



# 2009 SEPT|OCT

MPIWSC ELECTRONIC NEWSLETTER



◀ MEETING INDUSTRY  
SUMMIT  
P. 1 & 4

CHAPTER AWARDS P. 7-8

MEET YOUR BOARD P.9-11

## SEPTEMBER INDUSTRY PROGRAM

### 8TH ANNUAL MEETING INDUSTRY SUMMIT: “New Tools for New Times” – Extraordinary Times Call for an Extraordinary Conference

Hosted by MPIWSC & PCMA Pacific NW Chapter

On September 29, 2009, the MPI Washington State Chapter and PCMA Pacific Northwest Chapter will host the 8th Annual Meetings Industry Summit. The Summit will be held at the Washington State Convention & Trade Center in Seattle starting at 7:30 am followed by the Northwest Event Show at 11:30am. It will be a day full of education and networking.

*Continued on page 4 ►*

## OCTOBER EDUCATION PROGRAM

### Deadliest Catch: Risk Identification for Meeting Professionals

**A Speaker Presentation on Risk Management**

Risk identification is not a new concept in project management/event planning. However, as project managers, team members and meeting professionals - we all sometimes fail to identify risks early in the

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## SEPTEMBER INDUSTRY PROGRAM

**Tuesday • Sept 29, 2009**  
**Washington State  
Convention & Trade Center**

**Registration/Networking:** 7:30-8:00 am

**Welcome:** 8:05 am

**State of the Industry:** 8:10 - 8:45 am

**Key Note Speaker:** 8:45 - 9:35 am

**Raffle/Break:** 9:35 - 9:50 am

**Breakout Sessions 1:** 9:50 - 10:35 am

**Breakout Sessions 2:** 10:45 - 11:30 am

*Northwest Event Show Immediately*

*Following at 11:30 am*

**Cost for Summit**

**Members & Guests \$75**

## OCTOBER PROGRAM

**Tuesday • October 27, 2009**  
**Hotel Murano - Tacoma**

**Registration & Networking**

11:00-11:30 am

**Lunch & Education Program**

11:30- 2:00 pm

**Cost for October Program**

**Members \$40 • Guests \$45**

**\$10 late fee when applicable**

**Register online at**

**[www.mpiwsc.org](http://www.mpiwsc.org)**

**or call (206) 622-2117**

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

# President's Report

## "Shift Happens"

By PJ Hummel, CMM, 2009/2010 MPIWSC President;  
President, PJ Hummel & Company



**H**ello team, it's hard to believe 8 weeks have flown by since I wrote my first President's Report. In that report I talked about the need to shift from crisis mode and start a new way of doing business. In the past few weeks, I have attended two MPI conferences: MPI Leadership Conference (CLC) and the MPI World Education Congress (WEC) where the focus has been on how to steer our industry through this dynamic shift. At these conferences I learned 80% of our membership only experience MPI at the chapter level, and I'd like to share some of the highlights and insights I gained.

The WEC conference was jam packed with great keynote speakers who summed up what the spirit of "The Shift" should be. Overall, each speaker had a similar sentiment regarding the state of our industry.

Ben Stein, comedian, actor and industry spokesman, chided the media and members of Congress. He asked the obvious question, "Why is the government attacking meetings? Business meetings didn't cause the recession. Nor did they have anything to do with the credit or banking crisis. This is a cathartic attempt to shift the blame and focus of the American public from the true problems onto the meetings industry."

Ann Godi, CMP, MPI Chairwoman coached attendees with the following advice:

As an industry, our job is to bring people together to make money. We help organizations be successful. We are in the business of transformation and when we meet, we can change the world. We need to learn to measure our ROI and ROO and tell our story. We must speak the language of business and learn to tout the economic impact and value of meetings. We can no longer be a best kept secret.

What we do matters and we should own it.

One very strategic action that MPI took at the WEC, was to award the very first RISE Award to the Obama Presidential campaign for it's innovative use of meetings and events to help successfully win the Presidential Election. Betsy Myers, the COO for the Obama Presidential Inauguration and advisor for the Obama Presidential Campaign spoke on the importance of leadership and what we can do individually to shift forward out of the mess we're in. There is a need for us all to be leaders and the new era of leadership is about connection, being authentic, inclusive, as well as being a good listener, collaborative and communicative.

Betsy gave her "7 Principles of Leadership," which can be used by anyone in their daily life: Authenticity – being comfortable with who you are and help others be comfortable in their own skin.

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Connection – Making people feel valued and heard.

Clarity – Of what you value in your life.

Respect – The ability to meet people where they are. Change can create conflict, so we need to be able to listen and accept another point of view.

Learning – Being open to new ideas, embracing technology (it is not a replacement for meetings but an enhancement).

Consistency – Be consistent in your message. Stay focused on who you are.

Courage – We need to learn how to deal with fear. Find a mentor.

*“Shift is happening. Our industry is learning to speak the language of business. We are telling our story and it is being heard up to the highest offices.”*

In a July 30th, 2009 statement, U.S. Travel Association President and CEO Roger Dow cites that a recent Obama Administration retreat, demonstrates well the value of face-to-face events.

The purpose of this retreat was to give cabinet officials a chance to assess the first six months of the administration and lay out goals and priorities for the coming months. “Face-to-face meetings are often the most productive ways to strengthen relationships, develop strategies, increase productivity, and achieve organizational goals. We applaud the Obama Administration for employing this productive and proven technique to enhance it’s activities. The Obama Administration is leading by example and the business community, media, and policy makers should take note,” Dow said.

