12th Annual
Meetings Industry Council of Colorado
Educational Program and Trade Show
Program
Welcome to the 12th Annual Meetings Industry Council (MIC) of Colorado Educational Conference and Trade Show

We are grateful that you have chosen to spend the day with us! We are excited to mix things up a bit this year with a new format for the day, including an opening general session and revised afternoon schedule. The council has worked hard to bring you cutting edge educational sessions, emerging meeting technologies and enhanced exhibitor ROI. We are confident this year’s event will be one of the best ever.

One of the Council’s goals this year was to elevate the awareness and credibility of MIC and the Meetings Industry in Colorado. We are thrilled to have two special dignitaries addressing you today, Denver Mayor Michael Hancock and Al White, Director, Colorado Tourism Office. These individuals understand the importance meetings and events play to our economy and are honored to speak to our prestigious group.

I’d also like to give sincere thanks and appreciation to the 2012 MIC members for their efforts to produce the conference this year. The volunteer members of the Council dedicate not only their time, but their talents as well. This group along with Rocky Mountain Event Consultants (RMEC), the team that manages the MIC, has worked diligently over the last year to produce this day of education and networking. 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 are both relevant and of the highest caliber. They’ve outdone themselves once again!

On behalf of the 13 meetings industry related organizations that make up the MIC of Colorado, we thank you for your continued participation, attendance and support. You allow us to achieve our mission year after year by strengthening the relationships between organizations, and their members, through communication and cooperation.

Enjoy the day!

Nicole Marsh, CMP, DMCP
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 year for our 13th Annual Meeting at the Colorado Convention Center. Please watch MIC’s website for information and updates: www.mic-colorado.org.
**Program Overview**

**March 8, 2012 - 7:00 AM - 5:45 PM**

7:00 AM – 8:00 AM  
**Registration/Breakfast**  
Mile High Ballroom Pre function area  
Sponsored by Visit Newport Beach

8:00 AM – 9:30 AM  
**Opening General Session** - Sponsored by Gateway Park Hotel Alliance / Gateway DIA Group

**TED meets MIC – Top Trends You Need for Successful Meetings**  
Shawna Suckow, CMP; Kelly Kucera; Todd Gehrke; Dan Yaman  
Mile High Ballroom 3-4

9:30 AM – 10:00 AM  
**Break** ~ Mile High Ballroom Pre function area - Sponsored by Wyndham Hotel Group

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

**Collective Intelligence (Planner Only Session)**  
Room 405 Group Discussion - Sponsored by MPIRMC and Brede Exposition Services

**You’re The CEO of Your Event** - Room 402  
Debra Benton - Sponsored by SGMP

**THE W Factor in Food and Beverage: How to Win, WOW, and have Worthwhile Meetings & Events** - Room 403/04  
Monica Cheeks, LES, CMP, Dave Hoemann, Simon Purvis, Moderated by Sidney Stoper - Sponsored by NACE

**From Meeting to Tweeting: Preparing for the Conferences and Seminars of Tomorrow** - Room 406  
Robert W. Wendover, CSP - Sponsored by CSAE

**Meeting Metrics** - Room 401  
Bruce Lemmon, CEM - Sponsored by RMC-IAEE

11:30 AM – 1:30 PM  
**Lunch** - Sponsored by Alberta, Canada  
Emcee: Scott Friedman, CSP

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

**Developing A Comic Vision**  
Tim Gard, CAP, CPAE  
Mile High Ballroom 3-4

1:45 PM – 3:00 PM  
**Concurrent Breakout Sessions (5)**

**Contracting... What You Know, What You Don’t Know and What You Need to Know** - Room 403/04  
Facilitated by Bill Light, MBA, CMP, and Kim Brust. Panelists: Kelly Wright, CMP; Nicole Marsh, CMP, DMCP; Lars Federhar; Chuck Potter, CMP - Sponsored by RMPCMA

**How to Make Money (Regardless of the Economy)** - Room 406  
Tami Forero - Sponsored by ISES

**Ignite! – Lightening Rounds. 8 speakers. Lots of laughter and countless ways to strengthen your business** - Room 407  
Numerous Speakers - Sponsored by NSA

