ceiling height, columns and obstructions? Where are doors and emergency exits? Do doors swing into your room? Most often, hotels and other venues can provide this to you and can sometimes also provide electronic files you are able to use with your own program. Check with the facility's convention services manager.

Once the room configuration is complete, you then need to consider the elements you will be placing inside the room. What are your staging requirements? Where will your A/V be placed? Will you be using front or rear screen projection? What kind of seating will be used?

Once you've gathered all this information, it's time to start laying out your meeting space. First draw in your stage and audio-visual equipment. There is a simple calculation to figure how much distance you need between the projector and screen. Multiply the screen width by the lens focal distance. For example if you are using a 9 x 12 screen and you have a 1.5 lens, you multiply 1.5 by 12 = 18 feet. Don't forget to include space for any control booths or speakers or lighting poles you will need.

Producer Column continued on page 16

Chapter Chatter!

MPIWSC News About You and Your Colleagues

By Your Chapter Chatter Chicks, Audrey Fan & Robin Akkerman

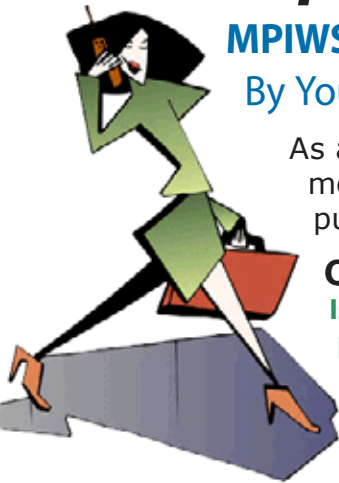
As a member of MPIWSC, you are important to us. At each monthly meeting you'll have the opportunity to offer your "brags", and we'll publish your chatter.

QUESTION OF THE MONTH:

Is the current economy, i.e. gas prices and air travel increases, affecting your summer holiday/travel plans? If so, how have you altered these plans?

Jeannette Davidson, Organic to Go - Staying close to home, camping and boating, holding off on booking a trip with the kids until we see what airfares do.

Norita Dahlin, Flowers For Rent - Traveling from Walla Walla for the MPI meetings, we are arranging our summer vacations in Seattle the same week as the MPI meetings.



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

Molly Hoyne, Columbia Hospitality - Is with Columbia Hospitality as the Group Sales Manager for the Friday Harbor House, The Inn at Langley & Salish Lodge!

Caryl Sutorius, RealTime Productions - joined the sales team at RealTime Productions, and is a new Board Member for MPI - Director of Industry Alliances.

Jeannette Davidson, Organic To Go - Is now the Vice President of Sales with Organic To Go, Inc., overseeing sales in the NW, Los Angeles, Orange County, San Diego, and Washington, DC.

Norita Dahlin, Flowers For Rent - Wrote a goal to provide seasonal flowers for 3 cruise lines; she recently began working on a contract with a cruise line.

Jordan Schwartz, Pathable, Inc. - Excited because her company's product, Pathable, came out of beta into public release.

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

Norita Dahlin, Flowers For Rent - Is a great cook

What is a recent accomplishment in your public volunteer world?

Erica Schuetze, WAMU - raised \$7,500.00 for type 1 diabetes research through "Beat the Bridge" in May.

Jeannette Davidson, Organic To Go - Recently organized support for a local Habitat for Humanity Group headed over to Yakima, WA for five days to build housing.

Chapter Chatter Column continued on page 16

September & October Birthdays

Happy Birthday!



2-SepBridgette Candee
 2-Sep Phyllicia Majors
 9-SepJessica Foss
 12-Sep Caryl Sutorius
 17-Sep Andrea Higgins
 18-SepJulie Merken
 19-Sep Ann Patrick
 19-Sep Sam Samuelson
 26-Sep Joy Smith
 29-Sep Lisa Zahnle

2-OctKristin Wilson
 5-Oct Sara Lewis
 6-Oct Cheryl Johnston
 6-OctMolly Hoyne
 13-OctStacy Weber
 16-OctDana Schlenker
 25-Oct Audrey Fan
 25-Oct Lisa Shennam
 28-OctBecky Dielschneider
 29-Oct PJ Hummel

Ask The Producer Column *continued from page 14*

After you've added your staging and A/V, you can then add your tables, seating and aisles. Be sure to consult with your convention services manager to learn about the local fire codes and ingress/egress requirements. Be sure to include everything you can on your drawing, including décor items, such as plants. It's not a lot of fun to arrive on site to find out that once you place all your décor, half of your tables are unable to fit in the room!

