



Meeting News

March 2008

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President's Message



Dear Chapter Members:

I thought as we enter March and spring training is around the corner, what better than to talk a little baseball.

The great New York Yankee catcher, and management icon, Yogi Berra once said: "If you don't know where you are

Some Boats Need to be Rocked: How to Use Power Phrases to Talk About What Matters Most

MPI NENY Platinum Program: Wednesday, March 12, 2008



Playing it safe is not all it's cracked up to be. Some boats need to be rocked – and if you go through life never making waves, you'll fall far short of your potential. In particular, you need to be able and willing to have "risky conversations" and engage in "dangerous dialogue" about topics people would prefer you avoid.

This presentation provides the "Power Phrases" you need to navigate the communication waters of life in a changing world and to successfully talk about the things that matter most.

Some Boats Need to Be Rocked: How to Use Power Phrases to Talk About What Matters Most

Take-aways:

- Utilize six steps to make your point in communication;
- Discuss specific strategies that create mutual respect and understanding and make it;
- Describe "respect-robbing poison phrases" that weaken your message and "vicious-venom poison phrases" that create defensiveness.

WHEN

somewhere else." And was he ever right! (For my non baseball fans, he is the AFLAC guy getting his haircut.)

Your Chapter Leaders at MPI, just off our mid- year retreat, have paved the way for some exciting programs to round out the year. We created and developed strategies, put objectives down, listed goals and have a beautiful business plan; the envy of many MPI Chapters and probably many associations.

It is a simple business plan that is in place. Give great programs (ideas that we need to come from you), market it to our audience (which again is you), try to have 30–40% of our members attend each program (did I mention that we need you again). And have a few dollars to plan more things: scholarships for the CMP exam, leadership training for our Board members, and hiring a chapter administrator, so Board positions are realistic for every member (you) to achieve.

So do you know where you are going? I suggest an MPI NENY event being held in the next few months. This way we can all end up at the same place.

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

Congratulations to our MPI NENY Board 2008- 2009

I am pleased to announce that the slate of nominees was unopposed by the membership.

So congratulations to everyone and I wish you much success on your Board

Wednesday, March 12, 2008
Registration: 11:30 AM
Lunch: 12:00 - 1:00 PM
Program: 1:00 - 2:30 PM

WHERE

Albany Marriott
189 Wolf Road
Albany, NY 12205

Registration

Member - \$25.00
Non-Member - \$35.00
Student - \$10.00

Kindly RSVP by:

Wednesday, March 11, 2008

[REGISTERE HERE](#)

Join MPI NENY = FREE Weekend Getaway! *Turningstone Resort & Casino, May 3-4, 2008*

All you have to do is ...

For Meeting Planners who **join between now and April 15, 2008** and you are eligible to attend our **Fabulous Getaway Weekend FREE** at a very special place. And, if another member of MPI NENY recruited you to join, you BOTH get to join us for this getaway!

And, you will get **100 MPI NENY POINTS** for joining to be used at the MPI NENY Annual Meeting silent Auction in June 2008

For more information contact **Gina Mintzer, CMP**, MPI NENY VP Membership 518-434-1217 x301, gmintzer@albany.org.

MPI NENY President-Elect Attends MPI's Professional Education Conference in Houston, TX

On February 2-5, I was fortunate to be able to attend MPI's Professional Education Conference (PEC) in Houston, TX. **The theme of the conference "meet different, was truly....different!** Beginning with the opening General Session when we heard from Tim Sanders who described the CSR (corporate social responsibility) movement and its impact on our industry. We've addressed green meetings as an educational topic at our local chapter sessions, but look for more on this hot topic in future programs. Sanders also provided his "Dirty Dozen Rules of Green Meetings" which you can download here: [Dirty Dozen Rules of Green Meetings](#) or send an email to: savetheworldatwork@yahoo.com. The "rules" are a great list of ideas that you can implement as part of your future meetings.