**Technology & Trends: How New Advancements are Shaping the Event Planning Industry** - Room 402  
Kelly Kucera - Sponsored by CMCA

**Strategic Meetings Management (SMM) 101** - Room 401  
Deborah Borak, SMMC - Sponsored by RMBTA

3:00 PM – 5:00 PM  
**Trade Show ~ Mile High Ballroom 1-2**

(Suppliers not exhibiting at the 2012 MIC Trade Show are invited to the closing reception on the Trade Show floor from 5:00 to 5:45 pm)

3:00 PM – 5:00 PM  
**Break Out Sessions for Suppliers (2)**

**Guerrilla Selling – How to Close More Business at Higher Prices, Regardless of the Competition** - Room 403/04  
Orvel Ray Wilson, CSP - Sponsored by HSMAI

**Thriving in Chaos** - Room 406  
Brian Vogt - Sponsored by CFEA

5:00 PM – 5:45 PM  
**Reception and Entertainment** - Mile High Ballroom 1-2  
Enjoy great food and continue networking to share all that you learned. - Sponsored by Destination Quebec/Quebec Tourism

All of the 13 member organizations of MIC are available to answer any of your questions throughout the day in the Mile High Ballroom pre function area
Come experience the Colorado Convention Center. Our staff looks forward to helping you shape the most unique event, assisting you in bringing your vision to life. Our facility has newly expanded space with 600,000 square feet of contiguous exhibit space, all on one level.

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The Colorado Convention Center staff looks forward to hosting one of your upcoming events.

For more information contact: 303.228.8000 or Fax 303.228.8103 • www.denverconvention.com
### TED meets MIC – Top Trends You Need for Successful Meetings

This TED-formatted session will feature subject matter snapshots of areas integral to the success of today’s meetings.

**Who’s TED and why should I be there?**

The changes in the meetings industry are coming so quickly that the savvy planner needs extra hours in the day to stay on top of them. This year’s Opening General Session gives you insights into four areas, using the TED format, where speakers are given a maximum of 18 minutes to present their ideas in the most innovative and engaging ways they can. Grab breakfast and be in your seats – this session is not to be missed.

### About Our TED Presenters:

**Striving for Meetings 3.0** – Shawna Suckow, The Senior Planners Industry Network

A planner for nearly 20 years Shawna Suckow, President of SPIN, the Senior Planners Industry Network, has grown the association into the world’s largest senior-level planner organization, with 2,300 members. In addition to writing her first book due out spring of 2012, Shawna has written for many industry publications, and speaks domestically and internationally on meetings industry issues.

**Technology to Advance Your Meetings** – Kelly Kucera, Image Audiovisuals

After 10 years in the hospitality industry, running AV events for clients of well-known Denver area hotel, Kelly followed her passion for planning and arranging audio visual production for corporations and associations and joined Image Audiovisuals. In this role, she oversees all sales for the corporate office and has raised the bar on what companies can do with their AV budgets and her creativity.

**Destination 101: Partner Solutions with Trust and Transparency** – Todd Gehrke, Telluride Tourism Board

Over the past 15 years Todd has acquired experience with Destination Marketing Organizations, Travel Agencies, Hotels, DMC’s and Meeting Management Companies. It is this industry knowledge that allows him to provide clients with a complete travel solution, driven by a true understanding of the components that make up each and every experience. One of his biggest strengths is aligning personal interests with truly unique experiential travel itineraries. His local supplier partners and he, strive to stay ahead of the curve with new trends and innovative concepts.

**Brain-Based Events: The Latest Research on How to Engage Your Audience and Make Your Message Stick** - Dan Yaman, Live Spark

Dan started his career at age 17 as America’s Youngest Stage Hypnotist. As he traveled around the country performing before audiences, he realized there was a bigger need for helping audiences stay awake during presentations.

As the CEO of Live Spark—a strategic event design company—Dan developed pioneering methodology combining “The Art of Theater”, “The Science of Learning” and the “Psychology of Persuasion” to create engaging environments where message comprehension and content retention soars.

