



Meeting NEws

July 2007

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President's Message



Dear Chapter Members:

Always make time to say
thank you!

Thank you to all who
attended the annual
membership meeting in
June. Thank you to our

MPI NENY Annual Outing and Golf Tournament

September 25, 2007

Join MPI Northeastern New
York Chapter for our First
Annual Outing and Golf
Tournament to Benefit
Make-A-Wish Foundation!

This event will be hosted at
**Saratoga National Golf
Club**, the premier
destination golf course in
Upstate New York.



This great day includes:

- Lunch prior to tee-off
- 18 holes of championship golf with cart - scramble format
- Great food on the course from the area's finest restaurants
- Lots of prizes to win
- Dinner reception
- Silent auction to benefit Make-A-Wish Foundation
- ...and more!

Don't wait to register, we expect to this to be a sell-out event! ([REGISTER HERE](#)) Just enter the additional three names as guests when you register.

SCHEDULE OF EVENTS

Registration: 11:30 a.m.

friends who donated great prizes for our MPI points program, our host NYSUT and Past Presidents **Judy Rucinski, CMP** and **Julie Ann Price, CMP**, our Board members who are passionate for all they contribute and our members who volunteer many hours to help this chapter grow and do so many wonderful things.

Thank you to **Heidi Longton, CMP** from the NRLA for spearheading and challenging your Board to help create and implement a CMP scholarship. As I stated last month, it only takes one member with an idea and a little time to help contribute so much to an organization.

Thank you to **Gavin Landry and the Saratoga CTB** who have again offered to sponsor the August 20th "MPI NENY - Day in Saratoga". We need 15 planners to attend so suppliers it is now past time - parlay a good time with a planner and sign up today.

Thank you to **Jack Roddy** from the Desmond for pre-picking our winners for the day.

Thank you to Past President, **Darryl Leggieri** and his golf committee for planning the First Annual Golf Tournament. Please support this new initiative and send a golfer from your organization. They will not be disappointed

Lunch: 12-1 p.m.
Shotgun Start: 1:30 p.m.
Reception: 6:30-8:30 p.m.

WHERE

Saratoga National Golf Club
458 Union Avenue
Saratoga Springs, NY 12866
www.golfsaratoga.com

EVENT REGISTRATION FEE

Golf, Lunch & Reception \$195
Foursome, Lunch & Reception \$700

KINDLY RSVP BY

Thursday, September 20, 2007

MPI NENY Day at the Races

sponsored by the



Join your MPI Chapter for a full day of fun in Saratoga Springs on **Monday, August 20th!** Get in the "starting gate" at the National Museum of Racing at 10:00 AM.



Get a leg up on their new race simulator, tour meeting space, exhibits and the Hall of Fame. "Down the Stretch" with **Valerie Oropallo** of Javao Consulting Services you'll learn new networking, name memorization techniques and relationship building skills. Remembering names is a skill you'll need to succeed at picking the winning horses!

As we round the turn, track "maven" **Jack Roddy** joins us at the National Museum of Racing at 11:30 AM to handicap the day's races. Lunch and an afternoon of winning (results not guaranteed!) will follow starting at noon in the Paddock Pavilion at America's oldest thoroughbred track, Saratoga Race Course.



and September 25th is right around the corner!

Thank you to **Deb Goedeke, CMP** from the Albany CVB, and her wonderful committee for planning: **Ignite the Imagination with Hot Trends**, on November 1st. Stay tuned for some extreme postcards from **Sylvia Daigle** from Lane Press.

Thank you to the MPI NENY Board who put in two grueling days of hard work planning our next year of education, events and even a little fun.

Thank you all for volunteering your time, ideas and finances to help us grow as a chapter. Each of you have an important role in our success. Call me if you are not sure what it is and how you can help.

Thanks!

- **Mike Snyder, CMP**

Welcome, New Members!



Lisa Ciancetta, Student
Christopher Jarvis, Mirror Lake Inn Resort & Spa

JoAnne Bouchard, Hilton
Jacklyn Kearney, Student
Ingrid O'Connell, Schenectady County Community College
Kate Sadaka, Active International
Matthew Vesely, Ritz-Carlton Westchester

Registration limited to 25 planners, 25 suppliers. [Register early \(click here\)!](#) Tickets to the Paddock Pavilion will be held at the National Museum of Racing until noon on Monday, August 20th. If you are arriving late, please contact **Cindy Sullivan, CMP** at (518) 693-1002 or **Molly Brindle** at (518) 584-1531 to make other arrangements.

MPI NENY Annual Membership Meeting



On Tuesday, June 12, 2007 the MPI NENY members met to witness the induction of **Mike Snyder, CMP** as the new MPI NENY Chapter President, and **Carrie Hillenbrant, CMP** as the new in-

coming President. Team Leaders presented their reports on team activities for the year and highlighted future team projects, including the upcoming release of NENY's new website!