Another thing to consider is that some hotel chains now offer free diagramming software. One of the best examples is free software offered by Hilton Hotels (<http://www.newmarketinc.com/DelphiDiagrams/hhc.html>), which includes pre-drawn diagrams of the meeting rooms within their properties. All you have to do is add your seating, décor and A/V equipment!

Each issue, we try to answer your production-related questions – from logistics to creative and beyond. We find the answers and share the tricks of the trade to help you be better prepared for your next big event. No question is too small to handle. Please submit your queries to us at info@moorepresentations.com.

James Moore, president of Moore Presentations, has worked in event production for more than 25 years. Mike Jorgensen, senior project director at Moore, has more than 20 years experience in multi-media technology. Terry Onustack, CMP, meetings and education manager for IASP – a medical research association, worked in corporate meetings for nearly 15 years. ♦

Chapter Chatter Column continued from page 15

Believe it or not!

Jeannette Davidson, Organic To Go - Proud new mother of an Amazon Parrot. Her name is Seppe, she is 19 years old and was rescued from a neglectful home. She has quite a vocabulary and speaks to me every night when I come home. Her favorite word is "Hello" and "Grandpa".

Molly Hoyne, Columbia Hospitality – Has a gold medal from the Junior Olympics in Pole Vaulting!

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

Terry Onustack, IASP – was profiled in Northwest Meetings & Events Magazine, Summer 2008 issue.

Norita Dahlin, Flowers For Rent - Had an article published in the July edition of Association of Bridal Consultant's bi-monthly newsletter about using rental flowers as an eco-friendly choice for events. Modern Bride also included Flowers For Rent in their top 100 great wedding ideas on their website and selected us to be included in their August/September magazine under their 100 favorites.

Mix it up.....

Caryl Sutorius, RealTime Productions - Just married off her 23-year old son and celebrated her 25th wedding anniversary (silver) which she celebrated at Willows Lodge!

Terry Onustack, IASP – visited London after the August "World Congress on Pain" in Glasgow.

Jeannette Davidson, Organic To Go – On a softball team for the last 4 years - they play at Greenlake on Sundays. ♦

Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

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

1. When determining the focus of your program you should first:
 - A. Investigate what your competition is doing
 - B. Poll your most trusted industry sources
 - C. Determine who the audience will be
 - D. Consider the expertise of the speakers
2. Which of the following is not a recommended basic format for survey questions?
 - A. Checklist
 - B. Ranking scale
 - C. Open-ended questions
 - D. Three-way questions
3. The American Society of Composers, Authors and Publishers:
 - A. Provides a list of composers, authors and publishers for hire and their rates.
 - B. Represents individuals who hold the copyrights to music written in the U.S. and grants licensing agreements for the performance to that music
 - C. Competes with Broadcast Music, Inc.
 - D. Are allowed to grant special "deals" for individual meetings, enabling any kind of music to be played, regardless of the copyright.
4. An Interiorscaper is:
 - A. Indoor Plant Rental
 - B. Designer/Decorator
 - C. Pipe and Drapery Company
 - D. Roaming Security Guard

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

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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, Bridgette Candee, John Cullen, Jeannette Davidson, Audrey Fan, Mike Jorgensen, Marlys Kemmish, CMP, Sheila Martinez, Katy Mercille, James Moore, Terry Onustack, CMP, Dana Schlenker, Judy Sprute and Caryl Sutorius. Your feedback is important and we encourage editorial contributions. Next issue is November/December 2008. Copy deadline is October 1st. Please direct articles to Adean at adeanv@earthlink.net or call 206-622-2117.

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