



2009 November/December
MPIWSC Newsletter

MPIWSC Supports Treehouse

By Angie Bucklin, Palm Springs Desert Resort Communities CVA;
MPIWSC Community Outreach Committee member

Happy Holidays!

The holidays can be tough for kids in foster care, many of whom face the season without parents, relatives or siblings. When you live in foster care, you're never sure you'll wake up to find a gift with your name on the tag.

Meeting Professionals International (MPIWSC) is hosting a 'Joy of Giving' donation drive for foster kids. As in the past, our Chapter has partnered with Treehouse (www.treehouseforkids.org) to host a donation drive at our Annual Gala. Our donation drive will help provide new toys and warm winter clothing to more than 1,200 foster kids this holiday season.

You can help. Please add a foster child to your holiday list and give to our Joy of Giving donation drive.

- Check the MPIWSC Website under the Community Outreach Tab for the holiday wish list to see what foster kids would like to receive this holiday season.
- Purchase gifts for Treehouse kids.
- Bring donations to the Treehouse collection table at the MPIWSC Annual Gala on November 17th and we will make certain they are delivered to Treehouse in time for the holidays.

Can't make it to the Gala? We encourage you to help by shopping the Treehouse donation catalog at www.treehouseforkids.org. (Don't forget to include MPIWSC on the "Drive Host" line at check-out.) You may also mail your cash or check donation to Treehouse, or drop it off with me at the donation table.

Please feel free to contact me if you have any questions at: 760-641-3962 orabucklin@palm Springsusa.com.

*Every child deserves a happy holiday.
Your support makes it possible.*



INDUSTRY CALENDAR

NOVEMBER INDUSTRY PROGRAM
Annual Gala & Auction
November 17, 2009

6:00 pm - 8:30 pm

Sheraton Seattle Hotel

December Industry Program
(No Programs Scheduled)

JANUARY INDUSTRY PROGRAM
Monthly Program
January 26, 2010

11:00 am - 2:00 pm

Pan Pacific Hotel - Seattle

FEBRUARY INDUSTRY PROGRAM
Monthly Program
February 23, 2010

11:00 am - 2:00 pm

Sheraton Bellevue Hotel - Bellevue

More Details to Come

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President's Report



Shifting Forward into the Holidays

We all know this has been a very tough year for the meeting and events industry. We have been attacked by the media and seen our budgets and profits tumble. Some of us have lost our jobs as our companies have attempted to “right-size” their staff and expenses in order to survive the economic downturn. Many of our members are struggling to find work while the rest of us who still have jobs are tasked to do more with less.

According to the MPI Business Barometer published in August, things are getting a little better but we have not yet hit bottom. As bleak as things seem, there are still many things to be grateful for.

As I said in my first president's letter, we can and must shift our focus to things we can control - things like gratitude and the opportunity to be involved in the MPI community. Remember, MPI brings hope and our international management has come up with a new member care program to give wings to hope.

During these tough times MPI will show they are taking action by offering certain programs that will help members who are experiencing tough times. The article “Unemployed: Don't Go it Alone Without MPI; Besides, We Will Not Let You Go” details these programs. (<http://www.mpiweb.org/cms/mpiweb/blog/blog.aspx?blogid=3474&customerid=1136860>).

First, MPI will offer the “MPI Cares” program which will give unemployed members who are up for membership renewal a six-month membership extension at no cost. MPI wants unemployed members to know that their connection to the industry will continue and that MPI will be there to support its members. During the time of the membership extension, unemployed members will be encouraged to use the MPI job board, Career Connections. This job board is industry-specific and includes an automated email alert system that will let members know when a job is posted that meets their requirements.

As a Chapter Board, we take mission and vision statements very seriously. We promise to make our chapter the premier MPI chapter of the global and meeting events industry. Our mission is to inspire success. We are also committed to running our chapter more effectively. In order to be more strategic, we have taken a bold new direction and partnered with Melby, Cameron & Anderson (MCA) to manage our chapter. MCA brings 30-plus years of experience, a more strategic approach to managing organizations, and a great reputation that will help ease our chapter through change and raise it to another level.

The additional professional staff that comes with MCA will help drive sponsorship and advertising sales while bringing new proven processes and procedures that will assist the chapter with being more efficient. We are looking forward to a long and successful relationship with their team.

