Meetings Industry Council of Colorado
Educational Conference and Trade Show

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National Speakers Association - Colorado
National Association of Catering Executives - Greater Denver Chapter
Professional Convention Management Association - Rocky Mountain Chapter
Rocky Mountain Business Travel Association
The Society of Government Meeting Professionals - Rocky Mountain Chapter
Welcome to the 2011 Meetings Industry Council of Colorado Annual Educational Conference and Tradeshow. We hope your journey, whether ten miles or hundreds of miles will be successful as you find supplier products and services on the tradeshow floor, learn new methods and ideas for successful meetings and events in our educational sessions and meet industry colleagues during our many networking opportunities. As we all struggle with economic ups and downs there is a genuine need for planners, suppliers and facilities to reach out and find new and innovative ways to get business done. To achieve these positive changes, the conference and tradeshow provide a golden opportunity for all attendees to learn about new trends and strategies while experiencing the buzz and idea exchanges that only the largest industry event in the region can provide.

My sincere thanks and grateful appreciation to the 2011 MIC members for your steadfast efforts to produce the Conference this year, once again the Council has outdone itself. The volunteer members of the Council dedicate not only their time but their talents as well. This group along with Rocky Mountain Event Consultants, the team that manages the MIC, has put together a conference with education for our attendees in mind and we hope you have a great day with us. One last thank you to NSA Colorado, every year this organization does an outstanding job of preparing a line up of session topics and presenters that is current, relevant and top notch and this year is no different.

The Meetings Industry Council (MIC) of Colorado is a coalition of 13 professional meetings industry related organizations whose purpose is to strengthen the relationships between member organizations through communication and cooperation. Welcome to the 11th Annual MIC Educational Conference and Trade Show. It’s your participation, attendance and support over the years that have allowed us to fulfill that mission! Thank you.

Ken Williams
Chair, Meetings Industry Council of Colorado

Having experienced all that the Meetings Industry Council of Colorado Educational Conference and Trade Show has to offer, we look forward to seeing you next March for our 12th Annual Meeting. Please watch MIC’s website for information about the date and location: www.mic-colorado.org.
**Program Overview**

**March 16, 2011 - 7:30 AM - 6:00 PM**

### 7:30 AM – 8:30 AM
**Registration/Continental Breakfast**
Korbel Ballroom Pre function area

### 8:30 AM – 9:45 AM
**Concurrent Breakout Sessions (5)**

**Leadership: What it is, What it isn’t** - Room 401/02
Karl Mecklenburg - Sponsored by CSAE

**“Hot Topics” from the Legal Arena: Finding the Middle Ground** - Room 403
Bill Walters - Sponsored by MPIRMIC

**Flow, Food, Formulas and Fun; Basics in Successful Meeting Logistics** - Room 406/07
Gary Schirmacher, CMP - Sponsored by Experient

**The Disaster Experience - Quick Fire for Meetings & Event Planners** - Room 404
Bob Mellinger, CBCV - Sponsored by IAEE

**APEX and Sustainable Meetings** - Room 405
Lindsay Smith-Arell - Sponsored by RMPCMA

### 9:45 AM – 10:00 AM
**Break** - Korbel Ballroom Pre function area

### 10:00 AM – 11:15 AM
**Concurrent Breakout Sessions (5)**

**Meetings Industry: State of the Economy** - Room 401/02
Craig Banikowski, C.P.M., CMM, CCTE - Sponsored by RMBTA

**Ethics and Trust: Critical Ingredients of Personal, Professional and Business Success** - Room 404
Kevin O’Brien - Sponsored by SGMP

**Using Contractors for Staff Functions** - Room 405
Terry Adams - Sponsored by CFEA

**Denver’s Top Chefs** - Room 403
Sandra Adams, Thanawat Bates, Chris Casson and Troy Guard; Moderated by Kristin Hutton, CMP - Sponsored by NACE

**Social Media Strategies: Top 10 Tips for Non-Tekkies and Newbies Alike!** - Room 406/07
Laura Benjamin - Sponsored by CMCA

