



Meeting NEWS

September 2008

In This Issue

Infinite Speakers Showcase
Speed Pass
Free Range Change - Follow Up
Admin Team: Working for YOU
Destination: Education
Are You Ready for the CMM?
The Green Scene

President's Message



Dear Members:

They say "What happens in Vegas, stays in Vegas", which for a while tonight, I thought was my airplane! But finally, after many delays, we're off!

I write to you this month on my flight back from my 3rd WEC

Infinite Speakers Showcase

Thursday, September 25, 2008

Sign Up Today!



AGENDA

Thursday, September 25, 2008
Holiday Inn - Wolf Road - Albany, NY
Registration: 8:00 AM - 9:00 AM
Program: 9:00 AM - 4:30 PM

[REGISTER](#)

Are you in charge of finding the perfect speaker for your organization? If you are, then you know how difficult the task can be! You may wonder:

- Where do I look?
- What kind of speaker do I need?

I feel energized and excited about my experience. Imagine 4,300 industry professionals in one location making connections through networking events, educational sessions and café conversations. **Among the 4,300, I'm proud to report we had about 15 of our very own NENY members in attendance.** Kudos to their employers for seeing the value of investing in their associates' education in our profession.

I had the opportunity to attend many fabulous sessions, but one stood out that I would like to mention. **The session topic was "This is not your daddy's downturn: Insiders look into the economic status of our industry".** Obviously a hot topic on everyone's mind as the session was standing room only, 50/50 suppliers and planners in attendance. Discussion was lead by three industry leaders who shared their perspective about the recession (yes, I used the "R" word) and its impact on our industry. **Is it a buyers market or a sellers market? Not as clear as one might think.** Suppliers are seeing a downturn in leisure travel and in turn looking for more groups and conventions to fill the gaps. Planners are pressured to cut conference costs and travel expenses. However hotels are under increased pressure to maintain profit margins as costs to operate sky rocket. Pressure on both sides is increasingly making contract negotiations more challenging.

So where do we go from here? In times like these, we all need to go back to our relationships with one another. **We need to partner with one another and**

- How do I know if they are any good?

Well, we have the answers! We just made your task 100% easier.

In partnership with **MPI NENY**, **Baringer Events** and **ESSAE**, the Infinite Speakers Agency will present a full day of professional speakers.

Each presenter will have a 20 minute time slot and meeting planners and association executives will be able to choose their speakers for their future programs. You will experience diverse speakers both in topic and in budget levels.

Investment for this day of education is only \$35.00 per person and includes breakfast, lunch, giveaways and prizes!

(Registration fee is the same for members or non-members of MPI NENY)

Some of the speakers tentatively scheduled to appear:

- **Bill Germanakos** - 2007 winner of *The Biggest Loser* television show
- **Chuck Herring** - author of the best seller *You Can Only Hope to Contain Me*
- **David Meinz** - America's *Personal Health Humorist*
- **Becky Hooman** - Increase Your Return on Life
- **Barry Roberts** - *Practice Safe Stress*, featured on NBC News
- **Cyndi Maxey** - co-author of 4 books on communication skills
- **Dave Finnigan** - has sold over 500,000 copies of his book on juggling in a corporate world
- **Frank King** - humorist who was a quarter finalist on *Star Search*
- **Tim Piccirillo** - the magician with a message
- **Jeff Canter** - business turn-around expert
- And many more!

REGISTER TODAY!

Questions about the event itself?

Contact **Julie Ann Price, CMP** at jprice@nysutmail.org

Questions about registering for the event?

Contact **Cindy Sullivan, CMP** at csullivan@luxuryresorts.com

Speed Pass - 5 Events for one low price!

Sale ends soon, so sign up for your pass today!

MPI NENY is offering a Speed Pass for Members. With our event rates increasing, effective October 2008 MPI NENY is offering members a chance to purchase their events at the current price \$25 each.

everyone's objective for a successful event. The networking and relationships we've built with one another are more important now than ever. Flexibility and understanding with our partners is what will sail us all through these difficult times. I can promise you the relationships you have established with your fellow NENY members will prove invaluable during these difficult economic times.

NOW is the time to get involved and connected. We will see you at our next MPI NENY event!

- Carrie Hillenbrandt, CMP
MPI NENY President

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

September 25 - Infinite Speakers Showcase

October 28 - Destination: Education

November (TBD) - Ignite Your Imagination

Please refer to the website for more details: www.mpineny.org

MPI NENY President Accepts New Position with BBL Development

Congratulations to **Carrie Hillenbrandt, CMP** who has accepted a new position with BBL Development in their hospitality division. Carrie will be working on Sales and Marketing for their portfolio of hotels. Carrie can now be



Save a little "green"! Sign up for your Speed Pass today!

