Denver, Colorado March 25, 2008

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National Speakers Association - Colorado
Rocky Mountain Chapter Professional Convention Management Association
Rocky Mountain Chapter Business Travel Association
The Society of Government Meeting Professionals

Adam’s Mark “soon to be” Sheraton Denver Hotel
Welcome to the 8th Annual Meetings Industry Council of Colorado Tradeshow and Educational Conference

The Meetings Industry Council of Colorado is a coalition of 12 professional meetings industry-related organizations whose purpose is to strengthen the relationships among organizations through communication and cooperation. Welcome to the 8th Annual All Industry MIC Educational Day and Trade Show. It’s your participation, attendance and support over the years that have allowed us to fulfill that mission! Thank you.

For this 8th Annual event, we are proud to offer a stellar line-up of talented presenters and enthusiastic exhibitors ready to provide you with the latest in education, training and products to better equip you to meet the challenges of your job in today’s marketplace. We hope that you also take advantage of the opportunities to network during breaks, over lunch and at the closing reception.

Please visit with our industry partners during the trade show as they are eager to showcase their destinations, services and products! And, take a moment to express appreciation to all our sponsors, they all have contributed generously to make our program a success.

And, finally my thanks to the 2008 MIC members for your steadfast efforts to produce the Conference this year, you are the best! Enjoy the show and thanks for being with us this year.

ReBecca V. Dillahunty, CMP
Chair, Meetings Industry Council of Colorado

Having experienced all that the Meetings Industry Council of Colorado Tradeshow and Educational Conference has to offer, we look forward to seeing you next March for our 9th Annual Meeting. Please watch MIC’s website for information about the date and location: www.mic-colorado.org.
MARCH 25, 2008 - 7:30 AM - 6:00 PM

**7:30 AM – 8:30 AM**
**REGISTRATION/ CONTINENTAL BREAKFAST**
Governor's Square

**8:30 AM – 9:45 AM**
**CONCURRENT BREAKOUT SESSIONS (4)**

**SURVIVING AND THRIVING WITH MICROSOFT OFFICE 2007**
Dawn Bjork Buzbee - Governor's Square Room 12

**PRACTICE SAFE STRESS! LEARNING TO USE A PLAYFUL ATTITUDE AND FUN TECHNIQUES TO MANAGE THE MADNESS OF TODAY’S PACE!**
Gina Schreck - Governor’s Square Room 14

**TOP LEGAL ISSUES IN MEETINGS LITIGATION**
Steve Rudner - Governor’s Square Room 10

**BRINGING MORE TO THE TABLE**
Pual Fiala - Governor’s Square Room 11

**9:45 AM – 10:00 AM**
**BREAK**
Governor’s Square

**10:00 AM – 11:15 AM**
**CONCURRENT BREAKOUT SESSIONS (5)**

**THE BEYOND GOOGLE ADVANTAGE: 9 STRATEGIES TO MAKE YOU SMARTER AND RICHER THAN THE AVERAGE YAHOO**
Michael Benidt & Sheryl Kay - Governor’s Square Room 12

**CONTRACTS FOR THE EXPERIENCED PLANNER**
Steve Rudner - Governor’s Square Room 10

**7 MOST COSTLY MISTAKES OF MARKETING**
Sheila Stewart - Governor’s Square Room 14

**BEHOLDING SUCCESS IN THE HANDS OF YOUR VENDORS: HOW TO GET THE MOST FROM VENDOR RELATIONSHIPS**
Kristy Chenell - Governor’s Square Room 11

**GROW WITH THE FLOW: BECOMING A “QUICK-CHANGE” ARTIST**
Neil Dompster, MBA, CSP - Governor’s Square Room 16

**11:30 AM – 1:30 PM**
**LUNCH/KEYNOTE SPEAKER**
**NOBODY MOVED YOUR CHEESE**
Ross Shafer - Plaza Ballroom A - D

**1:30 PM – 3:30 PM**
**TRADE SHOW**
Plaza Exhibit Area

**1:45 PM – 3:15 PM**
**BREAK OUT SESSION FOR SUPPLIERS**

**SUCCESSFULLY FULFILLING YOUR BUSINESS RESPONSIBILITIES BY APPLYING 5 HIGHLY EFFECTIVE COMMUNICATIONS SKILLS**
Bob Farmer - Governor’s Square Room 11