I would like to thank our search committee headed by Michael Noesen of MJN Solutions who was supported by Katy Mercille of Weyerhaeuser, Reta Waldrop of MTG Management Consultants, Robin Ackerman of Willows Lodge, and Audrey Fan of Event and Entertainment Solutions. This team prepared a thoughtful and thorough RFP and interview process. Their volunteer efforts and passion for the industry will help our chapter shift gears and move forward into the new economy.

As we enter into the holiday season, I would like discuss something I learned from Noah Blumenthal, who spoke at our Summit program last month. What I learned from his speech was what we see depends on what we are looking for and to assume best intentions. I learned to be a hero, to see other people's pain and to try and help. I learned that we can chose the stories that give us strength to persevere, to celebrate what we do have and not to wallow in fear but to see hope and take action. During this holiday season, I hope that you will take the action to get involved and continue to make our MPI community a better place. ♦

Happy Holidays.

Best,
PJ Hummel, CMM

MPI Names New Staff Leadership

The Board of Directors of Meeting Professionals International Washington State Chapter (MPIWSC) has announced the retention of the association management firm of Melby, Cameron and Anderson (MCA) to provide management services to the Chapter. MCA provides full management services to 16 local, state, regional, national and international trade associations and professional societies. Founded in 1978, the company has a proven record of service to the association community and has built a national reputation as a leader in their profession.

The new MPI offices are located at 23607 Highway 99, Suite 2C, Edmonds, WA 98026 and the new Chapter telephone number is 425-778-6162.

Lynn L. Melby, CAE, will serve as Chapter Manager. He is past National Chair of the US Chamber of Commerce's Institutes for Organization Management, holds certified association executive credentials from the American Society of Association Executives (ASAE), is a "Fellow" of ASAE, served as chairman of the ASAE Association Management Company Accreditation Commission, is an honorary life member of the Washington Society of Association Executives, and was named Washington State Association Executive of the Year in 1996. He is the author of two published books and for six seasons served as co-host of a weekly public affairs television program on Seattle's NBC affiliate station.

Karen Keenan will serve as Chapter Administrator. She has worked in the management field for 25 years and owned and operated a retail business for five years. Prior to coming to MCA she served as membership director for the Greater Edmonds Chamber of Commerce. She has served as assistant director of the National Federation of Paralegal Associations, the Financial Planning Association, and the Washington Library Association.

Other staff working with the MPI team are Tammy M Reniche (Publications Director) and Sheri Douglas (Financial Services).

More information on the company is available at www.mcamgmt.com. ◆



Lynn L. Melby, CAE



Karen Keenan



Tammy M Reniche



Sheri Douglas

Upcoming Education Programs

By Terry Onustack, CMP, Director of Programs MPIWSC and Meetings & Education Manager for IASP

The MPIWSC Education team is hard at work planning another year of stimulating topics for our monthly programs. With a goal of providing well-rounded topics which appeal to both planners and suppliers, the team reviewed the results of our recent Education Survey and sought out topics and speakers to address the issues identified as most important to our membership.

The plan for the first six months of 2010 is as follows:

January 26, 2010 » 11:00am - 2:00pm » Pan Pacific Hotel, Seattle

Trends & Strategies: New and Renewed Collaborations (Barbara Taylor-Carpender)

How do we take what we've learned in-the-trenches and apply it to our business relationships so that we learn from each other and support our combined goals? This hot-topic Platinum program, based on the results of MPI's FutureWatch, Event View and the MPI Business Barometer reports, separates fact from fiction about day-to-day business relationship management.

» Continued on Page 4

Upcoming Education Programs

» *Continued from Page 3*

Learner Outcomes:

- Discuss what industry surveys predict will be the trends which may affect your business relationships in the year ahead.
- Describe what rings true and what may be false in your assumptions about how your industry partner(s) do business with you.

February 23, 2010 » 11:00am - 2:00pm » Sheraton Hotel, Bellevue
(Tentative) **Social Media for Business – Best Practices Today** (Patrick O'Malley)

Social media has changed the way people do business on the Internet, and its potential power is very exciting. It includes tools such as: LinkedIn, Twitter, blogging, Facebook, and YouTube, all of which have revolutionized the way business will be done in the future. In this session, we will discuss the best practices for using these tools as meeting professionals. In addition, many undocumented tips will be given.

