

# Meeting NEWS

November 2007

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## President's Message



Dear Chapter Members:

As the holiday season approaches, we will start to see the re-runs of "It's A Wonderful Life". And we all know the premise of the story: what would this world would be like if you were never born.

**What would MPI NENY be like if you never joined?** You never attended a MPI NENY event? You never volunteered for a committee? Or you never accepted a Board position? Would we even have our chapter?

I said back in June, that it took a few dedicated people to start this chapter, one person to start the process going for the **MPI / CMP Scholarship**. It took a few more to accomplish the First Golf outing, and now we are looking at seeking out our 6<sup>th</sup> Board and President. Does it always have to be someone else? When will it be you?

One person can make a difference. **It can always be**

## Meet Krista Rogers *Your* newest resource in MPI! October 11th event follow up



If you were unable to make it to October's NENY Chapter breakfast and educational session, ***Making the Most of Your MPI Membership***, we did not want you to miss all the valuable information that was provided. Here is a condensed version of the presentation and most importantly, tips on how you can make the most of your MPI membership!

## Professional Development & Education

This benefit comes to you monthly through our local chapter with programs that are relevant to both planners and suppliers and also through MPI International's **World Education Congress and Professional Education Conference**.



For those of you who have not yet attended a WEC, mark your calendars and budget the time and money...this is absolutely worth attending. There are countless workshops and roundtables that allow you to gain new information, learn about industry trends and network with others in your field. The **next PEC is scheduled for February 2008 in Houston, Texas and the next WEC will be in August of 2008 in Las Vegas, NV.**

## Connecting to a Larger Community of Professionals

Through [www.mpiweb.org](http://www.mpiweb.org) you have access to valuable resources and can easily connect to other meeting planners and suppliers through message boards, blogs and the exciting on-line communities coming by the end of this year! Once up and running, this website community feature will allow you to create your own community or join one already formed. Communities can be formed with peers or geographically or even by topic such as "Emergency Preparedness Group" or "Green Meetings".

You know I know you are and the difference you can make. It is often said that the things we feared the most in life, turn out to be the things we enjoyed the best, things we learned the most from and found very rewarding. How much did you dread your first day at school, were you scared of starting your first job, what about getting into any relationship, taking a CMP test, having kids, and sharing your experience with your peers? Every experience begins with stepping out of a comfort zone and trying something new.

Think about getting involved in your chapter, start off with dedicating a few hours to our success, it may turn out to be something you enjoy doing and maybe something that benefits many.

Succession planning for an all volunteer board is hard to do. **To be successful at our chapter, we need the right blend of planners and suppliers.** The right balance of aged experience and youthful excitement. The needed input and involvement from everyone. Only then can we plan the future and improve the past, to insure successful events and worthwhile training sessions. Only by having you involved can we know what you want.

*- Mike Snyder, CMP  
MPI NENY Chapter President*

**Welcome,  
New Members!**



**Sharon DeLosh**

Holiday Inn Syracuse /  
Liverpool

**Kimberly Keenan**

Turning Stone Resort &  
Casino

**Carney McGuire**

Hilton Garden Inn at  
Albany Medical Center

**Leslie Miller**

Through MPI you can study for and take the exams that will earn you recognition in your field and with your peers. Local study groups that will help you succeed on your Certified Meeting Professional (CMP) exam can be found on our NENY chapter website and details for both the CMP and Certification in Meeting Management (CMM) can be found by visiting [www.mpiweb.org](http://www.mpiweb.org). Scholarships towards these exams are offered through MPI International as well as our own NENY chapter and applications can be found online.

### **Cool Tools**

Check out the [www.mpiweb.org](http://www.mpiweb.org) website to take advantage of professional development tools such as Skills Assessment and CultureActive where you can benchmark your industry related skills and knowledge of other cultures. Such tools allow you to determine your strengths as well as point you in the right direction through the MPI Store to find



resources to continue building your skill sets. **Take your Skills Assessment TODAY!** A Job Bank is also available and updated regularly. While on the website, take time to build your own Personal Page so other planners or suppliers can find you or visit the Global MarketPlace if you are searching for other MPI members. For suppliers, there are plenty of advertising and sponsorship opportunities available and you can even rent lists if you are target marketing a specific geographic area or group.