As we shift forward into the next year, your MPIWSC Board of Directors is focused on our mission to bring you: cutting edge education, vibrant marketplaces, leadership development, relationships and community. In the last few weeks, we have completed our 2009-2010 business plan and budget, and have surveyed our membership about educational programs you find most helpful. We are dedicated to becoming the premier MPI chapter for the global meetings and events industry.

With these thoughts in mind, I challenge you to get more involved with our chapter. We need you. Now it is time to ask yourself, “How will I move forward? How will I lead and help facilitate The Shift?”

It begins here today. Shift Happens.

Best,

*PJ Hummel, CMM*

# Program Previews Continued

## **September Industry Program Preview** *continued from cover*

This year's Summit will focus on "New Tools for New Times." The program will begin with a State of the Industry update from Deborah Sexton, President and CEO of Professional Convention Management & Association. Then keynote speaker Noah Blumenthal, President of Leading Principles, Inc. will teach us all how to "Be the Hero" and discover the power to fly through any obstacle and overcome any challenge. Through a proven technique, Mr. Blumenthal will show you how to improve your ability to respond to adversity, work more effectively and build stronger, more productive teams. He will also provide concrete tools and techniques you can implement immediately to overcome challenges, and shape your success in work and life. Outcomes participants will experience include: how to respond positively to change and adversity, manage stress effectively, develop a solution orientation to everyday problems; as well as learn how to experience a greater happiness and success in both your work and life.

The Industry Summit will conclude with educational breakout sessions in which each participant will get to attend 2 out of the 3 sessions provided. The sessions include a continuation of Mr. Blumenthal's keynote speech, LinkedIn for Beginners and Advanced LinkedIn Usage and an Industry Roundtable Discussion. ♦

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## **October Program Preview** *continued from cover*

process. The result? Spending far too much time reacting to problems. Project managers (meeting professionals) can do a better job of applying proactive behavior to projects, anticipating potential risks and planning accordingly. One way to accomplish this pro-active behavior is to understand the limits of a team's ability to identify risks common across projects, organizations and industries.

Using the popular Discovery Channel series, *Deadliest Catch*, October Speaker Bill Fournet's presentation provides a simulated risk identification exercise in a team setting. Through experiential exercises, project managers will develop a deeper understanding of the limits of risk identification for their teams in real-world situations. His presentation is illuminated through exercises and practical strategies for working through these limits are shared. He will provide an overview of "what risk is" and "what risk is not" in this session, as a lead to an interactive team simulation. Following the exercise, drawing on results from hundreds of project managers over three years, the limits of risk identification are identified. *See more detailed program information and Bill Fournet's complete bio at [www.mpiwsc.org](http://www.mpiwsc.org).*

Learner Outcomes:

- 1) Understanding how to identify the risks to planning and delivering an event. This includes not only the identification of risks but also the barriers that prevent one from identifying it in the first place.
- 2) Understand how to remove the risk barriers for your client/industry, in accordance with the value proposition from "Keep America Meeting." ♦



9.29.2009  
SEATTLE, WA

Washington State  
Convention &  
Trade Center



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[nweventshow.com](http://nweventshow.com)

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Immediately following the 2009 Meetings Industry Summit

## A Word from our WEC 2009 Scholarship Recipient

### “When we meet, we change the world”

By Caryl Sutorius, Director of Sales and Marketing  
RealTime Productions; MPIWSC VP Education

Thank you to the MPIWSC for awarding me the WEC scholarship! It would have been difficult financially for me to go this year and winning this scholarship made it all possible!

Everyone attends WEC for different reasons and comes away with something different: some networking, others education. I attended to find hope and learn what the future held for the industry I have come to respect and love.

This was my first national conference with MPI and I was not sure what to expect. *“When we meet, we change the world.”* What would this mean for me?

Would people reach out to me or would I be walking around aimlessly trying to find my way; would I learn something new I could bring back to my co-workers; would I meet new people; would I come out with a new perspective for the future?

WEC did not disappoint. From day one our chapter stuck together and looked out for each other. We began the conference as individual members from the same chapter but left the conference as a group of good friends. Experiences bond people together: from the plane ride to Salt Lake City, Utah, sharing a hotel room to save money, and simply sitting together at sessions and learning as a team.

My fellow chapter members were always there for me and I felt proud to be part of the Washington State Chapter. I also met new people from all over the world. Interestingly enough most had the same questions, desires, and goals as me.

I built relationships with vendors I will surely use in the future, and met with several corporate planners who may send business my way sometime down the road. I explored classes with topics on project management, green meetings, productivity, social networking, and of course a class on how I could become a sales rock star!

Salt Lake City rolled out the red carpet for MPI and we all enjoyed what the city had to offer. Evenings were filled with great entertainment, good food, making new friends and creating memories.

“When we meet, we change the world...” Attendees from MPI Chapters all over the world met together last month and we did change the world. We changed our perspective of what the future holds for us. We became educated and learned new tools for a changing industry. We showed up concerned and uncertain; we left inspired and excited about our future! ♦



Congratulations to Caryl Sutorius, the recipient of our WEC scholarship. Caryl has been a member of MPI for the past two years and is the Vice President of Education for the MPIWSC and has supported our chapter in many ways.

