



2011 Nov/Dec
MPIWSC Newsletter



2011 MPIWSC Annual Gala ReCap

By Liz Merrill, Ray's Catering

All Aboard the MS FUNdraiser. This year's Annual MPIWSC Gala set sail on Tuesday, November 8 at the Bell Harbor International Conference Center, featuring six Ports of Call: Juneau, Barcelona, Smith Cove - Seattle, Hong Kong, England and France, and The Good Ship Lollipop. Destination Seattle Waterfront: the partnership of Bell Harbor International Conference Center, The Seattle Waterfront Marriott, and the Edgewater Hotel provided an array of delectable treats from across the globe.

Socializing, networking, and munching took place as the silent auctions on the Lido Deck and Pomenade Deck were viewed and bid on from 5:30 pm to 7:15 pm. With almost 90 silent auction items to bid on, guests found a broad selection ranging from pampering, weekend getaways, fitness, noshing and more. Auction items provided excellent opportunities for early holiday shopping and a little self indulgence. A big thanks to the procurement team (Lesley Young with Envision Meetings and Incentives and Melanie DeGrow with The Fairmont Olympic Hotel) for their hard work and organization, not to mention the many other MPIWSC members who contributed time and items to the silent and live auctions.

MPIWSC Member, Josh Hershfield contributed his professional talent with Flipped Out Productions, giving MPIWSC members and guests an opportunity to exhibit their wild side in 7 second clips, with colorful props and clever signs.

The action really started with the raffle drawing, won by MPIWSC member and past-president PJ Hummel,CMP, PJ Hummel and Company who selected the

(cont'd on page 3)

INDUSTRY CALENDAR

PSBTA

Monthly Luncheon Meeting

December 14, 2011

11 am - 1 pm

Sheraton Seattle

Joint Association Mixer (JAM)

Bubble Ball

December 19, 2011

6:00 pm - 11:00 pm

Columbia Tower Club, Seattle

Monthly Educational Program

January 26, 2012

11:30 am - 1:30 pm

Courtyard Marriott, Tacoma

What's INSIDE:

President's Report	2	October Program Recap	8	2011 MPIWSC CMP's.....	15
2011 Gala & Auction.....	3	Chapter Reporter	9	Welcome New Members.....	15
Investing in the MPI Foundation	4	7 Keys To Industry Collaboration	10	2011-2012 Sponsors.....	15
The Bubble Ball JAM	5	There's An App For That.....	11	Membership Addendum	16
Enhance Your Career Through MPIWSC ...	6	James Spellos August Program Recap	11	CMP Corner	17
IMEX America Post-Event Article.....	7	Supplier Spotlight.....	14	Sponsors Thanks & Board of Directors	17

President's Report



MPI is About the Education

By Becky Williams, CMP, MPIWSC President; Catering by McCormick & Schmick's

MPI is about education, networking, marketplace opportunities and so much more. We are committed to providing our membership with the best possible experiences in order to meet their goals. This starts with delivering cutting edge, relevant and unique educational opportunities. MPIWSC strives to hold a minimum of eight educational sessions each year. Additionally, we will offer opportunities such as the Cascadia Educational Conference (CEC), special training courses as well as extended educational sessions during our upcoming monthly programs.

MPI International has shifted gears to focus more so on the development and improvement of its educational offerings. I have summarized below changes of three of the new opportunities.

MPI Proprietary Educational Content

MPI launched the Proprietary Content handbook in October. This new educational tool provides our chapter educational team with over 45 industry-related speakers who have developed unique programs designed to suit MPI as well as its members' needs specifically. This high level content will not be offered in other arenas for a set period of time. Be on the lookout for an MPI Proprietary Content program and rest assured you will be among the first to experience this cutting edge educational content.

MPI Chapter Educational Content Database

MPI has enhanced its Chapter Content Database. This resource is a great avenue which allows our educational team to select sessions and speakers addressing specific needs of our community. Within the content database historical speaker reviews and ratings are available; vast resources for searching via educational topic are available; speakers and programs are ranked by best reviews as well as most requested. The database also provides our team an opportunity to discuss speakers and topics with other chapters who have recently held sessions. This valuable resource will help our team provide you with the very best educational opportunities throughout the year.

MPI Educational Webinars – Live & On Demand

MPI provides live and archived educational webinar sessions free of charge for its members. For every 1 hour session you will receive 1 CEU credit. These webinars are presented by expert speakers and empower event professionals to take action on their big ideas. Choices by topic include: Technology, Strategic Meetings Management, Business Value of Meetings & Future of Meetings, Legal Issues, Core Skills, Meeting Design and more. You may also sort by level of education or media type. . For more information on upcoming and archived webinars visit <http://www.mpiweb.org/Education/Online MPI Education>.