Mr. Yaman also founded LearningWare, a company dedicated to making training more engaging through the use of interactive game shows. Additionally, he co-authored a “I’ll Take Learning for 500: Using Game Shows to Engage, Motivate and Train” with Missy Covington.

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**Opening General Session** is sponsored by

**Mile High Ballroom Pre-function area** 
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Scott Friedman CSP

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10:00 - 11:15 AM ~ 1st Concurrent Breakout Sessions (5)

**Collective Intelligence**

**Planner Only Session - Limited to 50**

**Group Discussion**
Facilitated by Dean Savoca, M.Ed, President, SynergyLife Performance and Devon Binder, CMP, CMM, Senior Meeting Architect, Kinsley

A non-structured session in a creative seating design, collectively working with other planners to solve your meeting and event challenges. Sound too good to be true? Then check this session out!

Attendees will create the agenda for this session by selecting topics through a peer conferencing technique. The session is designed to build a community where the participants can collectively interact in a safe environment and pull from the expertise, creative solutions, opinions and encouragement from within the room. The goal of this process is to discover useful solutions, find fresh avenues of information and build new meaningful connections that attendees may continue to reach out to after the conference.

**You’re The CEO of Your Event**

**Debra Benton**
www.debrabenton.com

Meeting planners have the same role of leadership and range of responsibility for their event as the lead decision maker in any organization.

In this program you will learn why it’s important -- and how -- to be the leader who is memorable, impressive, credible, genuine, trusted, liked, cool, calm, collected, competent, comfortable, and confident in dealing with all constituents involved in the event.

**The W Factor in Food and Beverage: How to Win, Wow, and have Worthwhile Meetings & Events**

**Monica Cheeks, LES, CMP**
Director of Catering and Convention Services at the Hyatt Regency Denver at Colorado Convention Center
www.denverregency.hyatt.com

**Dave Hoemann**
Corporate SVP/F&B Operations, Sage Restaurant Group
www.sagerestaurantgroup.com

**Simon Purvis**
Executive Chef at The Four Seasons Denver
www.fourseasons.com/denver

**Sidney Stoper (Moderator)**
Director of Catering and Conference Services, Magnolia Hotel Denver
www.magnoliahotels.com

Do you cringe when your client wants a bison entrée for a poultry price? Does your boss want you to outdo last year’s conference, but on half the budget? Come hear three industry experts discuss how you can still have an amazing, yet an affordable event and provide the W FACTOR for the client, the planner, and your company.

**From Meeting to Tweeting: Preparing for the Conferences and Seminars of Tomorrow**

**Robert W. Wendover, CSP**
Director, The Center for Generational Studies
www.generationaldiversity.com

How can meeting planners successfully compete with the perception that all information should be free? What can you do to set your event apart from those offering one more set of talking heads? What steps can you take to ensure a meeting to “text home” about? Join Bob Wendover for this fast-paced, interactive and informative session that will stimulate your thinking and show you how the best are connecting with their targeted marketplace. Discover what it takes to attract those whose first option is the keyboard and mouse. Based on industry research and his own experience, Bob will provide you with the key elements for keeping the “hand-held set” engaged, when you are constantly competing for share of mind.

**Meeting Metrics**

**Bruce Lemmon, CEM**
Managing Member, GEM Global Events Management
www.gemworldwidevents.net

Are your events meeting the goals and needs of your attendees? Whether your meetings are large or small, are you optimizing the results expected by all stakeholders? Some of the topics that will be covered by Bruce Lemmon, CEM of Global Events Management, LLC, are setting strategic goals and values for your event, understanding surveys, making meaningful evaluations, establishing objectives and measuring results.

**11:30 AM - 1:30 PM - Lunch**

**Keynote: Developing a Comic Vision**

**Tim Gard, CSP, CPAE**
Mile High Ballroom 1-2
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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Tim Gard, CSP, CPAE is a drop-dead funny, laugh-out-loud humorist, who teaches audiences to look at life with humor, and through the lens of what he calls a Comic Vision®.