# 2009 - 2010 Board of Directors

## June Chapter Celebration

By Carol Bengtson, Meeting and Event Professional & Marketing Director,  
B & C Comfort; Program Committee Member

MPIWSC June Bloom Celebration "Sowing the Seeds of Growth for the Year Ahead" welcomed over 120 Members and guests to celebrate the past year's accomplishments, presentation of the 2008-2009 Chapter Award Winners and induction of our Chapter's new Board Members for 2009-2010.

At this year's celebration, we enjoyed a beautiful event hosted by the **Woodmark Hotel, Yacht Club and Spa** at Kirkland's Carillon Point, which provided a spectacular lakeside venue on a gorgeous Northwest day. The luncheon began with networking on the back lawn accompanied by delicious passed appetizers and specialty drinks, while guests mingled and enjoyed the fantastic view of Lake Washington. The Woodmark Hotel didn't stop there! For lunch they served a fresh crab cobb salad followed by a mouth watering dessert platter with a variety of treats.

This year's festive celebration was also enhanced with support from many of our members: PJ Hummel & Company supplied our linen overlays; FENA Flowers brought the tables to life with colorful floral arrangements; AA Party Rentals provided festive bamboo chairs; Fast Signs of Kirkland supplied standing banners to list all of the last year's committee members; Frontline Photography captured all of the festivities; Blue Danube ran all of our AV and sound for a flawless presentation; and Anti-Fat Designs created a memorable printed program and presentation design. Their contributions helped make the event a success!

### **Congratulations to our 2008-2009 Award Recipients:**

#### *Planner & Supplier of the Year Awards*

These prestigious awards are presented annually to members of MPIWSC in recognition of outstanding contributions to MPIWSC's Strategic Plan, association/industry/community contributions, leadership and professionalism. The awards are based on international and chapter participation, presentations relating to the industry in general, articles written in the hospitality industry press, community service and industry recognition previously received. The awards recognize a career of involvement, commitment and achievement and recipients represent models of professional excellence.

**2008/2009 Planner of the Year - Katy Mercille, CMP**

**2008/2009 Supplier of the Year - Judy Sprute**

Additional nominees for the Planner of the Year Award were: Julie Arbanas, CMP; Donna Hammermeister; Sheila Martinez; Michael Noesen, CMP; Terry Onustack, CMP; Reta Waldrop, CMP

Additional nominees for Supplier of the Year Award were: Bridgette Candee; Ruth Fitzgerald, CHSP, CHME; Sam Samuelson; Caryl Sutorius

# **June Chapter Celebration** *continued from previous page*

## ***Tomorrow's Leader Award***

The criteria for Tomorrow's Leader is the same qualifications for Planner & Supplier of the Year; however, it is given to a nominee who has been a member for less than 3 years.

## **Tomorrow's Leader Recipient - John Chen - Geoteaming**

Additional Tomorrow's Leader Award nominees were: Sabrina Elliott; Sam Samuelson; Dana Schlenker; Caryl Sutorius

## ***President's Award***

2008-2009 MPIWSC President Judy Sprute awarded the President's Award this year to Ruth Fitzgerald, CHSP, CHME, who has made significant contributions and commitment to our chapter.

## **President's Award Recipient - Ruth Fitzgerald, CHSP, CHME - DMI Hotels**

## ***Silver Platter Award***

This award is determined by the chapter members' responses from the meeting evaluations after each program. The venue is scored based on meeting room layout, menu selection, food quality, service and whether or not they were an appropriate venue for the program. The award goes to the venue scoring the highest average overall for hosting a monthly program.

## **Silver Platter Recipient - Tulalip Resort Casino & Spa**

## ***Corbin Ball Technology Award***

The Corbin Ball Technology Award is given to the individual or individuals who propel the chapter forward in the areas of technology. As a special treat, Corbin was available to personally present the awards.

## **Corbin Ball Technology Award Recipients:**

**Michael Noesen, CMP - MJN Solutions**

**Becky Dielschneider - McCormick & Schmick's Seafood Restaurants**

Tenure pins were handed out to members who have reached their 5, 10, 15 or 20 years of membership with MPIWSC.

If you have questions regarding future MPIWSC scholarships or awards, contact Hillary Zaffarano, 2009/2010, Director of Awards & Scholarships at 425-453-2121 or hzaffarano@ber.org.

This year's June Bloom Celebration Committee was Co-Chaired by Julie Arbanas, CMP, Carol Bengtson, Erica Schuetze, CMP and Hillary Zaffarano.

*Congratulations to all Award Winners and Thank You to all the vendors who made this a truly special event and continue to show their support year after year! Please see photos in Faces & Places Section. ♦*

## Meet your 2009/2010 Education Team

By Michael Noesen, CMP, MJN Solutions; MPIWSC President Elect 2009/2010

In this edition of the MPIWSC Newsletter, we have asked the **MPIWSC Board's Education 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 Education Team!

### **Caryl Sutorius, Vice President of Education**

#### *What is your goal in your board position?*

My goal as V.P. of Education is to make certain education continues to be the top priority for the chapter and our board's objectives and goals for this committee are met. This means working with my programs directors on the Program Committee to provide dynamic speakers and engaging formats at our monthly meetings; ensuring the Industry Summit (held every September in partnership with PCMA) provides up-to-date information to all attendees regarding the state of our industry (hot topics, latest trends, tools for success, etc.). Additionally, make certain our regional Cascadia Educational Conference, held jointly with the MPI Oregon State Chapter each Spring, is offering the highest level of diverse and educational classes, so no one would consider missing it! Another goal of mine is to see there are hosted formal networking opportunities at each event; because it is so important for us all to stay connected, utilize each other as resources, and learn from each other!

