



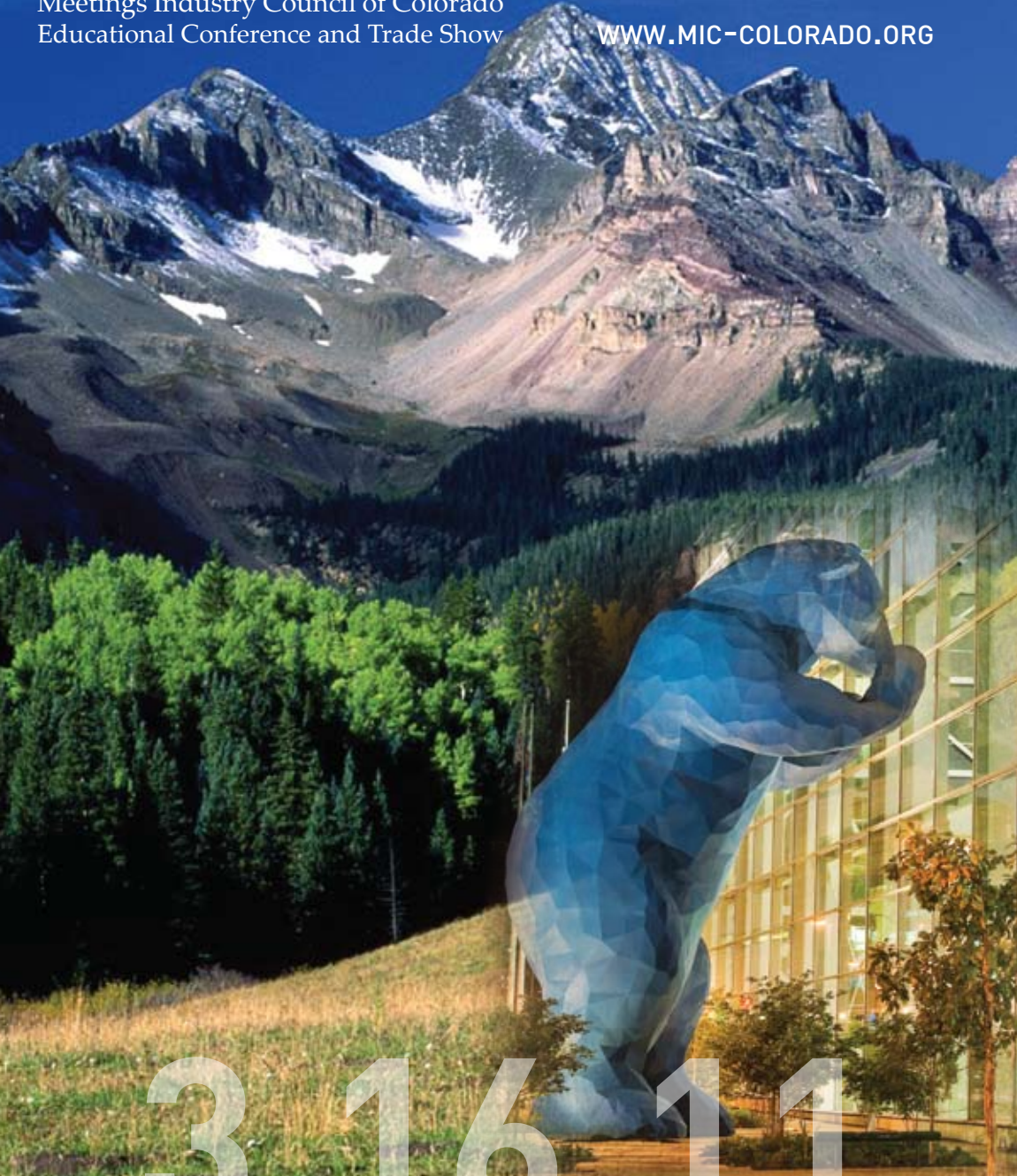
Meetings Industry Council of Colorado  
Educational Conference and Trade Show

DENVER, COLORADO

WEDNESDAY, MARCH 16, 2011

COLORADO CONVENTION CENTER

[WWW.MIC-COLORADO.ORG](http://WWW.MIC-COLORADO.ORG)