Upcoming Webinars

1. Super Charge Your Meeting with Social Media - Social media is an extremely powerful tool - if you are not yet harnessing the power. **Date: Wednesday, December 14, 2011, 9:00 AM PST.**

Archived Webinars

1. Embracing Event Apps – Learn the Essentials from an App Developer
2. Using Strategy to Overcome Social Media Fatigue
3. A Corporate Planner Does What?
4. Contract Negotiations
5. 7 Leadership Secrets for Creating Masterpiece Meetings
6. Driving Record Exhibitors & Attendees to Your Event
7. Innovative Pricing Strategies for Association Meetings & Events
8. From Geeks to Gear: Hands on AV & Event Technology
9. How to Engage Attendees & Change the World
10. The Traditional Planner & Supplier – The Old versus New Meeting Design Processes

Whether you're moving up in your career or searching for effective strategies, these webinars are a great place to start. I encourage you to take advantage of the webinars on your own. We will also be delivering many amazing educational sessions to you in the coming year. We look forward to seeing you! ♦

Annual Gala and Auction 2011

(cont'd from page 1)

fabulous getaway to the Astoria, Oregon Cannery Pier Hotel & Spa complete with nibbles, massage, luncheon and dinner outings, museum tickets and more. Raffle proceeds raised \$1,100 for MPIWSC.

Treehouse was the focus of the "Raise your Paddle" Auction, bringing in over \$1,400 for our community's foster kids. Treehouse representative **Lindsay Davis** and MPIWSC member and foster mother **Sara Lewis, CMP, Microsoft Meeting Solutions** shared their personal experiences with Treehouse prior to the open forum for donation. MPIWSC is a regular contributor to Treehouse by member driven donations of toys and clothing at meetings and gatherings throughout the year.

Competition was in the air when Auctioneer Chuck Beck took the helm with the live auction. Thirteen items were auctioned off helping bring the total of live and silent auction proceeds to \$15,000. The live auction featured generous donations from: Alaska Airlines, Edmonton Tourism and the Destination South Hotel Group, Fairmont Kea Lani, Fairmont Mayokoba, Fairmont Orchid, Four Seasons Scottsdale, Fiesta Americana Hotels and Resorts, Geoteaming, Marriott Seattle Waterfront, McCormick and Schmicks, Sheraton Keauhou Bay Resort and Spa, Silver Reef Casino and Whistler Getaway (Fairmont Chateau Whistler).

Shelley and The Curves brought the ship home to our Seattle Port at the end of the evening with their rock n' roll enthusiasm. MPIWSC members and guests ended the night with dancing and their pockets just a bit lighter following the collection of their auction winnings.

Thank you....

Thank you to the MPIWSC Annual Gala Committee, and especially big thanks to Tracy Thornton with Gameworks for her hard work and commitment to making the evening a success.

Cruise Staff:

Auctioneer: Chuck Beck

Mark Allen, Chair- Technical Media Productions

Shannon Ryan- Red Lion Hotel at the Park

Shauna Clark- Meydenbauer

Christiana Scales, CMP- Double Tree by Hilton

Melanie DeGrow- Fairmont Olympic Hotel

Kristine Skinner- Puget Sound Engery

Flipped Out Productions

Olivia Ingram- Port of Seattle

Tracy Thorton- Gameworks

Liz Merrill- Ray's Catering

Lesley Young, CMP - Envision Meetings and Incentives

Elle Miesner, CMP - State Farm

Megan Kelly- Avidex

Jennifer Antos- Bell Harbor International Conference Center

MPIWSC Gala Sponsors:

Bell Harbor International Conference Center

PJ Hummel & Company

Shelley and The Curves

Destination Seattle Waterfront

Auction Contributors:

5th Avenue Theatre, Act Theatre, AA Party Rentals, ACME Bowling Billiards, Alderbrook Resort & Spa, Arctic Club Hotel by Doubletree, Argosy Cruises, Alexis Hotel, Bardessonno, Barre 3, Best Western Plus - Harbor Plaza and Conference Center, Broadmoor, Campbell's Resort, Cave B at Sagecliffe, Chateau Ste. Michelle, Countryside Floral and Garden, Davenport Hotel & Tower, Dimitrou's Jazz Alley, Hotel Åndra, Disney Resort Destinations, Woodland Park Zoo, Pioneer Farm Museum, Doubletree Hotel Seattle Airport, Edgewater Hotel, Envision Meetings & Incentives, EverGreen Escapes, Exit11Studio, Fairmont Hotels and Resorts, Fairmont Newport Beach, Four Seasons Hotel, GameWorks, Garage in Seattle, GeoTeaming, Gifts By Design, Benaroya Hall, McCormick & Schmick's Harborside Restaurant, Kenmore Aire, Hard Rock Café, Harrah's Lake Tahoe/Harveys Lake Tahoe, Hilton San Diego Resort & Spa, Hilton Seattle, Hotel FIVE, Hotel Monaco, Hotel Shattuck Plaza, Hotel Vintage Park, Hyatt Regency Bellevue, Massage Envy, Matthews Estates, Master Builder's Association of King & Snohomish Counties, Maxwell Hotel, Teatro Zinzanni, Nintendo of America, Northwest Cellars, OKI Golf, Pan Pacific Hotel Seattle, Parties That Cook, Perfect Wave, Ray's Boathouse Café & Catering, Red Lion Hotel on Fifth Avenue, Renaissance Seattle Hotel, Resort at Port Ludlow, Salish Lodge & Spa, San Diego Chapter MPI, Seafair 2012, Seattle CVB, Shakti Yoga, Spruce Skin & Wax Shoppe, Sheraton Bellevue, Space Needle LLC, Village Green Yoga, SilverCloud Hotel Seattle, WestCoastEntertainment, Skamania Lodge (Destination Hotels & Resorts), Sonoma County Tourism Bureau, Sorrento Hotel, Suncadia Resort (Destination Hotels & Resorts), Sunriver Resort (Destination Hotels & Resorts), Towne Place Suites by Marriott Seattle - Southcenter, Tulalip Resort & Casino, W Seattle, Morton's Steakhouse, West Coast Entertainment, Westin Bellevue, Westin Resort & Spa Whistler, Westin Seattle, Willows Lodge, Wine World, Woodhouse Wine Estates, Woodmark Hotel. ◆