Learner Outcomes:

- Identify how meeting professionals can use LinkedIn to cultivate business.
- Determine the advantages and disadvantages of the most popular social media sites.
- Discuss many undocumented tips about each site.

March 30, 2010 » 8:00 - 11:00am » Cedarbrook Conference Center, SeaTac

Breakthrough Ideas for Ultimate Event Success (Richard Aaron)

Do you seek fresh direction each year to stimulate new excitement for your events or meetings? Not to be missed session to hear the latest big trends which will influence meeting and event design for the coming year. Richard will spice up this session with the latest discoveries in design, lighting, and themes to help you create the most memorable event experiences. Discover the top-thought leadership trend concepts in a session which separates the fads and trends for planners. This is a fast-paced, high energy session which is guaranteed inspire you as well as increase your event IQ.

Learner Outcomes:

- Discuss the basics of venue selection, theme development, catering and rental management.
- Develop key ideas for planning event operations.
- Plan the production and staging of entertainment.

April 27, 2010 » 11:00am - 2:00pm » Meydenbauer Center, Bellevue
Program TBD. A panel forum is targeted for this session.

May 25, 2010 » 11:00am - 3:00pm (Committee Fair) » Hyatt@Olive 8, Seattle
Emails That Boost Career Success: Look Good, Save Time, and Write Right!

(Sue Hershkowitz-Coore)

A great email gets results and a great e-mailer enjoys respect and recognition. Emails filled with distractions – poor etiquette, lack of clarity or purpose, negative tone, bad subject lines, useless words – ruin the chance of obtaining rewards you deserve. This energetic, interactive and fun session, presented by the author of “Power Sales Writing” and “How to Say It to Sell It!” is a must attend for anyone wanting to boost their ability to connect and collaborate through email.

Learner Outcomes:

- Transform common “I-centered” statements to reader-oriented, action-oriented, persuasive writing.
- Apply a three-step process to save up to 80 percent in writing time.
- Revise meaningless or gratuitous openings and closings to compel the reader to read and act. ♦

It's a Masquerade Ball!



By Andi Saunders, SH Hospitality, LLC

Join us for the spectacle and mystique of a Masquerade Ball. Come for an evening of hidden identity and unveiled treasures at the MPIWSC's Annual Gala & Auction on November 17th at the Sheraton Hotel in Seattle. The night's festivities will include the infamous silent and live auctions, raffle drawings, the opportunity to network with fellow MPI members and guests as well as the opportunity to enjoy fabulous hors d'oeuvres and beverages and even wine tasting! Bid on a variety of fantastic auction items including travel and hotel packages; gift baskets; dining gift certificates; sports and concert tickets along with many more exciting items!

In addition to being a fundraiser for MPIWSC Educational Fund, the Annual Gala & Auction also serves as a fundraiser to benefit Treehouse, a wonderful local non-profit which supports foster kids in the Puget Sound area. During the live auction, we will also conduct a Raise-the-Paddle session to raise money for Treehouse. Another way to contribute is by bringing new clothes (preferably winter) and shoes to the Gala. All sizes and styles from newborns to teenager are needed and appreciated. Treehouse will distribute the clothes to nearly 1,000 local foster kids this holiday season. For more information about Treehouse, go to www.treehouse4kids.org.

We are still accepting donations for the auction. In order to make the auction a success, please consider donating a company product and/or service or a personal item. The money raised at the auction benefits many people and is also great opportunity to showcase your company among key event industry leaders. Donations received by November 9th will be included in the event program. To donate an auction item, please contact me at - andis@SHWorldwide.com or 206.826.1314.

TUESDAY, NOVEMBER 17, 2009 – SCHEDULE OF EVENTS

5:30 - 6:00 pm	Registration/Reception
6:00 - 8:30 pm	Holiday Gala & Annual Auction
5:30 - 6:45 pm	Silent Auction #1
5:30 - 7:00 pm	Silent Auction #2
7:00 - 8:00 pm	Raise-Your Paddle for Treehouse, Live Auction and the Raffle Drawing
8:00 - 8:30 pm	Auction Check-Out



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NEW TOOLS FOR NEW TIMES

By Katy Mercille, CMP; Weyerhaeuser; Vice President of Finance MPIWSC & Dana Colwell, Director of Marketing, WSU

Meeting Professionals International Washington State Chapter (MPIWSC) and Professional Convention & Meetings Association (PCMA) Pacific Northwest Chapter co-hosted the 8th Annual Meetings Industry Summit on September 29th at the Washington State Convention & Trade Center in conjunction with the Northwest Event Show for the second year. With about 240 people in attendance, the Industry Summit was yet again a huge success.