Pass Details:
5 Programs for \$25 each.
One Check, One Approval, Big Savings.

Your invitation to sign up for the Speed Pass has been sent. Members can now purchase their pass online via credit card or mail a check directly to MPI NENY. [CLICK HERE TO BUY YOUR PASS!](#)

Once we receive payment you can begin to use your pass to attend the event of your choice starting in October. **But act soon, this sale ends September 30th!**

Michael Mendrick offers humorous and inspirational speech to MPI NENY Chapter

Take a moment to assess how you really feel about your career



Michael Mendrick may have been the worst sales person at Campbell Soup (and still suffering from nightmares) and he may be the first Executive Director of the Professional Ski Instructors of America who **DOESN'T** ski, but he was able to provide attendees with some useful tools to assess (or reassess) their careers during his **Free Range Change** presentation on Wednesday, August 20 at the **Courtyard Marriott in Saratoga Springs, NY.**

Audience members were told that real change means taking a real risk, that we must initiate change instead of just reacting to it. That the ultimate goal of career comfort and passion are only reached once we go through a period of discomfort. In order to feel passionate - we need to take risks. **Change YOUR comfort zone and try new things and you may just find what you were really looking for!**



Michael closed his speech with 7 simple rules:

- Be nice
- Be responsive

email at
cahillen@nycap.rr.com.

The Beacon

By Michael J. Mendrick

When there's a glow in your heart, whose light never fades, and a warmth in your soul, from the choices you've made, that's inspiration.

Without inspiration, there is no fulfillment.

And a life without fulfillment, is really no "life" at all, merely existence.

The joy is in the journey.
So travel light, travel free.
Take in all life's vistas, as you learn what your life needs.

Fear not the unknown, for fear erodes passion.

And passion is "the beacon,"
To light your path through the darkness of the forest,
to fulfillment beyond.

Destination CMP



To get to the next level you need your CMP designation. Don't Delay!

Visit www.mpineny.org for more information!

Upcoming Exam Deadlines

August 20, 2008 for

January 2009 Exam

February 25, 2009 for

July 2009 Exam

CMP Study Group Classes

Take advantage of this Members' Only benefit and prepare yourself for the upcoming exam by attending

- Be formal in your preparation and casual in your presentation
- Keep it in perspective
- Grow you "comfort zone"
- Live your life to leave a legacy
- Celebrate the "joy of the journey"

There is no perfect life, job, etc. No utopia. The grass may be greener on the other side, but you still have to mow it. - Michael Mendrick

After such inspiring words, and our career paths assessed, MPI NENY Members headed over to the Saratoga Race Track to try their luck at betting on the horses. **Jack Roddy** (The Desmond Hotel) once again provided everyone with his picks of the day on a bright pink sheet of paper.



Carney McGuire, Mike Snyder, CMP, Kathryn Viggiani and Kim Partridge



Jack Roddy and Carrie Hillenbrandt, CMP

Personally, after having my name drawn for the Saratoga CTB box seats, I was doing quite well following along with Jack's suggestions until about the 6th race. After that, I called it day and headed home - with \$50 burning a hole in my pocket. Which I think I spent gassing up my car later that week! Thank you to **MPI NENY** for putting together such a wonderful event and thank you to the **Saratoga Convention and Tourism Bureau** for being such great hosts and providing box seats!



John Giordano, Carrie Hillenbrandt, CMP and Addy Waldie

- Vanessa LaClair, CMP
VP Communications, MPI NENY
Membership Services & Events Coordinator, IPPNY
vanessa@ippny.org
(518) 436-3749

the sessions! Contact Heidi Longton for a schedule at heidi@nrfa.org

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

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

USA Today Chilly rooms anger people at conferences, social events

Check out the [recent USA Today article](#), which quotes two MPI NENY members: **Heidi Longton, CMP and Debby Goedeke.**

THEY'RE COLD -- AND THIRSTY

Event planner Steve Kemble of Dallas says these are the top complaints of conference attendees:

1. Meeting rooms are too cold.
2. Not enough water stations.
3. Participants would rather sit in classroom-style with tables rather than theater-style.
4. The audio was bad.
5. The stage was too far from the seats and poorly lit.
6. Could hear noise from other meeting rooms.
7. Not enough restroom and refreshment breaks between speakers.

MPI International Launches New Website

Have you seen MPI's new

Admin Team: Working Hard for MPI NENY Members *Find out what the Admin Team has in store for our Chapter!*

Greetings from the Admin Team! We have been working hard lately on several projects and I just wanted to take a moment to fill everyone in on what that the Administration team is working on.

