



2006 SEPTEMBER - OCTOBER

MPIWSC ELECTRONIC NEWSLETTER



GROOMING LEADERS
P.24 - 26

**A WORD FROM
YOUR BOARD P.19 - 23**



Summit Industry Event. . .

Join us on September 12th from 7:00am-11:30am at the Grand Hyatt Seattle for the 5th Annual Industry Summit hosted by PCMA and MPIWSC. A meeting dedicated to: "Achieving excellence by generating innovative ideas, sharing best practices, and seeking industry insight."

Summit Info continued on page 3

September Program Info. . . Event Safety and Security in Today's World

September 2006 marks the five year anniversary of the tragic 9/11 attacks, as well as the one year anniversary of Hurricane Katrina. What have we learned from these natural and man-made catastrophes? Our panel will discuss past experiences and the lessons learned as well as how we, as meeting professional, can ensure the safety and security of our attendees. Panelists include:

Matthew Olander - Director of Security- Microsoft National Account.

Earl C. Johnson - 9/11 survivor website (www.stairwelltoheaven.com and www.earlcjohnson.com)

William Cooper - Retired Police Chief and Microsoft Senior Investigator ♦

October Program Info. . . Multicultural Initiative

This MPI Multicultural Initiative session will approach the advantages of holding international meetings, as well as challenges with different cultures. Our experienced International Meeting Planner, Ken Pickle, CPCU, CMP with Safeco Insurance will give us some resources for assistance with international meetings.♦

SUMMIT INDUSTRY EVENT

September 12, 2006
Grand Hyatt Seattle
www.mpiwsc.org

SEPTEMBER PROGRAM

September 26, 2006
Hotel 1000
Seattle, WA

Registration & Networking
11:00am – 11:30am
Program/Lunch
11:30am – 1:00pm

OCTOBER PROGRAM

October 31, 2006
Radisson SeaTac Hotel
Seattle, WA

Registration & Networking
11:00am – 11:30am
Program/Lunch
11:30am – 1:00pm

COST FOR PROGRAMS

Members: \$40
Non-Members: \$45
Register online at
www.mpiwsc.org
or call (206) 622-2117

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



President Julie Merken, CMP

A Word or Two....

By Julie D. Merken, CMP
Event Planner, Weyerhaeuser
President, MPIWSC

It has become part our daily lives to see the price of things go up. First airfare, then gasoline and now the MPIWSC Monthly Program price.

BUT...unlike airfare and gasoline the quality of the program is WORTH THE COST. Our chapter not only provides more educational programs a year than most other chapters, but the quality of the education is outstanding. Due to the caliber of members that we have in our chapter, the expectation of experienced speakers and quality education; we have had to raise our prices to meet this demand. I understand, as I am sure you all will understand, that everything does come at a cost and that is why the chapter programs fees must increase also \$40 for members for a regular program and \$45 for the extended program. But unlike airlines...you do get food. And unlike the gasoline...you get more for your money.

On another note...our chapter had fantastic representation at the World Education Conference in Dallas. About 45 chapter members experienced the education, trade show, sounds and food of Dallas and Montreal (2007 WEC Location). As our goal is always to be a "home-base" for the members at the conference, as there are many people that have never attended before or traveling alone. So we kicked off the meeting with lunch together and sitting together at the general session. International provides us with a sign, which we decide to hold on to, to be used at the closing lunch. It was quite fun to be the only chapter in the room that had a sign and made it easy for our members to find us. In addition, we held up tradition and had a pre-event get together with the Oregon Chapter. This is always a great way to get to know the members from Oregon, especially since we are linked by Cascadia. Lastly, I was lucky enough to have a suite (all Chapter Presidents did), that would accommodate everyone. So prior to the final fantastic event at the Hilton Anatole, we had a chapter get-together hosted by Seattle CVB (Audrey Fan), Bellevue CVB (Sandra Cook), Spokane CVB (Cindy Esch), Lynnwood Convention Center (Sara Lewis), Hilton Hotels (Jon Clark), Hyatt Hotels (Jim Davis) and Starwood Hotels (Marilyn Meyer). What a great way to kick off the final night of a great conference.

President's Column continued next page

President's Column continued from previous page

I hope that even once every chapter member gets to experience a World Education Conference or a Professional Education Conference. It is a great way to meet others in our industry; an opportunity to hear top notch speakers; learn about leadership and have a good time. **See Pages 4 - 6 for a full recap on the WEC 2006.**

With all these words said...I do hope everyone had a wonderful summer and is looking forward to the fall. And as always, please feel free to contact me (or the Board) with any questions or comments. ♦

Summit Info continued on page 3

Summit 2006 -

This year we've changed the format and streamlined the meeting by removing the trade-show and broadening the educational appeal with the use of short, compelling keynote speakers and round table discussion.

The morning will begin with registration, networking, and round table registration from 7:00am-8:00am. Breakfast will be served at 8:15am followed promptly by a "Welcome" and State of the Industry address presented by Don Welsh from the Seattle Convention & Visitor's Bureau.

From 8:40am-9:30am Michael Staver from The Staver Group will speak on "Courageous Leadership," where he shares how to establish new strategies for achieving your goals. Following his keynote will be a short 15-minute break when the room will be changed to help facilitate round table discussions.

Round 1 & 2 roundtable sessions will take place from 9:50-10:30am and 10:45-11:15am. Topics and facilitators for round table discussions include:

Topic	Facilitator
Creative Events on a Budget	Marni Ness, CSEP – Event Planner, McCormick & Schmick's
Working From Home	Cathy Mason – Account Executive, Minding Your Own Business, Inc.
Creative/Intellectual Property	Cindy Caditz – Attorney At Law, Klarquist Sparkman, LLP
Return On Objective	Paul Marcellis, CMP CMM – VP Event Marketing, WA Mutual
Recovery Strategies	Debbie Paul – Meeting & Event Planner, Allstate Insurance
Etiquette	Stephanie A. Horton, CMP – The Common Courtesy Coach, Top Dog Etiquette
Work-Life Balance	I.a. Parker - Bridgeworks
High Performance Sales	Tom Norwalk – Senior VP Sales & Marketing, Seattle CVB
Working With Hotels/CVB's	Audrey Fan – Convention Sales Manager, Seattle CVB & A Representative From CVB Spokane
Working With Speakers	Andrea Driessen – Principal, Amplify
Working With Entertainment	Alex Shimizu – Entertainment Consultant, Professional Entertainment Consultants

Register by linking to Summit Registration on-line at www.mpiwsc.org. See You There! ♦

WEC Highlights from Our Scholarship Recipient

A Grand Time in the Big D: A Look at the 2006 World Education Congress

By Elizabeth Bennett, CMP, Senior Programs Manager, WSA

The MPI 2006 World Education Congress (WEC) was held in Dallas, Texas July 9-11, and as the recipient of the Washington State Chapter MPI 2006 WEC scholarship I had the opportunity to participate along with over 40 other MPIWSC members. What a great experience it is as a planner to leave the three-inch event binder behind, lose the radio and headset, turn my cell phone to 'silent' and actually be an attendee at a conference for a change.

