



Meeting News

June 2008

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President's Message



Dear Chapter Members:

"Never can say good bye."
Was that a song a few years back, maybe I am dating myself? Was it High School or College?

A co-worker of mine just retired, after 30+ years of doing a fantastic job. His first Monday of his retirement, he

MPI NENY Annual Membership Meeting

Fabulous Prizes Await YOU on Thursday, June 12, 2008

Longfellows
500 Union Avenue
Saratoga Springs, NY
Thursday, June 12, 2008

Join us for this complimentary members-only event! You'll have the opportunity for exclusive networking with fellow MPI members and to meet and greet the volunteer board members who drive our MPI Northeastern New York Chapter. You'll witness the installation of officers and hear the officers' reports on team activities for the year, highlights of the past year from our **outgoing President, Michael Snyder, CMP**, and goals for the year from our **incoming President, Carrie Hillenbrandt, CMP**. Be sure to sign up to participate on a team and get a preview of our upcoming events - and don't miss the silent auction!

1:00 PM - New Member Orientation
2:00 PM - Member Presentations
3:00 PM - Silent Auction and Reception

[REGISTER](#)

About the Silent Auction

All of your volunteer efforts throughout the year have earned you points that are as good as money at this awesome event. Auction items are coming in fast so there are lots of opportunities available. Last year I went home with a gift certificate worth over \$1000.00 for an overnight at the Mohonk Mountain House with all meals, and it even included spa treatments and a gift basket. **Thank You, Mary Lou!!!**

- Cindy Sullivan, CMP
Sales Manager
The Saratoga Hilton

in on his client, wanting to make sure everything was set. I recently had the pleasure to entertain a foreign exchange student from Spain. His name was Alberto, and his parting remarks were not good bye but until we see each other again. (My Spanish is not the greatest, so I think that's what he said.)

A few years back our first MPI NENY President, was so instrumental in organizing and agonizing over our mission, our focus and our ability to become a Chapter, that she never got the time to be just a Board member. Welcome back Julie Ann, it's good to see you again.

This being my last message, from Mike, I write with similar thoughts, how to say good bye as your chapter President.

Join me on June 12th at Longfellow's' in Saratoga to welcome the next MPI NENY Board and lets' have a cocktail until we meet again.

Oh by the way...it was High School and College and to this day I still am involved in both of my alma maters (so you never do say goodbye).

Mike Snyder, CMP
MPI NENY President

("Never Can Say Goodbye" was a song written by Clifton Davis and originally recorded and released as a single in 1971 by the The Jackson 5. A second major Motown version, reimagined as a disco record by Gloria Gaynor in 1974, was a number nine hit on the U.S. Pop Singles Chart, and one of the defining recordings of the disco era.)

Save the Dates in 2008!

This year's prizes include:

- **Mirror Lake Inn** - Lake Placid, NY
One stay with breakfast for two
- **Hilton Clearwater Beach** - FL
Two night stay with breakfast for two each morning
- **Sanibel Harbour Resprt and Spa** - FL
Two night stay
- **Doral Golf and Resort Spa** - Miami, FL
Two night stay
- **Kaatskill Mountain Club** - Hunter Mountain, NY
Overnight stay
- **Porches Inn** - North Adams, MA
Overnight stay with dinner, breakfast, tickets to MASS MoCA for two people
- **Wingate** - Lake George, NY
Overnight stay with breakfast for a family of four

And many more! So let the bidding begin!



Turning Stone Resort & Casino: Member Get A Member FAM Trip

MPI Members rewarded for joining and recruiting new members



View from the Penthouse Suite!



Inside Skana Spa

MPI NENY

June 12: MPI NENY Annual Meeting

August 20: 4th Annual Saratoga Track Day

Please refer to the website for more details:

www.mpineny.org

MPI NENY Exceeds Membership Retention Levels for the Month!

Congratulations to MPI NENY and it's Members!

Our retention rate was over 70% for May 2008!

It is a HUGE accomplishment considering all the struggles that MPI has experienced in retaining membership on both domestic international levels!

Upcoming International Events

Leaders Conference

Dallas, TX
Westin Park Central
June 20 - 22, 2008

World Education Congress

Las Vegas, NV
August 9 - 12, 2008

**Welcome,
New Members!**



Darin Del ong



View of the Turning Stone Lodge



Ah, the glorious pool

MPI NENY members enjoyed an overnight stay at the Turning Stone Resort & Casino on May 3 & 4, 2008 - as part of the Chapter's **Member-Get-A-Member program**. This program rewards not only new planner members, but the members who recruited them to join!

