



Meetings Industry Council of Colorado
Educational Conference and Trade Show

DENVER, COLORADO

THURSDAY, MARCH 8, 2012

COLORADO CONVENTION CENTER

WWW.MIC-COLORADO.ORG

12th Annual Meetings Industry Council of Colorado Educational Program and Trade Show Program



Sponsored and Produced by:

Christian Meetings and Convention Association
Colorado Festivals and Events Association
Colorado Society of Association Executives
VISIT DENVER...The Convention & Visitors Bureau
Hospitality Sales and Marketing Association International Denver
International Association of Exhibitions and Events Rocky Mountain Chapter
International Special Events Society Denver Chapter
Meeting Professionals International Rocky Mountain Chapter
National Speakers Association - Colorado
Greater Denver Chapter National Association of Catering Executives
Professional Convention Management Association Rocky Mountain Chapter
Rocky Mountain Business Travel Association
Society of Government Meeting Professionals Rocky Mountain Chapter

3.08.12

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.

2012

MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO MEMBER ORGANIZATIONS



International Association
of Exhibitions and Events
Rocky Mountain Chapter



ROCKY MOUNTAIN
CHAPTER
MPI

MEETING PROFESSIONALS INTERNATIONAL



GREATER DENVER CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES



Rocky Mountain Business Travel Association



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 HSMIA

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

THE COLORADO
CONVENTION CENTER

A Unique Shape, a Unique Event.

Let us assist you in shaping your next event.



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.

The Colorado Convention Center features:

- 100,000 square feet of meeting space - all on one level
- 50,000 square foot ballroom and a 35,000 square foot ballroom
- 5,000 fixed seat Wells Fargo Theatre
- 1,000 space parking garage
- Lobby entrances with both city and spectacular mountain views



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

8:00 – 9:30 AM ~ OPENING GENERAL SESSION

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.

Opening General Session is
sponsored by



9:30 – 10:00 AM – BREAK
Mile High Ballroom Pre-function area

Sponsored by
Wyndham Hotel Group

Robust attendee management software that's easy to use



IMPROVE
EFFICIENCY



INCREASE
ATTENDANCE



REGISTER
& ENGAGE



MEASURE
RESULTS

- ◆ No Set Up Costs
- ◆ Nothing to Install
- ◆ Easy to Access
- ◆ Pay Only for Results

Active Network's RegOnline has powered the smallest meeting to the most complex webinar to large conference, including over 1,000 associations. Visit us at **BOOTH #302** to find out how you can use RegOnline for your meetings and events.

Or try us for free at www.regonline.com.

regonline™

1-888-351-9948

| www.regonline.com

Save the Date
Tuesday
November 13, 2012



Denver Merchandise Mart

Visit 
Baltimore™

A Place of Extraordinary Service in the
Most Magical of Worlds...

IMAGINE

the Possibilities for your Next Meeting.



BUENA VISTA PALACE
HOTEL & SPA

In the Walt Disney World® Resort

Booth #307

Joni Smith, CHSP
National Sales Manager
407-827-3376
josmith@luxuryresorts.com
1900 Buena Vista Drive
Lake Buena Vista, FL

Nestled

in the heart of the Rocky Mountains, the Vail Valley is not your typical meeting destination, but home to Vail & Beaver Creek resorts and the beautiful towns of Avon & Edwards, Colorado. The Vail Valley offers a wide array of unique opportunities for any group, large or small, making us the premiere headquarters for a true Colorado Rocky Mountain experience.

Book your meeting today.



| VisitVailValley.com | 970.476.1000

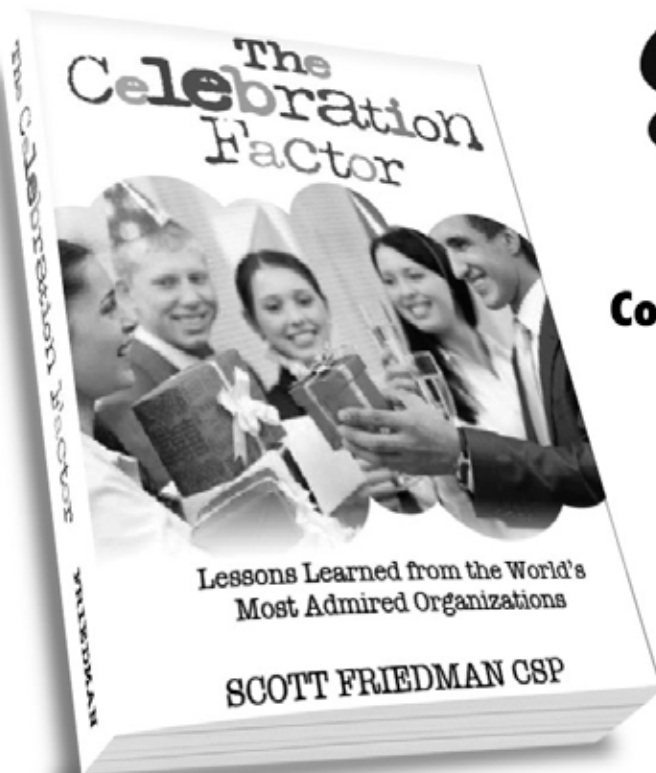
www.FortWorth.com



We've been holding

SUCCESSFUL MEETINGS

since 1849.



Scott Friedman CSP

Coming soon to a bookstore near you!

<http://www.celebrationfactor.com>

<http://www.scottfriedman.net>

Scott@ScottFriedman.net

303-284-0811

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.



sponsored by
ROCKY MOUNTAIN
CHAPTER
MPI

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.



sponsored by
SGMP
ROCKY MOUNTAIN CHAPTER

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.



sponsored by
NACE
GREATER DENVER CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

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.



sponsored by



MEETING METRICS

Bruce Lemmon, CEM

Managing Member, GEM Global Events Management

www.gemworldevents.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.



sponsored by



11:30 AM - 1:30 PM - LUNCH
KEYNOTE: DEVELOPING A COMIC VISION
TIM GARD, CSP, CPAE
Mile High Ballroom 1-2



We Are meeting professionals,
We Are marketing, We Are membership,
We Are executives, We Are credentialing,
We Are education, We Are networking, We Are members,
WE ARE

The Colorado Society of Association Executives


Join TODAY!

www.csaenet.org

(303) 368-9090



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!




Love what you do?
MPI Rocky Mountain Chapter is the power of your profession, your peers and your work. Expand your network by becoming a part of this amazing organization.

We are MPI
and we love what we do!

From networking events to educational programs, partnerships with other leading industry associations and opportunities for professional growth and recognition of our members, MPIRMC has a lot to offer.

 **ROCKY MOUNTAIN CHAPTER**
MEETING PROFESSIONALS INTERNATIONAL
(720) 733-8000 • www.mpirmc.org



SGMP
ROCKY MOUNTAIN CHAPTER

Get Connected to Government Meetings and Plug into SGMP!

- Meet and build relationships with members of the Government
- Meeting Planning Industry.
- Monthly education programs tailored to the meeting professional.
- Guidance toward receiving a CMP or CGMP designation.
- National and regional conferences.

Interested in joining the Society for Government Meeting Professionals? Contact Karen Davis at (303) 980-4283 or visit us on the web at www.sgmprockymtn.com

NETWORK WITH THE BEST...



GREATER DENVER CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES

For Membership Information go to
www.NACEDenver.com



**International Association
of Exhibitions and Events™**
Rocky Mountain Chapter

**Meeting the Needs of Professionals
in the Exhibition and Events Industry**

www.IAEE-RMC.com



**WE TRANSFORM ORDINARY MEETINGS INTO
EXTRAORDINARY EVENTS.**

Being recognized for a job well done. It's a feeling meeting professionals who turn to Swank Audio Visuals experience all the time. For any venue, any where, any time, turn to Swank as the complete source for all your events and presentations. We'll deliver the spectacular for you, every time.

75 Years **SWANK**
AUDIO VISUALS
Since 1937

www.swankav.com
303.486.4878





PROUD SPONSOR

Meeting Industry Council of Colorado's
Educational Conference and Trade Show

Join us for
"Technology
and Trends"

1:45-3:00p.m.



CONVENTIONS ▲

MEETINGS ▲

SPECIAL EVENTS

- Staging & Live Production
- Media Site Web Streaming
- Audiovisual Equipment Rental
- Multi-Screen Seamless Projection
- PowerPoint, ARS, Video & Multi-Media Services
- Equipment Sales, Installation & Service



Preferred On-Site AV Partner at
the Colorado Convention Center

303.758.818 ▲ 800.818.1857

2130 S. Dahlia Street, Denver, CO 80222
imageav.com

québec



PROVIDING EMOTIONS SINCE 1534

bonjourquebec.com/us

Québec 

GRAND JUNCTION

Colorado's Wine Country

VISITOR & CONVENTION BUREAU

www.meetgrandjunction.com

Stefanie Maher, Front Range Sales

720-346-5139

sales@gjcity.org

Hold your event at the Denver Merchandise Mart.



Advertise your event! Our digital marquee reaches over a million Coloradans monthly on the state's highest volume stretch of highway.

There's no better way to get the word out before and during your Denver Merchandise Mart event.

Call **303 292-6278** today to schedule a tour.