Facts about WEC & PEC

- More than 3,600 people participated in WEC 2006 making it the highest attended WEC in its history.
- The second highest WEC attendance was Las Vegas in 2001 with 3,461 attendees.
- 60% of attendees this year were suppliers and 40% were planners.
- There was a higher percentage of last-minute registrations this year than in previous years (400 one week prior to event).
- Attendees came from 28 different countries around the world including Argentina, Denmark, Jamaica, Singapore and Taiwan.
- WEC 2007 will be held in Montreal, Canada.
- PEC, the Professional Education Conference – North America, occurs every January and has a similar format to WEC.
- PEC 2007 will be held in New Orleans.
- The tradeshow for PEC 2007 will change to Sunday afternoon immediately following General Session.

An annual event which happens each summer in a different U.S. or Canadian city, WEC has much to offer attendees in networking, meeting and event resources, education, and professional development. As an attendee you can get out of WEC as much as you put into it, and there are truly a myriad of opportunities to learn something new, meet new people, acquire Continuing Education Units (CEUs), and enhance your industry savvy.

One of the best reasons to attend WEC is the diverse selection of educational offerings available to attendees. No matter what your learning style, there is a session for you. At this year's conference WEC offered roundtables for small group interactive sharing on specific industry topics, as well as hands-on computer classes that taught software skills on programs used by meeting professionals. There were one- and two-day session tracks that attendees could immerse themselves in, and dozens of single-session workshops with a wide variety of topics that were of interest to both planners and suppliers including financial management, marketing, project management, and interpersonal relations. Using an online tracking system, MPI allows CEUs to be earned

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WEC Highlights from Our Scholarship Recipient

Continued From Previous Page

WEC Article continued By Elizabeth Bennett, CMP, Senior Programs Manager, WSA

for all professional development sessions attended - a great bonus if you're applying for or renewing any industry certifications.

For new MPI members and first-time conference attendees WEC offered an orientation called MPI Live!, a television talk show setting designed to help newcomers get the most out of both membership and the conference itself. Other interesting activities included an all day "behind-the-scenes" look at planning and producing a trade show, a CMP Information Session for those interested in testing for their Certified Meeting Professional accreditation, and a CMP Boot Camp for those who actually sat for their CMP exam during the conference.

This year's MeetingPlace Trade Show was extended to over five hours, providing attendees the opportunity to visit with over 500 exhibitors showcasing meeting industry products and services. The trade show was a great place to learn about venues and locales from all over the world, discover the latest and greatest event-related products offered by service providers, and meet with suppliers face-to-face.

Of course the evening networking events were the place to catch up with friends and industry peers, and to meet new people from around the world while feasting on noshes from Dallas' renowned caterers and grooving out to music from bands of all genres. In my opinion, the highlight of the social events was the closing night reception. A new format this year, WEC moved away from a formal sit-down dinner by chapter tables and opted for a reception-style soirée complete with tasting stations, fun activities, human art performances and a great concert by Hootie and the Blowfish. It was truly a feast for the eyes, mouth and ears.

If you haven't had the opportunity to attend an MPI sponsored conference, either WEC or PEC, I highly recommend it. There is no better place to meet and reconnect with industry contacts, increase your job skills, and maximize your personal and professional ROI. And really, after all the meetings and events you've either booked, planned, produced or supplied, wouldn't you like to be an attendee? ◆

Members Reflect on the WEC

"This was my first WEC and what a great conference. It had it all... from great educational topics and industry experts to wonderful venues, events and networking opportunities. I'm really looking forward to next year's conference in Toronto."

— **Rita Moren, CMP, Talisma**

"It was great to meet new people in other chapters and I made a lot of new contacts."

— **Angie Bucklin, The Edgewater**

"WEC was an amazing opportunity for me to learn more about MPI and offered wonderful educational opportunities geared towards professional and personal growth within our industry. I am most excited about the many friends I met throughout the event and the ability to be a more involved member within my chapter."

— **Ryan Schlemmer, Pan Pacific Seattle at 2200 Westlake**

"Another great experience spending time with fellow chapter members!"

— **Jeannie Gerena, Hyatt Regency Bellevue**

"Loved the camaraderie within the WA Chapter,

as well as with our sister OR Chapter. Many of my colleagues from throughout the company and industry were jealous of how close we were and how we stuck together, but without being too 'cliquey'."

— **Jon Clark, Hilton Hotels Corporation**

"The 2006 WEC conference was an excellent opportunity for education, fun, networking and more. It was really great to see such a great turnout of Washington State Chapter members. We had a lot of fun, made a lot of friends and really came together as a chapter. And, Hootie and the Blowfish were awesome!"

— **Terry Onustak, Moore Presentations**

"I have been in the meeting planning industry for over 18 years and the WEC was by far one of the most amazing highlights of my career. Dallas and the MPI team went above and beyond to make this event a smashing success. It truly was over the top in every way. The attention to detail was superb. I was truly impressed with the high caliber of the conference and I would recommend it to anyone who is in our industry. Job well done!"

— **Rebecca Webb
Seattle Pacific University**

"I thought that it was a great idea that our chapter all met at the Hilton. It was good to place faces with names."

— **Anuheia J. Coubertier
The Boeing Company**

"It is funny that I see more of our local members while attending either the WEC or PEC in another city! I appreciate the additional "pre-function" parties that MPI WEC created to get our chapter together. Ghost Bar at the W Hotel will hold many stories about our chapter!"

— **Audrey Fan, Seattle's Convention & Visitors Bureau**

"This was probably my 10th MPI Conference and definitely one of the best. I also like long walks on the beach, country music, salsa dancing and karaoke."

— **Bryan Waltz, Fiesta Americana Hotels**

"WEC was an excellent experience. Getting to network with colleagues and learn from the experiences of others was invaluable. It was a fantastic opportunity to learn from leaders in the industry in the sessions."

— **Skott Pope,
Washington Mutual**



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.

MPI members on the move!

Sara Lewis, CMP
- back at Microsoft Conference Center as Director of Events

Jene Pascu - appointed to the Bellingham Mayor's Tourism Commission

Terry Onustack - recently joined Moore Presentations as the Director of Operations & Marketing.

Shirley Morris - new group sales manager at Teatro Zinzanni

Karri Stagman - new to the industry

Jim Cacabelos, CMP - new DOS at Embassy Suites in Bellevue

Mary Gale - started my own business; Classic Events

Ace Martin, CMP - Focusing on the event management portion of my company; Ace

Event Management
PJ Hummel, CMM - just named ISES Sponsor of the Year for Seattle

Nikki Hoggan - new job as General Manager of Best Western Lighthouse Suites Inn, in Ocean Shores

Teddi Hosman - has accepted the position of Senior Meeting & Event Planner for Cisco Systems in California.

MPI members proud of their volunteerism!

Judy Reynolds - as a WAFBLA student, the WA students brought home 19 awards from NA Leadership Conference in the top 10 internationally; 3 of them were 1st place!

Rita Moren, CMP - Awarded MPI Planner of the Year

Alexandra Shimizu - Board Member of Shoreline Center for Human Services; Board Member of Kids without Borders; Member of University District Rotary. Alexandra and her husband raise money to deliver containers of wheelchairs around the world. They have delivered containers to

Vietnam, Uganda, Ethiopia, Guatemala and Peru.

Jene Pascu - worked for Relay for Life

Monika Walsh - signed up for the Cascadia Conference Committee

Ace Martin, CMP - Board Member PTSA at children's new school

What are our members most proud of in the last 30 days?

Dan Salvatora - found a new sales manger for Destination Services NW

Karri Zuvela - honored with the Spring Shining Star Award!

Kristi-Lynn Churchill - raising horses naturally; barefoot!