President **Mike Snyder, CMP** awarded the first MPI Scholarship to **Donna Gerard, CMP**, Conference Coordinator for Health Research, Inc.



The scholarship awards MPI NENY members who pursue professional development in the CMP program to benefit both themselves and the MPI NENY Chapter. The scholarship, up to \$550, may be used as reimbursement to cover the expenses of the CMP application and registration so that the expense may be lightened.

Site Solutions Worldwide Wins Contract Extension

In 2006 **Site Solutions Worldwide**, Burnt Hills, NY (a small women-owned business) was awarded an extension on the United Nations, Department of State, DC-5 year contract, largely in part to the "On-line registration system" that was specifically customized and created for The Department of State by Site Solutions Worldwide.

We applaud former MPI NENY Board member **Brigitte Connors, CEO** of Site Solutions and her staff for all their

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 Schedule

Summer 2007 Exam*
July 28, 2007

Winter 2008 Exam Deadlines

Application: September 12, 2007

Registration: November 14, 2007

Examination: February 2, 2008

Summer 2008 Exam Deadlines

Application: April 9, 2008

Registration: June 11, 2008

Examination: August 9, 2008

Please visit the CIC website for information on exam locations and costs associated with each application or registration. Exam materials and applications are also available for download. www.conventionindustry.org

**The CIC 8th Edition Manual will be released July 2007. The CIC 7th Edition Manual will still be in effect through the July 28, 2007 exam. Candidates taking the CMP Exam on February 2nd, 2008 or after should not purchase the CIC Manual until after the release of the 8th Edition.*

Silent Auction Winners & Prize Summary

Did you miss the recent annual membership meeting and silent auction? Then you missed out on

hard work and innovation in achieving success. Site Solutions Worldwide was instrumental in helping MPI NENY with all their registration and booking needs. Other MPI NENY members from the company include **Nathalie Whitton** and **Megan Kiessling, CMP**. Congratulations!

Experiential Meetings for Excellent Return on Investment "ROI"

A common challenge for most meeting planners is to ensure a good ROI for their meetings. The best way to do that is to make certain that meeting attendees retain the information and knowledge gained at a meeting so they may put it to use once back in the work place.

Retention and recall of information is something I learned a great deal about when teaching hospitality management for five years to college students. This experience taught me first-hand how to convey information in a variety of ways that maximized the chance for retention. **Rule number one is to not just "tell" but "show" learners what it is you are discussing.** It is important to provide real life examples that learners can relate to and to actually demonstrate a task or use visuals whenever possible.

Rule number two to increase retention is to turn passive learning into active learning. This means getting people up and out of not only their seats but sometimes their comfort zones. Active learning simply means that learners participate in their own learning experience. Examples of active learning might include role playing, reading a script out loud, participating in a panel discussion, debating a topic with others, working or brainstorming with a team to develop ideas or complete a task.

The emotional impact of active learning stays with us much longer than simply listening to a lecture, thus we retain the information longer and are able to make direct connections how that information can be relevant and useful in our everyday lives.

Meeting planners should therefore strive for experiential meetings to ensure their attendees walk away with lasting memories. The first step in designing an experiential meeting is to determine the learning outcomes and then work backwards - decide what you want attendees to learn and then develop ways to communicate that information in fun and creative ways. Once your learning outcomes are determined, kick off the creativity with your invitation or meeting notice, making it intriguing and gaining interest from the start. If transportation to a venue is involved, such as airport shuttles to a meeting or conference, get creative with costumes for greeters and drivers, signage and use city guides to provide historical facts and details about the geographic location of the meeting.

some fabulous prizes. Below is the list of auction winners and prizes! See you next year!

Mohonk Mountain House

Winner: Cindy Sullivan

Overnight stay for two with three meals, \$200 credit at the spa, complimentary recreation activities, afternoon tea and cookies, fruit and passions oil diffuser set
Value \$1,000
Donated by: Mary Lou Race

Saddlebrook Resort

Winner: Deb Goedeke

An elegant spa basket, complete with spa products
Value \$300.00
Donated by: Dean Smith

Residence Inn by Marriott

Winner: Christine Cunningham

An overnight stay and breakfast for one-four.
Value \$229.00
Donated by: Leslie Miller

The Saratoga Hotel

Winner: Renee Chirico

An overnight stay for two
Value \$179.00
Donated by: Darryl Leggieri

The Tan-Tar-A Resort, Missouri

Winner: Christine Cunningham

Two nights lodging in a deluxe room
Value \$400.00
Donated by: Carrie Hillenbrandt

Crowne Plaza Melbourne, FL

Winner: Rachel Alcaro

Two night stay with breakfast for two each day
Value \$350.00
Donated by: Tim McCullough

Foxwood Resort Casino

Winner: Darryl Leggieri

Two night stay at Pequot Tower or MGM Grand and dinner one evening
Value \$600.00

It is important that once you have a captive audience you keep every participant engaged. Early on, use ice breakers and games to break down learning barriers. Team up people for learning activities early on so they feel connected to other learners and begin developing relationships with other participants, creating an excellent network that lasts long after a meeting or conference ends. Keep in mind that you can weave learning objectives into meal times, nightly activities and even welcome gifts.

