



Meeting News

December 2007

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President's Message



Dear Chapter Members:

If you had an extra hour every day, how would you spend it?

As we wind down 2007 and greet a New Year, ever wonder where the time went and if we used it in a productive manner? Did we spend it daydreaming, surfing the net

Chapter Voices:

Just who are the members of MPI NENY?



Last month, the Membership Team through a random drawing, chose one planner and one supplier member to be featured in the December newsletter. The members chosen describe how they got started in the business, challenges they have faced, share advice for those new to the industry, and why it's important to be a member of MPI NENY.



Ellen Muir, Director of Conference Development

The Business Council of New York State, Inc., Albany, NY

How did you get started in the industry?

I started at The Business Council as the executive assistant to the president and had some involvement in the events of the organization **I became a part the Conference Development Department in 1987 as a result of career development** from within the organization. We develop a variety of programs throughout the year ranging from one-day seminars to two and three day conferences.

Tell our readers about a great challenge you have faced and overcome

partying like a rock star? How was your time spent?

I recently met a guy who was reading a book called the 4 hour work week. Go figure...**maybe a 44 hour work week and we would feel like we were leaving early.**

Time has a habit of controlling us, when we are young we wish we were older, as we get older we admire youth and how we could only turn back the clock. "If I only knew then what I know now".

As the year ends, it is always a good time to reflect on what we have accomplished and what we wanted to do. **Did you accomplish everything you set out to in January of 2007?**

Our chapter has done some tremendous things this year, a few things did not get done and we will try to accomplish more in 2008. But we need each of you to help in order to guarantee success. **After all you are the chapter!**

Find the time, set the goal, write it down and do it before it's too late, if you had that extra hour every day how would you spend it?

Need a suggestion? Call me.

**- Mike Snyder, CMP
MPI NENY Chapter President**

Save the Dates in 2008!

January 10: Annual Recruitment & Member Appreciation Event

February 12: Planners & Suppliers Finding Common

A challenge here at The Business Council is providing succinct programs to fit the broad interests of our members. **We address these issues through listening to our members, past experience, teamwork, networking and relationship-building with our members.**

Can you give a piece of advice for someone just starting out in our industry?

Watch and listen. Colleagues are often your best sounding board. Know your audience/customer. Deliver the best product possible.

What is a tool or resource you find indispensable?

My best resource is other people. While some of our work can become mundane and repetitive, I believe a fresh perspective can come from someone on the outside looking in.

What is your favorite Internet site?

Shopathome.com. Who has time to go shopping?

If you had an extra hour every day, how would you spend it?

I would be in touch with family and friends more.



Janell LaFleche

The Porches Inn at MASS MoCA, North Adams, MA

How did you get started in the industry?

I have been in the hospitality business since my first job at Disney World at age 16. Locally, I started as a Sales Assistant at the **Crowne Plaza in Pittsfield** and was later promoted to Sales Manager. Currently I am working in The Berkshires as a **Sales Manager at The Porches Inn**, which is owned and operated by the same family that runs The Red Lion Inn in Stockbridge.

Can you give a piece of advice for someone just starting out in our industry?

From a sales manager's perspective, I'd say '**Don't be afraid of the gatekeepers.**' Be assertive, but be nice. Also, learn as much as you can about the hotel industry - there are many specific terms and systems related to our industry. I remember hearing BEO for the first time, and tried figuring out what it meant—now of course, it's just second nature to me!

How do you anticipate your MPI membership helping you professionally or how has it helped you professionally?

Ground

March: TBD Platinum Program

April 22: Critical Excel Tools for the Meeting Professional

May 21: Special Events Showcase

August 6: 4th Annual Saratoga Track Day

Please refer to the website for more details:

www.mpineny.org

2008 MPI Professional Education Conference - North America: MeetDifferent



February 2-5, 2008
Houston, TX

[For more information click here.](#)

MPI NENY Annual Golf Tournament *June 3, 2008*

Save the Date: MPI NENY Annual Golf Tournament will be held at Saratoga National Golf Course on **Tuesday, June 3, 2008.**

The day begins at 11:30 am with registration and lunch, a shotgun scramble start at 1:00 pm and a reception to follow.