Jene Pascu - landed a big account for first week of December

John Cullen - proud of his 2 yr. old son for using more words and throwing fewer tantrums

Monika Walsh - made the big move from Texas to Washington

Cheryl Johnston - new puppy; Boxer named Reeses

Jim Cacabelos, CMP - promotion at work and got my kids to wash my car

Mary Gale - joined Baldwin Resource Group to consult for recognition and incentive program design

Phyllicia Majors - completed 2006 work goals

Rita Moren, CMP - 17th wedding anniversary

Liz Bennett, CMP, Sr.

Programs Manager at WSA, will be one of 12 finalists competing in the Cooking Light magazine reader recipe contest in Birmingham, Alabama on Aug. 29. And on Oct. 21 will be one of 9 finalists in the National Oyster Cook-off in Maryland.

Where has everybody been lately?

Dan Salvatora - Buenos Aires
Terry Onustack - Cruised the Caribbean

John Cullen- Lake Chelan

September & October Birthdays

- Phyllicia Majors September 2
- Julie Merken, CMP September 18
- Sara Lewis, CMP October 5

- Cheryl Johnston October 6
- Stacy Weber October 13
- Audrey Fan October 25
- Becky Dielschneider October 28
- PJ Hummels 50th October 29

Inland Northwest MPI Members Meeting

Spokane MPI Gathering~ September 14

Inland Northwest MPI Members Connect

On Thursday, September 14, 2006, the MPI members located in the Inland Northwest (Spokane and the Coeur d'Alene Region) will meet for a networking and roundtable discussion.

These meetings have been on a temporary hiatus after assisting with the Cascadia Conference this past spring, however... the group is ready to reconnect and work on some new projects together. The group welcomes any MPI member, as well as anyone working in the hospitality industry who would like to learn more about MPI.

A special thank you goes to the following people for their assistance with the MPI local meetings as well as serving on the local host committee for the 2006 Cascadia Education Conference: Sharon Pegau-Potlatch Corporation, Shannon Shannon and Amy Cabe-Spokane Regional Convention & Visitors Bureau, Haley McQuade, past MPIWSC President, Cheryl Klein-The Coeur d'Alene

Resort, Julie Saucier- Group Coordinators, Cheryl Johnston and Dana Divine with The Davenport Hotel.

The group hopes to meet every other month to keep in touch on upcoming state and national MPI events, identifying new potential members in Eastern Washington and Idaho as well as discussing various trends in our industry.

The Spokane meeting will be held on Thursday, September 14th - 12:00pm-1:30pm at Riverpark Square - downtown Spokane 3rd Floor Food Court - Kress Gallery (located behind Twigs Bistro on the south east corner of the food court)

If you have questions or would like to contribute special announcements to our meeting agenda, or attend please contact Cheryl Johnston, at 509-789-6865 or email at cjohnston@thedavenporthotel.com. ♦



Photo: June Board Retreat Brainstorming Session at Suncadia Resort. L to R-Heather Stinson, Judy Sprute, Michael Noesen, CMP, Reta Waldrop, CMP, Cheryl Johnston, Jenny Rivera, CMP

MPIWSC Sponsorship Opportunities

Catch the attention of the most successful Meeting Planners and Event Suppliers in Washington!

Gain the kind of meeting industry PR and exposure your organization won't find anywhere else by becoming a MPIWSC sponsor. Your support of the Chapter will elevate your organization's presence to over 300 key industry leaders, event planners and suppliers. To become a sponsor, select one of the following publicity-packed Major Sponsor levels or Member Partnership Programs packages:

Major Sponsor

- **Platinum - \$5,000**

- Free admission for two member to yearly chapter meetings
- Full page ad in one chapter newsletter
- Sponsorship and logo recognition on each table at 10 monthly meetings
- Special recognition in web membership directory
- Special Sponsor recognition on nametags at all MPIWSC meetings and events
- Two guest articles in chapter newsletter
- Complimentary display table, brochure distribution and presentation at one monthly meeting
- Banner ad on MPIWSC website with hotlink for a year
- Two sets of MPIWSC mailing labels
- 50% discount off all ads in chapter newsletter

Continued on next page

MPIWSC's Thanks Our Three Major Gold Sponsors

MEYDENBAUER CENTER

Meydenbauer Center



Sonoma County Tourism Bureau



Spokane Regional Convention & Visitors Bureau

MPIWSC Sponsorship Opportunities

- **Gold Sponsor - \$2,500**

- Free admission for one member to yearly chapter meetings
- Half page ad in one chapter newsletter
- Sponsorship and logo recognition on each table at 10 monthly meetings
- Special recognition in web membership directory
- Special Sponsor recognition on nametags at all MPIWSC meetings and events
- Complimentary display table, brochure distribution and presentation at one monthly meeting
- Banner ad on MPIWSC website with hotlink for a year
- Two sets of MPIWSC mailing labels
- 20% discount off all ads in chapter newsletter

- **Sliver Sponsor - \$1,000**

- Free admission for one member to six chapter meetings
- Quarter page ad in one chapter newsletter
- Sponsorship and logo recognition on each table at 10 monthly meetings
- Special recognition in web membership directory
- Special Sponsor recognition on nametags at all MPIWSC meetings and events

Member Partnership Program

- **Monthly Meeting Sponsorship - \$500**

- Sponsorship includes mention in program e-blast, mention in newsletter, display table at meeting, collateral distribution, 5-minute presentation at meeting and complimentary admission for two.

- **Monthly Meeting Stickers - \$1,000**

- Chapter will print name and logo on Stickers in January listing all the Monthly Programs for the calendar year, and distributed to all members.

- **Scholarship Contribution - \$250**

- The scholarship fund is designed to assist MPI members in their quest for continuing education in our industry. We offer scholarships for annual dues, CMP certification and attendance at annual Chapter and National conferences.

- **Auction Donation for Annual Fundraiser Auction - \$50+**

- This incredible event is MPIWSC's primary opportunity to raise funds and provides a wonderful opportunity for showcasing your company's goods or services.

For more information on MPIWSC sponsorship opportunities, go to www.mpiwsc.org or contact Adean Vitale at adeanh@earthlink.net or 206-622-2117. ◆

MPIWSC In The Meeting Professional Magazine



MPI SCOOP...Celebrating 25 Years with MPIWSC



If you missed the fun filled event on June 27th celebrating the MPI Washington State Chapter's twenty-fifth anniversary, you can read about it in the August edition of the Meeting Professional. The MPI Washington State Chapter is recognized for this event on page 16.

Our nine past presidents who attended the anniversary celebration are featured and represent the great contribution the MPI Washington State Chapter has offered through out the years. ♦

Photo Provided by Frontline Photography



Past Presidents attended the 25th Anniversary Celebration. Top Left to Right: Lori Goldfarb, Rebecca Partman, CMP, Corbin Ball, CMP with Guest Danne Neill, Lisa Raders, Robin Roselle, James Cristoforou. Bottom Row Seated Left to Right: Viven Maier, CMP, Connie Sandifer-Langford, CMP and Audrey Fan

MPIWSC Places & Faces



**Meydenbauer
Center -
August's Host
Venue &
Gold Level
Sponsor**

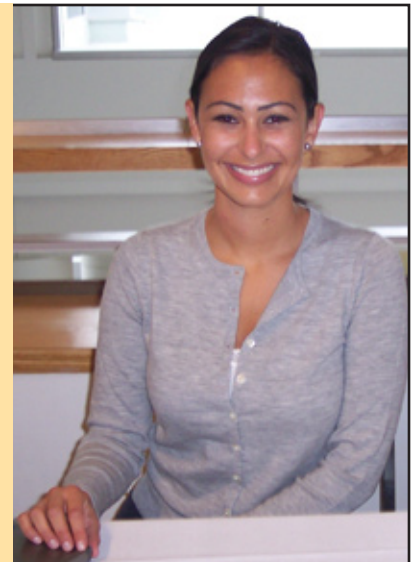


John Christison, CFE,
was **August's
Featured Speaker**

Thanks for Meydenbauer Center
for being **Monthly Host Venue**
for August Meeting.



