



mpoass

A quarterly magazine for the San Diego Chapter-
Meeting Professionals International



**HOLIDAY PARTY
RECAP**
Lots o' Photos!

OUR FIRST WEBCAST
Details and
Photos

GOING GREEN
It's easier than you
think!

**BE TRADE SHOW
SAVVY**
What does that
mean?



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This is one program you won't want to miss!

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On the Cover: At December's Holiday Party, guests were taken back to the Golden Age of Las Vegas and the supper club. More photos start on Page 22. Photograph by Victor Goodpasture of Professional Digital Photography. www.pdimaging.com

editor's message



Permit me a little tech talk for this issue. Please?

I am really jazzed about the introduction of Apple's new iPad. First, full disclosure: I have drunk the Apple Kool-Aid. I own multiple Macintosh computers, an iPhone and I've even squirreled away a few shares of Apple for retirement some day.

The reviews seemed mixed but the negative pundits got it all wrong. This is not a notebook or laptop replacement. It is an Internet connectivity device and reader, and what will make it a success are the 100,000-plus applications that you can run on it. And since it has no moving parts, there is no hard drive to crash. It is a powerful, portable device.

So what does it mean for us in the meetings industry? Frankly, the uses are endless. For one, presentations. You can plug the iPad into a projector and run presentations on it. If you want to show a client a specific photo or illustration, just hand it to them. If you need to make last-minute presentation changes, you can do that.

But what about meeting themselves? Sure, you could take notes on it, but I'm thinking about taking advantage of the iPad's WiFi capabilities where users could have a permission-based app where information would be instantly downloaded throughout a convention hall, displaying updated information and vendor details. For example, a speaker could allow you to download their presentation while they're giving it so you don't have to squint from the back of the room. Or, better still, the speaker downloads supplementary information that couldn't be presented in the time allotted.

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Why “Buy MPI?”

You’ve heard it before...“BUY MPI”...but what is it and what does it mean for you? Each of us expects a certain amount of “return” for our membership fees. We have come to expect great educational and networking opportunities... that’s a given. But what other opportunities are out there for us? Well...the “Buy MPI” concept provides a symbiotic relationship where planners and suppliers can both get a measurable return on their membership investment.

MPI is your professional home, and you have more than 22,000 colleagues globally who have also made MPI their professional home. This network of global professionals is a great place to start when you need the assistance of a planner, supplier or consultant in

the meeting industry.

Having experience as both a supplier and a planner, I’ve had the opportunity to work closely with several members of MPI on different occasions. As a planner, I contracted hoteliers, meeting facilities, caterers, independent planners and audiovisual companies to provide the things I needed to make my meetings successful. As a supplier, I have worked with other suppliers and planners to produce top-quality events for clients. When outsourcing the things my company does not directly provide, I know I can trust other MPI members to help pull off a seamless event for clients.



With an MPI connection in common, competitors can also become sources of leads. If the business isn’t a good fit for your

The return on investing and improving yourself is astronomically higher than any financial investment you could make.



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Compass is published quarterly in October, January, April and June. The editorial content is guided by MPI’s Pathways to Excellence. The June 2010 issue will review chapter accomplishments and events for the year, including installation of the 2009-2010 board of directors. The magazine celebrates the accomplishments of SDMPI members, provides a record of past events and previews future events. We also report on industry events and trends that our readers may find useful and relevant to their businesses. SDMPI members and affiliates may submit articles for publication as space allows. Send all submissions to Editor A. Victor Goodpasture at prodigital@me.com.

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Mission Statement
MPI (Meeting Professionals International) is the leading global membership community committed to shaping and defining the meetings and events industry. In operation for 30 years, the San Diego Chapter of MPI envisions its future as the pivotal force in positioning meetings and events as a key strategic component of an organization’s success. Its membership includes more than 500 diverse industry professionals. SDMPI’s activities provide members with measurable, tangible results, in accordance with MPI International’s “Pathways to Excellence.”

SDMPI is a volunteer-run organization. To get involved, please visit sdmpi.org to contact committee chairs.
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Message from the President

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organization, wouldn't you rather refer the client to a trusted colleague whom you know will treat them well? This will clearly demonstrate your own professionalism, and you will likely be remembered for it. I know that I have been the recipient of business from MPI colleagues and I have done likewise.

Members can support other MPI members on both local and international levels. When you "Buy MPI" and support those who support our association, you are ensuring that MPI can continue to offer top-quality education, programs, publications, research and other member benefits.

Our association thrives because of its members. When you "Buy MPI," you and your organization can demonstrate your commitment, loyalty and support of MPI and the industry. You can also reach out to a broad base of potential buyers and enhance recognition of your products and services. Equally important is the support that can, and should, be given in support of the Chapter's supplier members by our planners that purchase their products and services. Not only will you get a superior product, but you will also get better service.

In my experience, working with MPI members has always been beneficial. I

am confident in my choices to work with MPI colleagues because I know they are committed to the same principles of professionalism. For a win-win opportunity, I encourage you to "Buy MPI."

Your President,

Holly J. Young, CMP

Big Thanks!

Our generous sponsors donate products and services to SDMPI that allow us to raise money at silent auctions, live auctions and drawings. *Compass* asks that if you are a winner of a prize, to submit a brief summary of your experience. We've started it off with a few of our own.

Last year at the Christmas party I was the lucky winner of a wonderful basket filled with wine, pasta and other delicious Italian cuisine. This item came from the [Callaway Vineyard & Winery](#)



[in Temecula](#) and was just precious to look at as well a yummy. The array of goodies was packaged in a wonderful pineapple basket which made a lovely display for

our guest as we broke open the bottle on wine and rejoiced in the spirit of Christmas. Thanks to MPI donors, my family and friends enjoyed a wonderful meal celebrating the blessings received from above.

Maria Kamon

I won a gift certificate at last year's Holiday Party auction, for two tickets to a Belly Up show and dinner for two at Wild Note Café. My sister and I used the concert tickets a few months ago to see a Led Zeppelin cover band (Dread Zeppelin) and recently treated ourselves to a delicious dinner at the restaurant. Luckily, I had a year to use the gift certificate and got in just under the deadline. Making reservations with them was so easy – we had to make changes a few times and they were very accommodating! Dinner at Wild Note and a show at the Belly Up is a perfect North County date night, too, since they're right next door to each other.

Michele Rubino
SpeakersOffice Inc.

At the 2008 SDMPI Holiday Gala, I was the highest bidder on a live auction prize: a two-night stay at the Palms Resort and Casino in Las Vegas. It included a \$100 certificate to Simon Restaurant and 2 VIP passes to the Ghostbar, which overlooks the Strip.

The entire experience was first class. The room was terrific with an outstanding view. The meal at Simon Restaurant was also first-rate. On the downside, entirely my fault, I waited until November to book my trip, which meant the pool area was closed! So I'll make a return visit this summer.

Finally, the photographer in me set up a camera to do a time lapse of the view OUTSIDE my window. Click the link. The video is 80 seconds long (but fun!)