### **The Most Important Tip...**

**Get Involved with your local chapter!** There are a variety of committees that you can lend your skills and talents to and the time commitment is minimal in comparison to the benefits you will gain from building closer relationships with your peers and truly becoming part of this wonderful organization we call MPI! Visit our website at [www.mpineny.org](http://www.mpineny.org) and simply contact a Committee VP to learn more.

*- Tracey Caponera, Director of Sales  
Courtyard by Marriott*

### **Making the Most of Your MPI Membership: Attendee Perspective**

As a New member of MPI I attended the "Making the Most of your MPI Membership" meeting. The primary reason I joined MPI was for the Networking and Education. I was eager to learn of the resources that would be available to me in these areas. This session demonstrated that the MPI web site is a strong source of information right at my finger tips.

The educational tools seemed endless, from the conferences held, to the local study groups, to the Skills Assessments offered on line. Where else can you find an invaluable resource such as WIKI, an encyclopedia dedicated to the meeting industry or the helpful blogs posted? My opportunities for education also appear

## Shelly Yeager

Saratoga National Golf Club

**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 Informational Session



MPI NENY will be holding a **CMP Informational session** at the Desmond Hotel on December 6, 2007 from 4:00 pm to 5:00 pm.

Anyone who is interested in learning more about becoming a CMP is welcome to attend. Please contact **Carrie Hillenbrandt** for more information. She can be reached at (518) 437-6333 or via email: [carrie.hillenbrandt@marriott.com](mailto:carrie.hillenbrandt@marriott.com).

## Fall CMP Study Classes

The fall CMP study classes began October 30th, but if you would like to join, contact **Heidi Longton, CMP** at [heidi@nrla.org](mailto:heidi@nrla.org) or (518) 880-6360 for more information

## February 2, 2008

### Exam Deadlines

*The September application deadline has passed*

**Registration:** November 14

**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.\**

and my local chapter to help me with my duties as a meeting planner.

I am pleased to be a part of this community of meeting professionals and look forward to sharing in their knowledge and experiences and offering my own insights to enhance my career. This session gave me the tools to utilize my membership to its fullest.

**- Trina Avalos, Event Planner  
Farm Family Insurance Company**

## MPI NENY Membership Update *A Few Words from the Membership Committee*

We are so excited to have reached this level of membership that includes 154 total members. Of the membership, we have 60 planners, 11 students, 1 faculty, and 82 suppliers. Of the suppliers, 8 are affiliate subscriber members, meaning they have joined our group but keep their main membership with another Chapter.

Our goal for this year, of course, is to grow our membership by recruiting new planner members. To reach this goal, we are having a **member-get-a-member program** which rewards both the planner member that joins between September 2007 and May 2008 and the member who recruits them to join us at a fabulous weekend getaway to be announced.

Also, you are currently **gaining points for your involvement** in the chapter, either by attending events, serving on a committee, recruiting a member, writing an article for this newsletter or any other assistance you provide for our chapter. You will get to use your points at the **Annual Meeting in June during the silent auction**, where you can spend your points on wonderful prizes (I currently have a weekend at the Atlanta Hyatt with tickets to the new Georgia Aquarium that I'm using during the Thanksgiving holiday!).

If you know of potential planner members please forward their names and contact information and we will gladly add them to our leads list and begin sending them information about our upcoming events, chapter and more.

The **Membership Team** members include: **Linda Roth**, Hilton Garden Inn Albany Airport; **Jackie Capone, CMP**, State Farm; **Gail Kehn**, Schenectady County Chamber of Commerce; **Jamie Lanning**, Longfellow's Hotel and Conference Center, **Rachel Alcaro, CMP**, Syracuse CVB; **Gina Potfora**, American Council of Engineering Companies of New York; **Lisa Ciancetta**, SCCC Student.

**- Gina Mintzer, CMP, Director of Sales  
Albany County CVB  
MPI NENY VP Membership**

## Under the Covers Report: Bed Bugs

*What you should do to avoid bringing them home with you after*

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](http://www.conventionindustry.org)

### Job Openings

Have a job opening that you would like to post? Submit your information to Vanessa LaClair at [vanessa@ippny.org](mailto:vanessa@ippny.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](mailto:mpi@souders1918.com).