So put your thinking caps on, and begin putting your foursomes together!

Suppliers sponsor a planner!

2008 Golf Committee: If you

Networking is most important. Our MPI chapter has a lot of events and I am planning to be more involved. **Education is also important;** specifically learning how my clients and prospects do business is very important and ultimately will help me work with them in a mutually beneficial way.

Do you have any personal motto or quote concerning our industry?
Hit the pavement! That's what I remind myself when I am on sales calls – it gets me motivated and reminds me that the key to success is creating and maintaining relationships in this business.



A Word from our Education Committee

Chapter plans for 2008 and beyond



The education team has been hard at work developing the plans for our winter and spring events. February will be a **Panel Discussion with Suppliers and Planners from other MPI chapters** that will stimulate dialogue on challenges we all face in negotiating and planning events. We have **Platinum speakers lined up for March and April.**

And May will be our third **Special Event's Showcase** designed to provide new creative ideas for your future events. Please refer to the website for a complete list of all of our upcoming with full descriptions, dates and locations.

We are also working diligently on ideas for programming the 2008-2009 education schedule. There are several ideas on the table, but we would love to hear from you. If there is a topic you have in mind you would like to see us present to the chapter, please share your ideas.



CMP study groups: we have started our study groups for the CMP exam on February 2, 2008. We are expecting at least 3-4 of our members to sit for this exam. If you are interested in applying for the exam in the future, but not quite sure what is involved or where to start, **we are hosting an information session on Thursday, December 6, 2007 at 4pm at The Desmond.** To sign up please contact **Carrie Hillenbrandt** at (518) 458-8444 x6633 or carrie.hillenbrandt@marriott.com. The **next exam is August 9, 2008**, and the application will be due April 9, 2008. Please refer to the CMP page on our website for more details.

Co-Chairs of the Education Committee: **Molly Brindle**, Saratoga Convention & Tourism Bureau & **Tracey Caponera**, Courtyard by Marriott, Saratoga Springs

are interested in joining the golf committee to assist in planning this wonderful event, please contact the tournament chair, **John Giordano of Plaza Meetings** at john@plazameetings.com.

The first golf committee meeting will take place on Tuesday, December 4th at 4pm at the Crowne Plaza in Albany.

See you there!

Welcome, New Members!



Maureen R. Baringer
President
Baringer & Associates, LLC

Jeannie M. Porter
Director of Sales
Courtyard by Marriott Lake Placid

Don't wait to get involved!
Boost your career and increase your network by joining the premier meeting industry association today!

[Download the MPI Membership Application Today!](#)

CMP Exam Deadlines



**February 2, 2008
Exam Deadlines**

Chair of the CMP Program: Heidi Longton, Northeast Retail Lumber Assn



Education Team Members

Joanne Bouchard, Hilton Garden Inn, Saratoga Springs
Kathy Denkenberger, Saratoga CTB
Donna Gerard, CMP, NYS Department of Health
Jack Roddy, CMP, Desmond Hotel & Conference Center
Phyllis Secor, NYS Funeral Directors Association
Bevin Tracy, CMP, NYS Nurses Association
Karen Vaccaro, Student

- Cindy Sullivan, CMP
Chapter Vice President, Education
The Saratoga Hotel & Conference Center
518-693-1002
csullivan@luxuryresorts.com

It's Time to Make a Difference

What's in Your Future?



If developing your leadership skills interests you or if you are looking for ways to get more out of your membership dollars, I encourage you to get involved and help MPI NENY continue to grow! In January the call for nominations will go out for the following Board of Directors' positions:

President-Elect
VP of Finance
VP of Administration
VP of Education

As you can see, we have a lot of opportunities available to you. Take advantage of this opportunity to experience working with a team of professionals who are charting the course for our chapter.

Personally speaking, it has been such a rewarding experience for me in both my professional and personal growth.

If you would like more information on any of these positions, please feel free to contact me.

