



2010 July/Aug
MPIWSC Newsletter



July/August Community Outreach

Treehouse School Supply Drive

By Sara Lewis, CMP, MPIWSC VP of Communications and General Manager of Microsoft Conference Services

In a continued partnership with Treehouse, MPIWSC's Community Outreach Committee is having a Back-to-School Donation Drive. Bring your supply of new pencils, crayons, paper, and backpacks to the July and August Monthly Programs.

Treehouse's mission is to help the thousands of children suffering from the effects of abuse and neglect. Treehouse makes a difference in their lives by offering educational growth through providing school supplies and books, as well as through tutoring and college preparation. This local organization fulfills children's dreams through toy donations and summer camps programs. Even the basic essentials are provided with offerings of clothing and other essentials.

MPIWSC asks members to reach into their hearts and wallets and donate to the future of our local community and the foster children of Treehouse.

INDUSTRY CALENDAR

JULY INDUSTRY PROGRAM

Monthly Program

July 20, 2010

2:00 – 6:00 pm

Shilshole Bay Beach Club - Seattle

AUGUST INDUSTRY PROGRAM

Strictly Social

Networking Event

August 19, 2010

5:30 - 7:30 pm

Seattle Aquarium

Monthly Program

August 31, 2010

11:00 am – 2:00 pm

Heathman Hotel - Kirkland

SEPTEMBER INDUSTRY PROGRAM

Industry Summit

September 14, 2010

Time: TBD

WSCTC- "The Conference Center" - Seattle

What's INSIDE:

President's Report	2	Awards Celebration Highlights	6	Welcome New Members.....	12
July Program Review.....	3	May Program Recap.....	7	CMP Corner	13
MPIWSC Community Outreach Partners		Tourism Rally	8	Sponsors & Thanks	14
with Seattle Works Day.....	4	Planner Spotlight.....	9	MPIWSC Board of Directors List	14
WEC Scholarship Winners	5	Supplier Spotlight.....	10		
Ending the MPIWSC Program Year	5	Ask The Producers.....	11		

President's Report



By Michael Noesen, CMP, MPIWSC President and Owner of MJN Solutions

As I begin my year as President, I can only marvel at the numerous accomplishments the Chapter achieved last year. As a volunteer organization, MPIWSC should be incredibly proud of how the Chapter performed over the past 12 months. Not only are we heading into this year financially sound, but we also continued to provide our membership with a variety of high quality educational and leadership programs along with valuable networking and marketplace opportunities.

One key indicator of our Chapter's success last year is our most recent Chapter Member Satisfaction score. Out of 68 global chapters, MPIWSC ranked 9th in member satisfaction with a score of 8.48 out of 10 (a 0.57 increase from the previous year). It definitely took a talented and committed team to produce a result like this. However, this doesn't mean that we can sit back and simply run the Chapter as is. The event industry is ever-changing which we've all experienced over the last two turbulent years with the economy. In order to continue to move the Chapter forward, the incoming Board held a two and a half day retreat in May to focus on redrafting the Chapter's Strategic Business Plan and Metrics. These are the tools we will use throughout the year to make program, policy and financial decisions in order to meet our goals and objectives.

I'm truly honored and extremely excited for the opportunity to serve as President this year. The membership has entrusted me the responsibility to lead and grow the Chapter as we move forward. I know this year will be an extremely rewarding and educational experience for me (and occasionally stressful). However, I have an amazing group of individuals supporting me on this year's Board of Directors which includes our two newest board members— Brianna Mark, CMP with Seattle's Convention & Visitors Bureau and Mardi Johnson with Symetra Financial. Both are terrific additions to the Board and will bring a great new dynamic and perspective to the board.

I would also like to acknowledge Lynn Melby, Karen Keenan and the entire team at Melby, Cameron and Anderson. We truly appreciated their partnership in managing the Chapter and truly see them as an invaluable part of the MPIWSC team. In less than a year, MCA has truly become the backbone of the organization.