Conference attendees had an opportunity to take part in **Café Conversations** which allowed attendees to chat and network about various topics with their industry colleagues in a very unconventional session format. **Some topics included future trends, green meetings, strategic meeting management and technology.**

The expo itself followed through on the **"meet different"** theme but not with your

position:

President Elect:

Jack Roddy

Vice President Finance:

Adelynn Waldie

Vice President

Administration:

Cindy Sullivan, CMP

Vice President Education:

Julie Ann Price, CMP

Judy Rucinski, CMP

Meeting Planner

NYSUT

jrucinsk@nysutmail.org

**Save the Dates in 2008!
MPI NENY**

March 12: *Platinum Program*

Some Boats Need to Be
Rocked: How to Use Power
Phrases to Talk About What
Matters Most

April 22: *Platinum Program*

Critical Excel Tools for the
Meeting Professional

May 21: Special Events

Showcase

June 3: Annual Golf

Tournament

August 20: 4th Annual

Saratoga Track Day

Please refer to the website for
more details:

www.mpineny.org

**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**

traditional trade show floor. The layout was arranged in a way that allowed for conversations within the vendor booths on comfortable seating. **The relaxed atmosphere was a catalyst to real business discussions.**

As usual, the networking opportunities and receptions did not disappoint. Houston certainly kept up with the latest trends in food and beverage offerings and entertainment showcasing the best the city has to offer. In all it was a terrific 4 days packed full of networking and education for our profession. **I hope to see many of you at the WEC Conference in Las Vegas, NV on August 9-12.** Check out the agenda on www.mpiweb.org. See you there!

Carrie Hillenbrandt, CMP
MPI NENY President Elect
Albany Marriott

MPI E-Learning Series

Welcome to Wiki-ville: The New Face of the Internet - March 12, 2008

The E-learning series is offered as an exclusive to benefit to all MPI members and are being presented by **conference-favorite technology guru James Spellos.**

Welcome to Wikiville

Interactivity is now the critical word to describe how we utilize the internet. Static web sites are passe. The hottest sites are those which enhance and encourage participation among everyone. And these sites are not just for personal satisfaction...Web 2.0 impacts how we manage our business information and relationships.

This session will identify and discuss the critical Web 2.0 sites that impact how you are doing business today...and redefines how you will use them tomorrow. From RSS to podcasts, from blogs to wikis, this session is the next must-attend to be able to use today's internet most effectively... tools which you can bring back and help implement in your organization.

After participating in this session, the attendee will be able to:

- Understand how wikis, RSS, blogs and podcasts work and benefit web users
- Identify 10 websites identified as Web 2.0
- Recognize how tags enhance social networking

Register for Wiki-ville

Registration costs just \$39.00 USD per session!

All webinars will be held at 11am CST (9am PST) and are 90 minutes in length. **Each session qualifies for a 0.15 CEU credit.** The webinar will require you to have a computer for the presentation and a telephone line for the audio. There is a chat feature available to ask questions of the presenter.

Chapter Voices:

Who are the members of MPI NENY?

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 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.

Upcoming International Events

The Gulf Meetings and Events Conference

Dubai, United Arab Emirates
April 5 - 6, 2008

The European Meetings and Events Conference

London, UK
April 18 - 20, 2008

Leaders Conference

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

World Education Congress

Las Vegas, NV
August 9 - 12, 2008

**Welcome,
New Members!**



Lisa Washington, Events Coordinator

New York State Energy Research & Development Authority (NYSERDA)

Motto: *Build long term relationships in the hospitality industry*

How did you get started in the industry?

Ever since I was young, I always dreamed of traveling. In high school, I competed and won an essay contest about what I would share with a family in a third world culture if I were selected to travel there. The country selected for my school was Senegal, West Africa. I spent two weeks in two different villages with a Peace Corps volunteer experiencing first-hand what it was like to live just as these people did, and to say it was a culture-shock for a 16-year-old, is an understatement. That was a life-changing experience for me and I knew in my spirit, my career would have to be one that afforded me the opportunity to travel.

I went to Utica College of Syracuse University and studied International Relations, then shortly thereafter attended the University of Hawaii at Manoa for a Master's in Travel & Tourism. After a semester, I transferred to New York University (I was terribly homesick) and finished up my degree at NYU. It was there that I met a classmate who was a meeting planner and arranged an internship for me at her company, where I ended up working for nine years and growing in my knowledge and experience as a professional meeting planner.

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

Read a lot and seek out mentors! I am a voracious reader and we have many wonderful industry trade journals available, as well as on-line resources, where anyone can learn so much about the hospitality industry in general, and meeting skills specifically. I also tend to listen and observe others in my company whom I deem knowledgeable or passionate. Some planners are known for their contract negotiation skills, others for their food & beverage panache. I ask lots of questions and attend as many training events as I can.

Do you have any personal motto or quote concerning our industry?

In the hospitality industry you don't just network with people, you build and foster long-term relationships.