- Judy Rucinski, CMP
Chapter Past President
518-213-6000 x6627
jrucinsk@nysutmail.org

Ignite Your Imagination: Emergency Recap

Attendee Perspective on planning for the worst case scenario

The application and registration deadlines have passed

Examination: February 2*

CIC Manual Update

Because the 8th Edition will not be released until September, CIC will be using the 7th edition for the February 2, 2008 exam.

**August 9, 2008
Exam Deadlines**

Application: April 9

Registration: June 11

Examination: August 9

Please visit the CIC website for information on exam locations and costs associated with each application or registration.

Exam materials and applications are now available for download at:
www.conventionindustry.org

MPI NENY Webcast

Isn't technology amazing? **Eric DeYoung of CMI Communications** has been kind enough to take our November 1st event that was held at Bulmer Telecommunications Center and let you experience it once again. Please [click here](#) for the link.

Feel free to pass along to your colleagues. **Thank you Eric and CMI!**

**Going Green:
MPI Members Can Do More!**

My awareness of exactly what "going green" means was taken to a whole new level while listening to **Michelle Scott's** insightful *Green Meetings*.

If you're interested in incorporating green into your meetings, [Michelle's entire presentation is available on MPI NENY's website](#). And it's

Tim Riecker's presentation on **Emergency Preparedness for Planned Events** was truly an eye-opening experience. As a planner of several board meetings at various venues around New York State, the enormity of the factors to be considered when trying to plan for the unknown and the fact that most facilities have little in place for preparedness, is mind boggling.



During Tim's overview, he briefly discussed creating a hazard profile and the potential consequences; assessing threats, including risk and vulnerability; key considerations, such as the type, location, activities and duration of the event, as well as attendee demographics; building a plan; contingency plans; and the State's response to the October 2006 snowstorm in western New York.

After listening to Tim, I've reassessed my priorities. The success of my event is now secondary to the health and safety of my attendees. If you'd like information on developing or improving your event disaster plan, visit: www.semo.state.ny.us; www.fema.gov; and www.nyalert.gov.

- Phyllis Secor, Executive Assistant
New York State Funeral Directors Association

Ignite Your Imagination: Technology Recap

What technology can do for us today!

The theme of **Ignite Your Imagination** for the Annual MPI NENY Chapter Special Education Event was exemplified in the Technology session presented in two parts and two locations.

During the first portion of the session, an overview of the electronic tools available for conferences was conducted by **Eric DeYoung, Sales Manager for CMI Communications**. While only a portion of the possibilities were covered, he demonstrated that the choices are vast and increasing every year. One technology that helps save printing costs and creates a "greener" meeting is the use of plasma monitors. The monitors can be placed throughout the conference with displays of planned event schedules, updates, and up-to-the-moment video or photographs.

Another important feature of conferences is the video taping of all seminars. Although meeting planners have used this method for years, the new twist is placing the videos on the company's website so they can be viewed at any time. This technology was cited by Ms. Perry-Delcorvo as one the most useful additions to their seminars and the easiest for the technology challenged to embrace. For a demonstration, you can go to www.nyscate.org and click on Podcasts, and Annual Meeting 2006. **You will need Microsoft QuickTime which can be installed from the site.**

During the second portion of the presentation, **Amy Perry-Delcorvo, President of the NYS Association for Computers & Technologies** and a technology committee member of the American Association of School Administrators joined the MPI seminar live, via video from her office.



really simple to be green! Just choose two of the many options offered, **like a linen and towel reuse program and providing water in pitchers.**

- Phyllis Secor
NYS Funeral Directors
Association

Job Openings

Have a job opening that you would like to post? Submit your information to **Vanessa LaClair** at vanessa@jppny.org to have it added to our monthly newsletter.

The MPI NENY newsletter is released on the first of each month. This information can also be posted on the MPI NENY website by sending an email to **Cheryl** at mpi@souders1918.com.

Snippets...

Forum for brief, funny & true stories from the meeting industry

A woman's husband dies. He had left \$30,000 to be used for an elaborate funeral. After everything is done at the funeral home and cemetery, she tells her closest friend that "there is absolutely nothing left from the \$30,000."