The meeting started off with a welcome from **PJ Hummel, CMM, President of MPIWSC and Heidi Rogers, Incoming President of PCMA Pacific Northwest Chapter** and then dove right into the education with a State of the Industry update from **PCMA's President, Deborah Sexton**.

The Summit was all about "Being the Hero", with **Noah Blumenthal, Leading Principles Inc.**, as the featured Keynote Speaker. Noah provided a refresh experience and inspired everyone to put their best effort forward. In the days of busy work weeks, hectic lifestyles, and constant emails, it was good to have Noah remind us we are each in control of our lives and to embrace our heroic potential - you write your own story, to uncover your best life. Noah also reminded everyone to be fortunate of what they each have because there are many who are less fortunate and we all need to be positive thinkers.

This year the Industry Summit resumed providing educational break-out sessions following the keynote. There were three different sessions offered: participants had the option of attending two of the three sessions provided. Attendees were able to partake in a continuation of how to "Be the Hero" from Keynote Speaker Noah Blumenthal; learn new techniques for LinkedIn from **Matt Youngquist with Career Horizons**; or participate in a networking, best practices session where they were able to share ideas with industry colleagues on topics such as cost savings ideas, green meetings and technology, which was moderated by **Sam Samuelson with Tulalip Resort Casino & Spa**. ♦

A very big thank you to the speakers, committee volunteers, donors for the raffle items and sponsors who contributed their time and resources to help make the Industry Summit so successful!

Industry Summit Sponsors:

Hollywood Lighting, Washington State Convention & Trade Center,
AVI SPL, PJ Hummel & Company, Aramark, Banquet & Events Resources,
Elden Electrical Exhibition Services, Career Horizons,
GES Exposition Services, Hilton Bellevue, Oregon Convention Center,
Tourism Whistler, Travel Portland, Triumph Expo & Events Inc.,
Red Lion on Fifth Avenue
The Sheraton Seattle Hotel.



PJ Hummel, CMM, President of MPIWSC & Heidi Rogers, Incoming President of PCMA



Deborah Sexton, PCMA's President



Noah Blumenthal, Leading Principles Inc.



Matt Youngquist with Career Horizons



Sam Samuelson with Tulalip Resort Casino & Spa.

** Industry Summit Highlights **



Caryl Sutorius



Dane Colwell & Robert Ferguson



Katy Mercille, CMP, Deborah Sexton, PCMA President and CEO & Mariano Gallo, CMP



Jessica Foss, Kari Hanse & Jill Heimendir



Tracy White, Jim Cacebelos, & Lisa Chin Iwata



Kristin Reasoner & Meg Harper

MPIWSC Twitter Guide

TWITTER: QUICK INTRODUCTION

By Terry Young, Marketing & Tradeshow Manager



HOW DO I FIND Meeting Professionals International Washington State Chapter (MPIWSC) ON TWITTER?

MPIWSC's Twitter Handle: twitter.com/mpiwsc

MPIWSC's Hashtag: #mpiwsc

MPIWSC's Twellow Listing (Twitter Yellow Pages): <http://www.twellow.com/u/mpiwsc>

WHAT IS TWITTER?

Twitter is a service to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your Twitter profile, sent to your followers, and are searchable on Twitter search.

HOW IS TWITTER ABLE TO HELP MPI?

Twitter may be used to promote MPIWSC's events, to reach out to our current membership, and to reach out to prospective members. Twitter is different from LinkedIn (LI) and Facebook (FB) in that there are fewer protocols as to whom you may follow and to whom you may tweet. Twitter will allow us to reach out beyond our current networks and we are able to lead new supporters to our FB and LI pages. The most important thing is that all MPIWSC members should try and "follow" each other and retweet other member's tweets. Twitter is a tool for viral marketing.

COMMON TWITTER COMMANDS:

@username + message

directs a TWEET at specific person and may be viewed by any other person.

Example: @MPIWSC I love that song too!

D username + message

sends a person a private message to a specific user, but CANNOT be viewed by anyone else.

Example: d krissy want to pick up a Jamba Juice for me while you're there?