**The Meritage
Resort
at Napa -
August's
Monthly Meeting
Sponsor**



Sonya Fogel accepts the **Monthly
Meeting Sponsor Plaque** and
Thanks from Cheryl Johnston.

Sonya Fogel gave a
Powerpoint presentation on
the Meritage Resort at Napa.

Save These 2006 Calendar Dates

SEPT 25 - TUESDAY

Lunch Program
Hotel 1000
Seattle, WA
Registration:
11:00am-11:30am
Lunch Program:
11:30am - 1:00pm

OCT 31- TUESDAY

Lunch Program
Radisson SeaTac
Seatac, WA
Registration:
11:00am-11:30am
Lunch Program:
11:30am - 1:00pm

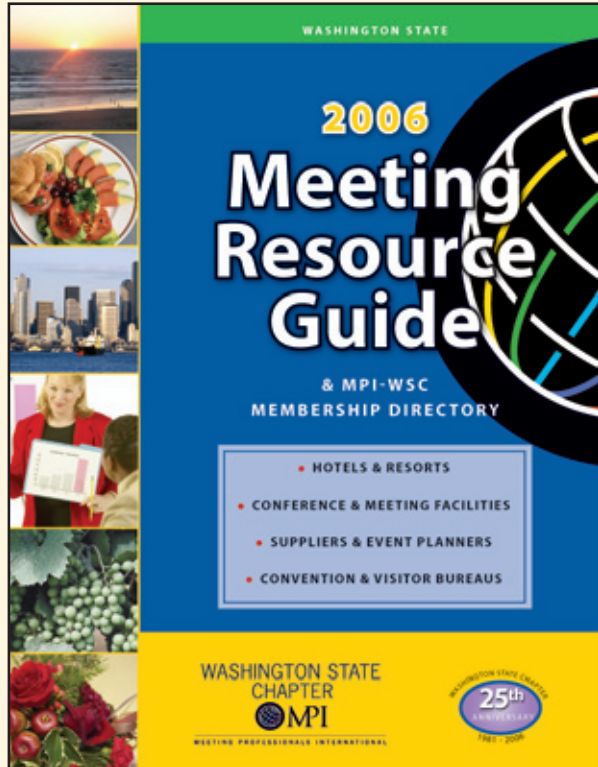
STAY CONNECTED AT WWW.MPIWSC.ORG

Got a newsworthy event or activity you'd like to share with the world?

Send us your press release on hospitality industry events or activities for our newsletter.

Contact Adean Vitale, Adean & Associates, Managing Office
MPIWSC 206-622-2117 or
adeanh@earthlink.net

"A VALUABLE AND RELIABLE RESOURCE FOR ME."



– Reta H. Waldrop, CMP
MTG Management consultants, LLC

The **2007 Meeting Resource Guide & MPIWSC Member Directory** is your guide to finding the perfect meeting partner!

FOR ADVERTISING INFORMATION

in the upcoming 2007 Meeting Resource Guide, contact the MPIWSC Managing Office at (206) 622-2117.

RESERVE YOUR AD SPACE IN THE 2007 EDITION!

Supplier Spotlight

Interviewed by Liz Bennett, CMP,
Sr. Program Manager for WSA

A Talk With Bryan Waltz, CMP REGIONAL DIRECTOR OF SALES, NORTHWEST POSADAS USA, INC.



Tell me about your company and your role there.

I am a Regional Director of Sales for Fiesta Americana Hotels & Resorts, which is the largest operator of hotels in Mexico and Latin America (about 100).

So...my role is to educate corporations and associations on the benefits to taking meetings and incentive programs to Mexico, then contract their business.

What do you enjoy most about your job?

I assume you mean besides spending time "working" in Mexico? Well, I have a 10 second commute, I work in shorts, and I rarely ever have to wear shoes.

Being an established member, what have you gained from most from your MPI membership? What do you hope to gain in the future?

Over the past eight years I've developed relationships throughout the country and the world and I can't imagine another arena that would allow this to happen so easily. I've been able to make new friends and develop business relationships and I plan on doing much more of the same in the future.

What is your favorite non-work activity?

When I'm not sitting on my deck staring at the sun, I golf, and I play in volleyball and softball leagues.

Name one thing that the MPI membership would be surprised to learn about you?

I surfed competitively and was ranked in the top 10 on the west coast for 4 years. (Of course I lived in Huntington Beach, CA at the time.)

Soy lattes and tofu burgers? Or Red wine and steak?

How about a cold beer and fish tacos from a truck on a beachside dirt road?

Planner Spotlight

*Interviewed by Liz Bennett, CMP,
Sr. Program Manager for WSA*

A Talk With **Maria Frummet**

SENIOR PROGRAM MANAGER, WSA

Tell me about your company and role there.

I am one of two Senior Program Managers at the WSA (previously the Washington Software Alliance) and we are responsible for the development, planning and execution of the various member events and programs at the WSA ranging in size from 25-800 attendees. These include our annual Industry Achievement Awards and Investment Forum, as well as monthly dinner meetings, special interest group meetings and social events. In addition to the normal event development and logistics, we are responsible for managing the volunteer steering committees for each of these events and for new program development.

What do you enjoy most about your job?

As with many event planners, I enjoy being responsible for taking the event from just a thought, to the development & planning process, and through the day-of execution.

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

As a fairly recent transplant to Seattle, I hope to be able to more quickly develop and establish my network of resources and contacts. I look forward to discovering Seattle not only as a new resident, but as an event planner.

What is the best advice you have ever received?

Two things: 1) "Awfulize" (think of the most awful things that could happen) ahead of time, and prepare at least a mental "Plan B", so that if the worst happens, you have some plan of action. And 2) Take care of everything you can prior to the day-of an event because, invariably, something will happen on the day-of and you won't be able to get to any of the "last minute" details you left on your list.

What is your favorite non-work activity?

Reading or shopping, depending on my mood and the weather.

What is one thing about you that not too many people know?

That I would love to work for Harpo Productions ... either that or tour the world singing w/Bon Jovi.

SEATTLE, WA

NORTHWEST EVENT SHOW

- ✓ Wednesday, September 27, 2006
- ✓ Qwest Field & Events Center
- ✓ Noon to 6 p.m.
- ✓ Free for event planners!



“Golden
Era of
Hollywood”

The Northwest Event Show features over 250 of the finest meeting & event planning businesses and services in the Northwest. You will be able to plan all of your upcoming events in one fun-filled afternoon.

To register for this event please visit www.nweventshow.com

Once you pre-register, **admission and parking is free**, but you **must bring 3 business cards**. One will be used as your parking pass, one to receive the 2007 B&E Event Resource Guide and one as your ticket in the door. See you there!



The Multicultural Initiative . . .