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

MPI has been an integral forum to network and exchange ideas and I've taken away valuable information from every educational workshop I have attended.

Jodi Bergin
Director of Sales
Apple-Metro, Inc.

Haydee Fernandez
Director of Revenue
Taj Hotels Resorts & Palaces

Brian Stansifer
VP, Director of Creative
Services
The MIM Companies

Lori Valitutto
Student Event Planner



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:

You should provide the facility you have contracted with your own accounting requirements at least _____ before the meeting.

- a. One week
- b. Two weeks
- c. One month
- d. Three months

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.

Billi Loomis

Healthcare Association of New York State

Motto: *Making the most of every meeting, and every day*

How did you get started in the industry?

I have always considered myself to be a very detail oriented and organized person. I enjoy setting goals and planning for them. I had worked for HANYS for several years and always strived for more. In 2005, I expressed an interest in becoming a meeting planner and I was lucky enough to be given the opportunity.

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

Find a mentor – someone who has been in the industry for a while. It's great to have someone to guide you and to bounce ideas off of. My mentor, Lynda Schoonbeek, has been in the industry for several years and is very well known, I could not have done this without her.

What is a tool or resource you find indispensable?

GOOGLE. It's amazing to me the information that you can find by doing a Google search. Anything from hotels, linens, catering, entertainment and much, much more.

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

Being a member of MPI has been a great experience. I am constantly using the website as a resource and the educational programs are terrific. I have met a lot of industry people by attending MPI sponsored events, and the more people you know in this business, the better. I am currently working toward my CMP and I know that the study groups offered by MPI will be a tremendous help to me when the time comes.

Tell about a great challenge you have faced and overcome.

Recently, the division that I work in at HANYS has undergone several changes, including the loss of all its staff, with the exception of my position. The division is being completely overhauled and slowly new staff are being hired. So, I would say that being a division of one in a very busy Association for 2 months was a great challenge, but I am still here to talk about it today and I am happy to report that we are now a division of three and growing.

Exam materials and applications are now available for download at:

www.conventionindustry.org

CMP QOTM Answer: C

The Reality of Business Travel

The biggest gripe of international business travelers: **last minute flight cancellations and delays, followed closely by lack of communication with airline personnel**, according to a recent survey of more than 1,000 globe trotters by **Carlson Hotels Worldwide**. Travelers also remain frustrated by basic lodging inconveniences such as the condition of hotel rooms.

But it's not all bad...

The best perk of business travel is "visiting interesting places" (70%), followed by "change of pace" (60%) and "meeting new people" (51%).

Business travelers also find time to reward themselves while traveling for work. Nearly 60% sightsee, 41% splurge on expensive meals, 38% go shopping and 10% turn off their mobile phones.

The most popular hotel perk is a room upgrade (59%), followed by free internet service (56%) and comfortable beds (50%).

23% of survey respondents say redeeming frequent flyer miles is much more difficult than redeeming hotel loyalty/frequent guest points.

The Meeting Professional
January 2008



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.

Common Ground Found:

Planners and Suppliers Come Together at the Saratoga Hotel, February 2008

February's Platinum Series presentation **Planners and Supplier Finding Common Ground** held at **The Saratoga Hotel and Conference Center** was a demonstration in more than one way of the hazards of meeting planning!

The snow began falling hours before the lunch began, but the turnout was strong and the meeting was not only informative, but amusing. **Michael Mendrick served as the Program Host and confirmed the power of having a deft Master of Ceremonies who can double as a standup comic.**

The presentation entailed an RFP designed in the third ring of Hades by an association head played by our own MPI Member, **Ed Barone**. Fielding this extensive list of needs and wishes was **Dan Paradiso, CMP** an Associate DOS from The Carlton, NY. The offer was brought back to the hotel "office" and reviewed by Dan and his Revenue Manager, played by **Haydee Fernandez** (a new member of MPI) who is the Director of Revenue Management for The Pierre on Fifth Avenue, New York City.

The skit pointed out several key issues:

- Sales people are looking for a lasting relationship with their planners and must balance real numbers with future needs of the client
- Meeting planners often have limited budgets, so they seek the expertise of suppliers to balance budget with overall success of the event
- Nothing is carved in stone: Suppliers and Vendors need to stoke up the creative juices to find value and "wow" in their planning to reach agreement

The concept they demonstrated reminded me that role play is an underused, but powerful technique that both meeting planners and suppliers should practice more often. In role play both parties have an opportunity to practice sound business solutions in a non-threatening environment preparing everyone for better negotiations.