### 11:30 AM – 1:30 PM
**Lunch** - Sponsored by Gateway Park Hotel Alliance / Gateway DIA Group - EMCEE: SCOTT FRIEDMAN, CSP

**Keynote Speaker**
Sponsored by Destination Hotels & Resorts

**The Power of Service – How to Provide Customer Service that Rocks!**
Robin Crow
Korbel Ballroom 3-4

### 1:30 PM – 3:30 PM
**Trade Show ~ Korbel Ballroom 1-2**

[Suppliers not exhibiting at the 2011 MIC Trade Show are invited to the closing reception on the Trade Show floor from 4:45 to 6:00 pm]

### 1:45 PM – 3:15 PM
**Break Out Sessions for Suppliers (2)**

**Strategic Habits for Business Growth** - Room 403
Dawn Abbott - Sponsored by ISES Denver

**Mastering Magical Persuasion** - Room 405
Traci Brown - Sponsored by HSMAI

### 3:30 PM – 3:45 PM
**Break** - Korbel Ballroom Pre function area

### 3:45 PM – 4:45 PM
**Power Hour (2)**

**Humor - The Upside of Down** - Room 401/02
Joe Malarkey® - Sponsored by Telluride Tourism Board

**Skyrocket Event Attendance with Social Media Marketing: Create a “Before, During, & After” Social Media Action Plan to Blow Attendance Through the Roof!** - Room 406/07
Heather Lutze - Sponsored by NSA Colorado

### 4:45 PM – 6:00 PM
**Reception and Entertainment** - Korbel Ballroom 1-2

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of Exhibitions and Events
Rocky Mountain Chapter

April 13: Attendee Experience
May 11: Best Marketing & Operations Strategies for 2011
August 16: Golf Tournament - Saddleback Golf Club
IAEE-RMC.com

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For a schedule of upcoming events, please visit:
http://www.pcma.org/chapters/rocky-mountain.htm

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LEADERSHIP: WHAT IT IS, WHAT IT ISN’T
Karl Mecklenburg
President, Mecklenburg Motivation
www.karlmecklenburg.com
To put together a great meeting takes inspired leadership and effective teamwork. Lessons learned from Karl Mecklenburg’s experience as a leader on the football field will apply to your business. Great leaders have many things in common including solid self awareness, and the 4 Cs of leadership; community, commitment, clarity, and consistency. Leadership is a journey not an event. Let’s all take a big step forward. In this session Karl will tell stories that make you laugh and remind you of situations you and your team have faced. Be ready to share your ideas and challenges as we interact.

“Hot Topics” from the Legal Arena: Finding the Middle Ground
Bill Walters
Kelly Garnsey Hubbell + Lass LLC
www.kghllaw.com
The contracting relationship between hotels, convention centers and their customers is changing at an ever increasing pace. The use of social media, “poaching” by non-authorized parties, dispute resolution, interpretation of contracts, attrition, performance standards, virtual trade shows, supplier exclusives, insurance and attendance are but a few of the issues to be discussed in this wide ranging presentation. Questions and answers will be encouraged. Find out what you need to know before you have a problem. Bill Walters, a Denver attorney who represents trade associations and professional organizations, has over thirty-five years experience in advising nonprofits, including contractual relationships with hotels and convention centers.

Flow, Food, Formulas and Fun; Basics in Successful Meeting Logistics
Gary Schirmacher, CMP
Senior Vice President, Strategic Account Services, Experient
www.experient-inc.com
- Learn how to visualize and design flow management strategies that can be applied in any event venue—keep those lines moving
- Trends in Food, getting the most value on the meeting budget dollar
- Time Tested Experient formulas that deliver from conference seating to ordering food and beverage by the piece and on consumption
- Everyone thinks Meeting Planning is Fun, five tips to make sure that it really is

The Disaster Experience - Quick Fire for Meetings & Event Planners
Bob Mellinger
President, Attainium Corp
www.attainium.net
Chances are that while you read this, an unexpected disaster is causing a meeting/event planner stress and confusion and is affecting their ability to produce an event. Are they prepared to handle it? Will they be able to recover? Disasters of every shape, size, look and feel happen all the time, affecting businesses, people’s jobs, lives and families.
This session is highly interactive and very fast-paced. The participants work through disaster scenarios in small groups. The story unfolds with the presentation of multiple incidents in rapid succession. Each group prepares its responses to the questions provided. A table is then selected to present their results and a second table chosen to provide further insight. The scenario then wraps up where it left off and the process is repeated for time remaining.