WHOIS username

retrieves the profile information for any public user on Twitter.

Example: whois jack

GET username

retrieves the latest Twitter update posted by the person.

Example: get goldman

FAV username

marks a person's last twitter as a favorite. (hint: reply to any update with FAV to mark it as a favorite if you're receiving it in real time)

Example: "fav MPIWSC"

STATS

this command returns your number of followers, how many people you're following, and your bio information. INVITE phone number will send an SMS invite to a friend's mobile phone.

Example: Invite 415 555 1212

#HASHTAG

hashtags allow users to follow all the Tweets surrounding a particular topic. Simply type in # + hashtagterm created for your event or topic. Your Tweet will automatically appear in the given hashtag stream. Example: "#mpisummt" or "#mpiwsc".

Board Member Spotlight

Meet your 2009/2010 Board Communications Team

By Michael Noesen, CMP President Elect MPIWSC; MJN Solutions

In this edition of the Meeting Professionals International Washington State Chapter (MPIWSC) Newsletter, we've asked the Board's Communications Team to tell us what they would like to accomplish in their positions along with a little something unique about themselves and where they work. Get to know your MPIWSC Communications Team!



Becky Williams, Vice President of Communications

1. What is your position on the board and what are your goals in your position?

I am in my second year as the VP Communications. The VP Communications oversees all Marketing, PR and Community Outreach efforts performed for the Washington State Chapter. The Communications team goals are to strategically develop and improve our overall communications with our existing and potential members, the community and the media. We will listen to our members to ensure we provide clear and easy-to-access information utilizing a variety of communication mediums from email and social media, to the web and printed materials.

Our community outreach and PR efforts will be unique, diverse and continue to evolve in order to keep our members engaged and MPIWSC on the forefront in our community.

2. Tell us something unique about yourself.

I have a Hotel, Restaurant and Tourism degree from Oregon State University and I have enjoyed the career choice that I made way back when as an unsure college freshman. I also married my best friend and true love this last summer in a small wedding complete with a 7-course seated dinner and wine pairings.

3. Who do you work for and what do you do?

I am the National Director of Catering for McCormick & Schmick's. I was promoted to this position after 16 years with the company in order to create our National Accounts program for private dining and special events.



Dana Colwell, Director of Marketing

1. What is your position on the board and what are your goals in your position?

I am serving as the Director of Marketing for my second year. My goals are to utilize all possible communication outlets to market MPI to our current and future members. By increasing our communication, I hope to encourage more members to become involved in the chapter; and take advantage of the wonderful opportunities and benefits the MPIWSC chapter offers its members.

2. Tell us something unique about yourself.

I originally wanted to be an elementary teacher but ended up graduating in Communications and now I am a meeting planner. I love to wakeboard in the summer and snowboard in the winter. I recently married my beau of 5 years.

3. Who do you work for and what do you do?

I work for Washington State University's Conference Management Office as a Conference Coordinator. We coordinate numerous state, association, and non-profit organization events annually.



Sara Lewis, Director of PR and Community Outreach

1. What is your position on the board and what are your goals in your position?

I'm the Director of PR and Community Outreach; Goals = PR > increase visibility of MPIWSC events and member benefits to membership via press releases and social media sites as well as reach out to potential new members; Community Outreach > Provide a variety of opportunities for the MPIWSC membership to raise awareness of the chapter, as well as the local community's needs, through donation drives and hands-on projects.

2. Tell us something unique about yourself.

I graduated with a BA in Hospitality from the Swiss Hotel Association, Hotel Management School "Les Roches" located in Bluche, Switzerland.

3. Who do you work for and what do you do?

I am General Manager with Microsoft Conference Services. My employer, Compass Group USA, is a vendor of Microsoft for event and food services – this includes event management and support, AV services, Catering services, management of the cafeterias and the Beverage and Vending program. My role as GM of Conference Services is to oversee the Event Planning Team and manage the Microsoft Conference Center and Microsoft Learning Center, as well as 100 other venues within Microsoft's Puget Sound campuses.

August Recap



How's That Workin' For Ya?