Leslie Forbert Miller, Director of Sales
Residence Inn by Marriott, Saratoga Springs

Taste of the Northeast: Mohonk Mountain House Roast Acorn Squash with Quinoa and Apple Reduction

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
518.693.1002
csullivan@luxuryresorts.com

ADMINISTRATION

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

COMMUNICATIONS

Vanessa LaClair, Membership Services
& Events Coordinator
Independent Power Producers of NY
518.436.3749
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FINANCE

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

Got News?

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



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



Jim Palmeri, the executive chef at Mohonk Mountain House, a National Historic Landmark and Victorian castle resort located 90 miles north of New York City, is sharing a recipe from his new menus that feature wholesome, seasonal fare with a focus on fresh farm ingredients. Chef Palmeri brings decades of experience and his Hyatt Regency Scottsdale Resort at Gainey Ranch was named one of the top 25 new restaurants by Esquire Magazine.

Roast Acorn Squash with Quinoa and Apple Reduction recipe is a healthy take on sweet winter squash, and incorporates other nutritious ingredients such as apples, nuts and quinoa, a wholegrain that home cooks are discovering and utilizing more frequently. This recipe could be

offered as a side dish or as a main dish option for vegetarians.

Mohonk Mountain house is a 138 year old, 256 room Victorian castle resort and is open for buffets during breakfast and lunch as well as four-course dinners. Since spring is approaching, please enjoy this last "winter recipe" as we look forward to warmer weather!

Roast Acorn Squash with Quinoa and Apple Reduction

Ingredients

2 acorn squash
½ cup quinoa
1 Honey Crisp Hudson Valley Apple, skinned, cored, and diced
½ cup walnuts, chopped
2 tablespoons maple syrup
1 tablespoon chopped fresh basil
1 teaspoon salt
1 teaspoon cinnamon
1 tablespoon olive oil
1 tablespoon reduced apple juice

Suggested Garnishes

Salad Greens, Slice Cherry Tomatoes, Chive Oil

Directions

To Create Quinoa: Place quinoa in a pot with 1 cup of water and 1 teaspoon of salt. After the mixture is brought to a boil, reduce the heat to simmer and cover for 8 minutes or until the grains are translucent. Set aside. Mix diced apple, basil, walnuts, maple syrup, and cinnamon in small bowl. Combine with cooked quinoa.

To Assemble Squash: Wash squash well, cut in half cross-ways and remove seeds. Cut tips off so squash will sit flat. Rub flesh with olive oil. Place in baking dish (with cover) lined with foil. Stuff squash with quinoa; tuck any leftover quinoa between the halves of squash.

To Create Apple Reduction: Boil ½ cup fresh apple juice in a pan until it becomes

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](#)

a syrup.

Bake: Cover and bake at 350° F for 40 minutes. Remove cover, bake another 5 - 10 minutes to brown filling.

As a garnish, drizzle 1 tablespoon of apple reduction around plate.



Nutritional Information Per Serving: 389 Cal (20% from Fat, 8% from Protein, 72% from Carbohydrates); 8 g Protein; 9 g Tot Fat; 1 g Saturated Fat; 69 g Carbohydrates; 12 g Fiber; 109 mg Calcium; 3 mg Iron; 13 mg Sodium; 0 mg Cholesterol

Career Opportunity:

Event Management Partner seeks Event Supervisor

Event management partner to prestigious healthcare marketing conglomerate in Saratoga Springs seeks Event Supervisor to manage the agency team in all aspects of event planning, development and execution for client accounts. This individual will manage a cross functional team throughout all phases of project implementation and be responsible for event profitability, client relationships at the attendee level. Will be responsible for the assignment of all events staff to agency projects.

Certified Meeting Planner designation is a plus for this position. Must have 5 years of relevant events experience, including understanding of pharmaceutical/healthcare industry, and a track record of increasing levels of responsibility in career history. Must have excellent client, project, financial and team management skills. This position reports to the VP, Director of Operations and does require 60% travel(including weekends). Salary range of \$50-75K is accompanied by excellent benefits and relocation assistance.

If you qualify for the above guidelines, please submit resume with salary history and daytime reach number.

Marcia Lederman, Executive Recruiter

New Career Personnel

973-884-1920

lederman12@aol.com

www.newcareerpersonnel.com