A leading authority in stress reduction through humor, Tim is an accomplished author, keynote speaker, coach and consultant. Having received the CPAE designation in 2006, Tim was inducted into the Speaker Hall of Fame and is now in the top one percent of the top one percent of his industry! For over a decade, audiences around the world cheer and applaud when they hear the name Tim Gard!

www.timgard.com

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Thank you to Telluride Tourism Board for the Keynote vacation package

The luncheon is emceed by MIC co-founder and NSA Colorado Member

Scott Friedman, CSP

Scott Friedman, a motivational humorist, is also an author of 3 books and co-author of 4 others. His latest book, “The Celebration Factor,” is a refreshing approach to strategically using celebration to create more engaged employees, better team performance and enhanced employee well-being. Scott served as the 2004-05 President of the National Speakers Association and has presented for more than 2000 groups in his 27-year speaking career. Today, he travels the globe speaking on employee and customer experience and using humor and celebration strategically.

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2012 MIC of Colorado Trade Show Floor and Breakout Rooms

10:00 – 11:15 AM

**Concurrent Breakout Sessions**

**Collective Intelligence (planner only session)**
Group Discussion - Room 405

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Tami Forero - Room 406

**Ignite! - Lightening Rounds. 8 Speakers. Lots of Laughter and Countless Ways to Strengthen Your Business**
Numerous Speakers - Room 407

**Technology & Trends: How New**

3:15 – 4:45 PM

**Advancements Are Shaping the Event Planning Industry**
Kelly Kucera - Room 402

**Strategic Meetings Management (SMM) 101**
Deborah Borak, SMMC - Room 401

**Break Out Session for Suppliers Not Attending the Trade Show**

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Orvel Ray Wilson, CSP - Room 403/04