Tracey Caponera, Director of Sales
Courtyard by Marriott Saratoga Springs

SpeakerSue Resources

Would you like to receive complimentary access to new resources from SpeakerSue?

Sue's MPI Platinum programs have received such great results that many of the chapters have asked us "what else?" and "how can we help our attendees learn more?"

Sue offers complimentary newsletters, free white papers and all sorts of stuff on her website. Would you like to provide the link to the website in your monthly newsletter? Would you like Sue to write an article for your newsletter and include the information for their follow-up?

Your members will be grateful for the opportunity to continue learning new strategies and techniques to communicate more powerfully and professionally. Just let me know how you'd like us to follow-up and we'll do it!

Visit www.SpeakerSue.com for a list of her new resources!



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 Convention & Visitors Bureau

Donated by: Judy Rucinski

Marriott Myrtle Beach

Winner: Tim McCullough

Two night stay

Value \$450.00

Donated by: Carrie Hillenbrandt

Gideon Putnam

Winner: Michelle Scott

Sunday Brunch for two

Value: \$60.00

Donated by: Mary Jo Janis

Las Vegas Tropicana

Winner: Vanessa LaClair

Three day, two night stay with two

complimentary tickets to the

famous Folies or Xtreme Magic

Value \$500.00

Donated by: Carrie Hillenbrandt

The Cooper Inn

Winner: Donna Gerard

One night stay for two with
breakfast.

Value \$210.00

Donated by: Bob Faller

The Porches Inn

Winner: Tracey Caponera

Two night stay with breakfast and

admission for two to Mass MOCA

Value \$400.00

Donated by: Janell Lafleche

The Kaatskill Mountain Club

Winner: Michael Snyder

A two night stay in a one bedroom

Jacuzzi Suite

Value \$300.00

Donated by: Renee Chirico

The Sagamore

Winner: Robin Granger

A one night stay for two with
breakfast and a round of golf

Value \$450.00

Donated by: Lori Rehm

Disney Basket

Winner: Lori Rehm

A wonderful goodie basket of
Disney novelties

Value \$100.00

Donated by: Judy Rucinski

518.434.1217 x301, gmintzer@albany.org

EDUCATION

Cindy Sullivan, CMP, Sales Manager

The Saratoga Hotel

518.693.1002, csullivan@luxuryresorts.com

ADMINISTRATION

Ed Barone, President

Souders Promotions

518.452.3000, ed@souders1918.com

COMMUNICATION

Robin Granger, Director of Workforce Development, Chamber of
Schenectady County

518.372.5656, rgranger@schenectadychamber.org

FINANCE

Tim McCullough, Sales Manager

Crowne Plaza Albany Hotel

518.427.3008, sm2alb@lodgian.com

FALL SYMPOSIUM

Debby Goedeke, Convention Services Manager

Albany County Convention & Visitors Bureau

518.434.1217x100, dgoedeke@albany.org

Quick Links...

[Our Website](#)

[Upcoming Events](#)

[CMP Information](#)

[Chapter Leadership](#)

Wine Basket from Syracuse

Winner: Phyllis Secor

A wonderful basket of wine.

Value \$150.00

Donated by: Rachel Alcaro

**Splash Package, The Omni Hotel
at CNNCenter in Atlanta,
Georgia**

Winner: Gina Mintzer

Deluxe accommodations for one night, breakfast for two in the Prime Meridian Restaurant, and two VIP unlimited passes to the Georgia Aquarium.

Value \$350.00

Donated by: Carrie Hillenbrandt

Golf, Saratoga National

Winner: Judy Rucinski

Golf for two

Value \$250

Donated by: Addy Waldie

Golf, Saratoga National

Winner: Carrie Hillenbrandt

Golf for two

Value \$250

Donated by: Addy Waldie

**Special Weekend, Desmond
Hotel**

Winner: Lori Rehm

Overnight and dinner for 2

Value \$250

Donated by: Jack Roddy

**Signed Print of Birdstone at
Saratoga**

Winner: Linda Roth

Value: \$55

Donated by: Molly Brindle

Got News?

We'd love to hear from you! Please e-mail your announcements



to [Robin Granger](#), VP of Communication. [Click here](#) to view the MPI NENY Newsletter Production Schedule.

If you're having trouble viewing this newsletter with graphics, please visit www.mpineny.org to

download a PDF version.

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