BY LISA MURPHY, IMMEDIATE PAST PRESIDENT, GRAND HYATT SEATTLE

In the first article on the MPI Foundation I listed some of the programs and benefits that the MPI Foundation has brought to you as a member.

With this issue I want to introduce you to The Multicultural Initiative.....

The Multicultural Initiative is about doing business in a changing world where multicultural markets are economically viable and make a difference. This Initiative addresses the needs of, and provides leadership opportunities for, untapped markets (currently African-American, Asian and Hispanic) in the meeting industry. Research, business-to-business alliances with multicultural organizations, partnerships, personal and professional development, mentoring and recruitment are some of the program's components. Walt Disney Parks and Resorts has the lead sponsorship role, joining the Foundation in this initiative's funding.

Mission

To increase multicultural "Business to Business" opportunities and partnerships within the meeting industry.

Objectives

Incorporate multiculturalism as an MPI strategy

- Collect and maintain research to benchmark business opportunities with multicultural markets in the meeting industry
- Establish the forum and serve as THE clearing house that will foster industry partnerships
- Increase "Business to Business" alliances between MPI and multicultural organizations
- Increase and retain multicultural membership, faculty, leadership, vendors and staff in MPI
- Expand personal and professional development opportunities for members, faculty, leadership, vendors and staff in MPI
- Create awareness around the impact of the multicultural MPI brand

**Visit the MPI Foundation
on the web at
www.mpifoundation.org**

Continued on next page



FOUNDATION FOCUS

Continued from page 17

How does this benefit you?

If you plan meetings internationally or have offices in other countries improve your ability to understand and communicate with other cultures with the new MPI CultureActive Tool.

The MPI CultureActive© Tool is an added component of MPI Member Solutions that offers MPI members (only) the opportunity to improve cultural competence and acquisition of skills.

The strategic advantages of the MPI CultureActive© Tool include:

- Preparing organizations for global expansion
- Preparing a strategy for and conducting business negotiations
- Increased effectiveness in managing and being managed across cultures
- Minimizing unpleasant surprises (culture shock) and expensive errors
- Increasing the span of influence of meeting professionals to engage senior management and clients on the nuances and cultural expectations in international business

The MPI Foundation is funded by donations and sponsorships. In 2006-2007 every dollar you donate will be matched by Hotel Resources up to \$10,000.

For more information on the MPI Foundation be sure to read future newsletters and visit www.mpifoundation.org.



Save The Date!

The 2007 Cascadia Education Conference will March 3-6, 2007 at the Skamania Lodge in Stevenson, WA. Mark Your calendar and plan on attending this joint educational conference with the MPI Washington State Chapter and Oregon Chapter



A Word From Your Board

With the incoming 2006/2007 Board of Directors, we continue to let each share with you their thoughts and goals for the upcoming year. In this issue you'll hear from Judy Sprute, VP Membership and Director of Membership Care, Reta Waldrop, CMP. As well, you'll hear from Rita Moren, CMP and PJ Hummel, CMM on their thoughts of being awarded Planner and Supplier of the Year.



Introducing Your 2006/2007 Board of Directors. Back Row Left to Right: Lisa Murphy, Heather Stinson, Judy Sprute, Sara Lewis, CMP, Michael Noesen, CMP, Kathy Sullivan, Bretta Vigue, CMP, Reta Waldrop, CMP. Front Row Left to Right: Julie Merken, CMP, Jenny Rivera, CMP, Jim Cacabelos, CMP, Sandra Cook, Debbie Gruba, CMP, PJ Hummel, CMM (Not Pictured Jon Clark, Cheryl Johnston and Rita Moren, CMP)



VP Membership Update

BY JUDY SPRUTE, VP OF MEMBERSHIP

DIRECTOR OF SALES, GRAY LINE OF SEATTLE

JSPRUTE@HOLLANDAMERICA.COM

I didn't think I would, but I couldn't stop myself, I said "yes". It's that part of me that can't stand belonging to an organization and not knowing what's going on and being a part of its success. I guess I just have to be involved. As the incoming Vice President of Membership, I am very excited to take on this opportunity.

Continued on Next Page

A Word From Your Board

Judy Sprute VP of Membership Article Continued From Previous Page

In the coming year, we are looking forward to increasing our membership by bringing in more affiliate members, more planners, and starting a Student/Faculty initiative. We are also going to reach out to our current and potential members east of the Cascade Mountains. In the member care arena, we are in the process of putting people in place to make sure you, our valued member, can be in the loop on what's happening with our members, our chapter and the international organization. And, yes we are going to continue to thank each and every one of you not only for being members, but for saying yes and helping our Association to grow by volunteering to help out on a committee.

I want to ask each and every member of the MPI Washington State Chapter to help out your chapter. "How?" you ask. By taking the time, to complete the Member

Solutions skills assessment survey. We had hoped to have everyone in our chapter complete this by June 30, 2006. Once we have a minimum of 30% of our chapter complete the survey, we will receive a report showing the gaps in our chapter's knowledge base. This will help us to provide the education that has meaning and leads to growth opportunities for our members. This is your Association and we want to make sure it's meeting your needs.

If I haven't met you already, please take a moment to introduce yourself at the next meeting. We are still looking for more volunteers on our committees and I am sure I can find the perfect opportunity for you to become involved. ♦

Cheers!

Judy



Director of Member Care Update

BY RETA H. WALDROP, CMP

DIRECTOR OF ADMINISTRATION,

MTG MANAGEMENT CONSULTANTS, L.L.C.

RWALDROP@MTGMC.COM

Members are an important part of MPI, and as the incoming Director of Member Care, it is my intention to

continue the tradition of keeping members informed, and let them know that they are an important and valued member of the organization.

The Member Care committee is responsible for paying attention to the needs of the members, and this is accomplished by profiling members in the newsletter, following up with members who have recently joined, contacting members who are close to renewing their membership, or who haven't attended a monthly meeting in a few months, and coordinating the planner/boss for a buck program with the program committee.

Continued on Next Page

A Word From Your Board

Continued...

Member Care will also look at creating and utilizing a new member packet.

If you have any questions, comments, or suggestions, I would enjoy hearing from you! I usually attend the monthly meetings, or I can be reached at 206-515-

2459, or via e-mail at rwaldrop@mtgmc.com

I am excited to be the new Director of Member Care and look forward to meeting you at an upcoming event! ♦



MPIWSC's Planner of the Year

RITA MOREN, CMP, TALISMA CORPORATION

2006/2007 PRESIDENT-ELECT

I was excited and very surprised to hear that I was voted Planner of the Year. It's quite an

honor to receive this award since there are many other planners whom I know coordinate incredible meetings and events and contribute their time and energy into our chapter; to be selected from that impressive group is truly an honor.

Unfortunately, I was not able to attend the 25th Anniversary Chapter Celebration this year because I had a prior commitment. I am sure that being there and hearing my name called out would have been a momentous occasion for me, and the anticipation and excitement of it all really would have been awesome. However, when I did get the news (which happened during a conference call with the planning committee for this event) I began to shake

and actually became teary-eyed because I was truly overwhelmed and very touched.

Now that I'm stepping into the position of President Elect, I will not be as involved on the individual committees as in the past, but I hope to still contribute to their efforts when needed.

Thanks again for this great honor and I hope that I will represent the chapter well as Planner of the Year for 2005-2006.