3.16.11

# PROGRAM OVERVIEW

7:30 – 8:30 AM - REGISTRATION/ CONTINENTAL  
BREAKFAST

8:30 – 9:45 AM - CONCURRENT BREAKOUT SESSIONS  
**LEADERSHIP: WHAT IT IS, WHAT IT ISN'T**  
Karl Mecklenburg

**"HOT TOPICS" FROM THE LEGAL ARENA: FINDING  
THE MIDDLE GROUND**  
Bill Walters

**FLOW, FOOD, FORMULAS AND FUN; BASICS IN  
SUCCESSFUL MEETING LOGISTICS**  
Gary Schirmacher, CMP

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

**APEX AND SUSTAINABLE MEETINGS**  
Lindsay Smith-Arell

9:45 – 10:00 AM - BREAK

10:00 – 11:15 AM - CONCURRENT BREAKOUT SESSIONS  
**MEETINGS INDUSTRY: STATE OF THE ECONOMY**  
Kevin Iwamoto, GLP

**ETHICS AND TRUST: CRITICAL INGREDIENTS OF  
PERSONAL, PROFESSIONAL AND BUSINESS SUCCESS**  
Kevin O'Shaunessy O'Brien

**USING CONTRACTORS FOR STAFF FUNCTIONS**  
Terry Adams

**DENVER'S TOP CHEFS**  
Sandra Adams, Thanawat Bates, Chris  
Casson and Troy Guard  
Moderated by Kristin Hutton, CMP

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

11:30 AM – 1:30 PM - LUNCH/KEYNOTE  
Emcee - Scott Friedman, CSP  
**THE POWER OF SERVICE – HOW TO PROVIDE  
CUSTOMER SERVICE THAT ROCKS!**  
Robin Crow

1:30 – 3:30 PM - TRADE SHOW - PLANNERS &  
EXHIBITORS ONLY

1:45 – 3:15 PM - BREAK OUT SESSION FOR  
SUPPLIERS  
**STRATEGIC HABITS FOR BUSINESS GROWTH**  
Dawn Abbott

**MASTERING MAGICAL PERSUASION**  
Traci Brown

3:30 – 3:45 PM - BREAK

3:45 – 4:45 PM - POWER HOUR  
**HUMOR - THE UPSIDE OF DOWN**  
Joe Malarkey®

**SKYROCKET EVENT ATTENDANCE WITH SOCIAL  
MEDIA MARKETING: CREATE A "BEFORE, DURING,  
& AFTER" SOCIAL MEDIA ACTION PLAN TO BLOW  
ATTENDANCE THROUGH THE ROOF!**  
Heather Lutze

4:45 – 6:00 PM - CLOSING RECEPTION ON THE TRADE  
SHOW FLOOR AND OPEN TO ALL  
ATTENDEES

The 11th Annual Educational Conference and Trade Show will be held on March 16, 2011. MIC of Colorado will host over 100 exhibitors and 600 meeting and event professionals, association executives and industry suppliers from the Rocky Mountain Region, the US, Canada, Mexico and beyond.

Speakers/topics are subject to change. Blue Bear Photo Credits ~ Scott Dressel-Martin

**To register go to [www.mic-colorado.org](http://www.mic-colorado.org) • Register by 3/4/11 for Reduced Rates:**

Planners (not a planner for a supplier company): \$99 • Students (must be full time student with 12 hours per semester): \$75 • Additional Exhibitors with Booth: \$109 • Suppliers not Exhibiting: \$125 (Will not be admitted on Trade Show Floor until the Reception)

MIC of Colorado Phone: 720.733.8000 • Fax: 720.733.8999 • Email: [mic@rmecllc.com](mailto:mic@rmecllc.com)

## LUNCHEON KEYNOTE ~ 11:30 AM - 1:30 PM

### THE POWER OF SERVICE – HOW TO PROVIDE CUSTOMER SERVICE THAT ROCKS!

#### Robin Crow

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

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

Robin Crow is a speaker, author, entrepreneur and one of the most innovative guitarists in the world. With over 2,000 presentations to his name, his expertise on **leadership** and **customer service** comes from 30 hard-won years in the trenches as an entrepreneur. For the past 13 of those years, he has led his company, Dark Horse Recording, a four studio complex he built from the ground up, to set the gold standard for customer service and excellence in the recording industry and is home to Faith Hill, Neil Diamond and Jewel to name a few. Robin's books include *Jump And The Net Will Appear*, *The Power Of An Idea* and his latest *Rock Solid Leadership*.