#### *Tell us something unique about yourself.*

I have been in the industry about two years. Prior to that, I was involved in education. I taught pre-school as well as opened my own pre-school. I chose the location, wrote the curriculum, hired the teachers, and of course, did my own sales and marketing. I opened the doors with just myself, one teacher and five students (around 3 years old) enjoying morning classes two times per week. By the end of the first year, we added an additional teacher and 14 students. After two years, I had a staff of twelve, morning and afternoon pre-school classes for ages 2-6 years old, a Homeschooling program, a Mother's Day Out facility, and a student body of over 150! It was a fun time for me!

#### *Who do you work for and what do you do?*

I am the Director of Sales and Marketing for RealTime Productions (Seattle). I joined RTP last August, and couldn't ask for a better company to work for! Everyone who knows me knows I am all about relationships, so after speaking with the owner of RTP, I knew this was the job for me. RTP values its relationships and is very customer service driven - it is our number one priority! We provide our clients high-quality strategic marketing and event management solutions including event design, logistics management and production. We also handle marketing consulting and project management. We have the option to manage as much or as little of an event as desired. We work closely with our clients to determine their vision, objectives and goals from which we map out a detailed plan of action and complete budget plan.

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# Board Member Spotlights *continued from previous page*

## **Terry Onustack, Director of Programs**

### *What is your goal in your board position?*

My goal as a Director of Programs is to facilitate meaningful educational opportunities for the MPI members and to encourage participation among our committee volunteers. We do this by pulling together a well-rounded educational plan appealing to both planners and suppliers at all career levels and by developing clear, easy-to-use checklists and templates for our committee volunteers.

### *Tell us something unique about yourself.*

I once threw out the ceremonial "first pitch" at a Major League Baseball game. When I was 11 years old, I won a contest sponsored by Sears, the Seattle Mariners and a local radio station. I won a \$2,300 shopping spree and was asked to throw out the first pitch at a Mariners game. It was pretty exciting for me as an 11-year-old boy!

### *Who do you work for and what do you do?*

I am the meetings and education manager for the International Association for the Study of Pain (IASP). We are a medical research association with more than 7,000 members globally. I plan a large medical conference, the World Congress on Pain, which is held biannually in locations throughout the world, such as Glasgow, Montreal, Yokohama and Buenos Aires. I also plan smaller committee and board meetings for the association.

I joined the association a little more than 2 years ago, after a long career with a large financial services company. Moving from a corporation to an association was dramatic, but I love it. There is a very different type of respect for a meetings manager in an association compared to a corporation.

## **Jeannette Davidson, Director of Programs**

### *What is your goal in your board position?*

My goal as Director of Programs is to continue to improve the quality of our educational programs by seeking and sourcing more innovative and cutting-edge speakers whose content will serve to enhance the knowledge of our membership, attract new members, and develop MPIWSC as the leader in education and resources for Meeting Professionals in our region.

### *Tell us something unique about yourself.*

When I was five years old, I started taking piano lessons and continued for several years. Through junior high and high school, I played in every band there was and learned how to play a total of eleven instruments. My senior year, I played lead tenor saxophone in the jazz band.

### *Who do you work for and what do you do?*

I am currently unemployed and searching for my dream job. I am looking for a position with a local company in need of dynamic sales, marketing and a strategic development/thinking person in the food industry.

## **Sam Samuelson, Director of Industry Alliance**

### *What is your goal in your board position?*

Oh, if only there was just one! I guess my primary goal is to continue the growth of the Cascadia Educational Conference and the Meeting Industry Summit. We have metrics

*Continued on next page*

# Board Meeting Recap



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

Your MPIWSC Board met at the Woodmark Hotel before the June Celebration. This is the last meeting of the fiscal year and the Board approved the business plan and budget for the new year. Also on the agenda was a Chapter Leadership Conference (CLC) update given by PJ Hummel, CMM. The CLC is attended by four board members to learn, discuss solutions, and increase the value of membership by interacting with other chapters. This year the conference was attended by Michael Noesen, CMP; Caryl Sutorius; Jennifer Wilson and PJ Hummel, CMM. Topics centered on sharing best practices in these difficult economic times. The July monthly program was held at the Lynnwood Convention Center and a warm welcome was extended to the new board members including Jennifer Wilson, Tracy Thornton, Karina Putman-Kaminski, Hillary Zaffarano, and Sam Samuelson. Your Board approved updated Policies and Procedures Guidelines which are now compliant with MPI International's guidelines. Caryl Sutorius and Terry Onustack, CMP, discussed the survey recently sent to the membership. Please take the time to complete the survey as the Program Committee uses the feedback to plan future programs. Sara Lewis, CMP, reminded us MPIWSC is now on Linked In and Facebook. Be sure and visit the websites to sign up and see her articles on Page 18 for more information!

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

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## ***Sam Samuelson—Board Member Spotlights continued from previous page***

in place to measure the year to year growth and I am excited about trying to exceed our numbers. I also want to help build bridges between our chapter and other organizations. I think there are other chapters of MPI, as well as associations like WSAE and PCMA, with whom we have a real opportunity to cross-pollinate.