<http://www.youtube.com/watch?v=B9kS2VbCSYk>

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Your role as a meeting and business event professional is evolving fast. Our role is to make you successful in all business environments. Introducing:



Global Certificate in Meetings and Business Events II & III



Level II certificate program focuses on:

- Project Management
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- Meeting and Business Event Logistics
- Project Budget
- Contract Evaluation and Negotiation

Level III certificate program focuses on:

- Strategic Planning, measurement and project finances
- Relationship management
- Creating project plans
- Managing the project team
- Marketing communications

Location: San Diego State University
Date: January 11-15, 2010
Web: <http://htm.sdsu.edu/index.html>

Register for Level II & III:
www.mpiglobaltraining.org

Taking meetings and business events to a new level.





2010 Educational Summit and Expo

Embracing Change and Overcoming Challenges: Today and in the Future

Tuesday, April 20, 2010

7:30am – 6:00pm

The San Diego Hall of Champions in Balboa Park

Over the past two years, the meetings and event industry has faced many challenges with the economic downturn. Companies and individuals who understand the dynamics of change and adapt quickly to the emerging business landscape will be the likeliest to prosper. This full day educational summit and expo was created to help meeting professionals embrace change, overcome challenges and develop partnerships in these uncertain times.

EDUCATIONAL SUMMIT AND EXPO OBJECTIVES

After participating in this summit and expo, attendees will be able to:

- Gain the skills necessary to overcome current economic challenges and navigate industry change
- Establish a network with like-minded individuals to discuss difficult issues they face now and in the future
- Meet with companies and individuals from the meeting and event industry at the Tabletop Expo to learn about products and services that can help increase business productivity

EXPO INFORMATION

As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted group of meeting and event industry professionals. Here are just a few benefits exhibiting offers:

- Eight (8) hours of time to interact face-to-face with influential decision makers
- Build visibility for your company in a competitive marketplace
- Expand your prospect pool and strengthen existing customer relationships
- Introduce new products and services
- Includes one full day registration pass for the educational summit and food and beverage functions

Exhibit Pricing

Early Bird (by March 9)

Members: \$275

Non-Members: \$375

Standard (after March 9)

Members: \$395

Non-Members: \$495

ATTENDEE REGISTRATION

Early Bird (TBD)	Standard	Onsite
Full Day Member: \$65	\$95	\$125
Full Day Non Member: \$95	\$125	\$155
Half Day Member: \$50	\$80	\$110
Half Day Non Member: \$80	\$110	\$140
Full Day Student: \$45	\$55	\$65
Half Day Student: \$35	\$45	\$55

The first 10 new Planner members who purchase an annual membership and register for this event will receive a 50% discount off their 2010 membership dues.

For more about trade shows and how to take advantage of them, see pages 16 and 17 for some great information!





SDMPI makes history

November event presents first live web-cast ed program

By Catherine Forester

The San Diego Chapter of Meeting Professionals International (SDMPI) made history Nov. 20



by presenting the first live web-cast educational program for MPI. The event took place in San Diego's Ivy Hotel. This educational luncheon program, Crucial Conversations: The Relationship between the

Planner and Supplier outlined ways to navigate the crucial conversations we have everyday in business and in our personal lives. Bruce McMillan, CEO of MPI, made the opening comments for this historic event via the Web from his Dallas-headquartered office.

The goal behind the broadcast was to reach out to chapter members not within the Greater San Diego area. SDMPI has members in Las Vegas, Palm Springs, Riverside, and a few other areas unable to attend the meeting and benefit from the content of the educational program. "An unexpected and fabulous outcome was an extended global reach of the broadcast," said Carolyn Davis, CMP, vice president of Communications for SDMPI. "MPI jumped on the opportunity to share and promote it via its website, which extended our program to the international membership at large."

Cricket Buchler, Master Trainer for VitalSmarts, facilitated the program to a sold-out audience. The dynamic presentation focused on methods for turning challenging situations into positive and productive outcomes. "Her interactive approach and engaging personality made the learning experience enjoyable and easily applicable," Davis added.

MPI members from various locations around the US were able to participate and watch the webinar. A total of 6 people watched it live, from remote locations. Of course there were many MPI members who were not able to watch the program live. However the material was archived online for approximately two months after the event and an additional 265 viewers accessed it during November and December. This broader reach and



unparalleled accessibility was the principle goal for SDMPI.

Julie Tieman, University of Nevada, Reno, watched it live with another planner from her office in Reno. The two of them loved it, and were inspired to participate in the breakout exercises. Tieman found out about the program via MPI. She is a member of the Sierra Nevada chapter and her schedule sometimes prevents her from attending the meetings. She would love to see more educational webinars.

Marilyn Johnson, an independent event planner in Nashville said the program was excellent. She plans to share the archived webinar with her local chapter.

"Great webinar today," said Junior Tauvaa, vice president, Member Care and Chapter Business Management, for MPI. "The content was great and was a great way to kick off your online education program. Keep up the great work you are doing."

Robyn Russell-Mietkiewicz, CMP, senior manager, Accounts & Global Meeting Management Services in Irvine, Calif., accessed the webinar from the archives on the SDMPI website. "Great topic, applicable to both the personal

and professional life," she said. "The quality of webinar was excellent as well."

She added, "Many planners have trouble getting out of the office at lunch, and a webinar is a nice option for them. Especially since they can watch at their convenience." She was so thrilled with the concept that she has invited her Chapter's President to watch it already. When asked if chapters should do another more, she

responded, "Most definitely!"

Kelly Hoolihan, of Convention Management Associates in Las Vegas, was excited when she heard the webinar archived on the website. As with many people in the meeting/event industry, she travels frequently. Instead of missing out, the webinar allows her to catch programs in between projects.

It is this ability to archive webinars that provides an exciting and unlimited opportunity to share knowledge. Davis says SDMPI looks forward to utilizing this technology and continuing to provide quality, educational programs to its members.

In addition to the program and web-cast, SDMPI honored Veteran's

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Day with a collection of new or gently used towels and blankets for the Veteran's Village of San Diego (VVSD). The VVSD is dedicated to extending assistance to homeless veterans of all wars and their families by providing much needed basic services including job training and counseling to local veterans. The Target Store in Encinitas donated a \$50 gift card, which SDMPI used to buy new blankets and towels from the store.

SDMPI - Making History

"Making history by having continuing education available to everyone regardless of location, and partnering with our local veterans to assist in their needs, was an exciting opportunity for the San Diego Chapter of MPI," said Holly Young, chapter president. For more information on this program, as well as learning about other SDMPI educational and networking programs, please visit:

<http://www.sdmapi.org>

Catherine Forester is a San Diego event planner and new member to SDMPI. She can be reached at catherineforester@gmail.com.