DENVER
MERCHANDISE MART

www.denvermart.com

I-25 & 58th Avenue Denver, Colorado

HOTEL *MADLINE*
TELLURIDE

SUMMER / FALL
WINTER / SPRING



**GROUP RATES
STARTING AT
\$165 A NIGHT.**

**BOOK A GROUP PROGRAM WITH 15 OR MORE
ROOMS PER NIGHT AND PICK 2 VALUE ADD
COMPONENTS FROM THE LIST BELOW:**

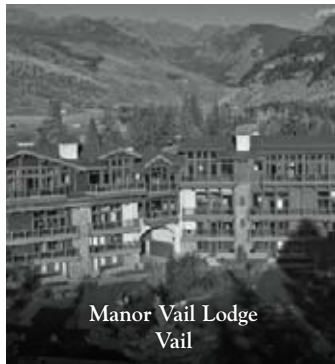
- Complimentary parking (\$30 value per day)
- One complimentary Welcome Reception (up to \$1000 value)
- One complimentary break of your choice (\$15 per person value/morning or mid-afternoon)
- One complimentary team building activity from the following choices: • Hotel Madeline Chefs Challenge • Wii Winter Sport Challenge

TERMS AND CONDITIONS:

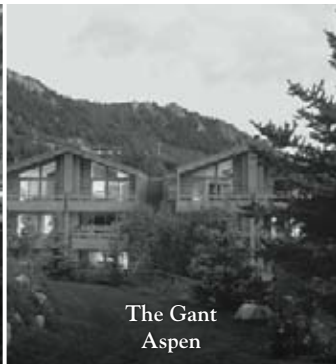
• Offer valid for NEW Group Contracts signed by September 1, 2012; consumed by January 31, 2013. • Group must have a minimum of 15 room nights on peak night and all guest must be staying at Hotel Madeline to qualify for the perks. • Not redeemable for cash, subject to availability, and nontransferable. • Promotion must be mentioned at the time of inquiry to receive the offer components. • Cannot be applied to any other promotional offer. Not valid on preexisting inquiries or group bookings. Blackout dates may apply. Other restrictions may apply. Subject to change without notice.

568 Mountain Village Blvd. Telluride, CO. 81435 | 970.369.0880
hotelmadelinetelluride.com | sales@hotelmadelinetelluride.com





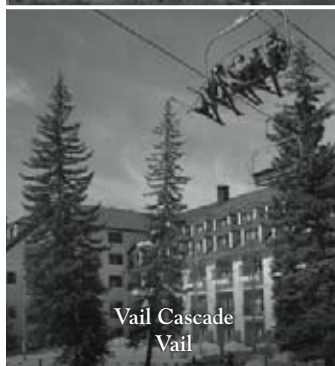
Manor Vail Lodge
Vail



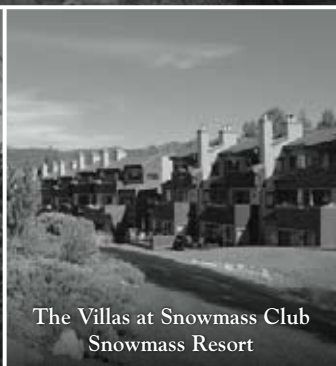
The Gant
Aspen



The Inverness Hotel and Conference Center
Denver



Vail Cascade
Vail



The Villas at Snowmass Club
Snowmass Resort

PROUD SPONSORS OF THE 2012 MIC OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW

{ Distinctive. Innovative. Committed to Excellence. }

With award-winning properties from coast to coast, the Destination Meeting Collection offers distinctive experiences and more choices when selecting your next meeting destination – from Rocky Mountain resorts to seaside retreats and full-service hotels in the country's most exciting cities. No matter which you choose, you'll find a commitment to successful meetings and a dedication to exceptional service found nowhere else in the industry.

Simplify your planning process. Contact Amanda Anderson Wessel at our Denver National Sales Office and she will help you select a property that most effectively achieves your meetings goals.

Amanda Anderson Wessel - Denver National Sales Office
406-575-4042 | awessel@destinationhotels.com | destinationmeetings.com



A distinctive experience provided by Destination Hotels & Resorts.

ASPEN • AUSTIN • BOSTON • CHAPEL HILL • CHARLESTON • CHICAGO • CLE ELUM • DEL MAR
DENVER • EUGENE • FLORHAM PARK • KIRKLAND • LAKE TAHOE • LOS ANGELES • MAUI • PALM SPRINGS
PALOS VERDES • PHOENIX • PORTLAND • SAN DIEGO • SANTA FE • SEATTLE • SNOWMASS RESORT
STOWE • SUNRIVER • TAMPA • TARRYTOWN • TELLURIDE • TEMPE • VAIL • WASHINGTON, DC

Stage Set Rentals, Design and Construction

You have something to say. Say it boldly.



2879 S Tejon St.
Englewood CO 80110
tel: 303 744 6465

info@ywwproductions.com

www.YouWantWhatProductions.com

Contact **You Want What? Productions, INC** to make your event succeed by communicating your message with strong visual presentation. The stage set is the biggest canvass you have--use it to **maximize ROI, promote your brand and deliver your message!**

From **custom scenic design** and construction to affordable **rentals** of full stage sets, **designer podiums**, and **screen surrounds**, You Want What? has what you need to make your event stand out in the minds of your attendees. Let our team of experienced, skilled designers, craftsmen and artists create something special for your next event. **Contact us today for a free quote.**

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

DEVELOPING A COMIC VISION ~ Tim Gard, CSP, CPAE

See reality and share the fun of it with laughter, good humor, and most importantly, through the lens of your Comic Vision®!

Portraying the daily (and often overwhelming) challenges found in these hectic times, Tim Gard offers his powerfully humorous approach to stress-diffusion, proven effective in both professional and personal encounters!

Re-awaken your fancy for fun as you enjoy Tim's stories, learn how to use his unique Stress Buster Tools, and learn a new way to look at life—with your own Comic Vision®!

"We cannot always control the things that happen around us, but we can certainly control our perception of those things when we develop, use and share our progress-oriented Comic Vision®." ~ Tim Gard, CSP, CPAE



Expand your understanding of humor as a stress reduction tool. Develop your ability to apply easy-to-implement techniques that will increase productivity, morale, individual accountability and overall job satisfaction.

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

Keynote is sponsored by



Lunch is sponsored by



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.

www.ScottFriedman.net



*VISIT DENVER is
proud to be a
Founding Member of MIC*



GREAT CITIES INSPIRE GREAT MEETINGS

Fresh thinking requires a great location. And you won't find one more inspiring than Denver. Our state-of-the-art facilities and walkable downtown give you the setting your meeting needs. Plan your next successful event with VISIT DENVER. Learn more at **DENVERMEETINGS.COM**

MIC 2012 Webcast Mobile App

**Digital Program Book
Session Forum
Attendee Networking
Session Webcast Viewer**

**Search your app store or market for
MIC2012 Webcasts**

Download it free!



AppStore



Android Market

si
sound | images

www.siattend.com



2012 MIC of COLORADO TRADE SHOW FLOOR AND BREAKOUT ROOMS



CONCURRENT BREAKOUT SESSIONS

10:00 - 11:15 AM

COLLECTIVE INTELLIGENCE (PLANNER ONLY SESSION)

Group Discussion - Room 405

YOU'RE THE CEO OF YOUR EVENT

Debra Benton - Room 402

THE W FACTOR IN FOOD AND BEVERAGE: HOW TO WIN, WOW, AND HAVE WORTHWHILE MEETINGS & EVENTS

Monica Cheeks, LES, CMP, Dave Hoemann, Simon Purvis, Moderated by Sidney Stoper - Room 403/04

FROM MEETING TO TWEETING: PREPARING FOR THE CONFERENCES AND SEMINARS OF TOMORROW

Robert W. Wendover, CSP - Room 406

MEETING METRICS

Bruce Lemmon, CEM - Room 401

1:45 - 3:00 PM

CONTRACTING... WHAT YOU KNOW, WHAT YOU DON'T KNOW AND WHAT YOU NEED TO KNOW

Facilitated by Bill Light, MBA, CMP, and Kim Brust. Panelists: Kelly Wright, CMP; Nicole Marsh, CMP, DMCP; Lars Federhar; Chuck Potter, CMP - Room 403/04

HOW TO MAKE MONEY (REGARDLESS OF THE ECONOMY)