WWW.ROBINCROW.COM



Keynote is sponsored by



DESTINATION  
HOTELS & RESORTS

THE LUNCHEON IS EMCEED BY MIC CO-FOUNDER AND NSA COLORADO MEMBER  
SCOTT FRIEDMAN, CSP

#### ABOUT OUR VENUE:



Located within walking distance of over 10,000 hotel rooms and numerous downtown Denver restaurants, the Colorado Convention Center provides one of the most state of the art user-friendly buildings in the industry. With 2.2 million sq. ft. of meeting and exhibit space, the Colorado Convention Center provides meetings planners a variety of options and unique venue opportunities. The exhibit level

provides six individual halls and outdoor terraces offering extraordinary views of the Rocky Mountains and the Denver skyline. The Korbell Ballroom is the largest and most flexible ballroom in the city of Denver, occupying 50,000 sq. ft., while the Four Seasons Ballroom is 35,000 sq. ft of event space. In addition, the Colorado Convention Center is home to the 5,000 seat Wells Fargo Theatre, which has quickly established a reputation for being one of the most versatile and attractive theatres in Denver Metro. Pollstar Magazine has named the Wells Fargo Theatre in "The Top 100 Worldwide Theatres" two years running. In 2010, the Colorado Convention Center announced its certification in Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB), awarded by the U.S. Green Building Council (USGBC). The achievement makes the Colorado Convention Center the largest LEED certified building in the state and one of the three largest convention facilities to earn this designation in the U.S.



Join hundreds of your peers at the largest annual Meetings Industry Educational Conference and Trade Show in the Rocky Mountain Region with breakthrough education and networking you won't get anywhere else.

#### 2011 MIC of Colorado Breakout Educational Sessions:

- **Leadership: What It Is, What It Isn't**
- **"Hot Topics" from the Legal Arena: Finding the Middle Ground**
- **Flow, Food, Formulas and Fun; Basics in Successful Meeting Logistics**
- **The Disaster Experience - Quick Fire for Meetings & Event Planners**
- **APEX and Sustainable Meetings**
- **Meetings Industry: State of the Economy**
- **Ethics and Trust: Critical Ingredients of Personal, Professional and Business Success**
- **Using Contractors for Staff Functions**
- **Denver's Top Chefs**
- **Social Media Strategies: Top 10 Tips for Non-tekkies and Newbies Alike!**
- **Strategic Habits for Business Growth**
- **Mastering Magical Persuasion**
- **Skyrocket Event Attendance with Social Media Marketing: Create a "Before, During, & After" Social Media Action Plan to Blow Attendance Through the Roof!**
- **The Upside of Down - Joe Malarkey®, Joe Malarkey Productions, Inc.**



Joe Malarkey® is a member of the National Speakers Association "Speakers Hall of Fame". His "Choose to Lose" program has propelled him to television appearances ranging from the prestigious "60 Minutes" to the embarrassing "To Tell the Truth." *Successful Meetings Magazine* listed Joe as one it's Top Ten Speakers in America.

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best of 2011  
colorado  
meetings + events  
MAGAZINE

#### 5th Annual Best Of Colorado Awards – March 14

The fifth annual *Colorado Meetings + Events Best Of Colorado Readers' Choice Awards* will be held on March, 14, 2011. Celebrate the cream of the crop in the meetings and events industry and the 2011 Hall of Fame inductees with a night of good food and great company at The Cable Center on the University of Denver campus from 5:30 - 8 p.m. We're looking forward to seeing you there! For the latest information, a list of finalists and to RSVP, visit [www.co.meetingsmags.com](http://www.co.meetingsmags.com).

REGISTRATION IS OPEN AT [WWW.MIC-COLORADO.ORG](http://WWW.MIC-COLORADO.ORG)



Conference will be held at: **The Colorado Convention Center**  
700 14th Street - Denver, CO 80202, Phone: (303) 228-8000

#### Hotel Accommodations:

Reservations can be made online at [DenverDowntown.EmbassySuites.com](http://DenverDowntown.EmbassySuites.com) or by calling 1-800-Hiltons. When calling please identify yourself as part of the Meetings Industry Council group or if making reservations online, simply input the group code "MIC" to receive the special group rate (\$149). Just across the street from the Colorado Convention Center, this brand new All Suite Hotel offers complimentary breakfast and Manager's Reception each day as part of the MIC special rate.

Registration is at [www.mic-colorado.org](http://www.mic-colorado.org)

Early bird registration Deadline is March 4, 2011

#### Cancellations

Conference registration cancellations received by March 4, 2011 will receive a full refund less a \$20 handling fee. Cancellations received after March 4, 2011 are not refundable. We suggest that you send a substitute in your place. Please submit all cancellations in writing via fax, email or mail to the MIC conference office at: 8155 Briar Cliff Drive, Castle Rock, Colorado 80108-8215 Fax: 720.733.8999 or Email: [mic@rmeccl.com](mailto:mic@rmeccl.com)

## 1ST CONCURRENT BREAKOUT SESSION 8:30 AM - 9:45 AM

### LEADERSHIP: WHAT IT IS, WHAT IT ISN'T

#### Karl Mecklenburg

President, Mecklenburg Motivation  
[www.karlmecklenburg.com](http://www.karlmecklenburg.com)