The friend asks, "How can that be?" The widow says, "Well, the funeral cost about \$6,500. And, of course, I made a donation to the church – that was \$500, and I spent another \$500 for the wake, food and drinks – you know. The rest went for the memorial stone."

The friend says, "\$22,500 for the memorial stone? My gosh, how big is it?" The widow says, "Four and a half carats."

Her interaction with the MPI NENY attendees proved that video conferencing technology works quite effectively.

One of her key points was that many people know they should try new technologies, but are unwilling to make the time to learn them. By incorporating the use of electronic tools into a meeting, attendees are able to have a reason and a timetable for learning new skills. In one conference, all information for the event was contained on Palm Pilots that were given to attendees as part of their registration fees. To find meetings, times and additional information the group had to use the Palms. Despite grumblings on the first day, by the close of the conference, most participants were excited by the possibilities and wanted to buy more Palms for family members.

Another key point from Amy was not to let details hold back implementation. If you have an idea for using technology but haven't a clue how to get started, go to experts in the field to solve the technical issues. In her case, CMI Communications has been a partner in meeting planning; enabling conferences to reach new levels not only in presenting information, but in teaching attendees new skills to take away from the conference as well.

The entire educational program is available via webcast at <http://www.commercialinflash.com/mpi/>

- Leslie Miller, Director of Sales
Residence Inn Saratoga Springs

Taste of the Northeast:

Roasted Rack of Domestic Lamb with Ancho Mole Sauce



Chef Thomas Gisler is currently the Executive Chef of **The Statler Hotel & J. Willard Marriott Executive Education Center.**

Chef Gisler grew up in Switzerland where at age fifteen decided he wanted to become a chef. By the next year, Gisler was working from the bottom up as an apprentice with a focus on hotels. He rotated between a summer and a winter resort, engrossing himself year round in the culinary world.

Chef Gisler graduated from the **Swiss Hotel Catering College of Lucerne.** His first professional career began in Orlando with Hyatt International Hotels. From Florida, Gisler continued to pursue his passion in Japan, South Korea and Germany. Prior to joining the Statler Hotel, he was most recently the Executive Chef of the **Otesaga Resort Hotel & Cooper Inn** in Cooperstown, New York. Chef Gisler has been the Executive Chef for the Statler Hotel since May 2005.

According to Chef Gisler, the most rewarding aspect of working with the **School of Hotel Administration** students is "to see the development of students, the way their own enthusiasm and our tutoring bring them to a certain level of professionalism."

- Kentucky Funeral Directors
Association Membership
Bulletin, Winter 2006

Submitted by **Phyllis Secor**
New York State Funeral Directors
Association

We all need to take a moment to laugh at ourselves! If you have a funny, but true story you would like to add, please email it to Vanessa (vanessa@jppny.org) to be added next month!

Quote of the Day

The secret of getting ahead is getting started. The secret of getting started is breaking down your complex, overwhelming tasks into small manageable ones, and then starting on the first one.

- Mark Twain

We Want You!



**Are you creative?
Innovative? Motivated?
Are you ready to make a
difference?**

Join a Chapter Committee Team Today! If you are interested in learning more about Chapter Teams, please contact any of the following:

MEMBERSHIP

Gina Mintzer, CMP, Director of Sales
Albany County CVB
518.434.1217 x301
gmintzer@albany.org

EDUCATION

Cindy Sullivan, CMP, Sales Manager
The Saratoga Hotel
518.602.1000

- Bio composed by **Staci Chen '10**
School of Hotel Administration



Roasted Rack of Domestic Lamb with Ancho Mole Sauce

Ancho Mole Sauce:

½ each Red Onion Diced
¼ cup Whole Garlic Cloves
½ each Red Pepper Diced

Sauté above items with oil until brown and caramelized.

½ cup Bourbon
½ cup Lime Juice
3 cups Peeled Tomatoes

Deglaze with Bourbon and lime, add tomatoes and reduce by half.