**SHARING BEST PRACTICES FOR PROFESSIONAL SPEAKERS ONLY**
**Moderator Gina Schreck** - Governor’s Square Room 9

**3:30 PM – 3:45 PM**
**BREAK**
Governor’s Square

**3:45 PM – 4:45 PM**
**POWER HOUR BREAKOUT SESSIONS (2)**

**PANEL DISCUSSION: REDUCE, REUSE, RECYCLE; MEETING AND LIVING GREEN**
**Moderator: Michael R. Smith, CMP; Panelists: Michelle White and Parry Burnap** - Governor’s Square Room 12

**THE O'SHEA REPORT: CHANGE 180°**
Tim and Kris O'Shea - Governor’s Square Room 14

**4:45 PM – 6:00 PM**
**RECEPTION/DOOR PRIZES AND ENTERTAINMENT**
Plaza Ballroom A & B
Have you seen downtown Fort Worth lately?
If not, prepare to be amazed. Practically the entire downtown area has been totally transformed, creating an urban oasis that’s both dazzling and delightful. Everything your attendees need is within walking distance of the Fort Worth Convention Center, from food to fun to entertainment. And with new and renovated hotels opening, the best is yet to come.

Visit us at **booth #408** to find out more reasons why Fort Worth is **worth every minute**.
Events On or Off the Field

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8:30 - 9:45 AM ~ 1st Concurrent Breakout Sessions (4)

Dawn Bjork Buzbee
The Software Pro®
www.softwarepro.com
Surviving and Thriving with Microsoft Office 2007
Governor's Square Room 12

Microsoft Office 2007 is the most significant update in over 10 years. Even though the core function of each program remains, the look and feel of Office 2007 is dramatically different. Familiar menus and toolbars are gone, a radical user interface was added, and well-known steps need to be re-learned. Join Dawn Bjork Buzbee, a software speaker and certified Microsoft Office Master Instructor, to discover what you need to know to easily make the switch to Office 2007 and to smoothly move between different versions of Microsoft Office. In this session explore:
- 5 key changes to the Microsoft Office 2007 interface
- How to manage new file formats and file compatibility
- Microsoft Office 2007 tips, tricks, and shortcuts

Steve Rudner, Esq.
Principal
Rudner Law Offices
www.hotellawyers.com
Top Legal Issues in Meetings Litigation
Governor's Square Room 10

Are you still working with attrition concepts and clauses that were written twenty years ago? Many hotels have moved to a system which protects their bottom line, but which enables groups to get something of value in exchange for their attrition payments. Many groups are using addenda which embrace new contract concepts, and neither groups nor hotels are aware of the extraordinary risks presented by the language used in many of those clauses. The marketplace, the negotiating table and the courthouse all dictate what our contracts should provide, and each of them have changed considerably.

At the conclusion of this session, attendees will be able to:
- Negotiate hotel contracts more skillfully, understanding the hottest issues of the day
- Learn new ways to handle attrition problems which work to the group’s and the hotel’s advantage
- Stay out of litigation over group contracts gone wrong

Gina Schreck
Pinnacle Achievement
www.achievewithpinnacle.com
Practicing Safe Stress! Learning to Use a Playful Attitude and Fun Techniques to Manage the Madness of Today’s Pace!
Governor's Square Room 14

With symptoms like high-blood pressure, heart disease, depression, chronic head-aches and other body ailments—people are wearing themselves out trying to juggle and balance life’s demands. With thousands of books and CDs out telling us how to juggle more and balance multiple responsibilities that have stacked higher than ever, it’s time to start PRACTICING SAFE STRESS. This program is packed with laughter and practical tips to immediately avoid STRESS-STACKING and to relearn how to RELAX, GET A LIFE and have more FUN!