New Website

First, we are well on our way to having our website redesigned. Due to the overall success of the chapter, we are now in a position to hire a professional to bring our website to the next level. The plan is to make this the first place you look to see what's happening with the chapter. We will be able to keep it more up to date, and offer tools for all of you to keep in touch with each other.

MPINENY.ning.com

On that note, we have already created a new social network for MPI NENY on Ning.com. This is a really cool site I recently discovered that offers a lot of great tools. Many of these are tools that we've heard our members are looking for from our website. Set up a personal page to share as much, or as little, information as you want about yourself. Create a blog and start a discussion about something that you would like input from other MPI members. Share those pictures you took at last month's event and are still sitting in your camera. You can even upload video clips if you have one of those new-fangled cell phones and you're just dying to try it out. Go to mpineny.ning.com to see what we've loaded so far, and get started yourself.

MPI Virtual World

The other big project that is very close to my heart is the MPI Virtual World. If you attended the Special Events Showcase back in May you got a preview of this. And you should have recently received an email invitation to join the virtual world by purchasing and building your own trade show booth for the Virtual Job Fair. There will be a lot more information coming soon as this project progresses. In the meantime, be sure to check out www.virtualbeginnings.com/mpj to view the digital video that gives you a tour of the MPI Virtual World. This is also where you go to download the software and log in. Feel free to contact me directly with any questions about the virtual world or how the technology works.

Event Logistics

Since switching board positions back in June from Education to Administration I've been trying to streamline the systems we have in place for planning our monthly events. I'm looking for ways to keep you more informed on our upcoming events, and to add more consistency to our events. I've also spent a lot of time learning the ins and outs of Cvent, our registration software. It's a pretty amazing system and is capable of doing just about anything we need it to do, but it's not something you can learn overnight. If you are a planner member and happen to already use Cvent in your "day job", (I know there are a few of you out there!) I would love to hear from you.

And now the Big Pitch - I'm still looking for volunteers that would like to help with both the Website and the Virtual World. These are both big projects, so remember- "The more people helping out, the less each of us has to do." Plus, the more people involved, the more likely we will be able to include tools that are useful to the majority of our members.

Thank you to the following members who have already agreed to join the team. Eric DeYoung, Pam O'Connor, CMP, Tracey Caponera, Cheryl Hislop,

website? International recently unveiled its website redesign. Take a few moments to check it out! www.mpiweb.org

Looking for International events? Look no further, you can find them here: [MPI EVENTS](#)

Welcome, New Members!



Michele Neyer
Director of Sales
Hyatt Place Saratoga/Malta
michele.neyer@hyattselect.com
Referral: **Gina Mintzer, CMP**

Heidi Stone
High Peaks Resort
hstone@highpeaksresort.com

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!](#)

We Want You!



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

Jamie Lanning, Heather McElhiney and Lynda Schoonbeek, CMP.

And if you're on-the-fence about joining the team, keep in mind - **I'm very generous about handing out those MPI Points!** Share a little of your time and earn lots of points for prizes at the membership meeting next June.

Remember- "Admin is Awesome!"

- Cindy Sullivan, CMP
VP Administration, MPI NENY
The Saratoga Hilton
csullivan@luxuryresorts.com
(518) 693-1002

Destination: Education

Continuing education avenues that will inspire you and your career!

SAVE THE DATE



Tuesday, October 28
Albany Molecular Research, Inc.
Registration: 8:00 AM
Program: 8:30 AM - 11:00 AM

Do you know where you're heading?

If your plans for the future include a promotion, a career change or a greater level of responsibility, then education is what you need to help get you there.

Mark your calendars for **Tuesday, October 28 for MPI NENY's Destination Education program.** Here you will learn what avenues you can travel to gain new skills and increase your value as a meeting professional.

MPI members will cover the Certified Meeting Professional (CMP) program and re-certification, the Certified Meeting Manager (CMM) program, and higher education degrees including **SUNY Delhi's** program and other university Master's Degree programs.

You will come away with knowledge on what's out there, how it is important to you and how your chapter can help you get to the next level.

Destination Education - your travel plans start here! Reservation information will be mailed in the very near future.

Registration Fees

difference?

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

VP MEMBERSHIP

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

VP EDUCATION

Julie Ann Price, CMP, Manager, Travel & Conference Svc.
New York State United Teachers
518.213.6000 x6625
jprice@nysutmail.org

VP ADMINISTRATION

Cindy Sullivan, CMP, Sales Manager
The Saratoga Hilton
518.693.1002
csullivan@luxuryresorts.com

VP MARKETING / COMMUNICATIONS

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

VP STRATEGIC PLANNING

Doug McPhee, CMP, CMM
Experient
518.895.8320
doug.mcphee@experient-inc.com

VP FINANCE

Adelynn Waldie, Golf Services
Saratoga National Golf Club
518.583.4653 x632
awaldie@golfsaratoga.com

Got News?