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

ADVANCEMENTS ARE SHAPING THE EVENT PLANNING INDUSTRY

Kelly Kucera - Room 402

STRATEGIC MEETINGS MANAGEMENT (SMM) 101

Deborah Borak, SMMC - Room 401

3:15 - 4:45 PM

BREAK OUT SESSION FOR SUPPLIERS NOT ATTENDING THE TRADE SHOW

GUERRILLA SELLING - HOW TO CLOSE MORE BUSINESS AT HIGHER PRICES, REGARDLESS OF THE COMPETITION

Orvel Ray Wilson, CSP - Room 403/04

THRIVING IN CHAOS

Brian Vogt - Room 406

2012 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

BOOTH	COMPANY	ADDRESS	CITY, STATE, ZIP	CONTACT	PHONE	E-MAIL
116	5 Star Talent and Entertainment, Inc.	2256 Country Club Loop	Westminster, CO 80234	Terri Fisher	303-635-1210	terri@5staracts.com
302	Active Network Events	4750 Walnut Street, Suite 100	Boulder, CO 80301	Stacie Rieder	888-351-9948	staci.rieder@activenetwork.com
311	Alberta, Canada	31103 Rancho Viejo Road, D-2539	San Juan Capistrano, CA 92675	Deborah Drisdale	949-400-8547	travelalberta@me.com
	Alberta/Meetings & Conventions Calgary	120 9 Avenue SE	Calgary, AB T2G 0P3	Janet Russell-Brown	403-261-8540	jrussellbrown@meetingscalgary.com
	Alberta/Fairmont Hotels and Resorts	4599 Chateau Blvd	Whistler, BC, Canada V0N 1B1	Suzanne Reid	604-938-2053	Suzanne.Reid@Fairmont.com
	Alberta/World Trade Centre Edmonton	4th Floor, 9990 Jasper Ave.	Edmonton, Alberta T5J 1P7	Theresa Kloster	780.969.0480	tkloster@edmonton.com
304	Arapahoe County Fair & Regional Park	25690 E. Quincy Avenue	Aurora, CO 80016	Debbie Galle	303-795-4955	dgalle@co.arapahoe.co.us
419	Associated Luxury Hotels International	4155 E. Jewell Ave., Suite 808	Denver, CO 80202	Bill Light MBA, CMP	303-756-9466	blight@alhi.com
426	Austin Convention and Visitors Bureau	301 Congress Suite 200	Austin, TX 78701	Lindsey Elliott	512-583-7261	lelliott@austintexas.org
223	Bacara Resort & Spa	8301 Hollister Avenue	Santa Barbara, CA 93117	Brian Murray	805-571-3353	bmurray@bacararesort.com
604	Beaver Run Resort & Conference Center	316 Parkway Circle North	Fossil Creek, CO 80525	Harry Damm	303-791-2888	skimeet@aol.com
330	Billings Montana CVB	815 S. 27th Street	Billings, MT 59101	Tom Krause	406-869-3731	tom@billingschamber.com
407	Boise Centre	850 W. Front Street	Boise, ID 83702	Lori Brown	208-489-3664	lbrown@boisecentre.com
232	Boulder Convention & Visitors Bureau	2440 Pearl Street	Boulder, CO 80302	Andrew Heidt CMP	303-938-2071	andrew.heidt@bouldercvb.com
214	Brede Exposition Services	5140 Colorado Blvd	Denver, CO 80216	Ansley Seymour	303-399-8600	aseymour@brede.com
420	Broadmoor Hotel	1 Lake Avenue	Colorado Springs, CO 80906	Jeremy Wilson	719-571-6230	jwilson@broadmoor.com
307	Buena Vista Palace Hotel & Spa	1900 Buena Vista Drive	Lake Buena Vista, FL 32830	Joni Smith CHSP	407-827-3376	josmith@luxuryresorts.com
506	CasaBlanca Resort & Casino	950 West Mesquite Blvd	Mesquite, NV 89027	Bernadette Anthony	888-711-4653 ext 18	banthony@casablancaresort.com
606	CBST Adventures	141 W. 3rd Avenue	Denver, CO 80223	Mark Hojegan	720-641-3166	mark@cbstadventures.com
321	Centerplate	700 14th Street	Denver, CO 80202	Stephanie Carlson	303-228-8131	Stephanie.Carlson@centerplate.com
122	Cheyenne Mountain Resort	3225 Broadmoor Valley Road	Colorado Springs, CO 80906	Colleen Pace	719-538-4002	cpace@benchmarkmanagement.com
422	Chicago Convention & Tourism Bureau	301 East Cermak Road	Chicago, IL 60546	Julie Van't Hul	312-567-8471	jvanthul@choosesechicago.com
T7	Christian Meetings & Conventions Association	P.O. Box 350757	Westminster, CO 80035	Jayne Kuryluk	303-451-6678	jayne@christianmeeting.org
319	Colorado Convention Center-SMG	700 14th Street	Denver, CO 80202	Nikki Haddad	303-228-8022	nhaddad@denverconvention.com
T8	Colorado Festivals and Events Association (CFEA)	P.O. Box 620386	Littleton, CO 80162	Lora Knowlton	303-904-1521	lora@coloradofestival.com
118	Colorado Meetings + Events	17401 E. Powers Drive	Centennial, CO 80015	Bob Haddad	303-617-0548	bob.haddad@tigeroak.com
T1	Colorado Society of Association Executives (CSAE)	2170 South Parker Rd	Denver, CO 80231	Joan Tezak CAE, CMP	303-368-9090	joant@csaenet.org
120	Colorado Springs CVB	515 S. Cascade	Colorado Springs, CO 80903	Katherine Reak	719-685-7632	Kathy@Visitcos.com
231	Courtyard by Marriott Denver Cherry Creek	1475 S. Colorado Blvd	Denver, CO 80222	Anne Frye	303-757-8797 ext 244	anne.frye@marriott.com
110	Crested Butte Mountain Resort	P.O. Box 5700 12 Snowmass Road	Mt. Crested Butte, CO 81225	Jill Canning	720-670-8352	jcanning@cbmr.com
514	Crowne Plaza DIA	15500 East 40th Avenue	Denver, CO 80239	Megan Larsen	303-302-4146	megan.larsen@jqh.com
524	CVBs of Rhode Island	144 Westminster Street	Providence, RI 02903	Kristen Goodnow	401-456-0234	kgoodnow@pwcvb.com
425	Cvent, Inc	180 Greensboro Drive, 9th Floor	McLean, VA 22102	Brian Pirkle	703-226-3568	bpirkle@cvent.com
206	Denver Hilton Family	600 S. Colorado Blvd	Denver, CO 80246	Jeanette Valdez	303-754-9800	Jeanette.M.Valdez@Hilton.com
220	Denver Marriott South at Park Meadows	10345 Park Meadows Drive	Littleton, CO 80124	Stasia Patience	303-728-5943	stasia.patience@denvermarriottsouth.com
204	Denver Merchandise Mart	451 E. 58th Avenue Suite. 4270	Denver, CO 80216	Randy Gaddis	303-292-6278 ext 5210	Randy@denvermart.com
423	Destination DC	901 7th Street Suite 400	Washington, DC 20001	Lyndsi Armenio	202-789-7000	lyndsi.armenio@destinationdc.com
517	Destination Hotels & Resorts	10333 E. Dry Creek Rd, Suite #450	Englewood, CO 80112	Amanda Wessel	303-268-6874	AAnderson2@destinationhotels.com
318	Destination Quebec - Tourism Quebec	333 W. North Avenue PMB 381	Chicago, IL 60610	Annemarie Heidbuechel	312-573-1849	Qcqh@aol.com
107	Devil's Thumb Ranch	3530 County Road 83 Post Office Box 750	Tabernash, CO 80478	Thad Carlson	303-204-7833 ext 711	tcarlson@devilsthumbbranch.com
227	Disney Resort Destinations	1150 West Magic Way	Anaheim, CA 92802	Deborah Emerick CMP	714-956-6515	deborah.l.emerick@disney.com
210&212	Embassy Suites Denver Downtown Convention Center	1420 Stout Street	Denver, CO 80202	Judy Esterbrook	303-619-3317	Judy.Esterbrook@WCGHotels.com
	Embassy Suites Denver Downtown Convention Center	1421 Stout Street	Denver, CO 80202	Justine Wentworth	303-619-3317	Justine.Wentworth@wcghotels.com
	Embassy Suites Denver Downtown Convention Center	1422 Stout Street	Denver, CO 80202	Teresa Jackson	303-619-3317	Teresa.Jackson@wcghotels.com
	Embassy Suites Denver Downtown Convention Center	1423 Stout Street	Denver, CO 80202	Taylor Short	303-619-3317	Taylor.Short@wcghotels.com
	Embassy Suites Denver Downtown Convention Center	1424 Stout Street	Denver, CO 80202	Scott Hoover	303-619-3317	Scott.Hoover@hilton.com
	Embassy Suites Denver - Southeast	7525 East Hampden Ave	Denver, CO 80231	Karen Hirsh	303-696-6644	Karen.Hirsh@wcghotels.com
	Embassy Suites Colorado Springs	7290 Commerce Center Drive	Colorado Springs, CO 80919	Michelle Apricio	719-599-9100	Michelle.Apricio@wcghotels.com
112	Fort Collins CVB	19 Old Town Square, Suite 137	Fort Collins, CO 80524	Tyler James	970-491-3388	tjames@ftcollins.com
219	Freeman	4493 Florence Street	Denver, CO 80238	Michelle Burns	303-320-5118	michelle.Burns@freemanco.com
415	Gateway Park Hotel Alliance/Gateway DIA Group	15500 East 40th Avenue	Denver, CO 80239	Megan Larsen	303-302-4146	megan.larsen@jqh.com
221	Gaylord Hotels	82 Kolar Court	Erie, CO 80516	Dave Rayment	303-828-0958	DRayment@GaylordEntertainment.com
114	Go Breck.com - Breckenridge CVB	111 Ski Hill P.O. Box 1909	Breckenridge, CO 80424	Donna Horii	970-453-5068	dhorii@gobreck.com
111	Grand Junction Visitor & Convention Bureau	740 Horizon Drive	Grand Junction, CO 81506	Stefanie Maher	720-346-5139	sales@gjcity.org
424	Great Cities-St. Louis and Long Beach	9535 E. Powers Place	Englewood, CO 80111	Pat Westcott CMP	303-386-4417	patwestcott@greatcities.us.com
103	Greater Boston Convention & Visitors Bureau	2 Copley Place Suite 105	Boston, MA 2116	Erin Halacy	617-867-8248	ehalacy@bostonusa.com
402&404	Greater Fort Lauderdale CVB	100 East Broward Boulevard Suite 200	Fort Lauderdale, FL 33301	Stacy Copeland	954-767-2460	scopeland@broward.org
405	Greater Phoenix CVB	400 E Van Buren Street Suite 600	Phoenix, AZ 85004	Suzanne Taylor	602-452-6248	staylor@visitphoenix.com
127	Greater Pueblo Chamber of Commerce	302 N. Santa Fe	Pueblo, CO 81003	Rodney Slyhoff	719 542-1704	rod.slyhoff@usa.net
211	Hilton Luxury Brands	4801 East LaMirada Way	Phoenix, AZ 85044	Claudine Jelier	480-219-5498	claudine.jelier@hilton.com
526	Hilton Santa Fe Golf Resort and Spa at Buffalo Thunder	20 Buffalo Thunder Trail	Santa Fe, NM 87506	Christine Windle	505.819.2010	Christine.Windle@hilton.com
T9	HSMAI - Mile High Chapter	C/O Wellshire Inn 3333 S. Colorado Blvd.	Denver, CO 80222	Todd Seymour	303-759-3480	todd@wellshireinn.com
530	Hyatt Regency Denver at Colorado Convention Center	650 15th Street	Denver, CO 80202	Monica Cheeks LES, CMP	303-486-4430	monica.cheeks@hyatt.com
418	Image Audiovisuals, Inc.	2130 S. Dahlia Street	Denver, CO 80222	Scott Cornelius	303-758-1818	scornelius@imageav.com
505	Indianapolis Convention & Visitors Association	200 South Capitol Avenue Suite 300	Indianapolis, IN 46225	Nicole Perry CASE	317-262-2886	rtisdul@visitindy.com
T6	International Association of Exhibitions and Events (IAEE) - Rky Mtn Chapter	P.O. Box 1416	Denver, CO 80038	Linda Eddleman	800-669-0424 ext 236	leddleman@nbm.com
T11	International Special Events Society Denver Chapter	5123 Alcott Street	Denver, CO 80221	Kevin Kowalczyk	720-236-5558	kevin@giant-stepsconsulting.com
507	JW Marriott Indianapolis & Indianapolis Marriott Downtown	200 South Capitol Avenue Suite 300	Indianapolis, IN 46225	Melissa Weseli	317-405.6080	melissa.weseli@whitelodging.com