On a final note, I would like to encourage each member to get involved and volunteer on a committee, participate in a Chapter community outreach program, or attend one of the regional or international MPI conferences. You truly get out of MPI what you put into it. It was just four years ago when I was considering dropping my MPI membership. But, a current board member back then encouraged me to join the Gala Committee. Becoming an active member of the Chapter provided me with a better understanding of the overall structure of the organization, additional network opportunities with fellow members, and the chance to broaden my professional skill set. I know everyone is busier than ever these days but there are a wide range of volunteer opportunities available to you within the Chapter that range from a commitment of just a few hours to chairing one of our industry events.

Remember, it takes a team of dedicated and passionate individuals working together to deliver outstanding success.

If you have any questions about MPIWSC, the Board of Directors, or how to get involved, please don't hesitate to contact me at michael@mjnsolutions.com or call me at 206-905-7772.

Don't forget to register for WEC 2010!!! ♦





JULY PROGRAM PREVIEW: Be an Effective Communicator via Email

July 20 , 2010 » 2:00 pm - 6:00 pm » Shilshole Bay Beach Club

Program Speaker: Arden Clise

Founder of Clise Etiquette

Networking is more important than ever in this challenging economic time. Done right it will lead to lasting relationships with contacts, clients and employers. Arden Clise will help you increase your networking comfort and confidence both online and off. Whether you're growing your business or looking for a job, you'll learn to navigate the networking world from first meetings to developing deep relationships.

Learner Outcomes:

- How to engage the room, so you can connect with people more easily
- How to perfect your handshake, inspiring others' trust in you
- How to remember names and make introductions, easing any feeling of awkwardness
- Social media dos and don'ts to enhance and grow the connections you made in person

About our Speaker:

Arden Clise is an etiquette consultant, speaker and business etiquette columnist for the Puget Sound Business Journal. Founder of Clise Etiquette, Arden helps companies increase their profitability and improve their company image by giving employees the skills they need to be confident, courteous and successful.

Arden offers contemporary business etiquette seminars and individual consulting. She speaks at corporations, organizations, professional associations and colleges. She has more than 25 years of business experience in marketing, management, event planning and public relations.

Venue:

The July program is sponsored by Apulent Events and Catering at Shilshole Bay Beach Club. Complimentary parking is available on site.

Watch for the meeting notice and register online at www.mpiwsc.org.



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MPIWSC Community Outreach Partners with Seattle Works Day

By Sara Lewis, CMP, MPIWSC VP of Communication and General Manager of Microsoft Conference Services



Through the Chapter's Community Outreach program, MPIWSC members joined a team from Seattle Works for a day of giving back to the Seattle/Bellevue area communities. On May 22, Seattle Works Day, 1175 volunteers provided 4,000 hours of community service. The day brought perfect weather for working outdoors at Dr. Jose Rizal Park.

Work by this team of 38 (MPIWSC teamed with a group of UW students) was done to establish a pond where the Seattle Parks Department will introduce the native tree frog back into the area. Tasks included taking large piles of rocks, tree limbs and brush left from other work parties to the pond area to build a barrier to protect the new pond from people and animals in the off-leash park, allowing the pond to develop. The area with its aspen, sumac and cedar trees is fed by natural seeps, springs, and drainage, as well as the occasional overflow from the faucet.

Within the barrier, the team also planted root stock for salmon berries. Imagine a raspberry twice as flavorful, with a bright, sharp sweetness. Once the temporary barrier created by the team breaks down, the salmon berries will be thriving. These bushes will then serve as a natural barrier for the pond, while also providing food for resident and migratory birds.

MPIWSC Community Outreach is very proud and grateful for the time put in by MPIWSC members on this day of giving back to the place we call home.



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Congratulations WEC 2010 Scholarship Winners

Congratulations to the following winners of the MPIWSC scholarship to attend the World Education Congress (WEC) 2010:

- **Robin Akkerman with Willows Lodge**
- **PJ Hummel, CMM with PJ Hummel & Co, Inc.**
- **Terry Onustack, CMP with International Association for the Study of Pain**

Robin Akkerman has been an active member of the Washington State Chapter for almost ten years and has volunteered with multiple committees and board positions.

PJ Hummel, CMM recently completed her term as President of MPIWSC and has provided outstanding leadership and dedication to our members over the past decade. Terry Onustack, CMP has contributed years of service to the Chapter at the committee and board levels and has been an active participant in the global meetings industry. He recently became the Chapter's Vice President of Education.

