

MEETINGS INDUSTRY COUNCIL OF COLORADO

2008

8th Annual Educational Conference and Trade Show

Denver, Colorado March 25, 2008

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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 market place. 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.



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PROGRAM OVERVIEW

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...

Paul Fiala - Governor's Square Room 11

9:45 AM - 10:00 AM

BREAK

Governor's Square

10:00 AM - 11:15

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 Dempster, 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

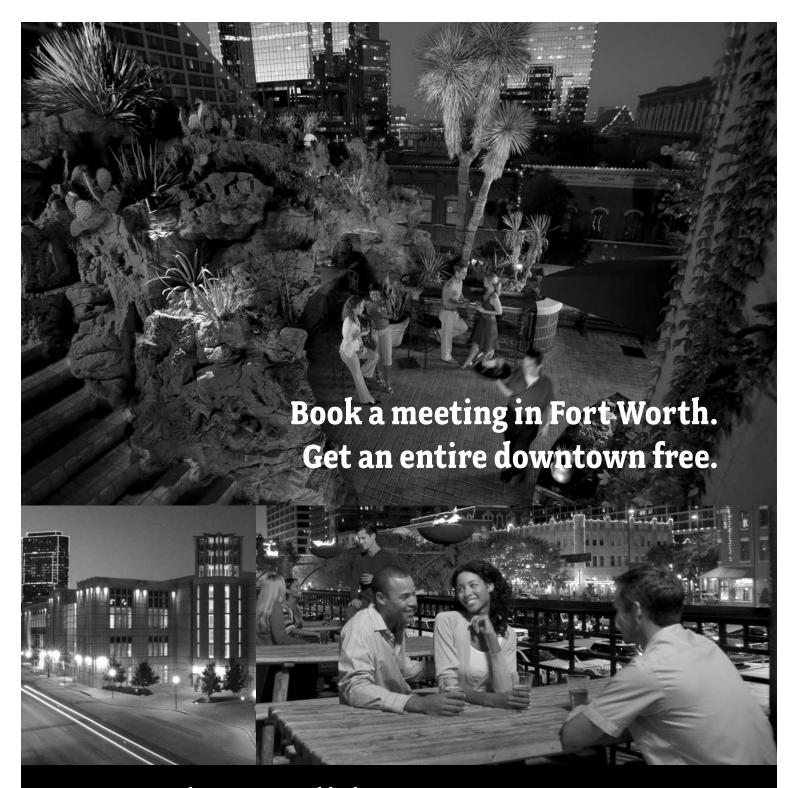
THE O'SHEA REPORT: CHANGE 180°

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.







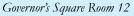
2003 Educational Conference and Trade Show

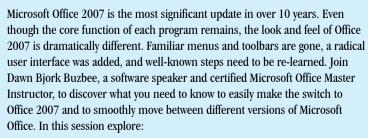
8:30 - 9:45 am $\sim 1^{\text{st}}$ Concurrent Breakout Sessions (4)

Dawn Bjork Buzbee The Software Pro®









- 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

Gina Schreck.

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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 1/4 tips to create a stress-free, fun-filled sanctuary at home

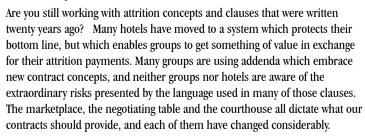
Steve Rudner, Esq. Principal

Rudner Law Offices

www.hotellawyers.com

TOP LEGAL ISSUES IN MEETINGS LITIGATION

Governor's Square Room 10



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

Paul Fiala sponsored by STARWOOD 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







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FOR I AM NOT ASHAMED OF THE GOSPEL, FOR IT IS THE POWER OF GOD FOR SALVATION TO EVERYONE WHO BELIEVES. ROMANS 1:16 (NAS)

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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**



2008 Educational Conference and Trade Show

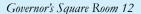
10:00 - 11:15 AM $\sim 2^{ND}$ Concurrent Breakout Sessions (5)

Michael Benidt & Sheryl Kay

Golden Compass, Inc.