2012 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

BOOTH	COMPANY	ADDRESS	CITY, STATE, ZIP	CONTACT	PHONE	E-MAIL
603	Keystone Resort & Conference Center and Vail Resorts Hospitality	390 Interlocken Crescent	Broomfield, CO 80021	Tom Kelsey	303-404-1961	TKelsey@vailresorts.com
128&130	Kimpton Hotels	1717 Champa Street	Denver, CO 80202	Alicia Dickson	303-296-1717	alicia.dickson@hotelmonaco.com
119	Krisam Group	142 East Ontario Street 12th Floor	Chicago, IL 60611	Dee Kirby	312-664-6600	dee_kirby@krisam.com
332	LIVESPARK	700 Raymond Avenue, Suite 100	St. Paul, MN 55114	Dan Yaman	651-289-7380	dan@live-spark.com
323	Loews Hotels	112 Manchestor Drive	Chicago, IL 60010	Amelia Roper	312-540-3303	aroper@loewshotels.com
513	Madison Avenue Signs	9050 Red Branch Road Suite A	Columbia, MD 21045	Charles Wiemers	301-470-1500 ext 114	Cwiemers@meetingsigns.com
125	Magnolia Hotel	818 17th Street	Denver, CO 80202	Jason Landers	303-607-1104	jlanders@magnoliahotels.com
605	Marriott Pueblo	110 W 1st Street	Pueblo, CO 81003	Cheyenne Motto	719-586-3282	cheyenne.motto@pueblomarriott.com
326	Marriott Resorts Hawaii	3700 Wailea Alanui Drive	Wailea, HI 96753	Rhoderika Miranda	808-874-7882	rhoderika.miranda@marriotthotels.com
T5	MPI Rocky Mountain Chapter (MPIRMC)	C/O The Arrangers 1425 Market Street #101	Denver, CO 80202	Heather McCarthy Savoca	303-623-1492	heather@arrangers.com
501	Meetings Focus	655 Montgomery Street Suite 900	San Francisco, CA 94111	Jenny McCann	415-782-2249	jenny.mccann@meetingsfocus.com
224	Monterey County Convention & Visitors Bureau	2756 Hackett Avenue	Long Beach, CA 90815	John Ehlenfeldt CMP	562-421-5400	JohnE@mcvc.org
Prefunction	Monterey Plaza Hotel and Spa	400 Cannery Row	Monterey, CA 93940	Marilyn Templeton	831-462-1668	MTempleton@montereyplazahotel.com
T10	NACE- Greater Denver Chapter	C/O J&S Audio Visual 1301 South Jason Street, Unit A	Denver, CO 80203	Sidney Stoper	303-792-5588	sidneys@jsav.com
T13	NSA - Colorado	2610 Dahlia Street	Denver, CO 80207	Dean Savoca	303-333-3038	dean@deansavoca.com
327	New Orleans Convention & Visitors Bureau	2020 St. Charles Avenue	New Orleans, LA 70130	Pat McCain CMP	504-566-5040	wwelsh@neworleanscvb.com
522	NYC-Company	4716 Impatiens Avenue North	Brooklyn Park, MN 55443	Lisa Lopez	763-425-0276	llopez@nycgo.com
226	Omni Hotels & Resorts	9595 Wilshire Blvd. Suite 900	Beverly Hills, CA 90212	Charina De la Cruz	818-396-5333	cdelacruz@omnihotels.com
230	The Stanley Hotel	333 Wonderview Avenue	Estes Park, CO 80517	Karen Lynch	970-577-4017	klynch@stanleyhotel.com
325	Palace Resorts, Hard Rock Punta Cana & Le Blanc	P.O. Box 59072	Dallas, TX 75229	Pat McCain CMP	800-539-3313 ext 17	pmccain@palaceresorts.com
431	Premier Charters	13150 W. 43rd Ave., #1	Golden, CO 80403	Ryan Benjamin	303-289-2222	ryan@ridepremier.com
T2	PCMA Rocky Mountain Chapter (RMPDMA)	C/O Experient 110 16th Street, Suite 504	Denver, CO 80202	Aida Campbell CMP	303-993-8474	aida.campbell@experient-inc.com
511	Puerto Rico Convention Bureau	500 N. Michigan Avenue, Suite 1015	Chicago, IL 60611	Aileen Laracuate	312-840-8090	alaracuate@prcb.org
121	Renaissance Boulder Flatiron Hotel	500 Flatiron Blvd.	Broomfield, CO 80021	Angela Blackstock	303-444-8400	Angela.blackstock@renaissanceflatiron.com
126	Renaissance Denver Hotels	3801 Quebec Street	Denver, CO 80207	Raya Roll	303-336-5214	raya.roll@renaissancehotels.com
502	Reno Tahoe USA	4001 S. Virginia Street Suite G	Reno, NV 89502	Audrey Higashi	775-827-7613	ahigashi@rscva.com
T12	Rocky Mountain Business Travel Association (RMBTA)	572 East Long Circle	Littleton, CO 80122	Deborah Borak SMCC	720-283-3959	deborah.borak@conferencedirect.com
106&108	Sage Hospitality/The Oxford Hotel/JW Marriott/The Curtis	1600 17th Street	Denver, CO 80202	Amy Stansbery	303-628-5400	AStansbery@theoxfordhotel.com
222	San Diego Convention & Visitors Bureau	750 B Street, Suite 1500	San Diego, CA 92101	Ernie Rossow	619-557-2833	erossow@sdcvb.org
322	San Francisco Travel Association	201 Third Street, Suite 900	San Francisco, CA 94103	Marco Rodriguez	415-227-2618	mrodriguez@sanfrancisco.travel
403	Scottsdale Convention & Visitors Bureau	4343 N. Scottsdale Road Suite 170	Scottsdale, AZ 85251	Tracy Jackson	480-949-2163	tjackson@scottsdalecvb.com
324	Sheraton La Jolla Hotel	3299 Holiday Court	La Jolla, CA 92037	Mark Kuper	858-452-4012	mkuper@sheratonlj.com
510	ShutterBooth Photo Booth Rentals	9231 Aspen Creek Way	Highlands Ranch, CO 80129	Randy Glassman	303-590-4874	randy@shutterbooth.com
225	Shutters on the Beach	1 Pico Blvd	Santa Monica, CA 90405	Kevin Blackbeard	310-899-1609 ext 1609	kblackbeard@etchotels.com
430	Snowmass Tourism	P.O. Box 5566	Snowmass Village, CO 81615	Jim O'Leary	970-923-2232	joleary@snowmass tourism.com
523	Sonoma County Tourism Bureau	3637 Westwind Blvd.	Santa Rosa, CA 95403	Robin McKee-Cant CMP	707-522-5803	rmckee@sonomacounty.com
Prefunction	Sound Images, Inc.	2010 E. 17th Avenue	Denver, CO 80206	Patricia McLaughlin	888-649-1118 ext 100	patti.mclaughlin@siattend.com
	The Senior Planners Industry Network (SPIN)	2211 Marilyn Avenue	Egan, MN 55122	Shawna Suckow CMP	651.452.5535	shawna@spinplanners.com
T4	SGMP Rocky Mountain Chapter (SGMP)	501 S. Cherry Street, Suite 400	Denver, CO 80246	Mary Williams CGMP	303-782-5251	mwilliams@nw.org
123	Spruce Mountain Guest Ranch	14471 Spruce Mountain Road	Larkspur, CO 80108	Tara Aames	719-484-0800	taraaames@sprucemountainranch.com
203&205	Starwood Hotels and Resorts	1672 Lawrence Street	Denver, CO 80202	Amanda Jackson	303-629-8191	amanda.jackson@westin.com
521	SuperShuttle and ExecuCar	4605 Paris Street, Box 1	Denver, CO 80239	Aaron Lackey	303-744-6465	aaron.lackey@veoliatransportation.com
Prefunction	SWANK Audio Visuals Hyatt Regency at the CCC	650 15th Street	Denver, CO 80202	Scott Collinworth	303-486-4878	scollinworth@swankav.com
124	Table Mountain Inn/Boulderado Hotel	1310 Washington Avenue	Golden, CO 80401	Lisa Lindgren	303-216-8033	lisa.lindgren@tablemountaininn.com
413	Telluride Tourism Board	113 Lost Creek Lane, Suite B PO Box 1009	Telluride, CO 80145	Todd Gehrke	970-369-2125	todd@visittelluride.com
529	The Brown Palace Hotel & Spa	321 Seventeenth Street	Denver, CO 80202	Kristin Hutton CMP	303 241-6078	KHutton@brownpalace.com
105	The Fort	19192 Hwy [Hwy 8] P.O. Box 569	Morrison, CO 80465	Jennefer Weeks	303-697-2282	banquets@thefort.com
411	The Sebastian Vail	P.O. Box 2050	Dillon, CO 80435	Vivian Shaw	970-468-0100	vshaw@thesebastianvail.com
306	The Steamboat Grand	2300 Mount Werner Circle	Steamboat Springs, CO 80487	Henry Evans	800-224-1431	hevans@steamboat.com
320	Tourism Toronto	207 Queen's Quay West Suite 405	Toronto, ON M5J1A7	Stella Gallant	416-203-3838	sgallant@torcvb.com
406	Universal Orlando Resort	1000 Universal Studios Plaza	Orlando, FL 32819	Cynthia Morrell	407-224-3503	cynthia.morrell@universalorlando.com
602	Vail Resorts Hospitality	1021 S. Milwaukee Way Suite 1000	Denver, CO 80209	Ellen Collins	303 881-7167	ECollins@vailresorts.com
100&102	Vail Valley Partnership, The Chamber and Tourism Bureau	P.O. Box 1130	Vail, CO 81658	Danielle McNair CHSP	970-477-4007	dmcnair@visitvailvalley.com
305	Vancouver Convention & Visitors Bureau	Suite 210 - 200 Burrard St	Vancouver, BC V6C 3L6	Shannon Donegani	604 631 2826	sdonegani@tourismvancouver.com
527	Visit Anchorage	524 W. Fourth Avenue	Anchorage, AK 99501	Marlene Geils	907-783-3210	mgeils@anchorage.net
512	Visit Aurora	15151 E. Alameda Parkway Suite 5200	Aurora, CO 80012	Kate Bleakley	303-326-8697	katebleakley@visitaurora.com
Prefunction	Visit Baltimore	1350 N. Lake Shore Drive	Chicago, IL 60610	Sheila Provenzano	312-846-6578	sprovenzano@baltimore.org
427	Visit Charlotte	500 S. College Street, Suite 300	Charlotte, NC 28202	Brant Henkel CMP	704-331-2705	brant.henkel@visitcharlotte.com
207	Visit Denver, The Convention & Visitors Bureau	1555 California Street, Suite 300	Denver, CO 80202	Rebecca Dillahunt CMP	303-571-9422	rdillahunt@visitdenver.com
T3	Visit Denver, The Convention & Visitors Bureau	1555 California Street, Suite 300	Denver, CO 80202	Rebecca Dillahunt CMP	303-571-9422	rdillahunt@visitdenver.com
331	VISIT Milwaukee	648 N. Plankinton Avenue	Milwaukee, WI 53207	Megan Husband	414-287-6239	mhusband@milwaukee.org
303	Visit Newport Beach, Inc.	1600 Newport Center Drive, Suite 120	Newport Beach, CA 92660	Amanda Kliem	949-467-2743	Amanda@visitnewportbeach.com
504	Visit Salt Lake	90 South West Temple	Salt Lake City, UT 84109	Diane Utley	801-534-4937	dutley@visitsaltlake.com
504	Visit Salt Lake/Hilton Salt Lake City Center	255 South West Temple	Salt Lake City, UT 84101	Tina Whipple-Burrows	801-947-7907	tina.whipple-burrows@hilton.com
504	Visit Salt Lake/Snowbird Resort & Conference Center	3165 East Millrock Drive #150	Salt Lake City, UT 84121	Wendy Adamson	801-947-7907	wadamson@snowbird.com
Prefunction	Wyndham Hotel Group	22 Sylvan Way	Parsippany, NJ 7054	Tammia Zdenahlik	847-855-0709	Tammia.Zdenahlik@wyn.com
104	YMCA of the Rockies	2515 Tunnel Road	Estes Park, CO 80517	Kellen Schaffer	970-586-3341	kschaffer@ymcarockies.org