**Thriving in Chaos**
Brian Vogt - Room 406
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<td>Jeremy Wilson</td>
<td>719-571-6230</td>
<td><a href="mailto:jwilson@broadmoor.com">jwilson@broadmoor.com</a></td>
</tr>
<tr>
<td>307</td>
<td>Buena Vista Palace Hotel &amp; Spa</td>
<td>1903 Buena Vista Drive</td>
<td>Lake Buena Vista, FL 32830</td>
<td>Jon Smith CHSP</td>
<td>407-827-3376</td>
<td><a href="mailto:jsmith@luxuryresorts.com">jsmith@luxuryresorts.com</a></td>
</tr>
<tr>
<td>506</td>
<td>CasaBlanca Resort &amp; Casino</td>
<td>950 West Mesquite Blvd</td>
<td>Mesquite, NV 89027</td>
<td>Bernadette Anthony</td>
<td>888-711-6453 ext 18</td>
<td><a href="mailto:banthony@casablasancasino.com">banthony@casablasancasino.com</a></td>
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<tr>
<td>606</td>
<td>CBST Adventures</td>
<td>141 W. 3rd Avenue</td>
<td>Denver, CO 80223</td>
<td>Mark Hojeian</td>
<td>720-641-3166</td>
<td><a href="mailto:mark@cbstadventures.com">mark@cbstadventures.com</a></td>
</tr>
<tr>
<td>211</td>
<td>Centerplate</td>
<td>700 14th Street</td>
<td>Denver, CO 80202</td>
<td>Stephanie Carlson</td>
<td>303-228-8131</td>
<td><a href="mailto:Stephanie.Carlson@centerplate.com">Stephanie.Carlson@centerplate.com</a></td>
</tr>
<tr>
<td>127</td>
<td>Cheyenne Mountain Resort</td>
<td>3225 Broadmoor Valley Road</td>
<td>Colorado Springs, CO 80906</td>
<td>Colleen Pace</td>
<td>719-538-4002</td>
<td><a href="mailto:cpcapel@benchmarkmanagement.com">cpcapel@benchmarkmanagement.com</a></td>
</tr>
<tr>
<td>422</td>
<td>Chicago Convention &amp; Tourism Bureau</td>
<td>301 East Cermak Road</td>
<td>Chicago, IL 60645</td>
<td>Julie Van’t Hul</td>
<td>312-547-8471</td>
<td><a href="mailto:jvanthul@choicehicago.com">jvanthul@choicehicago.com</a></td>
</tr>
<tr>
<td>77</td>
<td>Christian Meetings &amp; Conventions Association</td>
<td>P.O. Box 250757</td>
<td>Westminster, CO 80235</td>
<td>Jayne Kuriyuk</td>
<td>303-456-6678</td>
<td><a href="mailto:jayne@christianmeet.org">jayne@christianmeet.org</a></td>
</tr>
<tr>
<td>319</td>
<td>Colorado Convention Center-MGM</td>
<td>700 14th Street</td>
<td>Denver, CO 80202</td>
<td>Nikki Haddad</td>
<td>303-228-8022</td>
<td><a href="mailto:nhaddad@denverconvention.org">nhaddad@denverconvention.org</a></td>
</tr>
<tr>
<td>78</td>
<td>Colorado Festivals and Events Association (CFEA)</td>
<td>P.O. Box 20386</td>
<td>Littleton, CO 80162</td>
<td>Lora Knowlton</td>
<td>303-904-1521</td>
<td><a href="mailto:lora@coloradofestival.com">lora@coloradofestival.com</a></td>
</tr>
<tr>
<td>118</td>
<td>Colorado Meetings + Events</td>
<td>17421 E Powers Drive</td>
<td>Centennial, CO 80115</td>
<td>Bob Haddad</td>
<td>303-617-0548</td>
<td><a href="mailto:bob.haddad@broadmoor.com">bob.haddad@broadmoor.com</a></td>
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<tr>
<td>71</td>
<td>Colorado Society of Association Executives (CSAE)</td>
<td>2170 South Parker Rd</td>
<td>Denver, CO 80221</td>
<td>Joan Tezak CAE, CMP</td>
<td>303-368-9090</td>
<td><a href="mailto:joant@csaenet.org">joant@csaenet.org</a></td>
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<td>120</td>
<td>Colorado Springs CVB</td>
<td>515 S. Cascade</td>
<td>Colorado Springs, CO 80903</td>
<td>Katherine Reak</td>
<td>719-685-7632</td>
<td>KathyWistos.com</td>
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<tr>
<td>231</td>
<td>Courtyard by Marriott Denver Cherry Creek</td>
<td>1475 S. Colorado Blvd</td>
<td>Denver, CO 80222</td>
<td>Anne Frye</td>
<td>303-757-8977 ext 244</td>
<td><a href="mailto:anne.frye@marriott.com">anne.frye@marriott.com</a></td>
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<tr>
<td>113</td>
<td>Crested Butte Mountain Resort</td>
<td>P.O. Box 5700 12 Snowmass Road Mt. Crested Butte, CO 81225</td>
<td>Jill Canning</td>
<td>720-670-8352</td>
<td><a href="mailto:jcairngn@cbmt.com">jcairngn@cbmt.com</a></td>
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<tr>
<td>514</td>
<td>Crowne Plaza DIA</td>
<td>15500 East 40th Avenue</td>
<td>Denver, CO 80239</td>
<td>Megan Larsen</td>
<td>303-302-4146</td>
<td><a href="mailto:meg.larsen@jh.com">meg.larsen@jh.com</a></td>
</tr>
<tr>