### Snippets...

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

### Kids say the darnedest things...

At a memorial service for a retired elementary school teacher, the pastor recalled a conversation with her in which she shared some memories of her teaching days. "A student missed a day of school," the teacher said. "Upon returning he said, "My grandpa died and my daddy had to be a polar bear on his funeral."

- *The Funeral Monitor*  
December 4, 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



It's not a subject any of us like to think about let alone admit that exists but it's becoming a major problem throughout the world. Bed bugs are not discriminatory and so are not based on one's social status. As a result, guests of some of the finest homes, and hotels in the world have been surprised to learn that their accommodations were infested with the tiny blood-sucking insects.

While it is true that more and more lodging facilities are experiencing problems with bed bugs, in many cases, the activity is limited to a very small percentage of rooms. As a result the likelihood of staying in an establishment that has experienced bed bugs may be high, but the likelihood that your room will be infested is much lower.

Although they were virtually eradicated after WWII by the use of pesticides, during the late 1990's they began to re-emerge mainly due to the lack of public awareness which once again allowed them to multiply in numbers.

They are very secretive creatures and are great "hitch-hikers". They rely on people to transport them from one place to another using their belongings as their vehicle. So the next time you travel you may want to take some of the following precautions:

### Tips Before You Leave Home:



- Choose luggage that is preferably hard-shelled since it's more difficult for bugs to nestle and lay eggs, plus it's easier to wash after you come home.
- Duffle bags or other bags that can withstand hot laundering are more desirable than fabric luggage made of rigid construction since they can be easily washed.
- Before leaving for your trip, check that any pockets or zippers on your luggage are completely closed – this will minimize the possibility of bed bugs getting into your luggage during transit.
- Pack clothes that can be laundered on a hot water cycle and can withstand at least one-half hour in the dryer on a high temperature setting. Any clothes that cannot withstand this treatment, will need to be dry-cleaned.
- It's always a good idea to take a few zip-lock bags and disposable gloves with you so that you can isolate any items that you may have purchased on

### Quote of the Day

"Strategy and timing are the Himalayas of marketing. Everything else is the Catskills"

- Al Ries, 22 Immutable Laws of Marketing

### 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](mailto:gmintzer@albany.org)

#### EDUCATION

**Cindy Sullivan**, CMP, Sales Manager  
The Saratoga Hotel  
518.693.1002  
[csullivan@luxuryresorts.com](mailto:csullivan@luxuryresorts.com)

#### ADMINISTRATION

**Ed Barone**, President  
Souders Promotions  
518.452.3000  
[ed@souders1918.com](mailto:ed@souders1918.com)

#### COMMUNICATIONS

**Vanessa LaClair**, Membership Services & Events Coordinator  
Independent Power Producers of NY  
518.436.3749  
[vanessa@ippny.org](mailto:vanessa@ippny.org)

#### FINANCE

**Tim McCullough**, Sales Manager  
Crowne Plaza Albany Hotel  
518.427.3008  
[sm2alb@lodqian.com](mailto:sm2alb@lodqian.com)

### How to detect if you have a bed-bug infestation:

*(This also applies to your own home)*

- As soon as you enter the room, prior to unpacking any luggage, you should first place your luggage out of harm's way.
- A fully grown bed bug grows to the size of a pencil eraser. Evidence of shed skins and fecal spotting may be spotted around door frames, baseboards night stands and bed linens. If you find any evidence then call the Hotel management and let them know so that they can take steps to eradicate them.

It is important to enjoy your travels! While this topic is somewhat unnerving, it is important to keep it in perspective. Bed bugs are clearly on the rise, but encountering them on your travels is still unlikely. By becoming better informed we can all reduce the likelihood of possibly bringing them into our homes.

For more in-depth information, go to

[www.bedbugcentral.com](http://www.bedbugcentral.com)



- Linda Nelson, CMP  
To PLAN Ahead LLC

### Taste of the Northeast:

**Seared Sea Scallops on Pea Coulis with Tapenade**



This month's recipe comes from **Steven Palmeri**, Executive Chef for The Saratoga Hotel & Conference Center in Saratoga Springs.