2012

"The Year of the Member"

Find Out More At

pcma.org/chapters/rocky-mountain.htm



National Speakers Association Colorado



HOT TOPICS

Top Talent
ROI: Return on Ideas

NSA Colorado is your source for the most talented speakers for your next event.

Use our FREE web service to find your next fantastic speaker
www.NSAColorado.org



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)

Do You Believe In The Gospel of Jesus Christ?

Do You Plan Meetings?

If you do, we invite you to our growing, new association.

CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION (CMCA)
www.ChristianMeeting.org

CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION
Westminster, Colorado • 303.451.6678

ISES

**INTERNATIONAL
SPECIAL EVENTS SOCIETY
DENVER CHAPTER**

www.isesdenver.com

Rocky Mountain Business Travel Association

Sept. 18th - 16th Annual Golf Lunch & Silent Auction -
Benefiting RMBTA scholarships & Families First

Oct. 9th - RMBTA Education Day - GBTA Air Sourcing Academy
1st Tuesday of the Month - Join us for an RMBTA Lunch & Featured Speaker

Membership and Sponsorship Opportunities Visit us at: www.rmbta.org



2087 Broadway
Grand Junction, CO 81507
www.tworiverswinery.com
866-312-WINE (9463)
or 970-255-1471

Brandon Witham
303-817-2764



Splash Promotions

Making Lasting Impressions

www.splash-promo.com
303-552-9547

THE PLACE TO MEET IN AMERICA



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

Contact: Erin Halacy, National Sales Manager
ehalacy@bostonusa.com, 617-867-8242

Robin Thompson
Director, Northwest MC&IT Sales Development
Canadian Tourism Commission
Thompson.Robin@ctc-cct.ca
Tel / 415 388 3022
Fax / 415 388 3018



www.canada.travel
www.meetings.canada.travel

CONTRACTING... WHAT YOU KNOW, WHAT YOU DON'T KNOW AND WHAT YOU NEED TO KNOW

sponsored by



Bill Light, MBA, CMP

Reg. Director of Sales for Associated Luxury Hotels Intl

Kim Brust

Senior Sales Manager at the Magnolia Hotel Denver

Kelly Wright, CMP

Assistant Director of Sales, Colorado Convention Center

Nicole Marsh, CMP, DMCP

Owner and President of The Arrangers, DMC

Lars Federhar

Area of Director of Sales and Operations, PCA Management

Chuck Potter, CMP

Senior Manager Conference, Meeting & Expositions, American Animal Hospital Association

Ever wanted to sit down with a planner or venue and ask them what truly goes into their contract negotiating? Want to form a better relationship with the 'other' side to create an overall better bargaining position for both of you? This interactive session, facilitated by prominent Colorado meeting industry leaders will include the latest and greatest best practices as well as a round robin of group discussions on specific issues between suppliers and planners.

These discussions will allow you to evaluate hot meeting industry issues and discuss what goes on from your side of the table. The industry topics discussed will include...

- Hotel Contracting
- Convention Center Contracting
- DMC Contracting
- Transportation Contracting
- Meeting Planner Perspective

HOW TO MAKE MONEY (REGARDLESS OF THE ECONOMY)

Tami Forero

CEO, Fort Events

www.forteevents.com

Have you been inundated with opinions about the ongoing downturn in the economy. Have you wondered how it will affect you in the event industry? Come learn skills that will help you develop multiple event income streams. Hear examples of how you can thrive (not just survive) during economic uncertainty.



IGNITE! - LIGHTENING ROUNDS.

8 SPEAKERS. LOTS OF LAUGHTER AND COUNTLESS WAYS TO STRENGTHEN YOUR BUSINESS

Numerous Speakers

Why see one speaker when you can see eight? Lightening Round sessions have revolutionized conferences around the world. And now this innovative and edgy breakout session is coming to MIC. Each speaker will have 8-minutes to give you the best of his/her expertise. It's a tough modality. Speakers have to be good to pull off the Lightening Round method. This means you'll see the best speakers that Colorado has to offer. The session will be a balance of fun and rapid fire tips and techniques that will touch every aspect of your business – including growing your revenue, working better with vendors and clients, managing your career, and leveraging technology for your advancement. Come ready to be educated, entertained and inspired.