<td>524</td>
<td>CVBs of Rhode Island</td>
<td>144 Westminster St Providence, RI 02903</td>
<td>Kristen Goodnow</td>
<td>401-454-0234</td>
<td><a href="mailto:kgoodnow@pvcb.org">kgoodnow@pvcb.org</a></td>
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<tr>
<td>425</td>
<td>Cvent, Inc</td>
<td>180 Greensboro Drive, 9th Floor</td>
<td>McLean, VA 22102</td>
<td>Brian Pickle</td>
<td>703-226-3558</td>
<td><a href="mailto:bjrklke@cvent.com">bjrklke@cvent.com</a></td>
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<td>206</td>
<td>Denver Hilton Family</td>
<td>600 S. Colorado Blvd</td>
<td>Denver, CO 80224</td>
<td>Jeanette Valdez</td>
<td>303-754-9800</td>
<td><a href="mailto:Jeanette.M.Valdez@Hilton.com">Jeanette.M.Valdez@Hilton.com</a></td>
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<td>211</td>
<td>Denver Marriott South at Park Meadows</td>
<td>10345 Park Meadows Drive</td>
<td>Littleton, CO 80124</td>
<td>Stasia Patience</td>
<td>303-728-5943</td>
<td><a href="mailto:stasia.patience@denvermarriott.com">stasia.patience@denvermarriott.com</a></td>
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<td>204</td>
<td>Denver Merchandise Mart</td>
<td>451 E. 58th Avenue Suite</td>
<td>Denver, CO 80216</td>
<td>Randy Gaddis</td>
<td>303-292-4278 ext 5210</td>
<td><a href="mailto:Randy@rdbraunert.com">Randy@rdbraunert.com</a></td>
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<td>423</td>
<td>Destination DC</td>
<td>901 7th Street Suite 400</td>
<td>Washington, DC 20001</td>
<td>Lyndsi Armoni</td>
<td>202-769-7000</td>
<td><a href="mailto:lynds.armoni@destinationdc.com">lynds.armoni@destinationdc.com</a></td>
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<td>517</td>
<td>Destination Hotels &amp; Resorts</td>
<td>10333 E Dry Creek Rd, Suite #450</td>
<td>Englewood, CO 80112</td>
<td>Amanda Wessel</td>
<td>303-248-6874</td>
<td>AAnderson2destinationhotels.com</td>
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<td>318</td>
<td>Destination Quebec – Tourism Quebec</td>
<td>333 W. North Avenue PMB 381 Chicago, IL 60610</td>
<td>Annamarie Heibuchelm</td>
<td>312-573-1849</td>
<td>OcaIa.com</td>
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<tr>
<td>Booth</td>
<td>Company</td>
<td>Address</td>
<td>City, State, Zip</td>
<td>Contact</td>
<td>Phone</td>
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<td>104</td>
<td>YMCA of the Rockies</td>
<td>2515 Tunnel Road</td>
<td>Estes Park, CO 80517</td>
<td>Kellen Schaffer</td>
<td>770-586-3341</td>
<td><a href="mailto:kschaffer@ymcarockies.org">kschaffer@ymcarockies.org</a></td>
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<td>105</td>
<td>The Fort</td>
<td>19192 Hwy (Hwy 8) P.O. Box 569 Morrison, CO 80465</td>
<td>Jennefer Weeks</td>
<td>303-697-2282</td>
<td><a href="mailto:banquets@thefort.com">banquets@thefort.com</a></td>
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<td>106 &amp; 108</td>
<td>Sage Hospitality/The Oxford Hotel/ JW Marriott/The Curtis</td>
<td>1600 17th Street Denver, CO 80202</td>
<td>Amy Stansbery</td>
<td>303-628-5400</td>
<td><a href="mailto:AStansbery@theoxfordhotel.com">AStansbery@theoxfordhotel.com</a></td>
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<td>Rocky Mountain Business Travel Association (RMBTA)</td>
<td>572 East Long Circle</td>
<td>Littleton, CO 80122</td>
<td>Deborah Borak SMCC</td>
<td>720-283-3959</td>
<td><a href="mailto:deborah.borak@conferenceirect.com">deborah.borak@conferenceirect.com</a></td>
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<td>Krisam Group</td>
<td>142 East Ontario Street 12th Floor</td>
<td>Chicago, IL 60611</td>
<td>Dee Kirby</td>
<td>312-644-6600</td>
<td><a href="mailto:deekirby@krisam.com">deekirby@krisam.com</a></td>
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<td>120</td>
<td>Renaissance Boulder Flatiron Hotel</td>
<td>500 Flatiron Blvd.</td>
<td>Boulder, CO 80303</td>
<td>Charina De la Cruz</td>
<td>303-464-8400</td>
<td><a href="mailto:angela.blackstock@renaissancehotels.com">angela.blackstock@renaissancehotels.com</a></td>
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<td><a href="mailto:angela.blackstock@renaissancehotels.com">angela.blackstock@renaissancehotels.com</a></td>