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

### "HOT TOPICS" FROM THE LEGAL ARENA: FINDING THE MIDDLE GROUND

#### Bill Walters

Kelly Garnsey Hubbell + Lass LLC  
[www.kghllaw.com](http://www.kghllaw.com)



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

### FLOW, FOOD, FORMULAS AND FUN; BASICS IN SUCCESSFUL MEETING LOGISTICS

#### Gary Schirmacher, CMP

Senior Vice President, Strategic Account Services,  
Experient  
[www.experient-inc.com](http://www.experient-inc.com)



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- Learn how to visualize and design flow management strategies that can be applied in any event venue-keep those lines moving
- Trends in Food, getting the most value on the meeting budget dollar
- Time Tested Experient formulas that deliver from conference seating to ordering food and beverage by the piece and on consumption
- Everyone thinks Meeting Planning is Fun, five tips to make sure that it really is

### THE DISASTER EXPERIENCE - QUICK FIRE FOR MEETINGS & EVENT PLANNERS

#### Bob Mellinger

President, Attainium Corp  
[www.attainium.net](http://www.attainium.net)



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Chances are that while you read this, an unexpected disaster is causing a meeting/event planner stress and confusion and is affecting their ability to produce an event. Are they prepared to handle it? Will they be able to recover? Disasters of every shape, size, look and feel happen all the time, affecting businesses, people's jobs, lives and families.

This session is highly interactive and very fast-paced. The participants work through disaster scenarios in small groups. The story unfolds with the presentation of multiple incidents in rapid succession. Each group prepares its responses to the questions provided. A table is then selected to present their results and a second table chosen to provide further insight. The scenario then pickups where it left off and the process is repeated for time remaining.

### APEX AND SUSTAINABLE MEETINGS

#### Lindsay Smith-Arell

Principal and Founder, Arell Logic  
[www.arellogics.com](http://www.arellogics.com)



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

## 2ND CONCURRENT BREAKOUT SESSION 10:00 AM - 11:15 AM

### MEETINGS INDUSTRY: STATE OF THE ECONOMY

#### Kevin Iwamoto, GLP

National Business Travel Association (NBTA) Past President and Vice President, Enterprise Strategy, StarCite, Inc.



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[www.starcite.com](http://www.starcite.com)

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

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

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

#### Kevin O'Shaunessy O'Brien

Chair of Business Ethics & Legal Studies J.D., LL.M in Taxation, CPA  
<http://portfolio.du.edu/kobrien>



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

### USING CONTRACTORS FOR STAFF FUNCTIONS

#### Terry Adams

Executive Director, Cherry Creek Arts Festival  
[www.cherryarts.org](http://www.cherryarts.org)



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

## DENVER'S TOP CHEFS

**Sandra Adams** (not pictured)

Grand Hyatt Denver

**Thanawat Bates**

Executive Sous Chef at The Brown Palace Hotel and Spa

**Chris Casson**

Divisional Chef at Shamrock Foods

**Troy Guard**

Owner/Chef of TAG Restaurant

**Kristin Hutton, CMP (Moderator)**

Director of Sales at Kevin Taylor Restaurant Group

From the restaurant world to off-premise catering, chefs are paramount in the success of an event, program, or even a marriage proposal!

Enjoy a morning discussion with four of Denver's Hottest Chefs! Troy Guard, owner and chef of TAG, Thanawat Bates, Executive Sous Chef at The Brown Palace Hotel and Spa, Chris Casson, Divisional Chef at Shamrock Foods, and Sandra Adams, Pastry Chef at the Grand Hyatt. Moderated by Kristin Hutton, CMP, Director of Sales at Kevin Taylor Restaurant Group.

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

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

**Laura Benjamin**

President, Pinehurst Press Ltd Communication Strategies

[www.laurabenzamin.com](http://www.laurabenzamin.com)

Whether you've been tweeting, friending or blogging for years or just weeks, this fast-paced, practical, nuts-and-bolts session reveals 10 key strategies to achieve social media and search engine success. Social media is the biggest tidal wave to hit marketing and communication since the printing press! This is information you MUST know to enhance your existing social media efforts or prepare for the plunge into twitter, facebook and blogging.