### *Tell us something unique about yourself.*

I grew up as a only child on a farm in the middle of nowhere. In school I was the nerdiest nerd in nerd-town. My hobbies included reading and yep, I guess that pretty much covers it. Both of my parents were junior high English teachers which means, at one time, they were very nice people.

### *Who do you work for and what do you do?*

I work as a National Sales Manager for Tulalip Resort Casino. Specifically, I work within the Group Corporate market, which means I help accommodate companies who need ten guest rooms or more for a meeting or event. I work with small pharmaceutical meetings all the way up to large-scale product launches and conferences. My primary function is really to listen to our clients needs and find out if Tulalip is the right fit for their event. ♦

# Green Practices are the Best Practices – The Fairmont Olympic Hotel Profile

By Heather Fernandez - PR/Sales Coordinator; and Jessica Foss, Sales Director at Fairmont Olympic Hotel and MPIWSC Member

The sustainable travel movement is not a new concept nor is it a passing trend. Meetings are becoming green conscious and trend setting. Convention Bureaus are increasing awareness and rallying for change. Properties and hotels are accepting new methods of doing business the economic and ecological way: and it's all paying off.

The Fairmont Olympic Hotel in Seattle, Washington, part of the global Fairmont Hotels & Resorts Company, is a historical city property proving to be at the forefront of the responsible tourism movement. Along with many eco-minded travel industry

businesses in the Seattle metropolitan area, The Fairmont Olympic has built upon its already stellar service standards to begin offering a truly personalized environmentally conscious product and experience for all its guests.



Sharing best practices has proven to be a key ingredient in the effort to advance green initiatives and we want to share with you several we found beneficial to our meeting clientele:

### Leadership Through Innovative Programs

**Eco-Meet:** Fairmont's Eco-Meet program offers planners the opportunity to minimize the ecological footprint of meetings and events through the reduction of waste and conservation of valuable resources. The program can be tailored to the individual needs of the client through four key components; Eco-Accommodation, Eco-Cuisine, Eco-Service and Eco-Programming.

At The Fairmont Olympic Hotel we provide:

Option to purchase carbon offsets to deliver a "carbon-neutral" event

Recycling and composting of materials (hotel-wide standard)

Compostable to-go containers and coffee cups

Energy-efficient lighting in meeting and function spaces

An energy-efficient HVAC system

Partially used amenities and household goods are distributed to local shelters or charities

Complimentary valet parking for overnight guests with hybrid vehicles

Organic beverages, sustainable seafood choices and healthy menu options upon request.

*Continued on next page*

## Industry Spotlight - continued from previous page

**Green Cuisine:** Fairmont is committed to purchasing local, organic, Fair Trade and sustainable food products wherever possible, including utilizing organic or biodynamic wines, local purveyors and on-site herb gardens.

Whether at one of the on-site restaurants (The Georgian or Shuckers), or at one of the banquet events, Fairmont Olympic chefs create seasonal menus using locally-grown ingredients from the Pacific Northwest. When guests dine at The Fairmont Olympic Hotel, not only are they able to count on the very best, freshest ingredients and cuisine prepared without artificial trans-fat, but they also may count on the following range of sustainable options.

Rotated on a monthly basis, Fresh Sheet banquet menus offer a variety of creative entrees, desserts, appetizers and beverages that showcase only the freshest local ingredients in their peak season.

Over 95% of the hotel's seafood is sustainable

Organic microbrews, natural sodas, and organic lemonades available

Purchasing of local and organic food

Offerings of seasonal menus that use 70% locally grown ingredients

An all-organic children's in-room dining menu

Trans-fat free cuisine hotel-wide

At the end of the day it is the environment we are trying to protect and our business we are trying to advance. Our investment in the eco-conscious business of today will come back to show its positive return in the business of tomorrow. ♦

*Editors Note: Heather Fernandez & Jessica Foss are employed by the Fairmont Olympic Hotel Seattle. We invite members to query us for future articles on your companies, event spotlights, sustainable green practices and more.*

### Save the Date for this MPIWSC Community Outreach Opportunity - Friday, September 11th

Sign up today for a MPIWSC Community Outreach Opportunity benefitting **HABITAT FOR HUMANITY** (location to be announced closer to the date)

Construction Schedule (8:30am to 4:00pm)

8:30 am Sign in

9 am Welcome and safety meeting

9:15 am Build with Habitat for Humanity

12 pm Lunch. Please bring lunch

12:45 pm Build with Habitat for Humanity

4 pm Clean-up and sign out

What to Bring: *Make sure you have read the Worksite Safety booklet and signed the waiver you received at a volunteer orientation.* A water bottle and a sack lunch, sturdy shoes (preferably boots), comfortable clothes that may get dirty (layers for weather), rain jacket. Habitat for Humanity has hardhats, ear protection and safety glasses available onsite, but you may be more comfortable bringing your own.

Check MPIWSC website [www.mpiwsc.org](http://www.mpiwsc.org) for full details and register online for this event.