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<tr>
<td>122</td>
<td>Rio</td>
<td>5701 Avenida del Pacifico</td>
<td>San Diego, CA 92108</td>
<td>Ryan Benjamin</td>
<td>303-289-2222</td>
<td><a href="mailto:ryan@ridepremier.com">ryan@ridepremier.com</a></td>
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<tr>
<td>123</td>
<td>Spruce Mountain</td>
<td>14471 Spruce Mountain Road</td>
<td>Larkspur, CO 80118</td>
<td>Tara James</td>
<td>719-484-0800</td>
<td><a href="mailto:tara@sprucemountainranch.com">tara@sprucemountainranch.com</a></td>
</tr>
<tr>
<td>124</td>
<td>Shutter Booth Photo Booth Rentals</td>
<td>9231 Aspen Creek Way</td>
<td>Highlands Ranch, CO 80129</td>
<td>Randy Glassman</td>
<td>303-590-4874</td>
<td><a href="mailto:randy@shutterbooth.com">randy@shutterbooth.com</a></td>
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<tr>
<td>125</td>
<td>Magnolia Hotel</td>
<td>818 17th Street</td>
<td>Denver, CO 80202</td>
<td>Jason Landers</td>
<td>303-607-1104</td>
<td><a href="mailto:jlanders@magnoliahotels.com">jlanders@magnoliahotels.com</a></td>
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<tr>
<td>126</td>
<td>Renaissance Denver Hotels</td>
<td>3801 Quebec Street</td>
<td>Denver, CO 80207</td>
<td>Ray Roll</td>
<td>303-336-5214</td>
<td><a href="mailto:ray.roll@renaissancehotels.com">ray.roll@renaissancehotels.com</a></td>
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<td>127</td>
<td>Monterey Plaza Hotel and Spa</td>
<td>400 Cannery Row</td>
<td>Monterey, CA 93940</td>
<td>Marilyn Templeton</td>
<td>831-462-1668</td>
<td><a href="mailto:MTempleton@montereyplazahotel.com">MTempleton@montereyplazahotel.com</a></td>
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<td>128</td>
<td>Meetings Focus</td>
<td>655 Montgomery Street Suite 900</td>
<td>San Francisco, CA 94111</td>
<td>Jenny McCann</td>
<td>415-782-2249</td>
<td><a href="mailto:jenny.mccann@meetingsfocus.com">jenny.mccann@meetingsfocus.com</a></td>
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<tr>
<td>129</td>
<td>Meetings Focus</td>
<td>655 Montgomery Street Suite 900</td>
<td>San Francisco, CA 94111</td>
<td>Angelina Stribal</td>
<td>415-782-2249</td>
<td><a href="mailto:jenny.mccann@meetingsfocus.com">jenny.mccann@meetingsfocus.com</a></td>
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<tr>
<td>130</td>
<td>The Stanley Hotel</td>
<td>330 Mondavierview Avenue</td>
<td>Estes Park, CO 80517</td>
<td>Kenny Lynch</td>
<td>970-577-4017</td>
<td><a href="mailto:kenny@stanleyhotel.com">kenny@stanleyhotel.com</a></td>
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<td>131</td>
<td>Park City Mountain Resort</td>
<td>C/O Plateau East 11th Street, Suite 504 Denver, CO 80202</td>
<td>Aida Campbell</td>
<td>303-943-9474</td>
<td><a href="mailto:aida.campbell@buckepointe.com">aida.campbell@buckepointe.com</a></td>
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<td>Rio</td>
<td>5701 Avenida del Pacifico</td>
<td>San Diego, CA 92108</td>
<td>Ryan Benjamin</td>
<td>303-289-2222</td>
<td><a href="mailto:ryan@ridepremier.com">ryan@ridepremier.com</a></td>
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<tr>
<td>133</td>
<td>Rock the Rails</td>
<td>15151 E. Alameda Parkway Suite 5200 Aurora, CO 80012</td>
<td>Danielle McNair</td>
<td>970-477-4007</td>
<td><a href="mailto:dmcnair@visitvailvalley.com">dmcnair@visitvailvalley.com</a></td>
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<td>Starwood Hotels and Resorts</td>
<td>400 Cannery Row</td>
<td>Monterey, CA 93940</td>
<td>Marilyn Templeton</td>
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<td>Shutter Booth Photo Booth Rentals</td>
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<td>Randy Glassman</td>
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<td><a href="mailto:randy@shutterbooth.com">randy@shutterbooth.com</a></td>
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<td>136</td>
<td>Marriott</td>
<td>110 W 1st Street</td>
<td>Pueblo, CO 81003</td>
<td>Cheyenne Motto</td>
<td>719-586-3282</td>
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**Kelly Kucera**