Rita Moren, CMP is Senior Manager, Marketing Operations for Talisma Corporation. Currently, she serves as Director of the Programs Committee, and is incoming President Elect. Rita has given countless hours to MPIWSC, and is always willing to lend a helping hand. When Rita is not working as the Chapter Photographer, she enjoys cheering on her daughter's soccer games. In addition, Rita serves as President of the North Cascade Washington Air Stream Club. ♦

A Word From Your Board

Supplier of the Year-What does it Represent to Me?

BY PJ HUMMEL, CMM, PJ HUMMEL & COMPANY

I've put a lot of energy into my MPI membership and it's come back to me in many positive ways – including winning the prestigious Supplier Of The Year Award.

I am very passionate about what I do as an owner of an event design and production company. I like to share and teach about it and let other people experience the power of the "Big Wow" first hand.

I recently reviewed the list of past recipients and I am very honored to be included in such an elite group of

influential industry leaders who I've always admired for their passion in their own careers and with MPI.

MPI has so much to give to its members. Each and every day I learn and grow as a professional through being involved by serving on the board and in committees with a diverse group of industry veterans and energetic newbies.

Here's to another great year ahead with MPI! ♦



Corbin Ball Technology Award Recipient-What does it Represent to Me?

BY JEANNIE GERENA, HYATT REGENCY BELLEVUE

When I joined MPI, I found the best value as a member was becoming a volunteer. Sure, I dabbled in areas that assisted with business networking.

However, I suddenly realized that as a volunteer I could actually expand my skillset in new areas - for me, my unique interest in technology. MPIWSC allowed me to serve as Director of Technology for 4 years based on my passion to learn about technology, as opposed to actually being an established expert.

Corbin Ball is the expert on technology recognized globally in the meetings

industry. I cannot begin to tell you the respect I have for his knowledge, and the support he provided to me when asking even the simplest of questions. We are so lucky to have him as a member of our chapter!

As a recipient of the Corbin Ball Technology Award, it is an incredible honor to have my name forever connected to "THE" expert. I am thrilled to have my contributions recognized. I truly hope that I have made a difference. I look forward to watching the next generation of techies build on my foundation. My chapter experience has definitely made a huge impact on my life! ♦

A Word From Your Board

Board of Directors Updates

BY JENNY RIVERA, CMP, VENTURE2 INC.

The July board meeting for MPIWSC was a very important one. This is the first board meeting of the year with the newly inducted Board of Directors and there is much to discuss and vote on. The focus of this meeting was required chapter documents that must be submitted to MPI headquarters by August 1st.

MPI headquarters has deadlines for all chapters for submitting important documents such as the chapter's Annual Budget, Policies and Procedures, updated Business Plan and Education Plan for the coming year. The July board meeting was spent reviewing and voting to approve our chapter's Policies and Procedures and Annual Budget. An extension was requested and granted for approving and submitting our Business Plan as the Board felt there were additional changes that needed to be made. All of these documents are public knowledge to our members as this is your association. They are available on the website at www.mpiwsc.org

In addition to discussion of the above items, the Education team presented ideas and information brought back from this year's WEC conference in Dallas. One of the focuses of MPI that our chapter plans to incorporate over the upcoming year or so is regarding Multiculturalism. Suggestions for how to bring multicultural awareness to the chapter level included providing cultural tips for international meeting planning in our newsletters as well as incorporating cultural news and tips on slides at our monthly meetings. If you have any additional ideas, please contact any of your Board of Directors.

That is all for this month. Stay tuned for information on our coming board meetings in the next issue of the MPIWSC newsletter!

THANKS TO SUNCADIA RESORT - JUNE 2006



Thanks to Suncadia Resort for being excellent **Hosts of the June BOD Retreat**

Jon Clark and PJ Hummel working at the Retreat in Suncadia Lobby





Grooming Leaders: How to Develop a Leadership Talent Pool

BY MICHELE C. WIERZGAC, MS, CMM

This article is reprinted with permission and was originally published in Meetings MidAmerica Issue, July/August 2005.

VISIT WWW.MEETINGSFOCUS.COM

MICHELE IS MPIWSC'S UPCOMING FEATURED SPEAKER
ON NOVEMBER 28, 2006 AT THE EDGEWATER HOTEL

In the olden days, a company never spoke about who their next leaders would be. Succession plans were always kept a secret. Now, with the anticipation of the baby boomer generation retiring and massive labor shortage projections scheduled to hit in 2010 and beyond, companies are discussing and developing comprehensive plans to groom future leaders. Developing a pool of leadership talent is becoming transparent within organizations. Do you want to be considered for future leadership roles? Are you prepared? Is the meetings industry prepared?

What Is a Talent Pool?

A leadership talent pool is a system developed by an organization to fill the talent pipeline for the future, not for today. The company identifies key people with a wide range of competencies, including the ability to think globally and futuristically. The organization is committed to a culture of high-level leadership education to assist and retain the

emerging talent. By combining the identification of individual aspirations with a clear idea of the leadership characteristics, skills, experience, and behaviors required by the organization, future leaders will be available.

What Are the Benefits?

The key ingredient for a successful talent pool is identifying the leadership strengths an organization needs, and comparing them with the needs of the business. These components create "bench" strength. Committing to and maintaining this philosophy sustains the organization's future.

The talent pool is of particular importance to companies because in most cases the business strategy focus has shifted from long-term planning and stability to operating in a global market, offering numerous options from which to respond to. In this competitive environment, a talent pool communicates to shareholders, customers and the outside world that the company is indeed global

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Feature Article - Grooming Leaders

Continued...

and is planning for the future. The Corporate Leadership Council's 2003 study on succession management, "Hallmarks of Leadership Success," revealed that "top-tiered leadership teams achieve shareholder return that is 10 percent higher than their industry peers." More importantly, a company that provides a transparent succession plan communicates quite clearly to current and future employees that management is committed to attracting high-level leadership performers to the

organization, which results in higher shareholder return.

Characteristics of Leadership

Leadership talent pools have various assessments and methodologies in place to appraise potential leaders. Emotional quotient (EQ), intelligence quotient (IQ), skills, stress management, personality, and leadership-style assessments are traditional. The challenge for organizations is matching the leader with the chief executive officer's perception of the leadership characteristics required for the company. Barb Taylor Carpender of Taylored Training in Denver trains organizations in the "New Leader: Model, Mentor, Motivator" leadership model. She states that the specific traits valued by each organization are entirely different. One would assume that leadership characteristics would be the same.

Some typical attributes we traditionally ascribe to leaders are the following:

- Constant learner with a broad base of business knowledge
- Identifies and showcases the talents of others

- Is insightful; sees things from different perspectives
- Is courageous and a risk-taker
- Respect for diversity and cultural differences
- Learns from mistakes and is open to feedback
- Values coaching and training

The important point here is that leadership is about learning and the journey. Effective leaders are open to learning because the challenges keep ebbing and flowing. Do you know the leadership characteristics your company values?

What's in It for You?

Leaders and high performers crave accelerated development, exposure to diversity and cultures, interesting experiences, and achieving awards and opportunities to keep them growing and learning. The members of the leadership talent pool must also be told that they are valued and are being groomed to take on more responsibilities. Participation in a talent pool garners respect, offers of salaries and positions reflecting your value, and involvement in the development of organizational strategy.