All Photography by Greg Schenewerk of
GCS Photography. www.gcsphoto.com



Good, Green and Local

At January's SDMPI program, Midori Connolly, president of Pulse Staging and Events and Bridget Johnson, national sales manager at the San Diego Convention and Visitor's Bureau, gave a detailed and dynamic presentation on what it means to be green, practical applications to going green and green certification. They are available to give their presentation to interested groups. They have allowed *Compass* to reprint some of their presentation for those who missed it. They can be reached at midori@pulsestaging.com and bridget.johnson@SDCVB.org

Resources for Living & Leading Sustainably

- SD Museum of Natural History
 - Sustainable Planet: Food Lecture Series
- Balboa Park Cultural Partnership
 - Sustainability Program
 - Legacy Projects toward centennial celebration (2015)
- EarthFriendlyApparel.net (Carlsbad)
- SustainableFoodServices.com
- SanDiegoNaturalGuide.com



CleanTECH San Diego

- "CleanTECH" = any company that reduces its depletion of natural resources by limited waste, or by harnessing renewable materials or energy sources (or provides ways to accomplish those goals.)
- CleanTECH San Diego:
 - Non-profit corporation devised to accelerate SD's position as a world leader in the clean energy economy
 - Diverse, intelligent, committed to joint purpose

Integrated Bottom Line

Sustainability and "green" are inherently imbedded in every aspect of business.

The opportunity is everywhere because *choice* is everywhere.

Sure, you know...
...but do you know!??!

- Something about the 9's:
 - The 9th largest city in USA
 - CA is the 9th largest emitter of CO2 in the world
- America's Finest City ...
...also CA's #1 for solar power

Yes, we DO have an impact.
...and it's up to us to make it GOOD!

(Case study)

Paradise Point - Water Savings

- Pre-Measurement:
 - Annual water usage = 50.1 million gallons
 - Annual bill = about \$480,000
- Post-Measurement ROI:
 - Environmental = 12.6 million gallons
 - Economic = \$90,000
 - Additional \$72,000 in awarded rebates!

Could you find a way to improve your annual bottom line by 20%?



Some of the faces at the January SDMPI program. [Photos by Victor Goodpasture of Professional Digital Photography.](#)



Food 360: "Authentic Green" Professional (& Household)

By Yapo

Editor's Note: Yapo spoke at the SDMPJ January program. He was asked by Compass to extend his remarks here.

Food is a basic necessity of life. Without food, our business AND our individual selves will DIE.



As an integral member of the food industry, our pursuit is producing attractive, tasty food within our client's budget. Food is then definitely our most valuable

professional asset.

Just as we know the difference between making a stock from scratch versus the products called stock, we know that excellence comes from using the best product from the start.

When we're talking about the best produce product, we know it may have imperfect visual characteristics and yet it has astounding flavor with great mouth feel. It is ripe and fresh, just picked off the plant. So it needs to be as close as possible or locally from the farm to our kitchen and ultimately the plate. Even better, that product is generated without impact of any chemical, it is organically grown.

Isn't sustaining our local food production in our best interest? It's cheaper economically AND environmentally. I'd say it is in our very BEST interest to PROTECT & BENEFIT our food cycle.

What is the food cycle? Just like the water cycle and as we learned in elementary school, the food cycle is part

of nature's eco-system. To review, the food cycle is top soil, add seed and water, a plant grows that we eat or possibly our meat proteins eat. The peels, skins and leftover parts (food scraps) collect on the ground, rot and organically becomes top soil again. And it constantly occurs ...Well supposedly.

Why supposedly? Today in most kitchens, pre/post food scraps are thrown in the garbage bin with other waste, toxins. Within the week, the garbage is hauled and smashed together with contaminants and buried deep in the dump/landfill. Now underground without water or the flow of oxygen, food scraps and other natural material are decomposed by anaerobic (no O₂ required) microbes. Rather than generating top soil for our food cycle, anaerobic microbes can produce methane gas, a large driver impacting on our environment and thrown out of the food cycle. This common behavior is exactly where we are DISCONNECTING our food cycle.

Did you know? According to Waste Management Incorporated, food scraps and other compost material account from 60% up to 75% of material in the landfill.

Reconnect the food cycle and be a Food 360 Professional Kitchen - From farm to kitchen, the plate and back to the farm - and make the effort to food recycling pre/post food scraps and other natural compostable material to complete the natural cycle we've had since time began.

What is food recycling? I say food recycling versus composting since we use food scraps in replace of manure to fill the nitrogen (greens) component of the nitrogen to carbon (browns) ratio for natural decomposition into organically generated top soil, plant food. It's also a more comfortable identity than the

poop identity that accompanies the word composting.

Rather than waiting for this behavior to become mandated or required by law on your professional kitchen, take ownership and step up your sustainable practices by becoming a Food 360 Professional Kitchen. Below are basics, tools, recipe and the benefits of Food 360 that I practice myself. Contact the Yapo with questions or for any assistance!

Basics - Food 360 Professional Kitchen

1. Minimize size and collect all prep food scraps* in separate (greens) storage bin safely at the back of refrigerator or outside away from kitchen with a secure lid in the shade. Prepare to split between adding to compost and worm bins. *DO NOT ALLOW MEATS, DAIRY AND BUTTER/OILS INTO YOUR BINS - Leads to foul odors and rodents in your bins.
2. Minimize size and collect all "browned" yard scraps** and compostable service items (plates, napkins, cups...) for compost bins in separate (browns) storage bin. **DO NOT ALLOW SUCCULENTS OR PALMS IN YOUR BINS
3. Divert compostable, natural materials and post food scraps*** during service for compost bin. ***MINUS MEATS AND DAIRY
4. Add equal volume of greens & browns to compost bin every 4 days.
5. Minimize size and collect all egg crate & similar brown compostable products and



newspaper for worm bins in separate (browns) storage bin.

6. Add equal volume of greens & browns to worm bin every 7 days.
7. First harvest of compost/worm bins will occur 6 to 8 months from starting. Thereafter, you will be able to harvest organic top soil, plant food about every other month.
8. Food recycling (compost/worm bins) experimentation is part of the cooking, learning process and each kitchen will develop its own recipe based on actual kitchen output.

Food Recycling Tools - Food 360 Professional Kitchen

NOTE: Compost bins organically generate rich top soil AND Worm bins organically generate powerful plant food AND both need to be a safe distance from kitchen.

1. Worm bin (Wiggly Ranch) needs at least 4x4x10 space. Absorbs up to 35 lbs of greens and equal volume of browns per feeding
2. Compost bin (Smith & Hawken Bio-Stack) at least 6'x 6' x 6' ground space. Absorbs up to 100 lbs of greens and equal volume of browns per feeding

Purchase local San Diego bins - www.solanacenter.org ...Tell them Yapo referred you!

For 1000+ lbs of greens per week and have open space, consider Windrows

No Odor Food Recycling Recipe: Food 360 Professional Kitchen

Conversion Scale: (1 compost bin+1 worm bin) per ~100 lb scraps weekly

Kitchen Yield: ~100 lbs of food scraps (greens) per week

Kitchen Food Recycling Tools:

1 Compost Bin and 1 Worm Bin

Mise en Place: Minimize greens (practice knife skills); Shred browns (refer to Basics) to minimal size

Compost Bin every 4 days:

1. Add up to 50 lbs of greens, then
2. Add equal volume of compost bin browns and
3. Add water (moist, no puddles)
4. Keep lid closed until adding next, DO NOT DISTURB PILE



5. Once the pile is at least 2 1/2' tall and 3' wide dig a valley in middle of the pile to feed equivalent greens and browns. Continue to use the layering method of greens, then browns and add water. Once all of the greens and browns are added, cover and level with existing pile material.