APEX and Sustainable Meetings
Lindsay Smith-Arell
Principal and Founder, Arell Logic
www.arelllogic.com
In this session Lindsay, co-chair of the APEX Green Meeting Standard, Meeting Venue committee, will provide an overview of the standards. Learn what the standards are and how venues and suppliers can utilize them to implement sustainable practices that are accepted industry wide. As president of the Green Meeting Industry Council, Colorado Chapter, and president of Arell Logic, a sustainable consulting firm, Lindsay has been at the forefront of sustainable operations and events. Current projects include managing the Sustainability Program at the Colorado Convention Center and Director of Education for Waste Farmers.

9:45 - 10:00 AM - Break
Korbel Ballroom Pre function area

MIC of Colorado would like to extend a hearty Thank You to Dean Savoca, Debbie Taylor and NSA Colorado for their continued support and assistance in coordinating an awesome speaker line up!
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www.coloradofestival.com

The Colorado Festivals and Events Association (CFEA) is a membership organization representing community festivals, ethnic celebrations, music festivals, arts festivals, sporting events, historical celebrations, venues, chambers of commerce, parks and recreation districts, county fairs, rodeos, event vendors, and more.

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MEETINGS INDUSTRY: STATE OF THE ECONOMY

Kevin Iwamoto, GLP
Vice President, Enterprise Strategy, StarCite, Inc. Former President & CEO of the Board of Directors for the National Business Travel Association (NBTA).

www.starcite.com

According to the latest NBTA Foundation’s Quarterly Business Travel Outlook-United States, Group Meeting & Convention travel will finally show gains in 2011 after a nearly 3 year downward spiral. This session will offer an in depth analysis of the numbers as well as insights on emerging trends, including:

- Increased focus on strategic meetings management (SMM)
- Policy shifts and the quest for ROI/ROO
- Virtual alternatives and the rise of hybrid meetings

ETHICS AND TRUST: CRITICAL INGREDIENTS OF PERSONAL, PROFESSIONAL AND BUSINESS SUCCESS

Kevin O’Shaunessy O’Brien
Chair of Business Ethics & Legal Studies J.D., LL.M in Taxation, CPA
http://portfolio.du.edu/kobrien

Ethical conduct may seem to be in short supply these days, and suspicion and mistrust are growing concerns with respect to institutions such as business and government. Yet, there is a belief that successful individuals, businesses, and even societies are those with high levels of trust, at least in part because of their ethical conduct. This session will explore these ideas, including strategies for building and retaining trust personally, professionally, and in business transactions.

USING CONTRACTORS FOR STAFF FUNCTIONS

Terry Adams
Executive Director, Cherry Creek Arts Festival
www.cherryarts.org

Too much to do and too little staff? Hiring contractors brings needed expertise and manpower without increasing your payroll. Use of contractors has allowed the Cherry Creek Arts Festival to increase revenues and more effectively utilize year-round staff. This session covers the pros and cons of contractors, where to find them, what to look for and how to make sure they have your best interests at heart.

DENVER’S TOP CHEFS

Sandra Adams (not pictured)
Grand Hyatt Denver

Thanawat Bates
Executive Sous Chef at The Brown Palace Hotel and Spa

Chris Casson
Divisional Chef at Shamrock Foods

Troy Guard
Owner/Chef of TAG Restaurant

Kristin Hutton, CMP (Moderator)
Director of Sales at Kevin Taylor Restaurant Group

From the restaurant world to off-premise catering, chefs are paramount in the success of an event, program, or even a marriage proposal! Enjoy a morning discussion with four of Denver’s Hottest Chefs! Troy Guard, owner and chef of TAG, Thanawat Bates, Executive Sous Chef at The Brown Palace Hotel and Spa, Chris Casson, Divisional Chef at Shamrock Foods, and Sandra Adams, Pastry Chef at the Grand Hyatt. Moderated by Kristin Hutton, CMP, Director of Sales at Kevin Taylor Restaurant Group.