Investing in the MPI Foundation is an Investment in YOU

Sara Lewis, CMP, MPWISC President-Elect; Microsoft Meeting Solutions

Throughout the year you have seen requests for donations to MPI Foundation. The Chapter's Board of Directors is passionate about supporting this cause through raising funds for donation throughout the year.

Your Investment at Work

At MPI Foundation, the funds raised are immediately re-invested back into the meetings and event industry in the form of research, chapter grants, scholarships and various educational programs. The Foundation has invested more than \$265,000 in our 58 chapters in one year alone.

Contributor investments go toward funding practical initiatives such as the creation of CSR tools and chapter content databases as well as larger industry efforts:

Chapter Business Summit Support: MPI Foundation firmly believes in the importance of supporting our chapters in every way possible. For the past five years, the Foundation has supported the Chapter Business Summit, which helps chapters plan their successful education, financial and management performance, with an annual grant of \$20,000.

Career Connections Scholarships: Contributor funds foster the professional development of industry members. MPI Foundation's successful scholarship program sends MPI members in the unemployment assistance program to the career fair at World Education Congress (WEC). Individual and chapter scholarships, along with enhanced career networking events, connect members with opportunities.

Knowledge-Driven Research Programs: MPI Foundation plays a crucial role in equipping and empowering members through knowledge-driven and educational research. By supporting professional development in the planning community, contributors play an integral role in the strength of the industry as a whole.

Dollar-for-Dollar Matching Program: As an added incentive, the Individual Giving Matching Program, sponsored by Las Vegas Sands, matches every cash donation invested with the MPI Foundation dollar for dollar, up to \$50,000 per year. This generous three (3) year matching program allows investors to boost the impact of their contribution.

MPIWSC Fundraising Efforts

The chapter asks for the support of MPI Foundation from its membership through the following means:

Raffle Drawings – 1/3 of raffle proceeds from the Monthly Educational Programs is donated to the Foundation.

Celebrated Chefs – Celebrated Chefs restaurants donate 5% of your dining bill to your designated cause. Just sign up to support the MPI Foundation. Every time you dine, 5% is donated directly to MPI Foundation! Register [here](#), or at the next MPIWSC event.

Annual Foundation Fundraising Event – a spring time chapter event in which all profit is donated to MPI Foundation.

Cash Donations – the chapter donates cash to MPI Foundation based on the annual budget.



The Bubble Ball JAM (Joint Association Mixer) December 19, 2011

By John Chen, MPIWSC Director of Industry Alliances; Geoteaming

7 Times The Holiday Fun For Meeting Professionals

Is the Holidays your busy season? Are you looking to reward your valuable employees? Do you want to attend THE most amazing Seattle Holiday Party with zero planning?

Then get your ticket now for The JAM (Joint Association Mixer) 2011 Bubble Ball! The JAM Bubble Ball is the collaboration of SEVEN major associations in the Seattle area to produce one HUGE and AMAZING holiday party with the best food, wine and entertainment as well as networking during the holiday season.

Highlights include:

- * A priceless and exclusive 76th floor view of Downtown Seattle
- * The return of the 17 ft. Christmas Tree at The Columbia Tower Club
- * Samples of Seattle's best catering and desserts
- * Specialty wine and spirits from Seattle's elite providers
- * DJ's, live music, Larry G Jones holiday impressions and one Holiday Rock Band to dance the night away.