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

Member Spotlight

Members: \$30
Non-Members: \$40
Students: \$15

Visit us at: www.mpineny.org

Are you ready to gain your Certificate in Meeting Management?

If you have your Certified Meeting Professional (CMP) designation or if you don't, gaining the Certificate in Meeting Management (CMM) designation may be your next move as a meeting professional.

While the CMP designation is gained through a test, attending a five-day intensive course and writing a business plan earns the CMM. The business plan is either for a business you are planning on starting or adding a new service to your current business. In larger organizations some of the plans have included creating a strategic meeting management strategy for the company.

As an independent planner, with the resources of Experient behind me, I proposed a plan to start providing meeting design services and coaching for meeting professionals. All the details from marketing to budget were part of the plan.

Below are the requirements for CMM and the most valuable part of doing my CMM was meeting people in my class that are truly meeting professionals who will make a difference for our industry. I have a new set of friends with whom I shared a great experience.

How to Attain the CMM

To attain the CMM designation, you are required to:

1. Attend the five (5) day residency program.
2. Submit your written essay examination within 8 days after program completion
3. Pass a written essay examination with a score of 70% or above
4. Submit your strategic business plan idea by the set deadline.
5. Submit a written strategic business plan within 62 days after program completion
6. Successfully complete a strategic business plan.

Send me an email if you have any questions.

- **Doug McPhee, CMP, CMM**
National Account Manger, Experient
doug.mcphee@experient-inc.com

The Green Scene: Everything I wanted to know about being green, I learned as a Girl Scout *(the uniform is merely a coincidence)*

You are probably hearing a lot lately of the term **Corporate Social Responsibility (or CSR)** as businesses, government and non-profit organizations either voluntarily



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** via email to megan@sitesolutionsworldwide.com

Quick Links...

[Our Website](#)

[Upcoming Events](#)

[CMP Information](#)

[Chapter Leadership](#)

[MPI International](#)

or by governmental and societal pressures strive to position themselves to support the concept of sustainability. Though we hear much about CSR, the term is still quite ambiguous. There are numerous definitions for it. In fact, each industry and business is at liberty to define Corporate Social Responsibility in a way that best suits them. The meetings industry defines Corporate Responsibility as this:

Corporate Social Responsibility (CSR) is the recognition that an organization is inextricably intertwined with society and the earth and must take responsibility for its actions in regard to the ["triple bottom line"](#) (another new term) of people, planet, and profit.

Though this definition certainly applies to me and what I do as a planner, I find it a bit too complex to remember and follow on a daily basis. So, I have come up with my own way of defining what CSR means to me and my business as a meeting planner. It is as simple as one of the lessons I learned as a Girl Scout. (Yes, I was a Girl Scout). **The lesson: always leave a place better than how you found it. Hmmm, yes, that works for me.**

You see, as a scout, every time our troop visited a campsite, someone's home, a meeting place, a museum, park or other location on one of our many field trips, it was usually donated or lent to us for our use. **Each time our troop visited a new place and had a great new experience or fun adventure there, we were reminded that it was a gift and we should leave it even better than how we found it - not only as a gesture of appreciation to those who provided it, but also as a legacy for those who came after us.** (Girl Scouts would always be invited back). This lesson, taught and applied over and over, became something we just did. It was a part of our culture - just as practicing sustainability will soon become part of our culture. (I still enjoy a good cookie too.)

So, Corporate Social Responsibility does not have to be so complicated after all. It is as simple as you want to make it. Your business may already have a CSR policy and definition. I invite you to define it for yourself as it applies to what you do within your organization.

Here are a few other G.S. lessons that easily apply...

The Girl Scout Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

and to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

As I continue to strive to be a more socially and ethically responsible professional I

find that I might not have to look much further than the lessons I have already learned. Now it is just a matter of practice.

MPI 's website now has a "Group Space" for Corporate Social Responsibility. **I was asked to be the chapter's designated CSR representative but anyone can join in. If you are looking for information or you're interested in dialoguing with others on the same journey, it is a great place to connect.** Visit www.mpiweb.org and go to Community – Group Spaces and click on Corporate Social Responsibility.

In the meantime, if you have any thoughts or questions or would like to share what you are doing to incorporate green practices, please feel free to call me at (518) 273-3407 or e-mail me at miscott@gatheringsbydesign.com. I would love to hear from you.

- Michelle Scott, CMP

Gatherings by Design

miscott@gatheringsbydesign.com

(518) 273-3407