The Meetings Industry

One of the "7 Key Elements of a Profession" focuses on leaders and philosophers. Does the meetings profession have leaders who serve as role models and mentors? Does the profession have those who write about and research the profession? Does the profession have visionaries? Are they reliable and active in service? Is the meetings industry respected? Are we equipped? Are we in demand? Does the meetings industry

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Feature Article - Grooming Leaders

Continued...

communicate the talents of its membership with the rest of the business world?

It is no good to just say to the meeting planner, "Go forth and contribute strategically to your organization." The two components of a successful leadership talent pool are clarifying the performance expectations and investing in leadership development and training. Participating in career mapping

and counseling programs are excellent but are just the beginning. Organizations must value a culture of leadership performance. The opportunity to participate in a leadership talent pool is available. Do you want to participate in filling the leadership pipeline? Have you communicated your interest? Are you prepared? Are you up for the challenge—and the rewards? ♦

About the Author:

MICHELE C. WIERZGAC, MS, CMM, is a sought-after speaker, trainer, consultant and board retreat facilitator, helping clients connect organizational strategy to marketing, brand management, communication, leadership, and meeting management. She is also a Founding Partner of Meetings Market Academy & Exhibition (www.meetingsmarket.com), a regional educational forum to educate anyone planning meetings, conventions, and special events with a unique supplier showcase featuring over 100 industry vendors. Michele welcomes you to contact her at her Chicago-based firm at michele@micheleandco.com or (708) 598-6600.

Article Resources:

- Gordon, Edward: The 2010 Meltdown. Anticipated release date, September 2005
- Gordon, Edward: Skill Wars: Winning the Battle for Productivity and Profit. Butterworth/Heinemann
- Rothwell, William: Effective Succession Planning: Ensuring Leadership Continuity and Building Talent From Within. Second Edition, AMACOM
- Ram Charan, Stephen Drotter, James Noel: The Leadership Pipeline: How to Build the Leadership Powered Company. Jossey-Bass.
- Tulgan, Bruce: Winning the Talent Wars. W.W. Norton & Company, Inc.
- Gordon, Edward: Human Capital ROI Worksheet. Located at www.imperialcorp.com
- MPI: The Future is Career Pathways. Located at <http://mpiweb.org/resources/pathways>



Participation In Trade Associations Key To Professional Development

BY DOUG KENNEDY

In the fast-paced business climate which most hoteliers operate in these days, where e-mails flood our in-boxes and meetings over-stuff our schedules, the last thing most hotel management professionals want to think about is voluntarily taking on any more "optional" responsibilities. Yet somehow the top professionals in the lodging industry manage to carve-out time to participate in the many professional societies and/or trade associations available to virtually every discipline within our industry.

Just take a look at the lists of officers and board members for any industry association, and you will see a virtual "who's who" of the top minds in their profession, representing the top companies in their market segments.

Why are these top performers willing to invest time and energy in participating? Why are their companies willing to make the investment in association fees and costs to attend conferences, meetings, and events? Do these "top producers" bring value to their companies by participating?

As a 20+ year member of several hospitality trade organizations, I myself have asked these questions from time to time, especially during January each year when I receive renewal invoices for my annual membership dues. For me, I continue to find during my annual re-assessments that my

active participation is worth the total "investment" many times over.

Depending on the discipline you are working in, participation in trade associations provides many different returns on our "investment" in time, energy, and our company's money.

Sales/Marketing Associations:

There are numerous hospitality sales and marketing related trade associations and professional societies available to career-minded sales and marketing managers, with the most famous being the Hospitality Sales & Marketing Association International (see www.HSMAI.org), which has over 7,500 members worldwide and has been around more than 75 years. HSMAI has expanded its scope over the years to serve the needs of a wide range of sales and marketing professionals. Through its numerous Special Interest Groups (SIG's), HSMAI has created professional societies for Revenue Managers, Internet Marketing Specialists, and Resort Marketing Specialists, to name a few.

One benefit of membership in HSMAI is that you automatically receive several publications including the quarterly Marketing Review and the monthly eConnect updates. These publications will ensure that you are up-to-date on the latest "best practices," consumer trends, and futurist's predictions.

You will also have the option of

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Volunteerism Article

participating in national, regional and local events such as Annual Strategy Conferences, regional HSMIAI University training workshops, and local HSMIAI chapter events. In addition to the educational benefit of attending these events, you'll have a great opportunity to brainstorm and network with your industry colleagues and to explore with them what works and what doesn't in the real-world.

Besides HSMIAI, there are lots of other excellent hotel sales and marketing associations such as:

- Hotel Electronic Distribution Network Association (HEDNA) www.hedna.org
- International Association of Reservations Executives (IARE) www.iare.com
- Central Reservations Association of Destination Resorts (CRADR) www.cradr.org

Hotel Management Associations

There are also numerous associations targeting hotel operations and general managers. Depending on the destination you are working in, there are likely to be a local hotel & motel associations as well as a state hotel or tourism associations. By participating in the state and local associations, you'll make sure you stay up to date on local business trends, co-op marketing opportunities, and keep abreast of any potential regulatory/legislative changes that might have a negative impact on your business. (Many of these associations are also involved formally or informally in lobbying their regional and state governments on tourism-related interests.)

Other benefits of participating in state and local associations is that you can receive frank and honest input on how

industry vendors and suppliers perform, which is extremely helpful in making future buying and contract decisions.

Perhaps the most well known national association is the American Hotel & Lodging Association (see www.AHLA.com). By participating nationally in the AH&LA events, you'll make sure you are kept up to date on the latest consumer trends, newest technology systems, and that you'll not be caught off guard by any unexpected changes that might come down the line.

Besides the AH&LA and your state and local hotel associations, there are groups serving other niches of the lodging industry such as:

- International Resort Manager's Association (IRMA) www.resortmanagers.com
- American Resort Development Association (ARDA) www.arda.org
- Caribbean Hotels Association www.caribbeanhotels.org
- Vacation Rental Manager's Association (VRMA) www.vrma.org

Other Hotel Industry Trade

Associations. Besides hotel management and hotel sales/marketing, virtually every profession within the lodging industry has its own associations. Here are examples:

- American Culinary Federation www.acfchefs.org
- Association of Catering & Event Professionals www.acep.com
- Canada Tourism Human Resource Council www.cthrc.ca

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Volunteerism Article

- Council of Hotel & Restaurant Trainers
www.chart.org
- Hospitality Financial & Technology Professionals www.hftp.org
- International Association of Conference Centers www.iaconline.com
- International Council on Hotel, Restaurant, and Institutional Education
www.chrie.org
- International Hotel & Restaurant Association www.ih-ra.com
- International Society of Hospitality Consultants www.ishc.com
- National Association of Catering Executives (NACE) www.nace.net
- National Concierge Association [www/nationalconciiergeassociation.com](http://www.nationalconciiergeassociation.com)
- National Restaurant Association www.restaurant.org

Again depending on your profession, the benefits of participating include discovering best practices, staying abreast of legal changes, and establishing networking relationships with what are likely to be the top minds your profession.

Getting The Most Out Of Participation:

While simply joining an association will provide some benefits, such as access to newsletter, publications, and special reports, active participation will yield the most benefits. Here are some tips for maximizing the return on your investment of time, energy, and money:

- Maintain participation over the long-term. Understand that the longer you participate, the more your relationships

with other members will grow and the more they will be willing to network and share their insights with you.