Attendees will learn:
- 5 ½ daily “STRESS BUSTERS”
- How to use a “vacation mindset” to get-away from stress build-up
- How to see the humor all around—and start using it to fight stress
- 3 ¼ tips to create a stress-free, fun-filled sanctuary at home

Paul Fiala
Corporate Director of Food & Beverage
Starwood Hotels
www.starwoodhotels.com
Bringing More to the Table...
Governor's Square Room 11

Mastering Food & Beverage trends is no longer an option – it’s a must when dealing with the savvy client.

Today, food trends move from cutting edge to mainstream to passé in the blink of the eye.

Paul will help you plan and deliver a higher quality F&B experience through:
- Looking at the future of food and beverage
- Discussing how to stay abreast of F&B trends
- Examples of fabulous breaks that will enhance your overall event
- Reviewing what’s being requested and what’s being served across North America

9:45 - 10:00 AM - Break
Are your meeting and event suppliers playing different tunes?

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ISES Events & Meetings

Join us for our upcoming meetings and events:

March 28, 2008  ISES Prom Fundraiser
Mile High Station, 8pm

April 15, 2008
The Oxford Hotel, 5pm

May 20, 2008  Wedding Showcase
The Ritz Carlton - Denver, 5pm
Panel of five national speakers who presented at
The Special Event conference, DJ, live 10-piece band,
and a wedding-themed tablescape competition.

June 17, 2008  Annual Dinner & Silent Auction
Maggiano’s Little Italy  DTC, 5pm

To register for an event & learn more about ISES
visit www.ISESDenver.com
Steve Rudner, Esq.
Principal
Rudner Law Offices
www.hotellawyers.com

**Contracts for the Experienced Planner**
Governor’s Square Room 10

For years, hotel contracts were the starting point for group sales negotiations. As procurement departments became involved in meeting planning, and as the market softened, groups began proposing their own addenda and own contract forms with great regularity. Many of the most frequently used clauses groups in the addenda proposed by groups go far beyond accomplishing the stated goal, and in fact, may invalidate vital terms of the contract. To avoid complicating your negotiations with addenda that do more, or the opposite, of what you want them to do, come learn about the most frequently requested addenda provisions and their hidden dangers.

At the conclusion of this session, attendees will be able to:
- Identify key provisions in the most commonly requested addenda
- Understand the reasons hotels find those provisions unacceptable
- Negotiate skillfully for provisions which are in the parties’ best interests

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Michael Benidt & Sheryl Kay
Golden Compass, Inc.
www.goldencompass.com

**The Beyond Google Advantage: 9 Strategies to Make You Smarter and Richer Than the Average Yahoo**
Governor’s Square Room 12

If you think you know Google, you don’t! And, hold on to your hats - just wait until you see what’s beyond Google.

The Internet is not the CAUSE of Information Overload - it’s the CURE for it. But, few companies are taking advantage of its time-saving power and money-making clout.

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You’ll leave with strategies to:
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- Unearth new sales leads
- Uncover critical competitive intelligence
- Explode your networking relationships
- And - best of all? You can use every single one of these 9 strategies in your personal development, as well as in your business.

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Kristy Chenell
Director of Catering Sales
The Ritz-Carlton, Denver
www.ritzcarlton.com

**Beholding Success in the Hands of Your Vendors: how to get the Most from Vendor Relationships**
Governor’s Square Room 11

Topics covered throughout the presentation include:
- How to get on a preferred vendor list and stay there/how to select vendors for a list
- How to create win-win partnerships between the venue/planner and vendor
- How to stay top of mind in the market/educating clients
- Successful partnership tactics

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Neil Dempster, MBA, CSP
Clearview Performance Systems
www.neildempster.com