Every 1 to 2 months:

1. Turn the compost bin pile ... literally. Use a shovel.
2. Make the top the bottom, outside becomes the inside.
3. You should see steam coming from the pile.

Worm Bin every 8 days:

1. Add up to 35 lbs of greens, then
2. Add equal volume of worm bin browns
3. Add water (moist, no puddles)

4. DO NOT turn, worms do all the turning needed
5. Keep lid closed until food recycling again

Harvesting Top Soil from compost bin: When the pile is 3'x3'x3' and at least 6 months old, you can sift the compost bin material, top soil will fall through. Return remainder to bin for further stewing. Going forward, consistent feeding will enable harvesting every couple months.

Harvesting Plant Food from worm bin:

After feeding the worm bin consistently for 6-8 months, you will have an entire tray of worm castings. Going forward, consistent feeding will enable harvesting every few months.

Safety: Decomposition constantly occurs no matter how little bin management is completed. It is a basic of nature, so NO WORRIES when schedule needs to change and not managed for ANY lapse of days, just restart.

Food Recycling Benefits

1. Protect and sustain our profession, business and food cycle
2. Save money from reduced garbage/recycling removal
3. Step up sustainability with our environment, lower impact
4. Generate organic top soil & plant food for garden, landscaping
5. Influence industry peers to take responsibility of their actions
6. Improve staff and clientele satisfaction

...And much more!

Resources & Food Recycling Info:

<http://www.yaposhomecatering.com/BeliefNatureHistoryScience.html>

David "Yapo," Owner/Chef - Yapos Home Catering and San Diego Zoo Master Compost Educator

Info@YaposHomeCatering.com

(858) 663-YAPO (9276)

www.YaposHomeCatering.com



Another GREEN Story

You really ride the bus to work???

By Brian Kelly – White Lotus Productions

Recently a visitor to our office was introduced to me by my boss. “This is Brian, he lived in New York and never learned to drive, he rides the bus. “ The visitor looked at me stunned for a second then gave me the usual reaction I’ve been getting to that fact here in San Diego, which is an over sincere, “good for you.” Other’s have just come out and asked me if I’m nuts, you can’t survive without a car in California.

It’s true, in New York City, a car is a pain, you have your alternate side of the street parking rule and road tolls everywhere and public transportation will get you anywhere on public transit faster than any other mode. I was encouraged when planning my move across country that San Diego boasted an award winning transit system and decided I’d be alright here while continuing in my non-driver status.

I can say now that it is possible and preferable for the most part. It takes a little longer to get from place to place but for a \$72 monthly pass, I can get anywhere in the city in 15 minutes to an hour. I don’t fancy myself a hard core tree hugger, but, I’m happy about and proud of my miniscule carbon footprint, I don’t worry about car repairs, gas

prices or auto insurance and I’m far safer for my own benefit as much as others not being behind the wheel. And besides not adding to the pollution, I’m helping support a fine public transit system who’s busses run on clean, natural gas. I also get the extra perk of daily exercise by walking from home to the bus, bus to work and then home again in reverse. With the usually beautiful weather we enjoy in San Diego, the walk is quite pleasurable, especially good for clearing my mind in the morning and shedding office cares on the way home. The busses are quite on schedule, reliable and generally clean. I’m afforded plenty of time for reading, enjoying my iPod and just watching the scenery. If I do ever get it together enough to get my license and a car, I think I would continue to use the public system for getting to my job and back and only use the car at night and weekend excursions.

I would encourage anyone to explore taking public transit, not just for the “green” factor, but the more demand there is for it the more the system will be expanded and improved.



Your ad
could be
here!



Be More Trade Show Savvy

Getting the most from your time

by David Gabri

Attending the right trade shows saves you and your organization valuable time, and provides

opportunities to save money. They serve as a wonderful place to become better educated about products, services and venues in our industry. And, most importantly, they provide outstanding opportunities for networking, for both attendees and

exhibitors.

But are you taking advantage of all of the opportunities provided at these shows?

Here are some tips to help you maximize your time at trade shows:

- Prepare a pre-show list to identify the exhibitors you want to see. Then, prioritize the list into “must see” and “want to see.”
- Make appointments with exhibitors that you “must see,” so that you receive proper attention from them, and that your time is used most efficiently.

- Use lunch time for an important conversation, or to meet with a supplier friend. Many shows have exhibiting hours over the lunch period with food in the trade show specifically designed to facilitate one-on-one interaction.
- Prepare a “lead gathering form” to use at the show. Susan Friedmann, a “how to” coach specializing in the trade show industry (as cited on www.sideroad.com) recommends using this form so that you can make accurate comparisons of venues, products or services.
- Pre-identify areas at the show where you can maximize your time. Visiting locations like Associated Luxury Hotels’ “Luxury Lane” aisle can prove invaluable.
- Start in the back of the Hall. Just like visiting a theme park, it helps to start in the back where there is less traffic. By the time that you get to the front, the crowd will have thinned out.
- Make a concerted effort to meet new people. While it is human nature to want to “hang out” with a friend or associate at shows, it is very important that you meet new contacts, and that you acquire their business cards. Equally important is to bring enough cards for you to distribute. You can also use them in lieu of filling out forms!
- Be prepared with brief questions for exhibitors. Be inquisitive, but be brief! It is okay to tell exhibitors that you are on a tight time schedule so that you can avoid casual chit chat.
- It is okay to let exhibitors know that you’re not interested, or that you can’t use their venue or service at this time. This saves you time, and enables the exhibitor to spend time with someone who wants to learn about and/or use their venue or service.
- Bring a future program’s RFP so when you find someone and someplace that could be a “site specific solution,” you’ll be able to expeditiously share your info.
- Have gift drawing cards completed before you come into the show. Then you can get past those requirements and talk about meaningful business with the exhibitor.

Try using these techniques when you attend a conference or trade show to maximize your time and to help make the most of a great opportunity.

David Gabri is president and CEO of Associated Luxury Hotels International (ALHI), which has the national sales responsibilities to the meetings and incentive industries for its membership of over 125 premier Four- and Five-Diamond quality hotels and resorts worldwide. For information, contact your nearest ALHI National Sales Office, call the “ALHI Luxury Group Desk” toll-free at 866-303-2544, or visit www.alhi.com.



Trade show giveaways: Guidelines & Statistics

By Stacey Beckerley

When a company plans to exhibit at a trade show, a lot of thought needs to go into their specific plan of action to successfully increase awareness and achieve marketing success. The purpose of exhibiting is to meet as many qualified prospects as



possible thus increasing your sales potential.

The use of trade show giveaways is often effective in building traffic to your booth and building buzz.

However, just spending money on any swag to toss out aimlessly may not be the best way to assist in reaching your sales goals. The products you select to hand out should build on the image your company would like to promote.