This scholarship will help each of these winners attend WEC in July in beautiful Vancouver, BC. Thank you for your outstanding contributions to MPIWSC, the industry and our community!



Ending the MPIWSC Program Year on a Very High Note

High a-top Seattle at the magnificent Columbia Tower Club, MPIWSC Members celebrated in style at the red carpet evening, honoring this year's award recipients on June 29.

We had an evening of stunning views, building anticipation, and an opening act with our own Sam Samuelson belting out his rendition of "Ain't that a kick in the head" (Dean Martin) with an MPI twist only he could come up with.

We closed with a night-cap that attendees won't forget anytime soon! Make sure to congratulate your colleagues, the winners of this year's awards:

- **Shining Star Award Recipients 2009-2010:** Robin Akkerman – Willows Lodge, Audrey Fan – Audrey R. Fan, Velvet Moon Chronicles, Donna Hammermeister – Compass Corporate Events, Mardi Johnson – Symetra Financial, Andi Saunders – SH Worldwide
- **Celebrated Chefs:** Top Participant 2010 Award – Robin Akkerman, Willows Lodge
- **Silver Platter Award:** Hyatt at Olive 8
- **Corbin Ball Technology Award:** Terrence Young, Marketing & Tradeshow Manager, Sara Lewis, CMP, Compass Group - Microsoft Conference Services
- **President's Award:** Sam Samuelson, Tulalip Resort Casino & Spa
- **Tomorrow's Leader Award:** Caryl Sutorius, RealTime Productions
- **Supplier of the Year:** John Chen, CMP, Geoteaming
- **Planner of the Year:** Reta Waldrop, CMP, Soos Creek Consulting, LLC

Stay tuned for more fun details regarding this incredible Celebration in the next MPIWSC newsletter.



Chapter Awards Celebration Highlights



Photography by: © Alan Alabastro, www.AlabastroPhoto.com

May Program Recap - Hyatt @ Olive 8 “Emails that Boost Career Success”

Think before you email. That was one of the primary thoughts shared by May’s speaker, Sue Hershkowitz-Coore. Sharing examples of poorly crafted email messages, she explained how seemingly innocent faux pas can ruin respect for you or your business. “Fifty-eight percent of buyers who were surveyed said that typos in emails from the salesperson are a deal-breaker. Another forty-one percent said it is a problem,” she shared.

Hershkowitz-Coore outlined several techniques for people to use in drafting emails and making sure that the message makes you look good and save time and energy. “One of the biggest mistakes is to make yourself the focus of the email,” she said. This happens when you use terms such as, “I wanted to let you know...” or “I would like to thank you...” Instead, turn it around and make the recipient the center of attention.

“It’s as hard to unsend a bad email as it is to unspread butter,” Hershkowitz-Coore says.

The meeting was also the Chapter’s annual Committee Fair. Led by Director of Volunteers Tracy Thornton, Chapter leaders shared information about the various committees and opportunities for members to get involved with the organization.

The venue, Hyatt @ Olive 8, prepared a fabulous buffet meal. ♦

Special Thanks to the sponsors of the May meeting:

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MPI Rallies Around Tourism

Hundreds of travel industry boosters gathered in Seattle's Westlake Park to urge public support for tourism on May 11. While many MPI members were there representing their firms, MPIWSC leadership paused to pose for this photo. Shown are (l-r) Michael Noesen, CMP, PJ Hummel, CMM, Caryl Sutorius, and Judy Sprute. The rally was part of National Travel and Tourism Week. Tourism is a \$704 billion industry in the U.S.

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Planner Spotlight



A Talk with Jane Kantor, Association Executive with Melby, Cameron & Anderson

Tell me about your company and role:

Currently, I am an account executive with Melby, Cameron & Anderson (MCA), an association management company headquartered in Edmonds. MCA works with nearly 20 associations, including the esteemed MPI, Washington State Chapter. I have the privilege of working as the Executive Director of the American Academy of Oral Medicine and the Executive Director of the Washington Association of Accountants. It is nice to be able to work with both a national and a state association.

What do you enjoy most about your job?

Every day is different. At this point in my life, variety is everything. I am never sure who I will meet on any given day or who I will speak with on the phone.

What do you feel you gain from your MPI membership?