TECHNOLOGY & TRENDS: HOW NEW ADVANCEMENTS ARE SHAPING THE EVENT PLANNING INDUSTRY

Kelly Kucera

Sales Executive, Image Audiovisuals
www.imageav.com

From the olden days of using file folders and 3-ring binders to house all documentation for planning meetings and conventions, to the emergence of evolving these paper behemoths into smartphones and tablets, we will examine how new handheld advancements and new communication technologies are metamorphosing the event planning industry and what the future holds as we look ahead.

STRATEGIC MEETINGS MANAGEMENT (SMM) 101

Deborah Borak, SMMC

Director of Global Accounts, ConferenceDirect®
www.conferencedirect.com

Not sure what SMM stands for or how your company can benefit from a program? Then this is the session for you! We will review the components of a Strategic Meetings Management Program (SMMP), list the benefits of implementing a program and discuss how to launch a grassroots effort in your organization, regardless of its size. In this session you will learn how to be more strategic in your planning efforts so you can calculate your meeting spend, identify a system for tracking where meetings are being booked, implement standardized contracts to manage risk and prioritize the SMM tools or services that your organization needs.

sponsored by



sponsored by



sponsored by



3:00 – 5:00 PM TRADE SHOW

PLANNERS & EXHIBITORS ONLY

Suppliers not exhibiting welcome on the Trade Show floor during the Closing Reception at 5:00

Doesn't A Special Occasion Deserve A Special Location?



We Think So!

So Set Your Standards A Mile High.

You can have it all at the Colorado Convention Center. Beautiful ballrooms, open atrium areas with spectacular city and mountain views. We have the perfect space for any event! Centerplate Catering and the Colorado Convention Center is your premier special event location. For additional information contact your Centerplate Catering Manager at 303.228.8050.

Black-Tie Events | Corporate Parties | Social Celebrations
Bar-Bat Mitzvahs | Weddings
..Your Social Event.



Centerplate

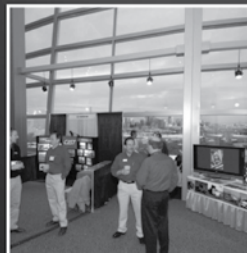


*Where occasions
are made special*

Corporate Events
Tradeshows
Non-Profit Galas
Social Celebrations
Holiday Parties
Company Picnics
Business Meetings
Conferences

Special Booking Features

- On-site catering
- Complimentary parking
- All inclusive packages
- Non-profit rates
- In-house audio visual



www.SportsAuthorityFieldatMileHigh.com · 720.258.3000

The Vista at Applewood Golf Course

GOLDEN COLORADO'S NEWEST EVENT VENUE

- Meetings • Fundraisers • Team Building
- Awards Banquets • Silent Auctions • Golf Tournaments

BE THE FIRST TO BOOK YOUR EVENT!

CALL TARA SEECH, CMP 303.279.3003 ext. 27

EMAIL tseech@applewoodgc.com WEB applewoodgc.com

SuperShuttle®

HOME & HOTEL AIRPORT RIDE

SuperShuttle.com 1-800-258-3826

YELLOW CAB

ColoradoCab.com 303-777-7777

ExecuCar®

YOUR
PRIVATE
SEDAN

ExecuCar.com 800-410-4444

TURN YOUR NEXT RFP INTO AN OMG!

No Purchase Necessary. Open to legal residents of the fifty (50) United States and District of Columbia who are 21 years of age or older at time of entry and are employed as a professional meeting or event planner. To enter online, for complete official rules and/or to learn how to enter offline, go to www.visitnewportbeach.com/dream. Ends 12/31/12. Void where prohibited. A qualified RFP consists of 50 rooms or more for a single meeting, one year history required, one gift card per program, gift card issued upon conversion to solid lead in a participating Newport Beach hotel, RFP must be sourced directly through a Visit Newport Beach representative. American Express Gift Cards are useable at locations that accept American Express Cards. Some limitations apply. Subject to complete Official Rules. Sponsor: Visit Newport Beach, Inc., 1600 Newport Center Drive, Suite 120, Newport Beach, CA 92660.

LIVE THE DREAM SWEEPSTAKES

FOR A CHANCE TO
WIN A ONE WEEK
LUXURY BEACH GETAWAY

NEWPORT BEACH, CA

VISIT *Newport*
BEACH
CALIFORNIA

VisitNewportBeach.com/dream



THE BALBOA BAY CLUB & RESORT | FAIRMONT NEWPORT BEACH
HYATT REGENCY NEWPORT BEACH | NEWPORT BEACH MARRIOTT BAYVIEW
NEWPORT BEACH MARRIOTT HOTEL & SPA | RADISSON HOTEL NEWPORT BEACH



Gold Sponsor



Talent and Entertainment, Inc.

Amazing Entertainment for Any Occasion

- Corporate/ Conventions
- Weddings/Parties
- Bands of All Styles
- Specialty Performers
- Family Entertainment
- Cultural/Ethnic Groups
- Dance Groups
- Celebrity Impersonators
- Holiday Entertainment



Visit our new website at
www.5StarActs.com

303.635.1210 • Terri@5StarActs.com

Brede EXPOSITION SERVICES
www.brede.com



**EXPOSITION
ARCHITECTS**

Brede - Colorado, Inc.
5140 Colorado Blvd.
Denver, CO 80216
Ph: 303-399-8600
Email: Brede-Colorado@brede.com

**THE FUTURE LOOKS
BRIGHTER WITH
BREDE.**



Get your **FREE**
Cell Phone Holder
at registration desk



Myrtle Beach
CONVENTION CENTER

A FACILITY OF THE CITY OF MYRTLE BEACH

1-800-537-1690

www.MyrtleBeachConventionCenter.com

Book your next meeting with

WYNDHAM

HOTEL GROUP

Tammia Zdenahlik

Global Sales Director
Wyndham Hotel Group
847-855-0709

tammia.zdenahlik@wyn.com



Wyndham Parc 55 - San Francisco, CA

Where do you plan?

We're there with **dynamic regional coverage**
and comprehensive **resources**.



Subscribe
today
FREE!

meetings + events
media group
MEETINGSMAGS.COM

Discover why *Colorado Meetings + Events* magazine is relied on by more Meeting Event Planners. We have the best local / regional editorial and advertising content to produce your next best meeting!

Subscribe today for free to get the latest regional trends and best practices by visiting **meetingsmags.com**

PLUS...

Sign up for our FREE e-newsletter to get destination profiles, expert advice and news delivered right to YOUR inbox!
meetingsmags.com

BOB HADDAD

ADVERTISING DIRECTOR
303.617.0548

BOB.HADDAD@TIGEROAK.COM



3:15 – 4:45 PM BREAKOUT SESSION FOR SUPPLIERS

GUERRILLA SELLING – HOW TO CLOSE MORE BUSINESS AT HIGHER PRICES, REGARDLESS OF THE COMPETITION

Orvel Ray Wilson, CSP

Senior Partner, The Guerrilla Group

www.guerrillagroup.com

Dropping your price just to win the deal is business suicide. If you cut your price by just 10%, you have to DOUBLE your unit sales just to make up the difference.

If you're losing business to lower-priced competition, this seminar will arm you with unconventional weapons and tactics to win the price wars. Featuring award-winning speaker and author Orvel Ray Wilson, CSP, this fast-moving 90-minute session will show you:

- What to say when you're asked to cut your price
- Why you don't want price shoppers as customers
- What to do when they really CAN get it cheaper
- How to recognize when price objections are a smoke-screen
- How to sell at prices HIGHER than the competition
- Three strategies for getting more profit out of every transaction
- A simple technique to justify your price, even when you charge MORE
- 23 situations where customers will gladly pay extra!

This program is for anyone in hospitality sales or sales management who needs to position their product at a premium price point, overcome price objections or recapture market share lost to low-price competitors.



sponsored by



THRIVING IN CHAOS

Brian Vogt

CEO, Denver Botanic Gardens

www.botanicgardens.org

A global economy, a 24 Regionhour news cycle and computerized trading; broken politics, stampeding technological change and what about that Mayan prophecy? - no wonder many people today think we are drowning in chaos. But it doesn't have to be that way. With a little perspective, a few pointers and a positive, intentional attitude, you can thrive in chaos, and help bring others along with you. Every encounter can make a difference. Events have quickly become transformational opportunities. Learn how to add a few core objectives to make your events truly purposeful.



sponsored by



www.coloradofestival.com

colorado festivals & events association

the art & business of celebration!

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.

The hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding.



A metropolitan area of over 200,000 welcomes you with over 4000 hotel rooms and 350+ restaurants, plus great shopping and attractions! The Fargo-Moorhead CVB also offers complete complimentary convention services.



www.facebook.com/MeetInFM

Teri Onsgard
Director of Sales
teri@fargomoorhead.org

Fargo-Moorhead Convention & Visitors Bureau
2001 44th St S
Fargo, ND 58103
800.235.7654
www.fargomoorhead.org



GAYLORD HOTELS®

A Gaylord Entertainment Company

www.GaylordHotels.com/meetings 1-877-677-9352

Meet

Unconventional



FREE

Ft. Collins Visitors Guide

1-800-274-3678

www.visitftcollins.com

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 professional 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.

WE HAVE A SUITE ROOM READY FOR YOU AND A SWEET NEW HOTEL FOR YOU TO DISCOVER.



We are proud to be sponsoring the 2012 MIC.

We can't wait to welcome you to our brand new 25,000 square feet of beautiful meeting space, show you around our stunning decor and restaurants, and spoil you with our sumptuous suites. We're located in one of Downtown Denver's best locations and as the only LEED Silver certified hotel in Denver—we're sweet for the environment, too.