Sales Executive, Image Audiovisuals
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On Tuesday, November 8, 2011, thirteen Colorado hospitality organizations joined forces for the 18th Annual Serving Up Hope Luncheon (formerly Network for the Needy Luncheon) and raised $22,000 for Food Bank of the Rockies’ Denver’s Table program.

Serving Up Hope is sponsored by the Meetings Industry Council of Colorado [www.mic-colorado.org]. MIC is a coalition of professional meetings industry-related organizations. Incorporated in 2000, MIC is a partnership between 13 national and local member organizations either founded in Colorado or within state chapters. Its underlying purpose is to strengthen the relationships among participating organizations through increased communication.

This year’s event set a record attendance with 640 industry professionals attending! The luncheon featured emcee Reggie Rivers, former Denver Bronco, media personality, motivational speaker, author and respected community advocate who took time from his busy schedule to be part of this important cause for the second year in a row.

Chefs from local hotels, restaurants and catering companies put their best ‘food’ forward, tempting attendees with their appealing appetizers, exquisite entrées and delectable desserts. Local food critics and fellow chefs awarded prizes in four categories (appetizer/salad, entrée, dessert, and presentation) to the best entries. Culinary awards were given to the Hilton Garden Inn Zink Bar & Patio for Best Appetizer, Le Grand Bistro for Best Entrée, two time winner Metropolitan State College of Denver for Best Dessert, and the best culinary station presentation went to the Hilton Garden Inn Zink Bar & Patio. Winners received an award tile with artwork designed by Alondra Zamora, age 11. Alondra is a participant in the Denver Rustlers Kid’s Café, a program sponsored by The Food Bank of the Rockies. She was also present at the event and was honored on stage by Reggie.

The special Serving Up Hope committee is a group of dedicated and compassionate individuals from the hospitality industry who work together to create a wonderful event with delicious food and fun for a great cause. Everything is donated, so 100% of the proceeds benefit Food Bank of the Rockies and its Denver’s Table program. This year the final check written to Food Bank of the Rockies was for $22,000!

Food Bank of the Rockies distributed over 39.4 million pounds of food to more than 1,100 hunger-relief programs in Fiscal Year 2011. 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, Denver’s Table safely picked up 5.2 million pounds of food and their agencies served more than 4 million meals to less fortunate children, seniors and families; food that otherwise would have been thrown away.

An additional element of the Serving Up Hope event is the annual food drive competition between the 13 MIC organizations. This year, over 12,000 pounds of food was donated by attendees – this food is in addition to the $22,000 raised by the Luncheon. Awards for the most food donated per member were given to two organizations – Christian Meetings and Conventions Association [CMCA] for the organization with less than 125 members and Meeting Professionals International Rocky Mountain Chapter [MPIRMC] for the organization with more than 125 members.

For more information, please contact Debbi Beldon, Co-Chair at (303) 955-1399 or debbi.beldon@experient-inc.com.

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The Meetings Industry Council of Colorado (MIC) is a coalition of 13 professional meetings industry-related organizations. Its underlying purpose is to strengthen the relationships among participating organizations through increased communication and cooperation.

The benefits of the collaborative efforts of MIC include:

- Exchanging calendars of events to avoid duplication of meeting dates;
- Sharing chapter programming information and educational articles for inclusion in each other’s newsletters and providing membership mailing lists once a year per organization to promote organization-sponsored events;
- Initiating special joint programs pertaining to relevant issues within the meetings industry;
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