Ask them questions on the industry, trends, how they have risen to the top or even... their hot buttons!

SOCIAL MEDIA STRATEGIES: TOP 10 TIPS FOR NON-TEKKIES AND NEWBIES ALIKE!

Laura Benjamin
President, Pinehurst Press Ltd Communication Strategies
www.laurabenjamin.com

Whether you’ve been tweeting, friending or blogging for years or just weeks, this fast-paced, practical, nuts-and-bolts session reveals 10 key strategies to achieve social media and search engine success. Social media is the biggest tidal wave to hit marketing and communication since the printing press! This is information you MUST know to enhance your existing social media efforts or prepare for the plunge into twitter, facebook and blogging.
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The Colorado Convention Center’s 40-foot-tall Blue Bear, I See What You Mean, designed by Denver artist Lawrence Argent, has become a Mile High City icon.
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THE POWER OF SERVICE – HOW TO PROVIDE CUSTOMER SERVICE THAT ROCKS!
Robin Crow

The difference between businesses that thrive and ones that struggle to keep the doors open boils down to one thing... how well their customers are served. OK, we all know that. But the critical distinction is knowing how to expand your resources, maximize your efforts, and inspire your team to consistently put great service into practice. In this keynote, Robin presents vivid examples of how great companies (including his own, Dark Horse Recording) have applied these principles to achieve sustained success.

• How to Revitalize Your Business Through Multi-dimensional Thinking
• Why it’s really ALL about the people, be they internal or external customers

Robin Crow is a speaker, author, entrepreneur, business owner and one of the most innovative guitarists in the world. With over 2,000 presentations to his name, his expertise on leadership and customer service comes from 30 hard-won years in the trenches as an entrepreneur. For the past 13 of those years, he has led his company, Dark Horse Recording, a four studio complex he built from the ground up, to set the gold standard for customer service and excellence in the recording industry and is home to Faith Hill, Neil Diamond, Michael W. Smith, Jewel, and Alison Krauss to name a few. He has had ten albums released and four books published, including Jump And The Net Will Appear, which has become required reading for many high schools and universities. Robin has been a contributor on CNN and Canada AM, and has made over 55 other national and major market television appearances. He is also a featured speaker for Nightingale Conant.

Robin lives in Franklin, TN and serves on the boards of several organizations. He loves spending time enjoying some of his greatest passions – hanging out with his four children, throwing large barbecues for his studio clients and friends, and spending as much time as possible in the Rocky Mountains.

WWW.ROBINCROW.COM

The luncheon is emceed by MIC co-founder and NSA Colorado Member
Scott Friedman, CSP

Scott Friedman, CSP, 2004-05 President of the National Speakers Association and co-founding member of MIC of Colorado, is the author of 2 books and co-author of 4 others. Scott’s latest book, “Punchlines, Pitfalls and Powerful Programs - Ten Surefire Ways of Adding Humor to Your Presentations,” is the perfect resource for those looking to connect with their audience.... whoever that may be. Scott outlines effective methods for engaging and educating an audience through humor and storytelling.

www.FunnyScott.com

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1:30 – 3:30 PM TRADE SHOW
PLANNERS & EXHIBITORS ONLY
Suppliers not exhibiting welcome on the Trade Show floor during the Closing Reception at 4:45
8:30 – 9:45 AM
LEADERSHIP: WHAT IT IS, WHAT IT ISN’T
Karl Mecklenburg - Room 401/02

“HOT TOPICS” FROM THE LEGAL ARENA:
FINDING THE MIDDLE GROUND
Bill Walters - Room 403

FLOW, FOOD, FORMULAS AND FUN;
BASICS IN SUCCESSFUL MEETING LOGISTICS
Gary Schirmacher, CMP - Room 406/07