My membership in MPI is invaluable to me. Being associated with meeting professionals is critical to my ability to keep moving. MPI enhances my skill set and allows me to network with the elite of our industry.

What is the best advice you have ever received?

Well, as simple as it sounds, "go with your gut." Every time I have gone against my instincts, I have suffered.

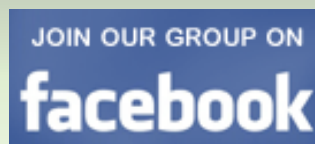
What is your favorite non-work activity?

I absolutely love to take Max, my two-year old German Shepherd, to Marymoor Park. The off-leash area there is unbeatable. It is the true manifestation of the "wag more, bark less" slogan.

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

I have begun to lobby the USDA to add candy to the food pyramid.

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Supplier Spotlight



A Talk with Nate Jester, Ace of Illusions

Interviewed by Bridgette Candee, Assistant General Manager, ACME Bowling, Billiards & Events

Tell me about your company and role:

I am the owner and performer for my company, Ace of Illusions. I specialize in magic entertainment for private parties and corporate events. Generally, my clients hire me to entertain during the social hour, strolling around the room and performing unbelievable illusions up-close in spectators' hands.

What do you enjoy most about your job?

Meeting incredible people, attending some of the city's most amazing events and witnessing people's reactions as I entertain them with my magic.

What do you feel you gain from your MPI membership?

I'm looking to gain a better perspective of what my potential clients are looking for as well as an opportunity to network and showcase my talent.

What is the best advice you have ever received?

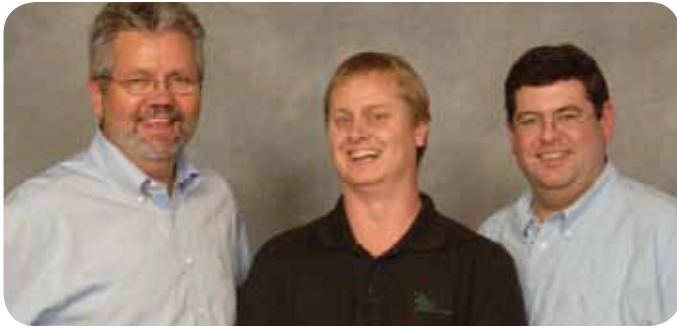
"Stay positive"

What is your favorite non-work activity?

When I'm not working, I enjoy boating and fishing with my family. We try to keep very active by doing a lot of outdoor activities with our family and friends.

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

Throughout my career, I've always been heavily interested and involved in marketing. At one point, I was the general manager for a restaurant marketing company where I learned a lot about what my corporate clients were looking for. This enabled me to create more value in my magic and create illusions utilizing the company's name, or even produce a keynote speaker on stage in front of a room full of people.



Ask the Producers

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

Dear Producers,

Twitter is being used in conjunction with more and more meetings. We are considering using it as a backchannel during our event presentation. How do we go about doing this? How does it work? And what is the jargon?

Answer:

There is a lot to say on this topic, so we will tackle it over two columns. First let's talk the big picture.

Social Networking has become one of the most talked about subjects in the tech world. The power of FaceBook, MySpace, LinkedIn and Twitter has been recognized for marketing and customer relations purposes, and the use of social media during presentations and events has expanded rapidly.

Many organizations are now using Twitter to generate excitement and drive attendance at their meetings. They are finding it a quick and cost-effective way of keeping their event in front of potential attendees.

Another rising use of Twitter is as a backchannel during presentations, allowing tech-savvy audience members to interact with one another and, sometimes, even the speaker. In the past few years there has been much debate about whether tweeting during a presentation is rude, but it is becoming commonplace and at technology-related conferences, tweeting during presentations is considered both an acceptable and effective way of engaging with the content of the presentation. The same shift is beginning to happen at mainstream conferences as well.

So what about all that jargon? Well, here are a few Twitter terms that you should be familiar with:

- **Following:** These are the people or groups whose tweets you've selected to read.
- **Follower.** This is a person who is reading your tweets.
- **The @ symbol:** Put this before any other Twitterer's username to refer to them. It creates a link to their profile automatically.
- **Retweet:** Rt, RT or rtw: These stand for "retweet." If you read someone else's tweet and want to share it, put this before copying and pasting the whole thing, including the original tweeter's username into your tweet.
- **Hashtag, the # symbol:** Words that follow # in Twitter are called "hashtags." It's a way of assigning a keyword to a tweet so that others can follow the topic easily.
- **DM or direct messaging:** This is a way of sending a message to someone so that only they can see it.