## **Faces & Places - June Chapter Celebration**



*MPIWSC Incoming 2009/2010 Board of Directors were sworn in at the June Chapter Celebration at the beautiful Woodmark Hotel, Yacht Club & Spa at Carillon Point in Kirkland.*

*Pictured Left to Right: Top Row Bridgette Candee, Vice President – Membership; Terry Onustack, Director Programs; Reta Waldrop, CMP, VP Administration; Katy Mercille, CMP; VP Finance; Caryl Sutorius; VP Education; Karina Putnam-Kaminski, Director of Member Care; PJ Hummel, CMM, President; Hillary Zaffarano, Director Awards & Scholarships; Sara Lewis, CMP, Director PR & Community Outreach; Judy Sprute, Immediate Past President.*

*Bottom Row Left to Right: Sam Samuelson, Director Industry Alliances; Becky Dielschneider, VP Communications; Dana Schlenker, Director of Marketing; Jennifer Wilson, Director Member Recruitment; Michael Noesen, CMP, President Elect and Julie Arbanas, CMP, Director of Special Events.*

## **Faces & Places - June Chapter Celebration & WEC 2009**



*Photo Above: Members enjoyed mingling under the Olympic Terrace Tent at the June Chapter Celebration. Pictured Left to Right: Pauline Tuohy, Chris Dunham, CMP, Eric Osborne, Carrie Zimmerman & Lisa Shennum.*

*Photo Below: Several MPIWSC members attended the WEC held in Salt Lake City. Pictured left to right, Heather Halsey, Phyllicia Majors, Jennifer Wilson, Chris Dunham, CMP and Sara Lewis, CMP.*



# July Program Recap - Lynnwood Convention Center

## “Surviving the Economic Downturn: Event Industry Panel Discussion”

By Jane Kantor, CMP, MPIWSC Education Committee Member; Melby, Cameron & Anderson

The new reality is here! It is all about closer relationships and open communication. Surviving the economic downturn could not be any more personal for all of us. Each of us knows someone adversely affected by the national and global slowdown. Julie Merken, CMP, Senior Meeting Planner at Weyerhaeuser, moderated a panel of industry luminaries at the MPIWSC July program who shared their insights. Each panelist brought practical suggestions to those gathered at the festively decorated Lynnwood Convention Center.

The panel included:

Paul Marcellis, CMP, CMM, Senior Project Manager, Chase Commercial Bank  
Joan Krawchik, CMP, Assistant GM, Freeman  
Chris Garratt, Associate Director of Sales, Sheraton Seattle Hotel  
Billie Thoresen, Vendor Account Manager, Microsoft Corporation

The program began with opening comments from each of the panelists and focused on their individual perspective. Marcellis challenged each of us to be more strategic and focus on the Return on Objective (ROO). Krawchik tied the success of a show to the depth and breadth of communication between the planner and the supplier. Garratt accentuated the strength of partnership between the planner and supplier is critical to the success of an event, particularly due to the trend toward more short-term business. Thoresen stressed efficiencies and the need to implement strategic sourcing initiatives.

Together, the panel presented a comprehensive picture of what the new reality really is. Demonstrating the value of meetings, finding ways to maximize resources to deliver the best attendee experience, asking for two-way feedback and more importantly, implementing the change derived from the feedback all mold the new reality.

Merken may have summed it up best. *"We all have to work together, as suppliers and planners, to keep the entire industry strong."*

### **Special thanks to the meeting sponsors for the July meeting including:**

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# MPIWSC Stays Connected

By Sara Lewis, CMP, Director of PR & Community Outreach; Compass Group Microsoft

## MPIWSC is Now on Facebook and LinkedIn

Increase the value of your membership by joining the new MPIWSC groups on Facebook and LinkedIn. Enter "Meeting Professionals International Washington State Chapter" into your search within these websites and join as a fan/member, or click the links within this article.



Join the social media revolution and use these new groups as a means to exchange ideas, network and find new resources. ♦

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## Keeping Business and Personal Profiles Separate on Facebook

MPIWSC is now on Facebook!

You want to join the MPIWSC Facebook group but are worried about keeping your work life and personal life separate? There is an answer.

Become a fan and increase the value of your membership but do remember to take security precautions.

Despite what groups you register as a fan with, it is always a smart thing to set some minimal security settings:

- 1) Once logged into your account, click on "settings"
- 2) Select "manage" on your Privacy settings
- 3) On the next page select "Profile" and selecting "Only Friends" for each section. (This allows only your approved friends to view your information.)

*What about once I've joined the MPIWSC group?*

You and other "fans" have full access to read anything posted on the MPIWSC page/wall and to post your own comments. However, unless you accept another MPIWSC "fan" as a "friend" they cannot read your personal wall if the previously mentioned security settings have been put into place.

There is a way to increase the value of your membership while ensuring boundaries are kept.

Questions? Send email to [socialmedia@mpiwsc.org](mailto:socialmedia@mpiwsc.org).

# 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 invited to a few Virtual Trade Shows lately. Can you tell me what a virtual trade show is and are there advantages to them?**

**Answer:** A virtual trade show is an online version of a live event at which goods and services for a specific industry are exhibited. The format can be as simple as a basic online directory or as complex as a virtual 3D world.

Attendees access a virtual trade show by going to a specified URL, completing a registration form and entering an online cyber exhibition hall. They can then visit the "booths" of the various exhibitors.



**James Moore, Michael Jorgensen, Terry Onustack, CMP**

3D virtual trade shows act like a traditional tradeshow by transforming exhibit halls, educational seminars, job fair and training events into a virtual world environment. In order to replicate the trade show environment, there are usually realistic looking halls or lobbies with booths for showcasing products and services. The attendees have the ability to view demos, pick up (download) literature and chat with sales representatives in real time. Many virtual trade shows include keynote speeches and seminars delivered either in real time or on-demand using video cast, podcast or webcast technology.