THE DISASTER EXPERIENCE - QUICK FIRE
FOR MEETINGS & EVENT PLANNERS
Bob Mellinger, CBCV - Room 404

APEX AND SUSTAINABLE MEETINGS
Lindsay Smith-Arell - Room 405

10:00 – 11:15 AM
MEETINGS INDUSTRY: STATE OF THE ECONOMY
Kevin Iwamoto, GLP - Room 401/02

ETHICS AND TRUST: CRITICAL INGREDIENTS
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SOCIAL MEDIA STRATEGIES
Laura Benjamin - Room 406/07

1:45 – 3:15 PM
BREAK OUT SESSION FOR SUPPLIERS NOT
ATTENDING THE TRADE SHOW

STRATEGIC HABITS FOR BUSINESS GROWTH
Dawn Abbott - Room 403

MASTERING MAGICAL PERSUASION
Traci Brown - Room 405

3:45 – 4:45 PM - POWER HOUR
HUMOR - THE UPSIDE OF DOWN
Joe Malarkey® - Room 401/02

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Heather Lutze - Room 406/07
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The 10 best cities for business meetings -- and blowing off steam
Sarah Staples
From Globe and Mail
Published Monday, Jan. 03, 2011
THE PANEL:
AIRLINE CHIEFS - Robert Deluce is president and chief executive of Porter Airlines; Rafael Sánchez-Lozano is CEO of the Spanish airline Iberia.
FREQUENT FLIERS - Bay Street veteran Chyanne Fickes is vice-president of investments at Stone Asset Management; franchising expert Larry Carnell, of Marietta, Ga., delivers keynote addresses on the convention circuit with friends Suze Orman and Donald Trump; Brian Kelly leads campus recruiting for a large Wall Street investment bank and writes the popular blog, ThePointsGuy.com. Don Jones, president of Experience it, in Toronto, produces events for Fortune 500 companies; Allen J. Sheinman is managing editor of Meetings & Conventions magazine.
BUSINESS TRAVEL PROS - Alice Marshall founded New York- and Los Angeles-based travel PR firm Alice Marshall Public Relations; Zane Kerby, senior vice-president of the National Business Travel Association, organizes several conventions and meetings a year; Francis Liu is president of one of Canada’s largest specialist China agencies, Wonder International Travel in Montreal.
1. BEST OVER ALL: NEW YORK
2. BEST FOR CONVENTIONS: DENVER
The mile-high city is no longer a pit-stop en route to the slopes of Vail, says Zane Kerby, who has booked the NBTA’s 40th annual convention there for 2011. Denver won him over for its central U.S. location and cheap flights into Denver International Airport, a hub for United Airlines and discounter Southwest Airlines. Most hotels, including a new Four Seasons, are within walking distance of the Colorado Convention Center. The Pepsi Center – nicknamed The Can – was the site of the 2008 National Democratic Convention.
TRIP TIP: Denver’s travel taxes – a measure of accommodation, rental car and airport taxes – are some of the lowest in the U.S., according to an NBTA 2010 study Travel Taxes in the U.S: The Best and Worst Cities to Visit.
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Having experienced all that the Meetings Industry Council of Colorado Educational Conference and Trade Show has to offer, we look forward to seeing you next March for our 12th Annual Meeting. Please watch MIC’s website for information about the date and location:
www.mic-colorado.org
1:45 – 3:15 PM Breakout Session for Suppliers

Strategic Habits for Business Growth
Dawn Abbott
Co-founder/Co-owner of Fun Productions, Inc.
and Colorado Teambuilding Events
www.funproductions.com
www.coloradoteambuildingevents.com
All businesses and departments within organizations are more successful through strategic planning. We will delve into how to create a strategic plan that lives, breathes, and guides your business into the action steps that reach your goals. We will discuss the elements of a successful strategic plan and the process of alignment throughout your organization. It is important to define your culture and develop the habits that lead to fulfilling your planned goals. It is time to stop putting out fires and start preventing them. Make this the year you start working on your business from a bird’s eye view, instead of working in it from the trenches where you can’t see past the chaos. This session is strategic planning for business 101.