**Grow with the Flow: Becoming a “Quick-Change” Artist**
Governor’s Square Room 16

Our budgets reflect it; the customers we serve (both internal and external) expect it; and the continual improvement process demands it—do more with less! But how do we make this happen when the landscape keeps changing, where resources are limited, and where there are endless demands on our time? To address this perplexing question, we have arranged to bring in Neil Dempster, a nationally known expert in Leadership, Quality and Continuous Learning, who will be leading us through a fun and thought-provoking session guaranteed to provide us with practical, common sense knowledge on how to overcome the challenges inherent in constant change and attain peak organizational effectiveness.
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Ross says, “Success is your own fault. We shouldn’t look outside ourselves for quick answers or easy motivational formulas.” This is a program about accountability and taking personal responsibility for your own success. Ross was a small town pet store manager whose dream was to become a network talk show host like his idol, Johnny Carson. In less than 6 years of focused effort, his dream came true when he was named host of the Fox Late Show – where he competed head-to-head in the late night wars against Johnny Carson and David Letterman. In this program you’ll learn:

- Why the world needs focused experts like you.
- How to exploit your hidden talents.
- How to tap into the enthusiasm of your coworkers.
- How to get your customers to accelerate your career for you.
- How to Self-Motivate by example.

As his friend Jay Leno put it, “Finally a motivational speaker, without the speech!” Ross Shafer didn’t start out as one of the country’s funniest motivational speakers though. A native Pacific Northwesterner, he was an All-Conference football player in high school and awarded a scholarship to the University of Puget Sound - a small NCAA II school where Ross was often the player voted most likely to be “shaken up on the play.” He earned his BA degree in Business Marketing within four years, an achievement he’s still convinced is a football team record.

After college, Ross blew his savings on what he was sure would be the “next big thing.” He invested everything he had (and lost it) in “SOUNDS OK, America’s Only Stereo and Pet Shop.” Business failures aside, Ross started getting laughs at comedy clubs and his first big break came when he won Showtime’s Comedy Laugh Off in 1983. Soon Ross began to open shows for Dionne Warwick, Eddie Rabbitt, Crystal Gayle, Neil Sedaka, and other famous people with good voices.

Within a year, Ross was hosting KING-TV’s weekly comedy/talk show, “Almost Live.” With Ross at the helm, the show won 36 Emmy Awards and the prestigious IRIS award for the “Best Local Entertainment Series” in the United States. It was also during his time at “Almost Live” that Ross actually created Bill Nye, The Science Guy!

Over the next several years, Ross hosted a daily afternoon radio program, contributed to Dick Clark’s “TV’s Bloopers and Practical Jokes,” hosted the USA Network’s game show, “Love Me, Love Me Not,” wrote and produced two comedy TV specials, and had a recurring role on the hit show “21 Jump Street.” He moved on to become host of Fox’s flagship late night program (cleverly titled “The Late Show”), which competed against Johnny Carson and David Letterman. During this time, Ross continued to work on his stand-up act and regularly performed for the Improv, Comic Strip Live, the A List, and eventually moved on to a nightly ABC entertainment magazine that he co-hosted with Matt Lauer and Spencer Christian. One of his most proud entertainment achievements, was the successful run as host of ABC-TV’s “New Match Game.” The show still plays every morning on the Game Show Network.

Surprising, but true, Ross is also a published author. He practically invented the genre of comedy cookbooks with Cook Like A Stud, featuring 38 recipes men can prepare in the garage using their own power tools. He also wrote Nobody Moved Your Cheese! - How to Ignore the Experts and Trust Your Gut and his latest book, The Customer Shouts Back - If You Want Lifetime Customers, Listen to their Emotional Solution, which is the culmination of Ross’ 11 years as a writer and producer of human resource training films. Ross recently founded the Customer Empathy Institute because he’s convinced the reason customer service hasn’t improved, is because we haven’t tried to understand the customer’s emotional state before, during, and after the transaction.

The MIC Council would like to thank Destination Hotels and Resorts for their years of support in sponsoring our Keynote Speaker. They have gone above and beyond their sponsorship this year. Thank you Destination Hotels!

We would also like to thank Rock Resorts for their donation to Ross Shafer this year. Thank you Rock Resorts!
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SUCCESSFULLY FULFILLING YOUR BUSINESS RESPONSIBILITIES BY APPLYING 5 HIGHLY EFFECTIVE COMMUNICATIONS SKILLS

Governor's Square Room 11

This topic addresses the keys to highly effective communications skills with a focus on the hospitality industry in an interactive manner. The audience will be involved in participating in this discussion, which will focus on the following easy to understand principles of sustaining a successful communications relationship with your colleagues, customers, and clients.