Consider your prospects and think about what type of item would be useful to them in order to maximize your return on investment.

Here are some things to consider when choosing trade show promotional products: Do you want the item to be used on the trade show floor giving you more exposure on the day of the event? Do you want the item to be taken



back to the office and used on their desk? Should the item be something that is taken home and used with their family? In addition to the in-booth traffic builder that grabs attention, do you want to consider having an after-show follow-up gift for qualified prospects?

According to research derived from a recent study conducted by the Advertising Specialty Institute, having a clear and precise plan will help you in creating your specific trade show marketing plan.

The study is based on a survey of 465 business people from New York, Chicago, Los Angeles and Philadelphia.

An interesting conclusion from the study is that most respondents (62%) have done business with the advertiser on a promotional product after receiving the item. As well, the majority (81%) of promotional products were kept because they were considered useful. The study reports that the most commonly owned promotional products were writing instruments (54%), followed by shirts (45%) and caps (31%). According to the study, 40% of writing instruments were used on average at least two times per day.



Promotional products also have staying power. More than three-quarters of respondents have had their items for more than 6 months. The study indicates that bags are used most frequently with respondents using them an average of 9 times per month and keeping them for on average 9 months.

This equals out to an average of 1038 impressions per month. Glassware and ceramics were kept and average of 7 months and used an average of 33 times per month.

Promotional products are also very impressionable: 42% of respondents had a more favorable impression of an advertiser after receiving an item and 24% said they are more likely to do business with the advertiser on the items they receive. According to the study, there is a higher percentage among receivers of bags with 53% stating they viewed the advertiser more favorable. These statistics show the value of promotional products, they really do work when used correctly. To read more information about the Advertising Specialties Impressions Study visit the ASI Web site at www.asicentral.com

Stacey Berkerley is an account representative with Style Gifts Ltd. She can be reached at stacey@stylegiftsLtd.com.



Planner Focus Groups

SDMPI believes there is no such thing as "one size fits all" education. In order to deliver valuable and targeted programs we need to reach out to our audience and discover what they need professionally, and what we have the ability to deliver.

Starting in the fall of 2008 the chapter began to hold Planner Focus Groups. These were gatherings of 6 to 12 planner members who were given the opportunity to share best practices, discuss industry challenges, showcase their successes, learn from each other and identify areas where SDMPI can offer education to better meet their needs. The discussions, led by our extraordinary facilitator Nancy Morrell Swanson, allowed us to delve deep into the topics and keep the energy and ideas flowing.

The groups of planners that have been brought together in these many sessions have shared a wealth of information. As we learned from them, our goal was to always offer something in return. We heard over and over again the desire they have to interact and learn from their peers. With a different central theme selected for each group, we have gained insight on topics such as the challenges of the current economy, master level education, ROI on MPI membership and more.

A consistent message we also heard is the desire to give back to the industry through teaching, mentoring or small group interactions.

As we continue through this exciting year we will be planning a Supplier Focus Group and applying the knowledge we gained to our developing educational plan.

Thank you to the many planners who have joined us over this series of sessions. Your input has been so valuable. We would also like to thank our sponsors who have

generously hosted these sessions
The Grand Del Mar
Festivities Catering

L' Auberge Del Mar
Lodge at Torrey Pines



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Leadership & Volunteerism

There has always been debate on whether leaders are developed or born with certain skills that allow them to be at the forefront



of a company or organization. Whichever you believe, it is clear that leadership skills can be honed through the experience of volunteerism.

One sure thing is that true leadership should begin at the top and be communicated down the ranks, incorporating everyone into the objectives and message of an organization. Leaders don't command excellence, they build excellence. What are the traits of good leaders, and how does one get to build these traits?

Traits of a Good Leader

Compiled by the Santa Clara University and the Tom Peters Group:

- **Honest** - Display sincerity, integrity, and candor in all your actions.
- **Competent** - Base your actions on reason and moral principles. Do not make decisions based on childlike emotional desires or feelings.
- **Forward-looking** - Set goals and have a vision of the future. The vision must be owned throughout the organization. Effective leaders envision what they

want and how to get it. They habitually pick priorities stemming from their basic values.

- **Inspiring** - Display confidence in all that you do. By showing endurance in mental, physical, and spiritual stamina, you will inspire others to reach for new heights. Take charge when necessary.
- **Intelligent** - Read, study, and seek challenging assignments.
- **Fair-minded** - Show fair treatment to all people. Prejudice is the enemy of justice. Display empathy by being sensitive to the feelings, values, interests, and well-being of others.
- **Broad-minded** - Seek out diversity.
- **Courageous** - Have the perseverance to accomplish a goal, regardless of the seemingly insurmountable obstacles. Display a confident calmness when under stress.
- **Straightforward** - Use sound judgment to make good decisions at the right time.
- **Imaginative** - Make timely and appropriate changes in your thinking, plans, and methods. Show creativity by

thinking of new and better goals, ideas, and solutions to problems. Be innovative!

People learn different lessons at various points in their lives and careers, and there are numerous studies that show a definite link between the development and employment of these leadership skills through active volunteerism. This is the reason when applying to schools or jobs that interviewers inquire about what else have you done, what professional organizations you belong to, and any positions held in those organizations. These have become increasingly more important, especially in a competitive job market.

Industry organizations such as MPI offer a multitude of opportunities to get involved on many levels, and by doing so, developing and honing leadership skills. By joining a committee, chairing a committee, sitting on the Executive or Director's Board, one learns to employ at various times some and all of the top traits associated with leadership. It is fertile ground to grow personally and professionally, position yourself within your own company as the "go to person" and create greater value to your employer, and culture a resource bank of professionals in your industry to turn to for your client services.

So take a step into volunteerism, get involved, and connect!

[Michael T. McGuire, Director of Sales and Marketing, Bollotta Entertainment. 2009-2010 Director of External Communications SDMPI](#)



Committees

SDMPI External Communication

The 2009-2010 External Communications Committee leaders (Corporate Social Responsibility/CSR, Community Affairs, and Publicity)

gathered together for a productive, charitable, and all-around good-hearted meeting on Wednesday, December 2, 2009 at the San Diego Convention Center (one of the greenest convention centers in the U.S).

Believing in “walking their talk”, the three committees met to discuss SDMPI half-year goals, dined on sustainable and local foods, and gave back to the community two-fold in doing so.

Winning a “Chef’s Table Lunch” during a silent auction fundraiser that supported the Marine Semper-Fi Fund, CSR Co-Chair Bridget Johnson knew that more could be done with this opportunity, so she along with leaders of the External Communications Committees decided to take it a step further. The luncheon was planned to include discussing committee business, and in the spirit of the holidays (with so many deserving groups here locally), Bridget asked Chef Jeff if he had a preferred charity for which we as a committee could offer a donation for which we as a committee members could offer personal donations.