*continued on next page*

3D virtual trade shows require specially designed software which allows exhibitors to build their online environment. The show may be built in a web page or in a downloadable software application like Second Life. This type of trade show is gaining popularity because it allows the attendee to forgo the expense of travel while enjoying some of the amenities of a traditional exhibition. Others point out that this medium is cost effective for the sponsors. It can extend their geographical reach and provide the exhibitors with extensive data based on visitors' behavior.

Critics of this delivery medium cite its impersonality and lack of networking. They note a virtual trade shows attendee can simply log off and leave, as opposed to spending a day or evening on the floor circulating around booths and socializing with other attendees and sponsors.

We believe that within a few years, most trade shows will incorporate some virtual component. Whether it be an entire online trade show, education modules, online chats or post-exhibit marketing, this technology is not going away.

The bad news is, it will become harder to convince your boss you need to spend a week away from the office to see the latest and greatest in goods and services. However for some, the good news might be you won't have to carry around a bag filled with pens, stress balls, key chains, luggage tags and other promotional items we all love to collect. ♦

*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](mailto: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.*

## MPIWSC News About You and Your Colleagues

By Your **NEW** Chapter Chatter Chicks, Carol Bengtson & Dana Schlenker

If you are interested in supplying information to this section, please contact them at carol.bengtson@gmail.com or dschlenker@wsu.edu

### Happy Birthday to the following MPIWSC Members!

Bridgette Brekke.....	2-Sep	Kristin Wilson, CMP .....	2-Oct
Phyllicia Majors .....	2-Sep	Sara Lewis, CMP .....	5-Oct
Jessica Foss.....	9-Sep	Cheryl Johnston .....	6-Oct
Caryl Sutorius .....	12-Sep	Molly Hoyne.....	6-Oct
Andrea Higgins .....	17-Sep	Stacy Weber, CMP .....	13-Oct
Julie Merken, CMP .....	18-Sep	Audrey Fan.....	25-Oct
Ann Patrick.....	19-Sep	Lisa Shennum .....	25-Oct
Sam Samuelson .....	19-Sep	Becky Dielschneider .....	28-Oct
Joy Smith .....	26-Sep	PJ Hummel, CMM.....	29-Oct
Lisa Zahnle.....	29-Sep		

September  
& October  
Birthdays



## Welcome New Members of MPIWSC

By Bridgette Candee, VP Membership; Assistant General Manager  
ACME Bowling, Billiards & Events

**Please join us in welcoming the following new members to our Chapter!**

Sara Barnes - Tri-Cities Visitors & Convention Bureau  
Laura Biddle - Student  
Julia Boini - Wells Register  
Kristi-Lynn Churchill - Greater Tacoma CTC  
Lainie Colburn - Organic to Go  
George Coromilas - Seattle's CVB  
Leila Coston - WAMU  
Courtney Daniels - Holiday Inn Express  
MaryAnn Fiorito - Ray's Boathouse, Cafe & Catering  
Joshua Gatherum - Gray Line of Seattle  
Nancy Grygorowicz-Davis - b2d Marketing  
Terri Henson - James & Elise Nolan Center  
Karen Herndon-Zak - Visions Meeting & Event Management  
Cyndi Holloway - Southwest Washington CVB  
Lynda Mann - Buca di Beppo  
Cara Martin - Supplier  
Alix Martinez - Atlantis Casino Resort  
Janell McGill - Milligan Events

Melissa Mellroth - Columbia Tower Club  
Adrienne Miller - Hotel 1000  
Kelvin Moore - Lynnwood Convention Center  
Patti Morisset - Commotion Promotions  
Stephanie Newell - Cedarbrook Conference Center  
Michelle Nuyen - Specialty's Cafe & Bakery  
Gregory Roper - Bell Harbor International Conference Center  
Linda Russell - Edmonds Community College  
Ronda Sinning - Holiday Inn Downtown Everett  
Pei-Hua Yen-Roy - Washington State CTC  
Terrence Young - Trade Show & Events Manager


# Planner Spotlight

*New! Interviewed by Moira Hurley  
Tacoma Regional Convention & Visitor Bureau*

## A Talk With **Janell McGill**

**CO-OWNER, MILLIGAN EVENTS, [WWW.MILLIGANEVENTS.COM](http://WWW.MILLIGANEVENTS.COM)**

### ***Tell me about your company and role:***



Established in 1994, Milligan Events is comprised of a team of strategic and tech savvy logistics architects who have the acumen and agility to create timely and cost effective event solutions. Milligan provides event management services for corporate conferences, meetings, learning summits and product launches across the United States as well as Europe, Asia, and South America. Milligan Events is a nationally certified, woman-owned business through the Women's Business Enterprise Council. I am co-owner, and wear a few hats, but my official roles include business development, client relationship management, contract negotiations, and Milligan representation within complimentary business initiatives and events.

### ***What do you enjoy most about your job?***

I love that each day brings a new opportunity to learn. There are no mundane cycles in the meeting/conference industry.

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

As a new member, I look forward to building new relationships and every opportunity to be involved in increasing our professional credibility across the board. I'm very interested in supporting the creation of standardized measures of ROI for the meeting and conference industry. It is true, every meeting has different objectives and measures of success but I believe our industry associations have to take a leadership role in establishing standards that create the foundation for measurement.