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## SUPPLIER BREAKOUT SESSION ~ DURING TRADE SHOW

1:45 PM - 3:15 PM

### STRATEGIC HABITS FOR BUSINESS GROWTH

**Dawn Abbott**

Co-founder/Co-owner of Fun Productions, Inc. and Colorado Teambuilding Events  
[www.funproductions.com](http://www.funproductions.com)  
[www.coloradoteambuildingevents.com](http://www.coloradoteambuildingevents.com)

All businesses and departments within organizations are more successful through strategic planning. We will delve into how to create a strategic plan that lives, breathes, and guides your business into the action steps that reach your goals. We will discuss the elements of a successful strategic plan and the process of alignment throughout your organization. It is important to define your culture and develop the habits that lead to fulfilling your planned goals. It is time to stop putting out fires and start preventing them. Make this the year you start working on your business from a bird's eye view, instead of working in it from the trenches where you can't see past the chaos. This session is strategic planning for business 101.

### MASTERING MAGICAL PERSUASION

**Traci Brown**

[www.tracibrown.com](http://www.tracibrown.com)

Your clients are always communicating with you. Do you know what they are saying?

You are always communicating with your clients. Do you know what message you are sending?

It's true. You are unconsciously communicating all the time in any situation

- Interviewing
- Networking
- Sales Meetings
- Negotiations
- With Your Kids or Spouse

It's your responsibility to hear what others are telling you and then give them your message in the way they need to hear it. The end result is a person that's open to what's being said and easily influenced because deep unconscious needs are being met and objections are eliminated or bypassed.

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

REGISTRATION IS OPEN AT  
[WWW.MIC-COLORADO.ORG](http://WWW.MIC-COLORADO.ORG)



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## POWER HOUR ~ 3:45 PM - 4:45 PM

### THE UPSIDE OF DOWN

**Joe Malarkey®**

Joe Malarkey Productions, Inc.  
[www.joemalarkey.com](http://www.joemalarkey.com)

Joe Malarkey® is a member of the National Speakers Association "Speakers Hall of Fame". His "Choose to Lose" program has propelled him to television appearances ranging from the prestigious "60 Minutes" to the embarrassing "To Tell the Truth." Successful Meetings Magazine listed Joe as one its Top Ten Speakers in America.

His new program "The Upside of Down" explores the opportunity concealed by the current economic adversity. Has there ever been a better time for a message about:

- Prevailing in difficult situations
- Maintaining a positive outlook
- Laughing instead of losing
- Trying one more time
- And trying one more time... again!

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

### SKYROCKET EVENT ATTENDANCE WITH SOCIAL MEDIA MARKETING: CREATE A "BEFORE, DURING, & AFTER" SOCIAL MEDIA ACTION PLAN TO BLOW ATTENDANCE THROUGH THE ROOF!

**Heather Lutze**

President, Findability Group  
[www.findabilitygroup.com/](http://www.findabilitygroup.com/)

In this action packed session, event managers and support staff will learn how create an action plan that supports actively increasing attendance and create pre-event excitement. Learn how to "gift wrap" the event with BEFORE, DURING AND AFTER Social Media Marketing tactics to increase awareness, using technology for LIVE "during conference" feedback and follow-up for continued learning. This program will give you the following skills:

- How to Leverage YouTube Videos Invitations To Create Excitement and Increase Attendance
- How to use technology like Twitter Hashtags and live feeds at events for REAL TIME FEEDBACK
- Post Event Attendee Value with "after the event" Video Webinars for continued event value and learning
- How to work with Speakers to get their help in actively marketing your event for greater visibility



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Join the entire Colorado meetings and events industry at the Colorado Convention Center for the 11th Anniversary MIC Conference, produced by the thirteen member associations of the Meetings Industry Council of Colorado.

This dynamic conference offers a full-day's educational package, speakers showcase and trade show... and is **THE** signature event for meetings and events professionals in the Rocky Mountain West.

**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
- National Association of Catering Executives - Greater Denver Chapter
- Professional Convention Management Association - Rocky Mountain Chapter
- Rocky Mountain Business Travel Association
- The Society of Government Meeting Professionals - Rocky Mountain Chapter



Meetings Industry Council of Colorado  
Educational Conference and Trade Show

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- Vail Resorts Hospitality / RockResorts
- Visit Charlotte

**2011 MIC BRONZE SPONSORS**

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- Hospitality Sales and Marketing Association International - Denver (HSMIAI)
- International Association of Exhibitions and Events Rocky Mountain Chapter (RMIAEE)
- International Special Events Society - Denver Chapter (ISES)
- John Niemi/Logos Your Way
- Meeting Professionals International Rocky Mountain Chapter (MPIRMC)
- 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)
- Scott Friedman, CSP
- The Society of Government Meeting Professionals Rocky Mountain Chapter (SGMP)
- SuperShuttle and ExecuCar
- Two Rivers Winery and the Chateau