Ironically, Chef Jeff chose the Monarch School, a charity of which

SDMPI has long supported. So the committees took up the challenge and donated \$240 to Monarch, making this luncheon a true vision of CSR from start to finish, not to mention a fun afternoon



Pictured front row, left to right: Bev Jenks, Midori Connelly, Tracey Adams Back row, left to right: Michael McGuire, Chef Jeff, Bridget Johnson. Absent: Heather Comas, Sara Breese

of building relationships within the SDMPI community. So the next time you are approached to get involved with the chapter, remember committee work can be a great deal of fun and very rewarding!

A special

thanks to Chef Jeff and his staff at the San Diego Convention Center for a spectacular lunch and incredible service! Submitted by Michael McGuire, Director of External Communications SDMPI 2009-2010

Monthly Programs

On March 23 we will be hosting our first ever Monthly Programs reception at the Miramar Officer’s Club. This program will delve into teamwork and collaboration amongst groups... definitely a must see!

Get a head start on your New Year’s resolutions by signing up for the 2nd Annual Give Your Heart to Monarch 5K Run/Walk set for May 8, 2010! Motivate colleagues and friends by forming a team!

This event supports both SDMPI and San Diego’s Monarch School. Sponsorship opportunities are also available!

Please be sure to check the SDMPI

website for more information on these and other programs as well as registration information. We hope to see you at our upcoming programs.

Member Retention

The Member Retention Committee would like to welcome Michael Sabina, Sales Manager at the Doubletree Hotel San Diego Downtown to the Member Retention Committee. Michael will be assisting with monthly reminder phone calls for those whose membership is due for renewal. In addition, we will be working to get the most current renewal information prior to making calls so that when we call, we may thank those who have already renewed prior to receiving our reminders. Thanks to all who respond to my 45 day reminder email. This give us the opportunity to update our records prior to making our phone calls.

Advertising

Advertising continues to push



Kelley R. Howard

for members to upgrade their member listing on the SDMPI website. Going to a digital membership directory increases our website value, allows for greater and easier visibility - and the upgrade cost is just \$50 per year! Please be sure

to check out all of the advertising opportunities in this issue of *Compass* and keep in mind we can design an advertising package to exceed your needs! Ask Advertising Committee Chair Kelley Howard how referrals get you FREE advertising! k.howard@accessdmc.com



Volunteer Opportunities

The Volunteer Opportunities Committee and Leadership Development



Michele Rubino



Rebecca Milkey



Tina Sanchez-Alvarez, CMP

team help match up volunteers with appropriate committees, given their interests and skills, to maximize their membership investment in SDMPI. We connect with new and existing members in a myriad of ways (phone, email, events, LinkedIn, etc.) to encourage them to get involved and provide guidance on which committees are the best fit. We also stay in touch with chapter leaders to keep on top of which committees are

most in need of assistance. There are volunteer opportunities to fit everyone's schedule and goals. The best first step to take is to visit the SDMPI website and complete a Committee Interest Form (available under Member Services, on the Volunteer Opportunities page here: <http://www.sdmpi.org/index.php?submenu=Volunteer&src=gendocs&ref=VolunteerOpportunities&category=memsvc>) or contact Michele Rubino, Chair of Volunteer Opportunities: (760) 603-8110, michele@speakersoffice.com

Website

The committee members are:

Phil Forte

Jim Staylor

Diane Lombardo

Lisa English

We have updated the site, updated committee chairs email address to include @sdmpi.org, provided a representative at each SDMPI learning

event to show off the website and organized and streamed SDMPI's first live video webcast with a complimentary archive on the site for 30 days.

Strategic Alliance

The goal of SDMPI's Strategic Alliance Committee is to facilitate members in quickly developing and deepening relationships, receiving name recognition within the chapter and strengthening the member's visibility in the meeting industry. Members are given the opportunity to provide goods or services to be used at one of our SDMPI events, in exchange for advertising within the chapter, complimentary SDMPI event tickets, podium time, and much more! Best of all, sponsorships help to support our fundraising efforts for The Monarch School. The Monarch School has been SDMPI's charity of choice for many years. The Monarch School was founded in 1988, and its committed team of teachers, administrators and volunteers are dedicated to providing homeless and at-risk children with an accredited education while caring for their basic needs. Today, more than 100 kids between the ages of 7 and 18 are enrolled at Monarch School.

The Strategic Alliance Committee has successfully secured sponsorships for almost every event in the 2008-2009 year. The RFP for 2009-2010 participation will be sent shortly, and the hope is to have the calendar full as soon as possible. If you're interested in more information about this committee, please contact the Committee Chair at Joanna.train@hardrock.com or the Director of Strategic Alliances, Patti Parrish, at pparrish@tbaglobal.com

5K Special

- 24 hour Fitness Membership Benefit for SDMPI Members:
- \$24 Initiation and \$24 per month (\$11.99 per month discount)
- Month to month membership with no long term contract
- Open enrollment will be from 1/18-2/18. So don't delay!

Contact: Jeffrey Pardue

Work 619-507-7187

cmclub109@24hourfit.com

A Message from our Prez-Elect

Mid Year Leadership Retreat

The SDMPI board and committee chairs met Friday, January 29th at the Hotel Parisi to conduct our mid year leadership retreat. The team discussed successes already



achieved this year. Some of these accomplishments include our incredible Vegas networking event, the first ever live webcast and the successful holiday party fundraiser. This day also provided us with the opportunity to review our plan for the remainder of the year and create our vision for the years ahead. Now more than ever, in our volatile industry, it's crucial for us all to pull together and use our experiences and knowledge as a tool to strengthen



our organization and partnerships. As a valued member of our chapter, I invite you to call or email me with any thoughts or suggestions you would like us to address as we prepare for the new year.

~Erin Scholes, CMP, CSEP

escholes@omnihotels.com

SDMPI President Elect



Editor's Note: The following pages (as well as the entire PDF magazine) are best viewed when you have double pages (sometimes referred to as opposing pages) selected. You can see both open pages at the same time.



SDMPI Holiday Gala Recap

On December 8th, SDMPI held its annual Holiday Party Fundraiser at the historical and beautiful US Grant Hotel. We successfully raised over \$6,000 for our chapter and Monarch Schools through our live and silent auctions. This year the funds are needed, now more than ever, as Monarch's student enrollment has increased 65% since August with current student enrollment at 165 students. The money raised will help provide these students with the tools they need to successfully finish high school. Butterfly Enterprises, a student created organization, was also at the party selling their hand made products and were able to sell \$400 worth of their items. That money will go right back to support the student's after-school activities which helps keep them off the streets and out of trouble.

Not only did the event support a wonderful cause, it was spectacular and sparkled. A big thank you goes out to our generous sponsors for helping create the glamorous

event. Guests were entertained by the Pizarros Brothers as they mingled and placed their bids on the silent auction items donated by our members and community businesses. The stunning décor for the evening was provided by Event Supplier Inc and Backdrops Beautiful. As the delicious four course dinner was served, the crowd enjoyed a Rat Pack themed show put on by Russ Loniello and the David Patrone band. To help SDMPI collect more money, auctioneer Pierre Charmasson worked the crowd with the passing of top hats for guests to donate cash from their pockets directly to directly to Monarch Schools. Everyone was also able to leave with a photo of themselves and guests to remember the night taken by GCS Photography.