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THE BEYOND GOOGLE ADVANTAGE:
9 STRATEGIES TO MAKE YOU
SMARTER AND RICHER THAN THE
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- Uncover critical competitive intelligence
- Explode your networking relationships
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Steve Rudner, Esq. Principal



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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





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

Sheila Stewart

Empower Marketing

www.EmpowerMarketingUSA.com

7 Most Costly Mistakes of Marketing

Governor's Square Room 14

Ever wonder how...

- Some businesses just seem to thrive naturally?
- Some business owners have the Positive Problem of more business than they can handle?
- You always feel like you are playing catch up?
- You could be more effective with your marketing to grow your business?

Do you want to...

- Take your business to the next level?
- Grow your revenues significantly?

Attend this workshop and the marketing expert will give you the secrets. You will be able to avoid the 7 most common and costly mistakes in marketing AND have specific take-aways that you can apply in your business the next day.

Neil Dempster, MBA, CSP Clearview Performance Systems

www.neildempster.com

GROW WITH THE FLOW: BECOMING A "QUICK-CHANGE" ARTIST

Governor's Square Room 16



sponsored by

ROCKY MOUNTAIN CHAPTER MPI

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.

Not everything is black & white....

Some things just have to be seen in

Full Color!!



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- 7. No lines, no crowds, no hassles!
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- 9. Great hospitality service with a smile!
- 10. Been everywhere else you've saved the best for last!



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NORTH DAKOTA

CAPITOL

Been there.

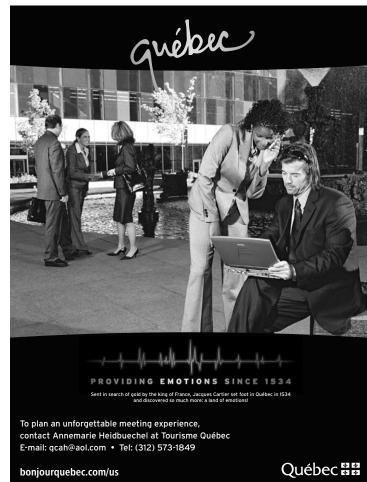
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Fargo-Moorhead fargomoorhead.org







2008 Educational Conference and Trade Show

11:30 - 1:30 AM ~ LUNCH / KEYNOTE

Ross Shafer
www.RossShafer.com
Nobody Moved Your Cheese!
Plaza Ballroom
Sponsored by:





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^(tm) 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!

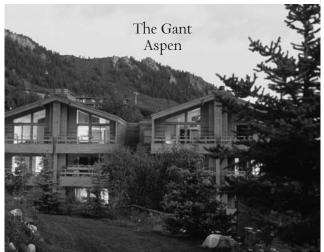
We would also like to thank Rock Resorts for their donation to Ross Shafer this year. Thank you Rock Resorts!