½ quart Beef Stock
1 Tbsp Cajun Spice
½ cup Ancho Chili Powder
3 Tbsp Mustard Seed
3 Tsp Coriander Powder
1 Tsp Cumin Powder
1 Tsp Chile Powder
1 Tsp Paprika Powder
1 Tsp Salt

Add above items and simmer for 20 minutes, puree to smooth texture and remove from heat.

1oz Peanut Butter
2oz 60/40 Chocolate

Stir peanut butter and chocolate into the sauce until melted.

Lamb:

5 each Domestic racks lamb, trimmed, Frenched and seasoned with salt and freshly ground pepper.

Preheat the grill. Preheat the oven to 350 degrees F. Over high heat grill the racks of Lamb until nicely marked and golden brown in color. Transfer to a preheated oven to finish cooking to medium rare or desired doneness. Cut each rack of lamb into double chop pieces. Serve on a bed of Zucchini vegetables with the Ancho Mol Sauce drizzled over. Garnish with a slice of

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Got News?

We'd love to hear from you! Please e-mail your announcements to [Vanessa LaClair](mailto:Vanessa.LaClair@ippny.org), VP Communications.



[Click here](#) to view the MPI NENY Newsletter Production Schedule.

If you are having trouble viewing this newsletter with graphics, please visit www.mpineny.org to download a PDF version.

Quick Links...

[Our Website](#)
[Upcoming Events](#)
[CMP Information](#)
[Chapter Leadership](#)

oven crisped Eggplant.

The Statler Hotel

Hospitality Leadership Through Learning

& J. Willard Marriott Executive Education Center

Happy Holidays and Happy New Year to You and Yours from MPI NENY!

It's time to celebrate!

CHECK OUT THESE OFFERINGS FROM MPI-NENY MEMBERS!



HOLIDAY PARTIES

Join the **Mohonk Mountain House** on Thursday, December 6, Wednesday, December 12, or Thursday, December 13, with your company, no matter how large or small, and celebrate this festive time of year in our Victorian castle. The cost is only \$65 per person, including tax, service charge, and valet parking. Guests can stay overnight plus breakfast for \$250.00 a room (d/o). Space is limited; please call (845) 256-2099.

The **Courtyard by Marriott in Saratoga Springs'** annual "Dinner with Santa" is happening on Thursday, December 6th from 5:30-7:30pm (Santa arrives at 6pm). Great for families with children! Adults are \$12.95 and Children are just \$6.95 (under age 2 are free). Reservations can be made by calling 518-226-0538.

The Equinox (Manchester, VT) has created a way for small business to celebrate the holidays in a BIG way; all you need is a table of 8. This is only available on Friday, December 7, 7pm – midnight in the Colonnade for a festive Holiday Buffet with music and dancing for \$39.00 per person. Take the elevator home for \$149.00 on the evening of the party. Reserve your table(s) now by calling 800-362-4747.



NEW YEAR'S EVE PARTIES

Albany Marriott's Market Restaurant has just reopened with a fresh new look and will serve a Prime Rib Buffet. It is \$24.95 per person and includes a glass of champagne with dinner. Reservations can be made at 518-458-8444. Overnight accommodations are available for the holiday at \$149.00 that night.

Holiday Inn Syracuse/Liverpool's Second Annual Party will feature entertainment by RUBY SHOOZ. The all inclusive package with accommodations, dinner, open bar, and midnight champagne toast and breakfast buffet is only \$299.00 per couple. Call 315-457-1122 for reservations.

The Courtyard by Marriott in Saratoga Springs also will have a New Year's Eve package which includes overnight room for two, full breakfast buffet with omelet station for two AND two Saratoga First Night buttons for \$279.00 per room per night. Reservations can be made by calling 518-226-0538.

Join the **Sheraton Syracuse University Hotel** and choose from THREE party packages each with special entertainment. Packages are all inclusive featuring open bar, sumptuous dinner, champagne toast, free parking and overnight accommodations for two people. Prices are \$309 – 319.00 per couple. Call for information and Reservations (315) 477-8200.