The 7 Associations are:

- MPI - [Meeting Professionals International WA State Chapter](#)
- ISES - [International Special Events Society](#)
- NACE - [National Association of Catering Executives Seattle Chapter](#)
- NACE - [National Association of Catering Executives Tacoma Chapter](#)
- ABC - [Association of Bridal Consultants](#)
- WNUSA - [Wedding Network USA - Seattle Chapter](#)
- WNUSA - [Wedding Network USA - South Sound Chapter](#)

The combined membership of these seven associations is over 2,500 people and 250+ attending this holiday party every year. This is THE Holiday Party of the Year! If you're a meeting professional and just don't have the energy to plan your own holiday party, let US do it for you AND your company!

Northwest Harvest

In addition, you can also do GOOD by attending. The JAM Bubble Ball is supporting Northwest Harvest again this year and needs your help with donations. Please bring non-perishable food and baby items (i.e. diapers, wipes, food, formula) to the event. Northwest Harvest is the only non-profit food bank distributor operating statewide in Washington with a network of over 325 food banks, meal programs and high-need elementary schools. For additional information please visit [Northwest Harvest](#).

This is a great opportunity to get your product or service in front a huge audience.
Don't have a budget? Find a way to sponsor and you will receive 2 entrance tickets.

We are looking for food, drink and entertainment sponsors of all kinds. Contact John at john@geoteaming.com or (206) 856-8491 if you're interested!

December 19, 2011 » 6 pm - 11 pm » Holiday Party

Cost: \$50 for MPI members, \$45 for MPI guests, \$75 for non-members

Venue: Columbia Tower Club

Address: 701 Fifth Ave, 75th Floor | Seattle, WA 98104

[Register today!](#)





WASHINGTON STATE CHAPTER

MEETING PROFESSIONALS INTERNATIONAL



ADVANCE through education | CONNECT with industry peers | DEVELOP partnerships | CHANGE the world

Enhance Your Career Through MPI Washington State Chapter Board Experience!

This is your opportunity to make a significant impact on the leadership and direction of the Chapter while building and enhance your own professional skills and career. Find this by becoming a member of the MPIWSC Board of Directors.

MPIWSC assures that:

- Your skills and talent are needed.
- MPI will improve & benefit from your contributions.
- You can positively effect change in the chapter.
- You will gain new management and leadership skills.
- You will feel great about the contributions you are making.
- You will enjoy collaborating with fellow members who have the same interests and values.
- This is your chance to give back to the chapter & community.
- You will be recognized for your efforts.
- You will have fun!

"I attribute much of my career growth to my exposure to hands on experiences through the positions I have held on the MPIWSC board."

Becky Williams, CMP
Board President, 2011-2012

"I'm a more efficient and effective leader, strategic thinker, communicator, planner, and multitasker due to my experience serving on the MPIWSC board."

Michael J. Noesen, CMP
Board President, 2010-2011

"The value of volunteering on the board is not only to assist the organization, but the value of relationships and friendships forged and the skill sets and experiences gained through committee work."

Audrey R Fan
Board President, 2000 - 2001

"During my six-plus years on the board, I gained so many new skills including how to run a committee; how to produce a first-class conference; how to build unity; how to run board elections; how to write and win a grant; and how to be a better public speaker."

PJ Hummel, CMM
Board President, 2009-2010

**For information about MPIWSC Board Elections, go to
the Leadership Tab on the Chapter [website](#)**

IMEX America Post-Event Chapter Article

MPI Brings New Rules of Engagement to Vegas with Smart Monday, Member Engagement

IMEX America initial reviews are in, and the business conducted and connections made in Las Vegas brought international meeting professionals together during the three-day trade show and exhibition for what many attendees call a resounding success. As strategic partner and premier education provider, MPI delivered on the new rules of engagement. What began in Orlando during WEC 2011 was front and center in Las Vegas.

The MPI experience began on Smart Monday, with a slate of professional development that focused on successful adaptation, creativity and relevancy in today's business environment. Hosted buyers attendees were at the day-long exploration of how to meet differently, where the new rules of engagement came to life:

- **Courage to Act, Innovate and Inspire To Make a Difference:** The opening session from Cheryl Cran, CSP led the call for attendees to employ strategies for embracing change in the industry and use it across generations.
- **Proving Value and Performance:** Mary Boone and an expert panel of professionals discussing the intersection of budgeting, tech, learning formats and more as it relates to executing the best events for both attendees and clients.
- **Embracing Technology to Enrich Connections:** MPI delivered on future trends in technology and integrating virtual events into a meeting portfolio.
- **Positive Effects Economically, Socially and Environmentally:** The initial findings of Phase 1 of the Leeds Metropolitan global CSR study debuted.
- The MPI team is already thinking about what to deliver to members and attendees at IMEX America 2012, will you be there? ◆



Celebrated Chefs continues to expand its list of restaurant partners, giving you more opportunity to support the MPI Foundation. Restaurants now include: Palamino, Arnie's, Pomegranate Bistro and bin on the lake.

[Sign up now](#) and 5% of your check will benefit the MPI Foundation.