This is just a start. In the September-October Newsletter, we will talk more about Twitter and how you can get started in using it for your meetings and events.

(Authors' note: Special thanks to New Zealand-based presentation trainer and blogger Olivia Mitchell, for many of the tips and ideas expressed in this response.)

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.

Welcome New MPIWSC Members

Heather	Breymeyer	Three Rivers Convention Center
Jean Pierre	Cartier	MVKA Productions
Shauna	Clark	Meydenbauer Center
Lucianne	Davidson	The Westin Bellevue
Amy	McNeil	MorphoTrak
Elizabeth	Merrill	Ray's Catering
Christine	Mueller	Seattle's Convention & Visitors Bureau
Happiness	Pitzer	Hotel 1000
Victoria	Sangrey	ZymoGenetics Inc
Tiffany	Smith	W Seattle Hotel
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Just a reminder that each **MPI member is responsible for updating his/her membership file** on line on **both the Washington State Chapter website** and the **MPI international website**.

To make sure your contact information is correct, you should visit both www.mpiweb.org (for your international listing) and www.mpiwsc.org (for your Washington State Chapter listing).

If you have difficulty, please contact the MPIWSC office at (425) 778-6162 or info@mpiwsc.org.

CMP CORNER

By Marlys Kemmish, CMP, The Westin Seattle

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

Applications must be in by August 10, 2010 for the January 9, 2011 exam.

Note: Plan at least 6 months in advance of the exam.

The CIC has extended the payment plan option. See the notes on the website.

TEST YOUR CMP KNOWLEDGE:

Please note: Sample questions and answers are based on previous CMP examinations and should not be considered definitively correct or incorrect.

1. A meeting planner with a rigid, small, restricted budget is required to plan a one hour registration reception, to be paid for by the organization for one evening of a four day conference. Meetings end at 5pm each day. In order to keep the reception within budget and still project an image of elegance, the planner should have crudités available and plan service for:
 - a. 5:00 – 6:00pm with hot hors d'oeuvres passed by wait staff
 - b. 6:00 – 7:00pm with hot hors d'oeuvres passed by wait staff
 - c. 5:00 – 6:00pm with hot hors d'oeuvres and plates available in limited quantities
 - d. 6:30 – 7:30pm with hot hors d'oeuvres and plates available in limited quantities

2. If an exhibition is planned in the convention hotel, exhibit space rental rates should be negotiated and settled when the:
 - a. decorating contractor is selected
 - b. floor plan is designed and laid out
 - c. contract is signed
 - d. meeting room rental and hotel room rates are negotiated

3. At what point in planning a convention should you begin coordinating with Convention Services Manager?
 - a. during the site visit
 - b. at the pre-convention meeting
 - c. during the negotiations for space
 - d. when you have a confirmed booking

4. In selecting a site for a one day training meeting, which of the following is the MOST important factor to consider?
 - a. climate
 - b. geographic accessibility
 - c. housing
 - d. meeting facility

Answers – 1.a 2.d 3.d 4.b

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Rates are effective January 1, 2010 through December 31, 2010.

Full color ads are preferred and cost the same as black & white.

This publication is produced 6 times per year: Jan/Feb, March/April, etc. Deadline for ads is the 1st day of the month prior to the issue date. (Example, for Jan/Feb, the due date for ads is December 1st.)

Advertising is accepted on a first-come, first-served 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, layout-ready ads supplied by the advertiser.

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The MPIWSC Newsletter

The MPIWSC Newsletter is published bi-monthly by Meeting Professionals International, Washington State Chapter, a professional society of meeting planners and suppliers to the meetings and events industry. Next issue is September/October 2010. Copy and advertising deadline is August 10.

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Katy Mercille, CMP, Proofer
Julie Merken, CMP, Proofer

Special thanks to those who have provided content for this issue. We encourage editorial contributions and your feedback is always welcome.

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