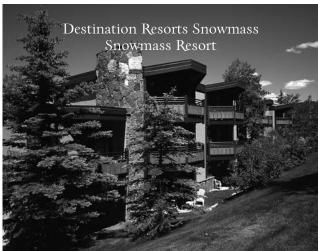
1:30 - 3:30 PM TRADE SHOW

Planners & Exhibitors Only









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ESPN Zone	400	Edge Sports & Entertainment	1701 Bryant Street	Denver, CO 80204	Patty Moser	303-907-1711	patty.moser@edgesportsandentertainment.com
Experience Colorado Springs	401	Elevated Events	3999 Holly Street Suite 14	Denver, CO 80207	Chris Blumke	303-934-0133	decnmore2@aol.com
Experient	208	ESPN Zone	1187 16th Street	Denver, CO 80202	Kristin Hutton	303-595-3776	kristin.hutton@disney.com
Fargo-Moorhead CVB 2001 44th st Fargo, ND 58103 Teir Onsgard 701-365-4560 teir@fargomoorhead.org	323	Experience Colorado Springs	515 S. Cascade Ave.	Colorado Springs, CO 80903	Cheryl Blanton-Chisholm	800-888-4748	cbchisholm@experiencecoloradosprngs.com
Fort Restaurant, The	406	Experient	1050 17th St #850	Denver, CO 80265	Joe Ansay	303-825-8333	joe.ansay@experient-inc.com
Fort Worth CVB	416	Fargo-Moorhead CVB	2001 44th st s	Fargo, ND 58103	Teri Onsgard	701-365-4560	teri@fargomoorhead.org
Freeman	304	Fort Restaurant, The	19192 Colorado Hwy 8	Morrison, CO 80465	Melissa Severson	303-697-2282	banquets@thefort.com
Freeman	408	Fort Worth CVB	415 Throckmorton	Fort Worth, TX 76201	Diane Cayce	817-698-7829	dianecayce@fortworth.com
Frontier Airlines 7001 Tower Road Denver, CO 80249 Sue Burris 720-374-4456 blauber@itlyfrontier.com	418	Freeman	4493 Florence St.			303-329-3442	
Ft Collins CVB	203	Frontier Airlines	7001 Tower Road	Denver, CO 80249	Sue Burris	720-374-4456	-
313 Gaylord Hotels 82 Koler Court Erie, CO 80516 David Rayment 303-828-0958 drayment@gaylordhotels.com 106 Grand Junction CVB 359 N. Chipmunk Circle Silverthome, CO 80488 Donna Honi 970-262-0254 sales@gicliv.org 207 Grapevine CVB One Liberty Park Plaza Grapevine, TX 76051 Eleanor George 817-410-3185 egeorge@ci_grapevine.tx us 327 Graeter Pueblo Chamber of Commerce 302 N. Santa Fe Pueblo, CO 81003 Rodney Slyhoff 719-542-1704 rod, slyhoff@usa.net 2222 Hawaii CVB 2270 Kalakaua Avenue Honolulu, IH 169815 Adele Tasaka 808-924-0225 jikarnella@hvcb.org 318 Hilton Hotels Corporation 2100 Riveredge Parkway Suite 1000 Atlanta, GA 30328 Susie Podratsky 770-857-8516 susie.podratsky@hilton.com 107 hinton - grusich PO Box 2050 Dillon, CO 80435 Vivian Shaw vshaw@hintonandgursich.com 108 Hold Teatro 1100 14th Street Derwer, CO 80202 Pamela Feeley 303-228-1104 pfeeley@hotelteatro.com 209 Hyatt International Corporation <td>104</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>- ·</td>	104						- ·
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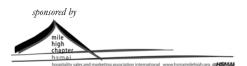
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Panelist #1 Michelle White

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Panelist #2 Parry Burnap

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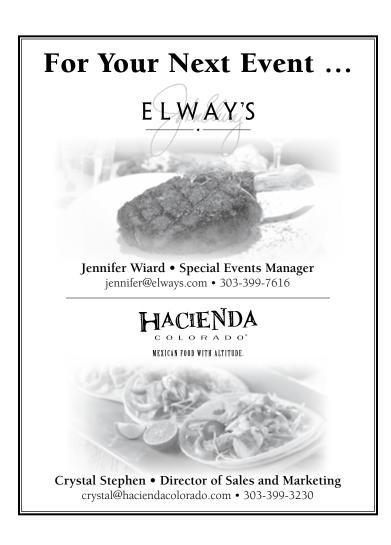


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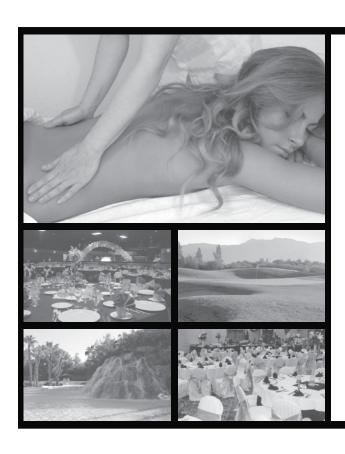


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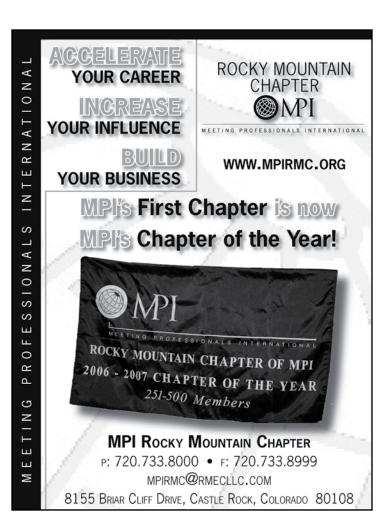
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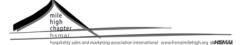
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