Chef Steven Palmeri's culinary career launched at the age of 13, when he spent his summer vacation rolling meatballs at his uncle's restaurant in the Bronx. Right then and there, he knew he wanted to be a chef. While in the Navy, he took classes offered by the **Chicago Culinary Institute** and he continued culinary programming when he left the Navy, moved to Arizona and enrolled in the **Scottsdale Culinary Institute**. He remained in Arizona for 14 years, cooking for passion and profession, and the Southwestern cooking style continues to influence and inspire his menus today.

Palmeri's personal mantra and staff directive is to create **WOW** factor – a little Southwestern sizzle so-to-speak – for every guest. Be it a simple lunchtime sandwich or

### Got News?

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



[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](http://www.mpineny.org) to download a PDF version.

### Quick Links...

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

**“We love the ‘art’ of cuisine,” says Palmeri. “We take great pride and pleasure in preparing signature dishes and entire meals that are creative and innovative, a surprise for the senses and completely unexpected in this region.”**

Palmeri and his team focus on flavor, using fresh ingredients of the highest quality and prepared with imagination so the presentation is beautiful, the taste exceptional. Every item is intended to stimulate the senses – the look, taste, texture and aroma are intentional. Even the hotel's buffets get the “Palmeri touch,” where chaffing dishes are a thing of the distant past and guests choose exactly what they want from a plethora of individual, plated servings. The end result is a banquet where each guest feels the menu has been prepared just for them, an experience that truly caters to the guest.

### **The Saratoga catering staff prepares events for 5 to 2,000**

and this month's recipe is an example of the creative “WOW” experience that Palmeri and his team create for hotel guests. The buffet item is typically served on individual plates so guests can choose the flavors that appeal to them most.



### Seared Sea Scallops on Pea Coulis with Tapenade



#### **Calamata Olive Tapenade**

- 1 anchovy
- 1/4 cup calamata olives
- 1 garlic clove
- 1 tsp. shredded asiago cheese
- 3 tbsp extra virgin olive oil

Put all ingredients in blender except oil. Slowly add oil while blending. Refrigerate.

#### **Mint Pesto**

- 1/4 cup walnuts
- 2 clove garlic
- 1 bunch mint
- Olive oil
- Salt and pepper

Put walnuts, garlic and milk in blender and add oil until smooth. Salt and pepper to taste. Refrigerate.

### **Roasted Red Pepper Tapenade**

1 roasted red bell pepper  
1 garlic clove  
2 tbsp grated parmesan  
1/4 cup pine nuts  
Olive oil  
Salt and pepper to taste

Put bell pepper, pine nuts, garlic and cheese in blender. Add oil until smooth. Salt and pepper to taste. Refrigerate.

### **Pea Coulis**

1/2 cup frozen peas  
Juice from 1 lemon  
Salt  
Water

Thaw peas and blend with lemon juice. Add water until smooth. Salt to taste.

12 large diver scallops. Place in sauté pan on high heat and sear each side until golden.

On a salad plate, put a thin layer of pea coulis to cover bottom of plate. Place three scallops on plate and top each one with a different tapenade. Garnish with caper berry.

## **Event Planners Land on List of Sexiest Jobs**

It turns out that making a lot of money doesn't necessarily make you sexy. In a recent poll conducted by Salary.com, firefighters hosed down the competition and won the title of "sexiest job" with 16 percent of nearly 5,000 votes. Tied for fourth with 10 percent of the vote? Event Planners!

Never thought of yourself as sexy? Think again. Apparently, 500 people already do!

<b>Sexiest Jobs</b>	<b>Percentage</b>
Firefighter	16
Flight Attendant	13
CEO	11
Reporter	10
Interior Designer	10
<b>Event Planner</b>	<b>10</b>
Nurse	9
Teacher	8
Doctor	7
Lawyer	4
Veterinarian	3

*The Meeting Professional, October 2007*

**MPI NENY Wish YOU a Happy Thanksgiving!**