October Program Recap

By Roxy Inouye, CMP, Microsoft

Brad Worthley with Brad Worthley International was the keynote speaker at the Meydenbauer Convention Center for MPIWSC's October Program. He reminded us that being an outstanding leader is a behavior versus a skill. A great leader will create an environment which inspires and creates value to the employee. This leads to employees offering a greater level of service to the customer and high employee satisfaction at their job. These leaders who are able to create this environment are passion driven vs. goal oriented; inspirational vs. telling others what to do; gives credit vs. takes credit; can unlearn to change behavior vs. being taught; do the right things vs. do things right and are proactive vs. reactive. Employees look to the leader as a type of conductor. They will follow you through all the good and bad behaviors you may emanate.



How do you create this environment? Be authentic, employees won't believe the message if you don't believe it. Be sincere in your message, walk the walk and talk the talk, people do not value hypocrisy. Individual accountability is another powerful way to create added value to an employee. It makes them feel like they are there to make a difference.

Additionally, rethink your role as a "leader" vs. manager. Leaders are there to support employees and remove barriers to quality. They think about, "Did I do the tasks which assist the employee in completing the tasks necessary". By being a proactive leader you avoid situations which may turn into an emergency and eventually a system may be put into place to avoid these emergencies.

To be a great leader, manage your time properly. Start and end tasks on time thus able to be more productive to your employees. This goes the same for meetings which you, as a leader, are conducting. Start and end on time, send out the agenda in advance and stay on track. This tells employees you value their time and they in turn will value yours.

Another trait of a great leader is to not solve all the problems which come your way. Instead, coach team members on how to solve the problems on their own. This will show them they too can solve problems without always going to their leader. This eventually will save time for you and your employees.

Lastly feedback. Employees feel they are being dictated to if you have not been given permission to provide feedback. Feedback: whether it's good or bad, it's one method which allows us to grow. By asking to provide feedback a great leader has an opportunity to inspire greatness from their employees.

MPIWSC thanks the Meydenbauer Convention Center for hosting the October program and Brad Worthley for another fantastic program. ♦



- Hold your next event in our impressive clubhouse with more than 8,000 square feet of indoor & outdoor meeting space featuring awe-inspiring views of Seattle, Lake Washington and the Olympic Mountains

- Conveniently located just 20 minutes from Seattle and Bellevue

- Take advantage of our practice facility or putting course for team building or hold a group golf outing as part of your next meeting



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7 Keys To Industry Collaboration And Why You Should Care

By John Chen, MPIWSC Director of Industry Alliances; Geoteaming

As 2011/2012 MPI Board Director of Industry Alliances, my goal is to collaborate with other meeting professionals to further our field. My primary responsibilities are: Cascadia Education Conference (MPI-Oregon) and the Industry Summit (PCMA). In addition, I help the JAM (Joint Association Mixer) Bubble Ball (ISES, NACE, ABC and WNUSA), begin creating a relationship with the newly formed WTA (Washington Tourism Alliance) and created an advantageous trade agreement with **Marion Clifton** and Banquets and Events (NW Event Show) to help extend MPI's reach to their meeting planners.

In creating and extending these partnership, I've learned 7 Keys to Industry Collaboration which may also help your career in partnering with others to increase your personal and company impact:

1. **Relationships** - Meeting professionals are people-people and they don't do anything without relationships. Start building relationships you may need years from now. The more you invest, the easier it will be in the future.
2. **Give First** - All collaboration is built on trust and there is no better way to build trust than to give and give first. Find something you can give, sometimes it's a small gift, sometimes it's asking what they need for their business, sometimes it's your time or expertise, give first and if they see results, their trust will increase in you.
3. **Timing** - This can also be labeled Patience, while some of us Type A people love results RIGHT NOW in this digital world, you'll find that collaboration is MUCH easier (less of a fight).
4. **Ask Questions** - When going into collaboration, what you think you want and what they think you have is usually radically different. Take the time to plan, and ask a LOT of questions to more fully understand their business and find out not just what they're asking for, but what their business NEEDS. I've found the questions I ask sometimes reveal something they were not aware of and leads to a much more valuable partnership!
5. **Win-Win** - Always make deals which benefit both parties. NEVER make deals which are terribly one-sided. Individuals are smart enough to determine they signed a bad deal. What you may have made in short term gains, you'll destroy in long term trust.
6. **Refer and Become Their Client** - If possible, use their service, nothing will make them pay attention to you more than using their service as well as you'll gain valuable knowledge about how they treat their customers. If you're unable to be their client, then find out what they do well and refer them to your friends if they are looking for a similar service. If they gain business, it will continue to build the relationship.
7. **Ask For Help** - Finally, if you build the relationship up, you can use this counter-intuitive tip. If you have a project (for instance, a non-profit association is planning a conference and needs another's services), ASK them for help. Your taking the time to ask them if they are able to help benefits them, and through exposure you obtain a resource for your own project. ASKING is such a powerful way to build collaboration. If you work with others on a non-paid project, they quickly determine how they will want to work with you on a paid project!