A HUGE thank you to **Kim Keenan**, Convention Sales Manager, at Turning Stone Resort & Casino, for accommodating us on our FAM trip! Call Kim to book your next event! kim.keenan@turningstone.com / (315) 361-8505

Virtual Technology Unveiled

Explore the possibilities of online marketing and networking

On May 21, Members were introduced to the world of Virtual Technology. **Cindy Sullivan, CMP** and **Carrie Hillenbrandt, CMP**, unveiled the MPI NENY Virtual Job Fair, which could be used not only as a means for employment, but also as a means for suppliers to promote and market their businesses online! **MPI NENY is the FIRST MPI chapter to work with Virtual Technology!**

Be on the look out for more information regarding this exciting new venture!



Introductions to Virtual Technology



A "walk thru" the Virtual World

Director of Sales & Marketing
Holiday Inn & Conference
Center
Referral: **Lois DiStefano, CMP**

Thomas Nicchi
President
Gramro Entertainment
Referral: **Gina Mintzer, CMP**

Michael Orlando
Senior Sales Manager
New York LaGuardia Airport
Marriott Hotel

Rachael Seiler
MarComm Coordinator
Environment One Corporation

Connie Spateri
Sales Manager
Doubletree Hotel Tarrytown

Kim Young
NYS Funeral Directors
Association
Referral: **Phyllis Secor, CMP**

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 Corner



CMP Question of the Month:

Which of the following factors
has the most significant impact
on dragage rates?

- A. Union jurisdiction
- B. Time of year
- C. Move-in/move-out time
- D. Length of show



Computers were stationed so Members could experience
the Virtual World up close and personal!

Industry Acronyms and Definitions

Helpful hints for the meeting professional

At a recent membership meeting, it was mentioned that it would be helpful if MPI NENY could provide our members with industry terminology. And with the August CMP exam in mind as well, below are a few of the most widely used acronyms and terminology used in the meeting professional world!

CMP - Certified Meeting Professional
Certification program offered by the Convention Industry Council. This designation certifies competency in 27 areas of meeting management through application and examination.

CSP - Certified Speaking Professional
Accredited designation offered by the National Speakers Association. This designation is earned for extensive, documented speaking experience and client satisfaction.

BEO - Banquet Event Order
A form most often used by hotels to provide details to personnel concerned with a specific food and beverage function or event room set-up.

ROI - Return on Investment
Net Profit divided by Net Worth. A financial ratio indicating the degree of profitability.

Room Block - Total number of sleeping rooms that is utilized and attributable to one event.

Rooming List - A list, whether printed or electronic, by which an event organizer and/or their designates (e.g. a housing bureau) delivers multiple reservations to a hotel or other housing facility. Often the information contained in a rooming list is originally gathered through attendees' completed Housing Forms.

Banquet Round - Round table used for meal service; depending on the diameter, can comfortably seat up to 12 persons. A round for 8 is usually 60-inches in diameter and is also called a 5-footer. The 66-inch round is a newer table size and seats 8 to 10. A round for 10 is usually 72-inches in diameter and is also called 6-
foter

**CMP Summer Exam
August 9, 2008**

Deadlines

Application deadline passed

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

CMP QOTM Answer: C

Explanation: *Drayage refers to the cost of moving the exhibitor's materials to and from their exhibit booths. The amount of time allocated, such as moving in during straight-time hours and avoiding holidays, weekends, and overtime can affect costs. Time of year can occasionally play a factor, such as harsh winters.*

**A Few Tips to
Remember on Your
Next Job Interview**

**Careerbuilder.com's Top 10
Biggest Real-Life Interview
Mistakes**

- Candidate answered cell phone and asked the interviewer to leave her own office because it was a "private" conversation.
- Applicant told the interviewer he wouldn't be able to stay with the job long because he thought he might get an inheritance if his uncle died and his uncle wasn't "looking too good."
- The job seeker asked the interviewer for a ride home after the interview.
- The applicant smelled his armpits on the way to the interview room.
- Candidate said she could not provide a writing sample

Attrition - The difference between the actual number of sleeping rooms picked-up (or food-and-beverage covers or revenue projections) and the number or formulas agreed to in the terms of the facility's contract. Usually there is an allowable shortfall before damages are assessed.

Attrition Clause - Contract wording that outlines potential damages or fees that a party may be required to pay in the event that it does not fulfill minimum commitments in the contract.