Thank you to all that donated, sponsored, volunteered and attended. Your generous giving is appreciated more than you'll know and will help change the lives of many local San Diego students. [Photography by Victor Goodpasture/Professional Digital Photography.](#)











Advertising Insertion Order

San Diego Chapter Meeting Professionals International

SDMPI Advertising Chair 2009/2010 Kelley Howard
Work:760-200-0112 Email: k.howard@accessdmc.com

Contact Name _____ MPI Membership Number _____
 Organization/Company Name _____
 Address/ Suite/ Floor/ Mail Stop _____
 City _____ State _____ Zip Code _____
 Telephone _____ Fax _____ E-mail Address _____
 Web Site (URL) Address _____

ADVERTISING OPPORTUNITIES AND RATES 2009/2010
PLEASE CHECK THE ADVERTISING OPTION(S) YOU DESIRE

WEBSITE BANNER ADS Artwork must be supplied in .jpeg format in the above specifications. It is suggested to change your artwork (at no additional cost) every 90 days for maximum exposure. If SDMPI is required to provide layout art, finished art or typesetting, client will be subject to additional charges.

		3 Months	6 Months	12 Months
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Issues		1 Issue	2 Issues	3
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News from MPI HQ

News & Research

Each year in partnership with American Express, MPI conducts a comprehensive survey of global meeting and event professionals aimed at spotting trends and competitive factors that will shape the global industry in the coming year. [FutureWatch 2010](#) is available now online and is arriving in your Jan. edition of One+. The most comprehensive international competency standards ever created for meetings and business events are currently under development. [Learn more](#) about this MPI initiative and how your voice can help shape the future of the industry. The industry's major associations--including MPI--have aligned to develop a unique grassroots industry effort to [promote the benefits of meeting face-to-face](#). MPI partners with BizJournals to Get Business Meeting Again: [36-page special insert to hit news stands in Feb.](#) Have you read about the “5 Future Jobs” in the industry? One member did and changed her own job title as a result.

MPI Communications

DON'T MISS THE NEWS YOU CAN USE: If you or members of your chapter are not receiving or reading the newly-formatted [MPI News](#), you're missing out. Remember this is a free service and a valued member benefit, so if you're not receiving it and want to start, just drop us a line at editor@mpiweb.org. MPI will launch [Engage](#) a new blog Jan.13, where members and industry professionals will hear from MPI leaders and contributors on a regular basis about initiatives and topics that will engage and advance our industry. Please join your Foundation leadership for a conference call with chapters that are similar in size. [Find out when your chapter liaison call is scheduled](#). We'll share best practices, new ideas for fundraising, talking points about the Foundation and a Q&A. Be ready to share and ask questions!

Education

To kick off the New Year, we are launching a comprehensive series of leadership webinars that will help you meet the needs of your members and accelerate your chapter's success. To attend any one of these webinars [click here to register](#). Does your New Year's resolution include increasing your employability with more education? MPI has you covered. Register for one of the many [MPI Global Training programs](#) and add a globally-recognized certificate to your resume. Whether you're ready to move up the career ladder, trying to better position your business or simply looking for strategies to get your ideas heard, MPI Knowledge Exchange - Webinars empower meeting and business event professionals to take action on their big ideas. [View the 2010 schedule and sign up](#). Don't forget to book a CSR Platinum speaker, brought to you by Disney; three levels, from basic to advanced, are available. [Click for more information](#).

Conferences/Events

Planning to attend MeetDifferent but haven't registered yet? Don't wait much longer. Discounted [registration](#) rates expire on Jan. 22. Chapter Leaders Forum at MeetDifferent 2010, Cancun Mexico: Noon to 5 p.m., Feb. 20, 2010 at Moon Palace - Room 5 of the Expo Center on Level 1. [Please register here](#). Will your chapter win the [MeetDifferent 2010 - Chapter Challenge](#)? You can win an All-Inclusive FREE trip to Cancun! Mark your calendars and save the date for MPI's World Education Conference. [WEC 2010 - Vancouver, Canada July 24 - 27](#).

Professional Certification

Planning to apply for your [Certification in Meeting Management](#) in 2010? Complete your online application today for upcoming 2010 CMM programs.

Membership

Does your chapter have a group on LinkedIn? Post the promo code “MPILinkedIn2010” to offer new members \$/€50 off initial membership.

Tell Your Members: Refer a new member to MPI and [save on your own renewal](#) with each member recruited. Tell your members that [renewing memberships on-line saves 5%](#) off their total membership fees.





PLANNER PROFILE: **Janette Lampe**

COMPANY: Kaiser Permanente

TITLE: Corporate Events Manager

HOW LONG HAVE YOU BEEN AN MPI MEMBER? 7 years

FAMILY: married with 3 daughters

FAVORITE TRAVEL EXPERIENCE: My husband is a yacht broker so we have a lot of opportunity to cruise. Taking a yacht through the Panama Canal just after Noriega was captured was pretty interesting.

WHAT PLACE DO YOU STILL WANT TO VISIT? Australia, but I'd have to go for a month...and not in their winter!

FAVORITE WEBSITE: I love trying new things (and a deal) so Restaurant.com, Goldstar or Groupon

FAVORITE SAN DIEGO HANGOUT: Anywhere on the water. I love our marvellous beaches and San Diego Bay. There is so much to do and see.

FAVORITE FOOD: I should say anything from the garden. I love simple, fresh food. But my guilty pleasure is Chile chocolate in anything....Chile hot chocolate, Chile chocolate sloppy Joe's, Chile chocolate cake, it's all good!

FAVORITE PROMOTIONAL ITEM RECEIVED: I am not a fan of 'stuff' but photos or a DVD of the experience is always nice

VERY FIRST JOB: Carl's Jr. They used to have hot dog carts and I sold hot dogs.

WHAT BOOK IS ON YOUR NIGHT STAND?: *The Daring Female's Guide to Ecstatic Living* – 30 fun, inspiring, practical dares

WHAT ARE YOU LOOKING FORWARD TO THIS YEAR? We are opening a Farmer's Markets on site for staff, and starting a sustainable garden at our hospital. We'll be like the White House and actually use the food we grow.

WHAT IS YOUR MOST CHALLENGING MOMENT: May 12, 1998 - We hosted a staff tailgate prior to a Padres game for 8,000+ people in the parking lot at Qualcomm Stadium. Unfortunately it poured rain that day and the game was cancelled... plans for 8,000 people down the drain! Sometimes things are so bad that you just have to laugh. That was certainly one of them.

WHAT'S ONE THING MEETING PLANNERS CAN DO TO HELP THE ENVIRONMENT? We had a 400+ person Open House / Health Fair for the grand opening of our Rancho Bernardo Medical Offices last year. By working tenaciously with all of our vendors, we were able to divert all but 1 very small sack of trash. Most everything was recycled, or composted. By putting a little effort up front, and utilizing a trash concierge to educate onsite, we really made a big difference.