– Team and Leadership Therapy with Dr. (Phil) Chen

By John Chen, GeoTeaming and August Program Speaker; and Jeannette Davidson, Gretchen's Shoebox Express; MPIWSC Director of Programs

Dr. (not really a doctor, but plays one for teams and leaders) 'Phil (McGraw)' John Chen, 2009 Meeting Professionals International Washington State Chapter (MPIWSC) Tomorrow's Leader Award Winner, took the stage in the beautiful new Four Seasons hotel in downtown Seattle to answer team and leadership questions in the new economy. Using a variety of innovative techniques, Jeannette Davidson played the part of Oprah (Winfrey) and fielded questions by email, text and live from the audience. Questions ran the gamut, from working with virtual teams to how to best use your Facebook page: current day-to-day challenges of MPI members.

For instance, one member wondered how funny they should be on Facebook. While funny may be a way to attract traffic on Facebook and use the viral properties of web 2.0, it's also important to consider the brand of the company you work for. It's like the Wild West now and there are not many rules and policies. It only takes one bad occurrence to shut down this innovative tool in your office, so make certain to really think about impact before you post a comment, photo or entry. If you're in doubt or think it's too risky, it's best to wait. Meanwhile, the power of these tools can be dollars to you, your brand and your business. If you realize posting is a great way to stay in front of hundreds of people on a regular basis and you're seen as a valuable resource and not always just selling your wares, then you may see your investment of learning and posting time payoff for you and your business.

Another member asked about how to keep a younger, on the road staff member motivated. John suggested finding ways to digitally bump into people by texting or IM (instant messaging), or connecting everyone through a social network. This is great way to collapse space and find a way to further build connection when not face to face; as well as hear the day to day road stories these teams have. In addition, find ways to make their day. Imagine that you arrived in a room with champagne and strawberries after you worked magic to save a clients event, that's just one way for a manager to reward their employees from afar.

John also used the much coveted 'living your authentic life' Quote, in addition to 'so how's that workin for ya', getting people to laugh while also dispensing useful work advice. With straight forward advice and the honesty to take action today, John inspired the audience to improve in at least one way when these MPI members return to the office. "Good job today, Dr. Phil, thanks for all you do for our chapter." Texted Jim Cacabelos from The Edgewater Hotel.

The Four Seasons graciously wrapped up our event by raffling off amazing overnight packages at Four Seasons around the world, and then led tours through their beautiful new facility. From tv's in the mirrors to million dollar Puget Sound views while staying in their 5,000 square foot suite, the Four Seasons is the latest in Seattle hospitality. ♦



Board Meeting Recap

*By Reta Waldrop, CMP; 2009-2010 VP Administration MPIWSC;
Director of Administration, MTG Management Consultants, LLC*

During the August Meeting Professionals International Washington State Chapter (MPIWSC) Board meeting held at the Four Seasons Seattle, Holly Duckworth, Chapter Manager, gave a recap of the knowledge plan and global training program presented during International's Chapter Leadership conference. Caryl Sutorius, VP Education, reported the results from the member survey. Members are interested in personal development, strategic ideas, structured social networking, round table and panel discussions. Hillary Zaffarano, Director Awards & Scholarships, asked Board members to submit Shining Star nominees by mid-October. The Shining Star will be announced in October at the Hotel Murano. Karina Putman-Kaminski, Director Membership/Member Care, contacted members who have not renewed their memberships and determined 90% did not renew for financial reasons and 10% did not renew for lack of ROI. Currently, MPIWSC has 331 members and a 69.4% retention rate. Michael Noesen, President-Elect, gave an update on the progress of finding a Chapter Manager during the September Board meeting held at ACME Bowling. The budget for 2008/2009 was officially closed and changes to the 2009/2010 budget were approved. Julie Arbanas, Director Special Events, reminded everyone to attend the Strictly Social event scheduled for October 15 at Jillian's. Katy Mercille, VP Finance, created a volunteer page on the chapter website. providing members an additional tool to sign up for committees.

For additional information regarding your board, visit the chapter website at www.mpiwsc.org. All members are invited to attend the Board meetings. If you are interested, please contact me at rhw@mtgmc.com by Monday before the monthly meeting. Hope to see you at a meeting! ♦

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Planner Spotlight *New!*



A Talk with Kristi James of Intellectual Ventures

New! Interviewed by Shanden Templar, La Conner Country Inn & Channel Lodge

Tell me about your company and role:

Intellectual Ventures' mission is to be the leader in the business of invention. We currently have more than 600 employees around the world with just over 500 in Bellevue alone.