Mastering Magical Persuasion
Traci Brown
www.tracibrown.com
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- Negotiations
- With Your Kids or Spouse
It’s your responsibility to hear what others are telling you and then give them your message in the way they need to hear it. The end result is a person that’s open to what’s being said and easily influenced because deep unconscious needs are being met and objections are eliminated or bypassed.

This program is fun and includes lots of exercises. Participants will leave more flexible in their communication: seeing the world with new eyes and listening with new ears. These skills will assist you in the office and in personal life.

3:45 – 4:45 PM Power Hour (2)

The Upside of Down
Joe Malarkey®
Joe Malarkey Productions, Inc.
www.joemalarkey.com
Joe Malarkey® is a member of the National Speakers Association “Speakers Hall of Fame”. His “Choose to Lose” program has propelled him to television appearances ranging from the prestigious “60 Minutes” to the embarrassing “To Tell the Truth.” Successful Meetings Magazine listed Joe as one its Top Ten Speakers in America.

His new program “The Upside of Down” explores the opportunity concealed by the current economic adversity. Has there ever been a better time for a message about:
- Prevailing in difficult situations
- Maintaining a positive outlook
- Laughing instead of losing
- Trying one more time
- And trying one more time... again!

Joe humorously examines this brief window in time when we can remake our companies, our markets and ourselves.

Skyrocket Event Attendance with Social Media Marketing: Create a “Before, During, & After” Social Media Action Plan to Blow Attendance Through the Roof!
Heather Lutze
President, Findability Group
www.findabilitygroup.com/
In this action packed session, event managers and support staff will learn how to create an action plan that supports actively increasing attendance and create pre-event excitement. Learn how to “gift wrap” the event with BEFORE, DURING AND AFTER Social Media Marketing tactics to increase awareness, using technology for LIVE “during conference” feedback and follow-up for continued learning. This program will give you the following skills:
- How to Leverage YouTube Videos Invitations To Create Excitement and Increase Attendance
- How to use technology like Twitter Hashtags and live feeds at events for REAL TIME FEEDBACK
- Post Event Attendee Value with “after the event” Video Webinars for continued event value and learning
- How to work with Speakers to get their help in actively marketing your event for greater visibility

4:45 – 6:00 PM Closing Reception and Entertainment - All are Invited
The annual Network for the Needy Luncheon, sponsored by the Meetings Industry Council of Colorado is getting a new name! On Tuesday, November 8, 2011, thirteen Colorado hospitality organizations will join forces again for the 18th annual luncheon to raise funds for Food Bank of the Rockies’ Denver’s Table program. Chefs from local hotels, restaurants and catering companies will put their best ‘food’ forward, tempting attendees with their appealing appetizers, exquisite entrées and delectable desserts. Local food critics and fellow chefs will award prizes in four categories (presentation, appetizer/salad, entrée, dessert) to the best entries.

Food Bank of the Rockies distributed over 25 million pounds of food to 1000 hunger-relief programs last year. Its Denver’s Table program collects donations of prepared food from restaurants and caterers as well as perishable foods from local grocers and delivers it to agencies serving meals to the needy. Last year, agencies served more than one million meals to less fortunate children, seniors and families; food that otherwise would have been thrown away.

Last year, MIC presented nearly $20,000 to the Food Bank of the Rockies.

Please join us at this year’s MIC Educational Conference and Trade Show Luncheon on Wednesday, March 16th at the Colorado Convention Center for the unveiling of the new name – don’t miss it! For more information, please visit our website at www.mic-colorado.org or contact Debbi Beldon, Co-Chair at debbi.beldon@experient-inc.com or via phone at 303/955-1399.
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Thank you for joining us today!

Once again, this year’s Exhibit Booths sold out very early. Plan now for the 12th Annual MIC of Colorado Educational Conference and Trade Show!

Thank you again, to this year’s sponsors:

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