5 Highly Effective Communications Skills
- Show Up
- Sit Up
- Listen Up
- Speak Up
- Follow Up

Speaker Session

Moderator: Gina Schreck
Pinnacle Achievement
www.achievelwithpinnacle.com

SHARING BEST PRACTICES FOR PROFESSIONAL SPEAKERS ONLY

Governor's Square Room 9

“The Big Idea with Deni Ditch”

Do you do have a hot marketing tip that has made a BIG difference in your speaking biz?

Is there an IDEA that would help others sharpen their game?

Come and learn in a small intimate setting and leave with BIG IDEAS for growing your business!

You can’t afford to miss this session.

Panel Discussion: Reduce, Reuse, Recycle; Meeting and Living Green

Governor's Square Room 12

Moderator: Michael R. Smith, CMP
Green Project Leader, Experient -Moderator
Panelist #1 Michelle White
Director, Environmental Affairs, Fairmont Hotels & Resorts, Board of Director-Green Meetings Industry Council
Panelist #2 Parry Burnap
Denver Director of Greening, 2008 Democratic National Convention

Join us for a lively panel discussion that will explore the Eco-Revolution. We’ll let you in on how a city gets ready for the greenest Democratic National Convention ever. Hear expert tips from meetings industry veterans to improve global citizenship, create sustainable catering practices with venues, develop standardization and best practices, evaluate climate footprints and the insight into what the future of green meetings and cities will mean to our industry.

Tim and Kris O’Shea
www.theosheareport.com

THE O’SHEA REPORT: CHANGE 180°

Governor's Square Room 14

In their hilarious news-magazine format, “The O’Shea Report,” Tim and Kris O’Shea take you on a journey through the ups and downs of dealing with change. This “Saturday-Night-Live-meets-Dateline” production lampoons everything from communication through the ages to the future of technology.

Kris and Tim O’Shea are both familiar with the corporate world. While working office jobs during the day, they honed their skills as humor writers and performers at night. Their natural talents for making audiences laugh combined with their knowledge of the common obstacles of the workplace has given them the edge to effectively convey their unique message: change is all around us, so we may as well lighten up and have fun with it.

Now one of the most sought-after humor teams in the meetings industry, The O’Sheas travel from coast to coast, presenting to such organizations as Nordstrom, Hewlett Packard, Travelers Express/MoneyGram, and the American Payroll Association.

4:45 – 6:00 PM ~ Reception/Door Prizes and Entertainment
At the Myrtle Beach Convention Center, we only have one rule. Host great meetings. And we do. Our amazing facilities provide everything you need during the convention, and the pristine beaches and world-class golf offer endless opportunities for fun when it’s over.

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CONVENTION RULE # 49

Attendees’ heads will hit pillows no later than 10 p.m.

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2008 IAEE ROCKY MOUNTAIN CHAPTER CALENDAR

FEBRUARY 13
Sponsorships on Steroids
Randy Bauler, CEM
The Curtis

MARCH 25
MIC Conference
Adam's Mark, full day

APRIL 23
Art of the Show Website Design
Breakfast Meeting
Millennium Harvest House, Boulder

MAY 21
Add Value to Your Show
Crown Plaza

JUNE/JULY
Social Networking
Tour Broadmoor • Co. Springs

AUGUST
Golf Tournament

SEPTEMBER 17
Driving Attendance to Your Show

OCTOBER 15
Technology, Social Networking Software

DECEMBER
Holiday Social

Got Education?

Check out PCMA

March 27, 2008
Legal "On-the-Go!" Webinar
Insurance and Indemnification

May 8, 2008
Green Meeting Symposium
Sheraton Denver Hotel (previously Adam's Mark)

July 8, 2008
Executive Edge in partnership
with the University of Chicago

Also, mark your calendars for upcoming Denver events:
July 10
September 11
October 9

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