Using these 7 Keys, MPIWSC has been able to:

- Co-lead a \$250k conference for 9 years and increase our relations with the MPI-Oregon chapter.
- Sign over \$85,000+ in beneficial trades for MPIWSC in the past 2 years.
- Sign other beneficial trades with Banquet and Events which will extend MPIWSC's reach with meeting planners, including having a table at the Annual NW Banquet & Event Show.
- Partner with PCMA to have over 225+ people attend the 10th Annual Industry Summit.
- Partner with 6 other associations for the 2nd year's Joint Association Mixer (JAM) Bubble Ball, extending the value and reach of your MPI Membership. (See article, Page 5.)
- Contribute toward MPIWSC members earning nominations, or achieving awards such as the Rising Star Award, Shining Star Award and others throughout the year.

If you'd like to help extend the value of the MPIWSC membership, contact [John Chen](#) with your ideas and other groups or associations MPIWSC should collaborate with and I look forward to reporting even better results in next month's update! ◆



There's An App For That...

By James Spellos, CMP, President, Meeting U

Well, you knew that already. With hundreds of thousands of apps for smart phones and tablets available, everyone seems to be struggling to find the ones that might be best for them. So which ones are “way cool”...and way productive? Or, perhaps you've never downloaded an app. Here's some info that will help the new app user and the smart phone expert.

So How Do I Download an App? – A question I've heard hundreds of times. If you have an Android device, go to your Market app. If you're using an iPhone or iPad, find the AppStore. If you have a Blackberry, well... No, it's not impossible. You may want to check out this YouTube (basic) on [How to Install Apps on a Blackberry for Dummies](#).

When you get to your app store, using the search feature can help you locate one by name. If you're more comfortable using your computer to do some research, there are some good places to go. For the iProducts, just open up iTunes on your computer & search there (there used to be a really cool site called Aptism, but it's not working anymore). Droid users, check out [Android Apps 360](#). Blackberrys, there's a similar site – [Blackberry Apps 360](#).

Btw, Blackberry users, don't be mad that many (most?) of the way cool apps don't work on all Blackberry devices. It's just the name of the game today.

Make Me More Productive, Please! – Ok, we can do that. Here are 3 cross platform apps that can do that.

- Bump (Android, iPad, iPhone) – Remember the old Palm Pilot PDAs? You were able to beam business cards between devices. Bump takes that to the next step, as you can “bump” phones to share contact information, or almost any file, between devices. It's sometimes a bit tricky to use (and you may need to take that phone cover off), but it's a really nice app.
- Airport Remote (Android, iPad, iPhone) – This pay (\$3.99) app provides the airport reader board of all arriving & departing flights for almost any US airport. For frequent travellers, it's a must have.
- Evernote (All) – Allows you to sync your documents and files across all of your devices (including desktop & laptop computers) seamlessly. Add info from your phone, and access it from a browser on any computer.

So What Is That Funny Looking Code Doing Everywhere – Over the past year, images such as QR (Quick Response) Codes and other similar types are being found everywhere from websites to promotional materials and everywhere in between. When used with a phone app, these codes can direct the customer to a website, contact information, video, almost anywhere the user wants. In order to view these, you need a reader that will recognize the code. You can check out the Wikipedia page about [QR codes](#) to see what one looks like.

QR codes are not the only type in use. If you read USA Today, you'll see another type of bar code, this one the [Microsoft Tag](#) style. Of course, different code readers recognize the different types (and yes, there are others).

So which code reader is for you? Other than stating I'd always go for a free one rather than one I need to pay for, here are a few apps to use:

- MobileTag (All) – This reads the QR code, plus traditional 1D bar codes (like the ones you see in supermarkets)
- Microsoft Tag Reader (All) – This reader only supports the Microsoft Tag style

I Want Some Way Cool Apps Not Just for Business – We can do that. In fact, you can make the case that most apps developed fit into this category. There are lots of ones out there, but here are a few that are at the top of the pile.

- Zite (iPad) – My latest fave (similar to Flipboard, a very popular iPad app), this app allows you to customize the news content you want to read. Great visual layout as well as content curation.
- Foursquare (All) – The leader in location based social services, allowing the user to share with their friends where they are, and offer suggestions (tips) about the location.
- Google Sky Maps (Android) – One of the best Android-only apps. Point your Android phone or tablet at the sky, and see where all of the stars, planets & constellations are right now. Really cool.
- Instagram (iPhone) – A photo sharing app that offers easy photo filtering and sharing through the iPhone. Integrates with social media services such as Facebook, Twitter and Foursquare

(cont'd on page 11)

There's an App for That

(cont'd from page 10)

- Shazam (All) – Ever hear a song and forget the title or artist? No more with this app. Set it next to the song playing for a few seconds, and it'll tell you all about it (including where to buy it). Pretty sweet.
- Spotify (Android, iPad, iPhone) – Just released in the US market, this could be a music game changer. A digital music service, Spotify connects your music (and millions of other songs) across all of your devices.