We don't have a central meetings & events group, so I coordinate many of the events for the President of our company as well as for Marketing & Communications. These range from launch events to book signings to corporate-wide meetings. I also oversee our sponsorships and corporate giving programs.

What do you enjoy most about your job?

I love that no two days are ever the same, which ultimately results in learning something new. I also love the ability to create my own path and build programs where we don't currently have them.

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

I'm hoping to build up my contacts, so when I'm asked to find private dining for 10, I know who to call. Or, when I need to tent the parking lot and design a wine tasting for 150 people, I have contacts. I'm hoping my MPI Membership will keep me from ever having the "deer in the headlights look" when asked to make something happen.

What is the best advice you have ever received?

Always be nice when telling people no, you never know who you're next boss will be.

What is your favorite non-work activity?

Ooh, but there are so many – writing, reading, knitting, playing tennis, and getting pedicures are all at the top of the list.

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

Two things:

- 1) I have dual citizenship – US & Italy
- 2) I'm a published humor writer. Here are a couple of my stories:

<http://www.csmonitor.com/2009/0303/p18s01-hfes.htm>

<http://www.theamericanmag.com/article.php?article=1883>

<http://www.theamericanmag.com/article.php?article=2057>

Supplier Spotlight *New!*



A Talk with Julia Boini, Housing Manager for Wells Register - a valued strategic partner of U.S.Techs

Interviewed by Shanden Templar, La Conner Country Inn & Channel Lodge

Tell me about your company and role:

Wells Register provides registration services for programs large and small all over the globe. We manage and report event data, manage housing, provide onsite support and credential production to name a few of our responsibilities. I have the privilege to be the dedicated housing manager for most of our programs.

What do you enjoy most about your job?

I enjoy interacting with event attendees and hoteliers from throughout the world. It's fun working with people that have so many different stories. Also, it has been interesting learning the different ways hotels manage reservations. Just when you think you know something...

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

To learn about what's going on locally and nationally in the event world. Some tips and tricks to make my job better would be great. Meeting new people is a definite bonus as well.

What is the best advice you have ever received?

"Measure twice; cut once" - I've found this to be true not only in construction, but also conversation, negotiation and cooking.

What is your favorite non-work activity?

I love going out to the coast in Washington and Oregon to camp and surf with family and friends. It really is a year-round activity, as long as you have your trusty blue tarp!

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

If I wasn't in Seattle doing what I'm doing, I'd probably be teaching English to Italians in Bologna, Italy. If you've never been, find a way to get there! In Bologna, si mangia bene (You eat well in Bologna).



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,

I have been asked to create an Audio Visual RFP for our upcoming conference. What should I include in the AV RFP?

Answer: We're glad you asked this question, because including the right kind of information in the initial RFP saves a lot of time, energy and effort and allows an AV company to better answer your questions and more accurately assess your needs.

In order to determine the appropriate support for your event and create an accurate list of equipment and pricing, audio-visual companies would like to know the following information:

1. A brief history of the company and the event: this helps determine the scope and nature of the program and your expectations.
2. Type of event – i.e. incentive, sales, group meeting, etc.
3. Location of event – city, venue, rooms, etc.: be as specific as possible, as room dimensions can greatly affect the audio-visual needs.
4. Event Date or Dates.
5. Expected number of attendees and the past attendance figures, if available.
6. Is there a theme and if so, what is it? Are there already graphics developed for the theme?
7. What components are included in the meeting?
 - a. General sessions; breakouts; awards ceremonies; evening galas?
 - b. How many speakers in each? Will they use lecterns or roam?
 - c. Visual support: Will they use PowerPoint, video, other media?
 - d. Will there be panel discussions?
 - e. Will there be a guest/keynote speaker? Will there be a Q&A session?
8. Do you anticipate any special staging or rigging requirements?
9. Do you want the AV company to provide CAD drawings – Would you like suggested room layouts as part of the RFP response?
10. Who are the key venue contacts – sales manager; catering/banquet manager, conference services manager, on-site AV/technology manager?

By including this information in your initial RFP, you will avoid several follow-up questions and will be much more likely to receive a pricing estimate which more accurately reflects your meeting's needs. It will also help avoid costly last-minute "add-ons" and change orders we all despise.

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

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

CHAPTER CHATTER

By Carol Bengtson & Dana Colwell, Director of Marketing WSU

QUESTION OF THE MONTH: What exciting upcoming meetings and events are you currently involved in?