- Join a committee or the board. Although not everyone has time to be an officer or President, participation on a committee or task force helps you establish new relationships and contacts that can later serve as resources for you when you are checking references on a vendor or job applicant.
- Reach out to new members and prospects. Over time you will no doubt make numerous friends, and it becomes easy to spend the entire meeting catching up with those you already know. Yet by looking for those "new member" nametag ribbons and making it your job to welcome them, you'll continuously expand your network of professional colleagues.

Lastly and most importantly, make sure you participate in industry trade associations for altruistic reasons and not look for immediate, direct benefits. Surely you will find that when you give back to the industry, the benefits come back to you in many unexpected, indirect ways, with the pay-backs always exceeding your investment many times over. ♦

Editors Note: This Article was originally published in Hotel & Motel Management www.hotelmotel.com Doug Kennedy, President of the Kennedy Training Network, has been a fixture on the hospitality and tourism industry conference circuit since 1989, having presented over 1,000 conference keynote sessions, educational break-out seminars, or customized, on-premise training workshops for diverse audiences representing every segment of the lodging industry.

Visit www.kennedytrainingnetwork.com for details or e-mail him at: doug@kennedytrainingnetwork.com.

Holiday Gala/Platinum Series Update - Save the Date

November Platinum Series Program and Holiday Gala

BY MICHAEL NOESEN, CMP, MICROSOFT CORPORATION

Last year's combination of the holiday gala with an educational program proved to be a big success. As a result, we are doing it again for 2006. Join MPIWSC on **November 28th** for an afternoon of great learning and an evening of charity giving and holiday cheer.

Platinum Series Program

"Selling Your Ideas to Your CEO: How to Communicate Effectively with Senior Management" by Michele Wierzgac, CMM

Senior management has a reputation for being difficult listeners and a tough sell on new initiatives. How do you synthesize the numerous logistical details of the meetings business into compelling conversations that will get the attention of senior managers? Learn how to condense messages into an undeniable, persuasive conversation and deliver it to your CEO in a credible manner

After participating in this session, you will be able to:

- o Discuss why strategic communication is a critical tool
- o Identify who are the real customers and what the business issues are
- o Synthesize numerous details into compelling conversations

Holiday Gala and Annual Fundraiser Auction

Kick the holiday season off right by attending MPIWSC Holiday Gala and Annual Fundraiser Auction following the Platinum Series Program. The celebration will include great appetizers and drinks, the chance to network with fellow MPI members and guests, and the opportunity to start your holiday shopping early by participating in the auction to benefit a local charity.

Keep checking in for more details regarding auction donations, sponsorship opportunities, this year's charity and lots more.

To volunteer for the Holiday Gala Planning Committee or to provide an auction donation, please contact **Michael Noesen at michaeln@microsoft.com or 425-705-5049.**

Agenda

- 2:00pm – 2:30pm – Registration / Networking
- 2:30pm – 4:30pm – Platinum Series Program
- 4:30pm – 7:00pm – Holiday Gala and Annual Fundraiser Auction

Note – Registration for those attending the Gala only will begin at 4:15pm
Pricing - \$50 Members or Guests. Please note the cost for Program & Gala (or Gala Only) is the same. **Two great events for the price of one!** ♦

MPIWSC Participated in Farestart's Guest Chef Night

BY KATHY SULLIVAN

DIRECTOR OF SALES, HILTON & DOUBLETREE - SEATTLE AIRPORT

The annual Thursday evening Guest Chef Night at FareStart on August 3, 2006 was a great experience for all the volunteers and guests on Thursday evening.

The MPI Washington State Chapter group assembled was complimented on the fun and professional atmosphere the group created for the other volunteers at the dinner. "It was a very motivated and professional group who made the night run smoothly through lots of humor and hard work."

Both guests and volunteers savored the exciting atmosphere, exceptional cuisine, and excellent environment created by the staff and students of FareStart.

FareStart, located at 1201 Pine Street in Seattle, is an invaluable avenue through which disadvantaged men and women gain a second chance at life, and obtain the vocational skills necessary to move forward from a difficult past.

One FareStart graduate received a diploma from this rewarding, yet demanding institution and is ready to make meaningful contributions to the Seattle restaurant industry.

Meeting Professional International sends volunteers annually to a FareStart dinner; members contribute time, good spirits, and helping hands to serve, host and bus for that particular evening.

For more information and how to volunteer/donate, visit www.farestart.com. ♦

Advertising Rates

For Electronic Newsletter:

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

Rates are effective Jan 1, 2006 - December 31, 2006. 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 15th of the month prior (ie: December 15th, for the Jan/Feb Issue).

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

Advertising info is available at www.mpiwsc.org or please contact: Adean Vitale at (206) 622-2117. Email inquiries to adeanh@earthlink.net.

Why use a CVB when Planning your Next Meeting?

BY SANDRA COOK,
MEYDENBAUER CENTER

Several meeting planners are now realizing the importance of using CVB's when planning their events and you may ask yourself why?

As you may have noticed, several publications have written articles about it in the past few months.

The reason is that this is a smart way to compare several options in a City, or many Cities in a One Stop shop. Convention and Visitors Bureau are quite familiar with the facilities they represent and generally have a better knowledge of what properties are a better fit to your group.

Most convention sales groups or convention and visitors bureau will be able to tell you if your group could self-contain or if you need more than 2 hotels. They will also be able to suggest times of the year (if your group is flexible) when you can get better deals in the City.

CVB's are a wealth of resources when planning a group of 50 rooms per night or 40,000 rooms per night. They deal with this everyday and this is their one and only focus. They know how important it is for you and your group to find



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the right venue, location, price, accommodations, transportation and activities. Because of their power and influence they can often get better rates for you or larger blocks of rooms that what you could get. They will paint the big picture to the facilities and the potential revenue that the City will

obtain from a group like yours.

Even further, in a time when ROI is a main focus, you would save time and effort by making one phone call instead of 10-20 to get the best bid. And best of all... CVB services are complimentary! ♦

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THE MPIWSC NEWSLETTER

Adean Vitale, Chapter Manager & Newsletter Editor

Adean & Associates MPIWSC Managing Office
 P.O. Box 2165, Poulsbo, WA 98370
 Phone 206-622-2117 • Fax 360-779-1981
 adeanh@earthlink.net
 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: Robin Akkerman, Liz Bennett, CMP, Sandra Cook, Audrey Fan, PJ Hummel, CMM, Julie Merken, CMP, Rita Moren, CMP, Lisa Murphy, Jenny Rivera, CMP, Judy Sprute, Kathy Sullivan, Bretta Vigue, CMP, Reta Waldrop, CMP and Michelle Wierzac. Your feedback is important and we encourage editorial contributions. Next issue is November/December 2006. Copy deadline is October 15th. Please direct articles to Adean at adeanh@earthlink.net or call 206-622-2117

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V.P. Communications Jim Cacabelos,

CMP Embassy Suites Bellevue425-644-2500

V.P. Membership Judy Sprute

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

DIRECTORS

Industry Alliances Dir. PJ Hummel, CMM

PJ Hummel & Company Inc.253-272-6605

Membership Dir. Reta Waldrop, CMP

MTG Management Consultants, L.L. C.
206-442-5010

Membership Director Cheryl Johnston

The Davenport Hotel.....509-789-6865

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Symetra Financial.....425-256-6035

Public Relations & Comm. Outreach

Director Kathy Sullivan

Hilton & Doubletree SeaTac 206-901-5914

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Meydenbauer Center..... 425-450-3773

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Lynnwood Conv. Center 425-778-7155

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Microsoft Corporation 425-705-5049

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