Speaking of Game Changers, These Head the List – Some apps are useful. Others are fun. But some are revolutionary. Here are 5 I wouldn't do without.

... To read the rest of Jim Spellos' article, go to the MPIWSC [website](#)

James Spellos August Program Recap

By Roxy Inouye, CMP, Microsoft

The Doubletree Artic Club Hotel was the venue for MPIWSC's August Program. Jim Spellos gave our membership insight into, Hot Technologies for the Meeting Professional. He showed us a glimpse of the future with a video of how a guest will be able to use the mobile phone to check into and out of a hotel and use their mobile phone as their guestroom key without ever standing in line at the front desk.

For planners, Jim asked if we ever "perform a technology site inspection?" If not, maybe these questions should be considered when selecting a meeting facility. In collaboration with Corbin Ball, CMP, CSP Jim and Corbin are developing a Technology Site Inspection Check List. This list will include a few key questions such as, bandwidth speed, guestroom and meeting room internet costs, as well as multiple devices and device charging station costs. When the list is completed it will be made available free of charge.

Jim then expanded on social media. He showed us MeCo Social Media Headquarters, which is on Facebook and allows planners to ask questions in a non-sales environment. Twitter is another great social media avenue. It's real time and can tell you what is exciting in real time. Jim taught us about social curation and how we may better use this to help keep up on news within our industry or whatever the interest may be. From there he led us into "Going Mobile", by showing several examples of industry apps, productivity tool apps, text/mobile marketing and web optimization for mobile devices. These included: Visit Indy (a simple and easy to use app when visiting Indy); EproMeetingApps (option to build an app for your event); ARS (text polling for the instantaneous polls via a mobile device); and QR (Quick Response) Codes-for business cards, trade shows and brochures. Lastly, an additional reminder Jim gave which hadn't been considered by many was to check your website to determine if it is optimized for mobile devices. Is it simple and easy to read and use? Does your landing page use a flash player? If you said no and do use a flash player: consider a mobile landing page. There are plenty of companies who create mobile landing pages and one example is Atmio www.atmio.com.

To close the program, Jim left us with a few of his favorite apps: Bump (used to share information by bumping phones together); Goggles (used for photo based searches); Evernote (used to take notes); Shazam (used to identify music) and Shop Savvy (used to do comparison shopping by scanning bar codes).

Thank you to Jim Spellos for a great program on Hot Technology and thank you to the Doubletree Artic Club Hotel Seattle for the wonderful hospitality.

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Spotlight on...



Supplier

A Talk with Linda Botts, National Sales Manager; Tulalip Resort & Casino

Interviewed by Jeanetter Davidson, MPIWSC Director of Marketing; Gretchen's Shoebox Express

Tell me about your company and role.

Tulalip Resort & Casino is a 4 diamond full service resort located 30 minutes north of Seattle with 370 guest rooms, 30,000 sq ft of meeting space along with the casino and 120 store outlet mall, to say nothing of the spa and amazing restaurants,

What do you enjoy most about your job?

Everything! I have to quote myself "died and gone to hotel heaven" I love the clients, team and everything about the product. We have the best food and service I have ever experienced - and I thought this before they paid me to say it!

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

Networking, new friends and business....

What is the best advice you have ever received?

Never to take yourself too seriously and under promise and over deliver!

What is your favorite non-work activity?

Watching Premier League Football from the UK.

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

That I have curtseyed to her Majesty Queen Elizabeth and Prince Phillip during the opening of a hospital in London! I was part of the receiving line from the school I attended.



Summer 2011 Shining Star Award Winner!

By Jennifer Wilson, Director of Member Involvement & Recognition; Edgewater Hotel

Congratulations to **Emily Gooding**, Seattle Sheraton Hotel for being awarded last quarter's MPI Shining Star recipient! As MPI's Meetings Industry Summit Chair in 2011, Emily did an excellent job working with the Summit committee on a successful event. Thank you Emily! ♦

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The Golf Club at Newcastle
Point to Point Transportation
Red Lion at the Park

**Brand Spanking New
July 2011 CMP's!**

By Jim Cacabelos, CMP, CMP Study Group; Edgewater Hotel

We would like to announce MPIWSC's newest Certified Meeting Professionals! These individuals enrolled in the MPIWSC Study Group course which started in May. They studied diligently, and as a result, were successful in passing the CMP examination given on July 23, 2011. (Almost as impressive was their patience in waiting for the results over six weeks later!) ♦

Congratulations to:

Lacey Barnett, CMP - SPIE

Jenifer Bennett, CMP - SPIE

Marti Castillo, CMP - Peace Health

Elizabeth Donahue, CMP - Microsoft

Laura Heavrin, CMP - ADP

La Sonia Holmes, CMP - Franciscan Health Systems

Whitney Sleigh, CMP - Certified Meeting Professional

Becky Williams, CMP - Catering by McCormick and Schmick's

Welcome New MPIWSC Members

Jenny Mariko Belonis, Liberty Mutual Insurance

Kristi Kendal, Russell Investments

Ryan Mullarky, Corporate Sales Manager

Ingrid J. Hanou, Helms Briscoe

Carol Pica, Courtyard by Marriott - Tacoma Downtown

Daniel Salvatora, EverGreen Escapes

Janis Shearer, Events Manager

Jennifer Spicer, Hyatt Bellevue

Sheryl Watts, Camp Korey

Dalene Soike, Meeting Planner

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into your MPIWSC 2011
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CHANGES		
<p>Larry G Jones Corporate Entertainer – Comic SINGING Impressionist Legendary Voices in concert Show Seattle, WA 98375 702-638-9036 larry@larrygjones.com www.Manof1002Voices.com</p>	<p>Ditas Pyle Senior Sales Manager Semiahmoo Resort 9565 Semiahmoo Parkway Blaine, WA 98230 360-572-0773 Fax:360-572-0774 dpyle@semiahmoo.com</p>	<p>Jaime Salazar Tradeshaw Events Coordinator Everett, WA 98203 206-412-7014 jmermartin@hotmail.com</p>
<p>Mark Craig-Davenport District Account Executive 4333 Harbour Point Boulevard SW Suite B Mukilteo, WA 98275 206-293-9406 Mark.craig@cort.com</p>		

CMP CORNER

By Marlys Kemmish, CMP, The Westin Seattle

Download the Application and Candidate Handbook at www.conventionindustry.org.

Applications must be in by March 2012 for the July 2012 exam. Plan at least 6 months in advance of the exam.

Please note some changes in the CMP Certification program from the Convention Industry Council:

Since the inception of the Certified Meeting Professional Program (CMP) in 1985 to designate meeting professionals as CMP certified, the Convention Industry Council (CIC) has updated the meeting standards, known as the CMP Blueprint, every five years. The next iteration of updates will go into effect in January of 2012 and renames the standards as the CMP International Standards (CMP-IS). The CMP-IS will include internationally relevant best practices and provide a greater level of detail when describing and categorizing industry knowledge, ability and skills. Meeting professionals will see more thorough explanations but not sweeping changes to the standards. Much like the outgoing CMP Blueprint, the CMP-IS will serve as the comprehensive body of knowledge, or the competencies required to be successful in a profession, for the meetings industry. These competencies are identified through a job analysis process, and this resulting document guides the development of the CMP examination.

To coincide with the adoption of the CMP-IS, CIC will also offer computer-based testing in the second quarter of 2012. With the new computer-based test format, meeting professionals will have access to more than 10,000 testing facilities in 166 countries, globally increasing the reach of the program.

The CMP International Standards will go into effect after the January 2012 CMP exam. For examinations through 2011 and up to and including January of 2012, the guiding document will remain the CMP Blueprint. For individuals seeking CMP recertification after January of 2012, applicants will complete continuing education associated with the CMP International Standards.

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 convention is defined as:
 - A) A participatory meeting designed for discussion, fact-finding, problem solving and consultation
 - B) group of delegates in attendance for fact-finding purposes
 - C) assembly of delegates, representatives and members of an organization convened for a common purpose
 - D) Formal assemblage of non-member participants attending for educational purposes.

2. Your meeting has a registration fee of \$200 per person, fixed costs of \$30,000 and variable cost of \$55 per person. How many attendees do you need to break even?
 - A) 118
 - B) 150
 - C) 207
 - D) 546

Answers - 1.c 2.c (\$200 - \$55 = \$145, \$30,000/145 = \$206.89)

Advertising Rates For Electronic Newsletter

Dimensions & Rates	1x	2x	3x
Full Page 7.5" x 10"	\$ 600	\$ 550	\$ 530
Half Page Vertical: 4.75" x 7.5" Horizontal: 7.5" x 4.75"	\$ 350	\$ 300	\$ 285
Third Page Vertical: 4.75" x 7.5" Horizontal: 7.5" x 4.75" Square: 4.75" x 4.75"	\$ 200	\$ 175	\$ 140
Quarter Page Vertical: 2.25" x 7.5"	\$ 175	\$ 150	\$ 125

Rates are effective January 1, 2012 through December 31, 2012.

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.

Artwork should be submitted in one of the following formats, in RGB color mode. Submit at actual size (only use crop marks when borders are not evident, such as white space along or around the perimeter). Files should be 300 dpi, and saved as a .tif, .jpg or press ready .pdf.

Advertising information is available at www.mpiwsc.org or contact: (425) 778-6162

Email inquiries to: info@mpiwsc.org

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