Book your event or meeting today.

303-592-1000 or 800-Embassy | denverdowntown.embassysuites.com



EMBASSY SUITES®

Denver – Downtown Convention Center

1420 Stout Street, Denver, CO 80202



Infiniti
Wireless Solutions, LLC
offers a new approach to
designing and implementing
on-site/city-wide communication
rental systems for local and nationwide clients hosting
meetings, conventions, incentive programs and special
events for a short- or long-term basis.

Daily and Weekly Rental Packages Available
Please call for details.



Nationwide
Rental ~ Sales ~ Service
Andre Ramos
450 W. Burgundy St., Unit 217
Highlands Ranch, CO 80129
PHONE 720-336-1727
andrer78@gmail.com
www.infinitiwiresol.com



Smart City Networks
Colorado Convention Center

Deborah Olivas
700 14th Street
Denver, CO 80202

dolivas@smartcity.com 303-228-8156



Call us at 303-422-EDEN
LittleEden@mac.com
15550 W. 72nd Ave.
Arvada, CO 80007

For all your residential, commercial, and plant rental needs!



**MONTEREY
PLAZA
HOTEL & SPA**

16,000 sq. feet of indoor
meeting space

Ocean-view meeting rooms

State-of-the-art audio/visual
equipment

Located on historic Cannery
Row, walking distance to the
area's most popular attractions

Monterey Plaza Hotel & Spa
400 Cannery Row, Monterey, CA 93940
For group events or reservations, please call
(831) 646-1700 or
email sales@montereyplazahotel.com

MORE THAN A BOARDROOM **AN ADVENTURE** WAITING TO UNFOLD

The abundant charm and good cheer of town
makes for meetings that are built to last.

BRECKENRIDGE COLORADO



GO BRECK

BreckMeetings.com
888.768.2825

Gaston

PHOTOGRAPHY

COLORADO - 720.722.4128

CALIFORNIA - 714.747.8287

INFO@GASTONPHOTOGRAPHY.COM

"WITHOUT ME, IT'S JUST AWESO"

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.

April 2-3, 2013 ~ Colorado Convention Center

www.mic-colorado.org

2012 MIC of Colorado Mobile Applications



Search your app store or market for MIC2012 Webcasts



**SWANK
MOBILE
MEETING
MANAGER**

Getting Started: Access M3 by going to:
<http://www.SwankMMM.com/MIC12>

OR scan this QR tag.

It's that easy -
no downloading
required! Simply
bookmark or
save a shortcut
to M3 to quickly
and easily access
Mobile Meeting
Manager in the
future.



**MAKE GATEWAY PARK THE HOME FOR YOUR NEXT
COMPETITION, TRADE SHOW OR ANNUAL CONFERENCE**

**TO BOOK YOUR NEXT EVENT
PLEASE CONTACT MEGAN LARSEN**

**D / 303-302-4146
E / MEGAN.LARSEN@JQH.COM**

**ACCOMMODATIONS -
UP TO 1,600 GUESTROOMS ON YOUR PEAK NIGHT**

**MEETING SPACE -
GENERAL SESSION AND MEALS FOR UP TO 2,500**

**CONVENIENCE-
COMPLIMENTARY AIRPORT AND LOCAL SHUTTLE**

**REWARDS -
SEVEN MAJOR HOTEL BRANDS TO CHOOSE FROM**



The Meetings Industry (MIC) of Colorado is extremely grateful to all of our sponsors.
We invite and encourage you to reference this list of sponsors and utilize them for your event and meeting needs.

Platinum Sponsors

Colorado Convention Center

Nikki Haddad
700 14th Street
Denver, CO 80202
303-228-8109
nhaddad@denverconvention.com
Venue Sponsor

Colorado Meetings + Events Magazine

Bob Haddad
17401 E. Powers Dr.
Centennial, CO 80015
303-617-0548
bob.haddad@tigerOak.com
Media Sponsor

Freeman

Michelle Burns
4493 Florence Street
Denver, CO 80238
303-320-5118
michelle.burns@freemanco.com
Exhibit Services Sponsor

Image Audiovisuals, Inc.

Scott Cornelius
2130 S. Dahlia Street
Denver, CO 80222
303-758-1818
scornelius@imageav.com
Audio Visual Sponsor

Gold Sponsors

5 Star Talent and Entertainment

Terri Fisher
2256 Country Club Loop
Westminster, CO 80234
303-635-1210
terri@5staracts.com
VIP and Closing Receptions
Entertainment Sponsor

Active Network Events

Stacie Rieder
4750 Walnut Street Suite 100
Boulder, CO 80301
888-351-9948
Staci.Rieder@activenetwork.com
Registration Sponsor

Alberta, Canada

Deborah J. Drisdale
31103 Rancho Viejo Road D-2539
San Juan Capistrano, CA 92675
949-330-8505
Deborah.Drisdale@TravelAlberta.com
Lunch Sponsor

Brede Exposition Services/ Brede-Colorado, Inc.

Ansley Seymour
5140 Colorado Blvd
Denver, CO 80216
303-399-8600
aseymour@brede.com
**MIC Organization Pavilion & Planner
Collaboration Break-out Sponsor**

Centerplate Catering

Erin Brown
700 14th Street
Denver, CO 80202
303-228-8081
Erin.Brown@Centerplate.com
Catering Sponsor

Destination Hotels & Resorts

Amanda Anderson Wessel
10333 East Dry Creek Road Suite 450
Englewood, CO 80112
720.988.4304
AAnderson2@destinationhotels.com
Keynote Sponsor

Destination Quebec - Tourism Quebec

Annemarie Heidbuechel
333 W. North Avenue PMB 381
Chicago, IL 60610
312-573-1849
qcah@aol.com
Closing Reception Sponsor

Embassy Suites Denver Downtown Convention Center

Judy Esterbrook
1420 Stout Street
Denver, CO 80202
720-587-6930
Judy.Esterbrook@WCGHotels.com
VIP Reception & Room Block Sponsor

Gateway Park Hotel Alliance/ Gateway DIA Group

Megan Larsen
15500 E. 45th Avenue
Denver, CO 80239
303-302-4146
megan.larsen@jgh.com
Opening General Session Sponsor

GoBreck, Beaver Run, and the

Doubletree

Donna Horri
111 Ski Hill Road
Breckenridge, CO 80424
970-453-5068
DHorri@gobreck.com
Gold Sponsor

LIVESPARK

Dan Yaman
700 Raymond Avenue, Suite 100
St. Paul, MN 55114
612-770-2592
dan@live-spark.com
Opening Session Speaker Sponsor

Scott Friedman & Associates

Scott Friedman, CSP
16351 W. Ellsworth Avenue
Golden, CO 80401
303-284-0811
scott@funnyscott.com
MIC Emcee Sponsor

Gold Sponsors *(continued)*

Sound Images, Inc.

Patricia McLaughlin
2010 E. 17th Ave
Denver, CO 80206
303-405-4508

patti.mclaughlin@siattend.com

**Audio Recordings & Mobile Application
Sponsor**

Swank Audio Visuals

Scott Collinsworth
Hyatt Regency at the Colorado
Convention Center 650 15th Street
Denver, CO 80202
303-486-4878

scollinsworth@swankav.com

Mobile Application Sponsor

VISIT Denver...The Convention &

Visitors Bureau

Rebecca Dillahunty, CMP
1555 California Street, #300
Denver, CO 80202
303-571-9422

rdillahunty@visitdenver.com

Cash Sponsor

Visit Newport Beach, Inc.

Amanda Kliem
1600 Newport Center Dr., Suite 120
Newport Beach, CA 92660
949-467-2743

Amanda@visitnewportbeach.com

Breakfast Sponsor

You Want What? Productions, Inc.

Nick Kargel
800 S Jason St
Denver, CO 80223
303-744-6465

info@ywwwproductions.com

**Stage Set for Luncheon Keynote
Sponsor**

Silver Sponsors

Fort Worth Convention & Visitors Bureau

Julie Gorman
900 E. Columbar Court
Eagle, ID 83616
208-939-6396

juliegorman@fortworth.com

Trade Show Break Sponsor

Gaston Photography

David Gaston
2194 Robindale Way
Castle Rock, CO 80109
303-660-4645

info@gastonphotography.com

Photography Sponsor

Sports Authority Field at Mile High

Anna Marie Marcus (Martinez), CMP
1701 Bryant Street, Suite 700
Denver, CO 80204
720-258-3067

AnnaMarie.Marcus@Broncos.nfl.net

Lanyard Sponsor

Telluride Tourism Board

Todd Gehrke
113 Lost Creek Lane Suite B | PO Box
1009

Telluride, CO 80435

970-369-2125

todd@visittelluride.com

Keynote Trip Sponsor

Vail Valley Partnership, The Chamber and Tourism Bureau

Danielle McNair
PO Bos 1130
Vail, CO 81658
970-477-4007

dmcnair@visitvailvalley.com

Name Tag Sponsor

Wyndham Hotel Group

Tammia Zdenahlik
22 Sylvan Way
Parsippany, NJ 07054
847-855-0709

Tammia.zdenahlik@wyn.com

Morning Break Sponsor

MIC of Colorado Purpose:

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;
- Expanding networking opportunities and knowledge of the industry;
- Initiating joint recommendations and action on pertinent issues to the industry, locally, nationally and internationally.