Service Charge (taxable)

- 1) A mandatory and automatic amount added to standard food and beverage charges, usually used to defray the cost of labor, such as housemen, servers, technicians, etc. and which the facility receives a portion of the charge. In return, the guest is relieved of the responsibility for tipping.
- 2) A fee charged to a client by a travel agent in addition to the commissions paid to him or her by his or her principals.

Gratuity - A voluntary payment added to a bill (e.g. a restaurant check), to signify good service.

TIP - A voluntary and selective amount of money, given at will for special or excellent service.

MPI NENY Career Center

Explore new job opportunities!

The MPI NENY website (www.mpineny.org) has recently been updated to include a **Career Center**. Please visit the website to view our job postings. Two recent additions include:

Group Sales Assistant

Saratoga Gaming and Raceway
Seasonal Position – 20 hours/week x 16 weeks

Reports to: Group Sales Manager

Education: College Degree in Marketing or related field required

Experience: One (1) to five (5) years in related field. Exceptional attention to detail. Proficient with MS Office programs. Required to work flexible hours including holidays and weekends as needed.

Group Sales Manager

Saratoga Gaming and Raceway

Reports to: Director of Sales

Education: College Degree in Marketing or related field required

Experience: Five (5) to ten (10) years in related field. Required to work flexible hours, including holidays and weekends as needed. Experience planning and selling group events. Experience with B2B sales. Exceptional attention to detail. Proficient with MS Office programs. Experience with Delphi.

Do you have a job opening that you would like to post on the MPI NENY website or in our monthly newsletter? Send job descriptions to **Vanessa LaClair, CMP** at vanessa@ippny.org to post your information today!

Meet the Members of MPI NENY!

Get yourself featured in a future newsletter!

because all of her writing had been for the CIA and it was "classified."

- Candidate told the interviewer he was fired for beating up his last boss.
- When the applicant was offered food before the interview, he declined saying he didn't want to line his stomach with grease before going out drinking.
- An applicant said she was a "people person" not a "numbers person" – in her interview for an accounting position.
- During a phone interview the candidate flushed the toilet while talking to hiring manager.
- The applicant took out a hair brush and brushed her hair.

- **The Scoop**

The Meeting Professional
May 2008

A Little Bit of Funeral Humor...

A workaholic man spends every second of the day trying to make more money than Bill Gates. He makes his wife promise to bury him with all his money when the time comes. Not long after, he dies from a stroke produced by his high levels of cholesterol, stress, and hypertension.

During the funeral, the widow approaches and puts a small box next to the coffin. Her mother asks if she had been so silly to bury all the money and she replies: "I'm Christian, and I had to keep my promise. I took all his money and put it in my account. Then I wrote a



If you would like to be featured in a future newsletter, download the [Spotlight Questionnaire](#) and return with a digital photo and company logo to **Megan Kiessling** at megan@sitesolutionsworldwide.com

What Can MPI Members Learn From "The Sam Walton Way?"

I was fortunate to have had the opportunity to work with, and around, Sam Walton, the founder of Wal-Mart. That's how I learned that "The Sam Walton Way" IS "The Wal-Mart Way." What's interesting about Sam Walton is that he was an ordinary man who accomplished the truly extraordinary through vision, hard work, and a never-say-die attitude.

Starting with little money, and a few people who believed in him, he built a corporate empire of staggering proportions. His company is now the world's largest in sales (\$378 billion), number of employees (2 million) and in the sheer size of its IT systems. The company has 7000 stores in 14 countries and it is still growing! Wal-Mart's sales are greater than those of Home Depot + Kroger + Target + Sears + Costco + K-Mart combined! In fact, today, Wal-Mart is the largest company in the history of the world, and it faces staggering challenges never faced by any other company before! If current growth trends continue, at 7% per year, the company will eclipse \$500 billion in annual sales in just over 4 years, and will become a trillion dollar a year company in sales by 2023!

So, just what can we learn from the amazing success of Sam Walton and Wal-Mart?

In a word, PLENTY! I think the tactics Sam Walton used to build Wal-Mart can be replicated by every one of us in our businesses and in our personal lives! I was so impressed by what I'd heard about Sam Walton's leadership style that I moved my family from Dallas to the Ozark Mountains, in order to experience his leadership firsthand! And, I was not disappointed.

When I worked for Wal-Mart, I worked at the Home office in Bentonville Arkansas, and had the unique opportunity to work with Sam Walton one on one. He was one part businessman, one part entertainer, and one part preacher! He used every opportunity to reinforce the Wal-Mart culture using storytelling and by recognizing the contributions of his employees (associates).