The chapter wants to hear about its members! Share your accomplishments, take a moment to brag!

Have you or your company been in the News! Did you publish an article recently? Tell us when and where!

“Mix it up”... you tell us...
Baby?
Engagement?
Wedding?
Trip Abroad?

Birthday Celebrations

- 7-Nov McKenzie Zonaker
- 12-Nov Shirley Martin
- 20-Nov Jean Basuel
- 30-Nov Heather Stinson
- 4-Dec Terry Onustack
- 10-Dec Sheila Martinez
- 11-Dec Sandy Schnebly
- 14-Dec Adrienne Miller
- 22-Dec Mary Gale
- 22-Dec Melanee Renney

Welcome New MPIWSC Members

Kim		Bedier	Comcast Arena Everett /Global Spectrum
Linda	M.	Botts	Destination Services NW & Victoria Clipper
Paula	K	Cohen	Northern Quest Resort and Casino
Rachel		Collins	Master Builders Assoc. of King County
Lori	L	Dreier	
Laura		Edwards	
Kanami		Fujita	Holiday Inn Seattle Seatac Int'l Airport
Lindsay	Rae	Helling	TAP House Grill
Kristi		James	Intellectual Ventures
Tammy		Jordan	Inky Barley
Kara		Kopkas	NCM Fathom Events
Patti	A	Morisset	Commotion Promotions
Victoria		Odell	The Sorrento Hotel
Alaina Louise		Schulner	Pacific Science Center
Christina		Schultz-Carter	Tangerine Travel
Ronda	I	Sinning	Holiday Inn Downtown Everett

Mark Your Calendar!



March 7-9 2010

Tulalip Resort
Casino and Spa

CMP CORNER

By Marlys Kemmish, CMP, The Westin Seattle

The Convention Industry Council (CIC) has waived the Certified Meeting Planner (CMP) application fee of \$35! You can download the Application and Candidate Handbook at www.conventionindustry.org.

Applications must be in by March 4, 2010 for the July 24, 2010 exam.

Note: plan at least 6 months in advance of the exam

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. An E Key lock system is:
 - A. Two locks, one deadbolt, and another for extra security
 - B. removable lock with a shackle that can be passed through a staple ring
 - C. key lock used to prevent a guest from entering his room
 - D. refusal system by facility to allow guests access

2. If your meeting for 200 nurses starts on Wednesday, when should you hold your pre-con?
 - A. Sunday 10 AM
 - B. Monday 10AM
 - C. Tuesday 10 AM
 - D. Wednesday 10 AM

3. Your exhibit show is taking place during the middle of the day. How many foot-candles is considered adequate lighting for all areas of a convention center exhibit floor?
 - A. 40-70
 - B. 70-110
 - C. 100-140
 - D. More than 140

4. Objectives should be written for each meeting for all the following reasons except:
 - A. giving direction to each activity
 - B. helping obtain agreement and commitment
 - C. providing the basis for evaluation
 - D. determining the future of the association

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

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, 2009 through December 31, 2009.

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 camera-ready ads supplied by the advertiser.

All artwork should be submitted in a web ready quality (at least 72 dpi), RGB color mode. Submit as a .tif, jpg file format.

Advertising information
is available at
www.mpiwsc.org or
contact: (206) 622-2117

Email inquiries to: info@mpiwsc.org

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MEYDENBAUER CENTER



The MPIWSC Newsletter

MPIWSC Managing Office
Phone: 425-778-6162
www.mpiwsc.org

The 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 to this newsletter issue: Carol Bengston, Angie Bucklin, Bridgette Candee, Dana Colwell, PJ Hummel, CMM, Mike Jorgensen, Jane Kantor, CMP, Marlys Kemmish, CMP, Sara Lewis, CMP, Sheila Martinez, Lynn Melby, IOM, Katy Mercille, CMP, Julie Merken, CMP, James Moore, Michael Noesen, CMP, Terry Onustack, CMP, Karina Putnam-Kaminski, CAE and Tammy Marquez Reniche, Andi Saunders, Judy Sprute, Shanden Templar, Reta Waldrop CMP, Becky Williams, Terry Young.

Your feedback is important and we encourage editorial contributions. Next issue is Jan/Feb 2010. Copy deadline is December 1st.

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