### ***What is the best advice you have ever received?***

Don't forget to celebrate the small accomplishments—their sum is too great to bypass.

### ***What is your favorite non-work activity?***

Summer: Water skiing on a wake-free lake with my kids.

Winter: Snow skiing with my kids.

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

I have a dog that doubles as a small horse.

# Supplier Spotlight

New! Interviewed by Moira Hurley  
Tacoma Regional CVB

## A Talk With Sarah Barnes

SALES MANAGER, TRI-CITIES VCB ([WWW.VISITTRI-CITIES.COM](http://WWW.VISITTRI-CITIES.COM))



### **About your company and role there:**

I work for the Tri-Cities Visitor & Convention Bureau (VCB). We represent Kennewick, Pasco, Richland & the surrounding region; all at the heart of Washington Wine Country. As a sales manager, I strive to ensure a smooth conference planning experience by gathering proposals from area hotels & meeting venues, coordinating guest room blocks, arranging tours, and working as a liaison in all aspects of meeting planning.

### **What do you enjoy most about your job?**

Unlike selling one facility or brand, I have the opportunity to help conference planners discover an entire community! Each of our three cities has a unique feel and caters to different needs. You'll find waterfront 'resort style' hotels next to art galleries and microbreweries, state-of-the-art convention centers adjacent to shopping, and large convention hotels close to Washington's third largest airport. There truly is something perfect for every group on our sunny side of Washington. It is wonderful to never have to turn a group away because of event budget, size or special needs.

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

I've belonged to several other hospitality organizations and consistently hear from others MPI is the most beneficial for industry education and trends. I also love being able to stay in contact with my former colleagues still working in downtown Seattle.

### **What is the best advice you have ever received?**

The best industry advice I've ever received would be to never work as a wedding planner! No seriously, I think the old adage to under promise - over deliver really insures a great relationship with meeting planners and hospitality partners alike. In this economy it can be tempting to promise anything but earning repeat business and raving fans requires dedicated follow-through.

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

My husband and I are expecting our first child later this month. I've spent a lot of time this summer decorating and searching for the cutest little girl stuff around!

# CMP Corner

## Test Your CMP Knowledge

By Marlys Kemmish, CMP, The Westin Seattle

The Convention Industry Council (CIC) has waived the Certified Meeting Planner (CMP) application fee of \$35! Download the Application and Candidate Handbook at [www.conventionindustry.org](http://www.conventionindustry.org).

Deadline: Applications must be in by March 4, 2010 for the July 24, 2010 winter 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) When reviewing air transportation needs for your meeting or convention, your prime consideration is:

- A. The number of flights per day to your convention or meeting locale
- B. Pre-boarding privileges and seat blocks
- C. Rates, surcharges and minimums
- D. Cancellation policies

2) You are attending a meeting in Colorado. There are 250 attendees. The General Session will have a panel discussion by several doctors and research scientists. What type of format is this?

- A. A Panel
- B. A Symposium
- C. A Forum
- D. A Colloquium

3) The term "Exhibit Floor Load" refers to:

- A. The total number of exhibits that can fit in the exhibit hall
- B. The maximum weight per square foot that an exhibit floor can safely support
- C. The maximum occupancy that the local fire codes will allow in the exhibit hall
- D. The total weight of the exhibit booths

4. Over your years of experience in the meeting industry, you, as a meeting professional, have been offered the following incentives to choose one site over another. Which of them is ethically acceptable?

- A. One frequent flyer mile for each dollar spent at the site
- B. 20% hotel commission to the meeting planner unknown to the client
- C. 5% off all rooms in the room block
- D. A free weekend at the site for the meeting professional and their family

(Answers: 1. a 2. b 3. b 4. c)

## Advertising Rates

For Electronic Newsletter:

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

Rates are effective Jan 1, 2009 - December 31, 2009. Full color ads preferred and cost the same as black & white. Publication is produced 6 times a year: Jan/Feb, March/April, etc. Space deadline is the 1st of the month prior (i.e.: December 1st, for the Jan/Feb Issue).

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

Advertising info is available at [www.mpiwsc.org](http://www.mpiwsc.org) or contact:

(206) 622-2117.

Email inquiries to [info@mpiwsc.org](mailto:info@mpiwsc.org)

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### THE MPIWSC NEWSLETTER

MPIWSC Managing Office  
Phone 206-622-2117 • [www.mpiwsc.org](http://www.mpiwsc.org)

This newsletter is the official bi-monthly publication of the Meeting Professional International, Washington State Chapter, a professional association of meeting planners and suppliers to the meetings industry.

The Editor thanks the following members for their time and contribution of articles to this newsletter issue:

Carol Bengtson, Bridgette Candee, Heather Fernandez, Jessica Foss, PJ Hummel, CMM, Mike Jorgensen, Moira Hurley, Jane Kantor, CMP, Marlys Kemmish, CMP, Sara Lewis, CMP, Sheila Martinez, Katy Mercille, CMP, Julie Merken, CMP, James Moore, Michael Noesen, CMP, Terry Onustack, CMP, Karina Putnam-Kaminski, Erika Snyder, Caryl Sutorius, Adean Vitale, and Reta Waldrop, CMP.

Your feedback is important and we encourage editorial contributions. Next issue is Nov/Dec 2009. Copy deadline is October 1st.

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