One of the towering strengths of Sam Walton was his unique ability to gain the trust and support of the people around him. He called his customers "neighbors" or "guests" and he referred to the managers in his company as "coaches." He referred to the employees of his company as "associates" or business partners and they referred to him, out of respect, as "Mr. Sam."

"Mr. Sam" was a people person who was driven by a set of three core values:

1. **Respect for people**
2. **Service to customers**
3. **Strive for excellence**

check for the exact quantity, which is inside the box. If he can cash the check in the afterworld, the money is his to spend.”

- NYS Funeral Director's Association

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 Hilton
518.693.1002
csullivan@luxuryresorts.com

ADMINISTRATION

Ed Barone, President
Souders Promotions
518.452.3000
ed@souders1918.com

COMMUNICATIONS

Vanessa LaClair, CMP, Membership Services & Events Coordinator
Independent Power Producers of NY
518.436.3749
vanessa@ippny.org

FINANCE

Tim McCullough, Sales Manager
Crowne Plaza Albany Hotel
518.427.3008
tmccullough@lodgian.com

their dealings with the employees (associates).

The basis of Sam Walton's success resulted from the fact that he was an entrepreneur with incredible discipline. He put his heart and soul into creating, nourishing and growing his retailing empire. He spent every waking hour of every day (yes, 7 days a week) trying to make his company, the most successful in the world, and over time he succeeded. He was the most charismatic leader I have ever met and he was also a very uncommon, common man.

As a result Sam Walton became the World's Richest Man, and Wal-Mart became the World's Largest Company. Interestingly, if you would have asked Sam Walton what drove him to success he would have responded, "My goal was never for Wal-Mart to be the biggest company around . . . my goal was for each Wal-Mart store to be the best at serving its local customers."

- Why did Sam Walton succeed when others facing similar challenges did not?
- What was special about him that led him to such monumental success?
- How did he overcome every obstacle, while facing growing criticism?
- What did he discover that others overlooked along the way?
- What was his roadmap for success?

As far as he was concerned there were 10 Key Result Areas which he considered pivotal to his own success throughout his career. These are the business rules by which he ran his company and by which he lived his life. Prominently displayed in the lobby of Wal-Mart's corporate headquarters for all to see, these are the very rules I heard him draw upon, again and again, day after day.

Everyone in both your businesses and your personal lives can replicate these "10 Rules"!

His rules for success are for the most part, just good old fashioned commonsense, and can be categorized as one part strategy, one part people, one part risk-taking and one part tactical execution.

The 10 Rules of Sam Walton:

- COMMIT to achieving success and always be passionate
- SHARE your success with those who have helped you
- MOTIVATE yourself and others to achieve your dreams
- COMMUNICATE with people and show you care
- APPRECIATE and recognize people for their effort and results
- CELEBRATE your own and other's accomplishments
- LISTEN to others and learn from their ideas
- EXCEED EXPECTATIONS of customers and others
- CONTROL EXPENSES and save your way to prosperity
- SWIM UPSTREAM, be different, and challenge the status quo

Mr. Sam followed his rules with passion, rarely deviating from them throughout his life. Each of Sam's 10 Rules is easily understandable by others and can be duplicated by others in their own businesses and personal lives. They do require a high degree of commitment and discipline to successfully implement. Oftentimes it is the breakdown in the execution of personal success strategies like Sam Walton's, not the strategies themselves, which lead to failures. To understand the 10 rules is to understand Mr. Sam's coaching playbook. Entwined in each of his rules are reoccurring themes about leadership, innovation, common sense, hard work,

Got News?

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



Click here: ([Production Schedule](#)) to view the 2008-2009 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.

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simplification, the power of positive thinking, and how to treat people. So MPI Members, this is why his 10 rules for success and "The Sam Walton Way" are so widely adaptable and applicable for just about anyone.

- Michael Bergdahl, International Speaker
Author & Wal-Mart Competition Authority

Michael Bergdahl is a professional international business speaker, author and turnaround specialist. Bergdahl worked in Bentonville, Arkansas for Wal-Mart, as the Director of "People" for the headquarters office. He is considered an authority on Wal-Mart Competition, and he has appeared on CNN, CNBC, CNN FN, MSNBC, CNN International, CBS National Radio and Bloomberg TV.

He is also the author of "What I Learned from Sam Walton: How to Compete and Thrive in a Wal-Mart World," and "The 10 Rules of Sam Walton: Success Secrets for Remarkable Results."

To contact Mr. Bergdahl, call 412-635-2638 , mbergdahl@aol.com or visit his website www.michaelbergdahl.net.

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