Bronze Sponsors

Buena Vista Palace Hotel & Spa

Joni Smith, CHSP
1900 Buena Vista Drive, Lake Buena Vista, FL 32830
407-827-3376
josmith@luxuryresorts.com
Cash Sponsor

Canadian Tourism Commission

Robin Thompson
#1400-1055 Dunsmuir Street, Box 49230
Vancouver, BC V7X 1L2, CANADA
415-388-3022
Thompson.Robin@ctc-cct.ca
Cash Sponsor

Christian Meetings and Convention Association (CMCA)

Jayne Kuryluk
P.O. Box 350757, Westminster, CO 80035
303-451-6678
jayne@christianmeeting.org
Breakout Speaker Sponsor

Colorado Festivals and Events Association (CFEA)

Lora Knowlton
P.O. Box 620386, Littleton, CO 80162-0386
303-904-1521
lora@coloradofestival.com
Breakout Speaker Sponsor

Colorado Society of Association Executives (CSAE)

Joan Tezak, CAE, CMP
2170 South Parker Road, Denver, CO 80231
303-368-9090
joant@csaenet.org
Breakout Speaker

Denver Merchandise Mart

Randy Gaddis
451 E. 58th Avenue Suite 427, Denver, CO 80216
303-292-6278
Randy@denvermart.com
Cash Sponsor

Fargo-Moorhead CVB

Teri Onsgard
2001 44th Street South, Fargo, ND 58103
701-282-3653
teri@fargomoorhead.org
Closing Reception Beverage Sponsor

Fort Collins Convention and Visitors Bureau

Tyler James
19 Old Town Square Suite 137, Fort Collins, CO 80524
970-232-3845
tjames@ftcollins.com
VIP Reception Beverage Sponsor

Gaylord Hotels

David Rayment
82 Kolar Court, Erie, CO 80516
303-828-0958
DRayment@GaylordEntertainment.com
Bronze Sponsor

Grand Junction VCB

Stefanie Maher
740 Horizon Drive, Grand Junction, CO 81506
720-346-5139
sales@gjcity.org
VIP Reception Wine Sponsor

Greater Boston Convention & Visitors Bureau

Erin Halacy
2 Copley Place Suite 105, Boston, MA 2116
617.867.8242
ehalacy@bostonusa.com
Closing Reception Beverage Sponsor

Hospitality Sales and Marketing Association International - Denver (HSMIAI)

Todd Seymour
3333 S. Colorado Blvd., Denver, CO 80222
303-759-3480 x213
todd@wellshireinn.com
Breakout Speaker

Infiniti Wireless Solutions

Andre Ramos
450 W Burgundy St Unit 217, Highlands Ranch, CO 80129
720-336-1727
andrer78@gmail.com
Two-way Radio Sponsor

International Association of Exhibitions and Events (IAEE) Rocky Mountain Chapter

Linda Eddleman
P.O. Box 1416, Denver, CO 80038
800-669-0424 x 236
leddleman@nbnm.com
Breakout Speaker Sponsor

International Special Events Society - Denver Chapter (ISES)

Kevin Kowalczyk
5123 Alcott St., Denver, CO 80221
720-236-5558
kevin@giant-stepsconsulting.com
Breakout Speaker Sponsor

Little Eden Landscaping

Terry Rennolds
15550 W. 72 Avenue, Arvada, CO 80007
303-422-3336
littleeden@mac.com
Landscaping Sponsor

Meeting Professionals International Rocky Mountain Chapter (MPIRMC)

Heather McCarthy-Savoca
1425 Market Street, Denver, CO 80207
303 623-1492
heather@arrangers.com
Breakout Speaker Sponsor

Monterey Plaza Hotel and Spa

Marilyn Templeton
400 Cannery Row, Monterey, CA 93940
831-462-1668
MTempleton@montereyplazahotel.com
Caricature Sponsor

Myrtle Beach Convention Center

Tiffany Andrews
2101 North Oak Street, Myrtle Beach, SC 29578
843-918-1236
tandrews@mb-cc.com
Cash Sponsor

National Association of Catering Executives- Greater Denver Chapter (NACE)

Sidney Stoper
1301 South Jason Street, Unit A, Denver, CO 80223
303-792-5588
sidneys@jsav.com
Breakout Speaker Sponsor

National Speakers Association - Colorado (NSA-CO)

Dean M. Savoca
2610 Dahlia Street, Denver, CO 80207
303-333-3038
dean@deansavoca.com
Breakout Speaker Sponsor

Professional Convention Management Association Rocky Mountain Chapter (RMPMA)

Aida Campbell, CMP
110 16th Street, Suite 504, Denver, CO 80202
303-993-8474
aida.campbell@experient-inc.com
Breakout Speaker Sponsor

Rocky Mountain Business Travel Association (RMBTA)

Deborah Borak, SMCC
572 East Long Circle, Littleton, CO 80122
720-283-3959
deborah.borak@conferencedirect.com
Breakout Speaker Sponsor

Smart City Networks - Colorado Convention Center

Deborah Olivas
700 14th Street, Denver, CO 80202
303-228-8156
dolivas@smartcity.com
Internet for Registration Sponsor

Society of Government Meeting Professionals Rocky Mountain Chapter (SGMP)

Mary Williams, CGMP
501 S. Cherry St., Suite 400, Denver, CO 80246
303-782-5251
mwilliams@nw.org
Breakout Speaker Sponsor

Splash Promotions

Russ Aagaard
16402 E. Berry Place, Centennial, CO 80015
303-550-2052
russ@splash-promo.com
Specialty Advertising Sponsor

SuperShuttle and ExecuCar

Aaron Lackey
4605 Paris Street, Box 1 Suite D20, Denver, CO 80239
720-374-4165
aaron.lackey@veoliatransportation.com
Transportation Sponsor

The Vista at Applewood Golf Course

Tara Seech, CMP
14001 W. 32nd Avenue, Golden, CO 80401
303-279-3003 x 27
tseech@applewoodgc.com
Closing Reception Beverage Sponsor

Two Rivers Winery and the Chateau

Brandon Witham
2087 Broadway, Grand Junction, CO 81507
303-817-2764
brandon@tworiverswinery.com
VIP Reception Beverage Sponsor

Visit Baltimore

Sheila Provenzano
1350N. Lake Shore Drive, Apt 507, Chicago, IL 60610
312-846-6578
sprovenzano@baltimore.org
Massage Sponsor



Expositions | Conventions | Corporate Events | Exhibits

Meet the Freeman team,
your super-strategy-awesome-
creative-flawless-logistics

face-to-face
all-stars.

F R E E M A N

Discover the many new ways we can transform
your live engagements at **Freemanco.com**.

- Banners
- Creative Services
- Décor
- Design & Floor Plans
- Digital Graphics
- Digital Services
- Drapes & Carpet
- Electrical Services
- Entertainment
- Exhibit Transportation
- Furnishings
- Hospitality Areas
- Installation
- Logistics Planning
- Material Handling Services
- Production Services
- Registration Areas
- Simultaneous Interpretation
- Staging & Screen Masking

303-329-3442



Meetings Industry Council of Colorado
Educational Conference and Trade Show

Thank you again, to this year's sponsors:

PLATINUM SPONSORS:



colorado
meetings+events

FREEMAN



GOLD SPONSORS:



Centerplate



EMBASSY SUITES®
Denver - Downtown Convention Center



Thank you for joining us today!

Once again, this year's Exhibit Booths sold
out very early. Plan now for the
13th Annual MIC of Colorado Educational
Conference and Trade Show!

SILVER SPONSORS

Fort Worth Convention & Visitors Bureau
Gaston Photography
Sports Authority Field at Mile High
Telluride Tourism Board
Vail Valley Partnership, The Chamber and
Tourism Bureau
Wyndham Hotel Group

BRONZE SPONSORS

Buena Vista Palace Hotel & Spa
Canadian Tourism Commission
Christian Meetings and Convention Association (CMCA)
Colorado Festivals and Events Association (CFEA)
Colorado Society of Association Executives (CSAE)
Denver Merchandise Mart
Fargo-Moorhead CVB
Fort Collins Convention and Visitors Bureau
Gaylord Hotels
Grand Junction VCB
Greater Boston Convention & Visitors Bureau
Hospitality Sales and Marketing Association International -
Denver (HSMIAI)
Infiniti Wireless Solutions
International Association of Exhibitions and Events (IAEE) Rocky
Mountain Chapter
International Special Events Society - Denver Chapter (ISES)
Little Eden Landscaping
Meeting Professionals International Rocky Mountain Chapter
(MPIRMC)
Monterey Plaza Hotel and Spa
Myrtle Beach Convention Center
National Association of Catering Executives- Greater Denver
Chapter (NACE)
National Speakers Association - Colorado (NSA-CO)
Professional Convention Management Association Rocky
Mountain Chapter (RMPCMA)
Rocky Mountain Business Travel Association (RMBTA)
Smart City Networks - Colorado Convention Center
Society of Government Meeting Professionals Rocky Mountain
Chapter (SGMP)
Splash Promotions
SuperShuttle and ExecuCar
Two Rivers Winery and the Chateau
The Vista at Applewood Golf Course
Visit Baltimore

Conference and Trade Show Coordinators:

RMEC

Association Management and
Event Planning Company

Rocky Mountain Event Consultants, LLC

Allow Us To Exceed Your Expectations

MIC of Colorado

c/o RMEC

8155 Briar Cliff Drive

Castle Rock, CO 80108-8215

Phone: 720.733.8000 • Fax: 720.733.8999

Email: mic@rmecllc.com • www.mic-colorado.org