YOU JUST WON THE LOTTERY. WHAT DO YOU DO? I have a great bucket list and so I'd start checking off the list! It includes sleeping in a castle... can you buy that? I'd love, love, love to spend the night in Sleeping Beauty's castle at Disneyland! Among other things I'd also love to milk a cow, ride a camel, and participate in a La Tomatina Festival.

WORDS TO LIVE BY: "The more you praise and celebrate your life, the more there is in life to celebrate." – Oprah

WHAT DON'T OTHER MPI MEMBERS KNOW ABOUT YOU: I have to be outgoing in my job, but I'm really very shy.



SUPPLIER PROFILE: Richard Hancock

COMPANY: AV Concepts

TITLE: Director of Sales

HOW LONG HAVE YOU BEEN AN MPI MEMBER? 3 years

WHAT PLACE DO YOU STILL WANT TO VISIT? Any place Disney: Hong Kong, Tokyo, Paris, and the Disney Cruise Line.

FAVORITE WEBSITES: <http://www.visitsandiego.com>

FAVORITE SAN DIEGO HANGOUT: McGregor's

FAVORITE PROMOTIONAL ITEM RECEIVED: A USB Flash Drive. I still use it when clients need to transfer files last minute on-site.

VERY FIRST JOB: At 16, I worked at the Sands Hotel cleaning the pool and other jobs for the maintenance department.

SONG OR ARTIST MOST LIKELY PLAYING ON YOUR IPOD OR CD PLAYER: Josh Groban

IF YOU COULD HAVE LUNCH WITH ONE HISTORICAL FIGURE, WHO WOULD IT BE AND WHY? Bob Dylan – He is one of the greatest songwriters of all time

HOW ARE YOU USING NEW TECHNOLOGIES AND SOCIAL NETWORKING SERVICES (SUCH AS FACEBOOK, LINKEDIN, ETC.) WITHIN YOUR BUSINESS? Professionally, LinkedIn is a great research tool and by receiving monthly updates I've been able to have a bird's eye view of what trips my contacts are making, what industry groups they are joining, and who they are making contact with in growing their network. I have also recently began using Facebook and am amazed at how much people use it on a daily basis.

FAVORITE MOVIE: The 1950's Film, *Cyrano de Bergerac* starring Jose Ferrer

FAVORITE FOOD: Pizza

YOU JUST WON THE LOTTERY. WHAT DO YOU DO? Travel with my family and friends

WHAT IS ONE SKILL, SPORT OR TALENT THAT YOU DON'T DO BUT WOULD LIKE TO LEARN? I would like to learn to play the piano.

WHAT MOVIE CHARACTER DO YOU: A) MOST RESEMBLE; AND B) WOULD LIKE TO BE? PLEASE ANSWER WHY TO BOTH. Will Smith in the *Pursuit of Happyness* because he had an entrepreneurial spirit, perseverance, and was hard working. b) The father in the 2003 movie *Together*. He was unselfish in his love and support of his son.

WHAT DON'T OTHER MPI MEMBERS KNOW ABOUT YOU: I like to sing and write songs in my spare time.

WORDS TO LIVE BY: Desiderata -- **written** by Max Ehrmann in the 1920s

Go placidly amid the noise and the haste,
and remember what peace there may be in silence.
As far as possible, without surrender,
be on good terms with all persons.
Speak your truth quietly and clearly;
and listen to others,
even to the dull and the ignorant;
they too have their story.
Avoid loud and aggressive persons;
they are vexatious to the spirit.
If you compare yourself with others,
you may become vain or bitter,
for always there will be greater and lesser persons than yourself.
Enjoy your achievements as well as your plans.
Keep interested in your own career, however humble;
it is a real possession in the changing fortunes of time.
Exercise caution in your business affairs,
for the world is full of trickery.
But let this not blind you to what virtue there is;

Continued on Page 30



many persons strive for high ideals,
 and everywhere life is full of heroism.
 Be yourself. Especially do not feign affection.
 Neither be cynical about love,
 for in the face of all aridity and disenchantment,
 it is as perennial as the grass.
 Take kindly the counsel of the years,
 gracefully surrendering the things of youth.
 Nurture strength of spirit to shield you in sudden misfortune.
 But do not distress yourself with dark imaginings.
 Many fears are born of fatigue and loneliness.
 Beyond a wholesome discipline,
 be gentle with yourself.

You are a child of the universe
 no less than the trees and the stars;
 you have a right to be here.
 And whether or not it is clear to you,
 no doubt the universe is unfolding as it should.
 Therefore be at peace with God,
 whatever you conceive Him to be.
 And whatever your labors and aspirations,
 in the noisy confusion of life,
 keep peace in your soul.
 With all its sham, drudgery, and broken dreams,
 it is still a beautiful world.
 Be cheerful. Strive to be happy.

News Briefs

ACCESS listed among Top 100 Fastest Growing Companies

ACCESS Destination Services, the leading destination management and event production company in the Western United States, was recently listed among the 2009 Top 100 fastest-growing privately held companies in the region by the San Diego Business Journal. ACCESS has been named to the Top 100 list multiple times in the past 5 years.



to industry changes, creativity and willingness to be risk takers are other common threads among entrepreneurs behind the companies ranked on the list.

Company CEO, Chris Lee says, "ACCESS is a company that is driven by sales, committed to service and guided by values. I am very proud of our team and it is an honor for ACCESS to be counted among such high caliber companies in San Diego."

Ranked 39th, ACCESS Destination Services was selected from over one thousand survey respondents. Companies were evaluated based on growth factors indicated within completed questionnaires as well as financial documentation verified by outside CPAs. To be considered, companies must be privately owned, independent companies. A common denominator to all 100 companies is the entrepreneurial spirit and vision that compels each to succeed. Attention

Pete Pandit's baby news!

Pete Pandit of AV Guys gave us this announcement. "Some of you already know this, but this is the official birth announcement that Blanca and I welcomed our first baby on November 1, 2009 at 8:30am at Hospital Angeles in Tijuana. Blanca had a C-Section, and both are doing fine."

The baby's name is Emilio Aditya Pandit.

Editor's Column

Certainly smart phones can do many of this functions. But the iPad lets you see a whole page in easy-to-see type. Plus, you'll be able to see high-definition video, full-size photos and detailed illustrations, all downloaded wirelessly.

And the user will always control what information is downloaded to them.

Instead of getting stacks of paper brochures, an attendee can simply download multimedia material while visiting an exhibitor's booth. So, for time-pressed attendees, they can get all the information they need and then review it on the plane ride home.

Are you starting to see the applications here?

Finally, sure the iPad has missing features. (I really wanted a built-in camera!) But you can bet Apple engineers are already working on the next version. So whether you're an early adopter or want to wait for the bugs to be ironed out, understand this: the iPad is opening up an entire new technology for the meetings industry. It's up to us to take advantage of it.

I welcome your thoughts!

A. Victor Goodpasture
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breach of cell phone etiquette? No. At January's SDMPI meeting, attendees were asked to text message their responses to several questions. The results were instantly tabulated and presented on screen. Another example of technology to create dynamic meetings that involve and engage participants. [Photo by Victor Goodpasture/Professional Digital Photography.](#)

