

The background of the cover is a photograph of a golf course. In the foreground, there are several red flowers. The middle ground shows a green golf course with a small pond. In the background, there are trees and a clear blue sky. The title 'Communiqué' is written in a large, white, serif font at the top.

# *Communiqué*

**In this Issue...**

6th Annual  
MPIRMC/RMPCMA  
Golf Tournament

2009 - 2010 Gala  
Event

May Monthly  
Education Program

May 2010  
Vol 1 Issue 51



ROCKY MOUNTAIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL



## Instructions

### Instructions

Now that you have the newsletter opened... the information below will help you navigate through it more easily. If you have any questions or problems, feel free to contact Stacie Cisco, Director of Publications, at 303.623.1492 or email her at [stacie@arrangers.com](mailto:stacie@arrangers.com).

## Hints

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Your viewing experience will be heightened if you minimize every open application so the newsletter is sitting directly on your desktop with nothing behind it but your wallpaper. If you can't see the navigation bar at the bottom, drag the newsletter to the top of your screen.

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### In This Issue

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*Front Cover Photo courtesy of the Inverness Hotel & Conference Center, host of this year's 6th Annual MPIRMC / RMPDMA Golf Tournament.*

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Chapter Business Manager



## President's Message

### President's Message

**Steve Kinsley, Kinsley**



It's May, spring is in full swing with its bizarre weather and flowers blooming and grass getting green. We are beginning to wrap up our fiscal year for the Rocky Mountain Chapter and planning has already begun for the 2010/2011 fiscal year.

I thought I might take a quick look back at just a few of the highlights from the 2009/2010 fiscal year for our chapter:

#### **Students...**

Our student outreach has been excellent this year with our annual Backpacks 2 Briefcases program and MPI on Tour program, visiting the colleges in the area that have a meeting or hospitality program. Students are the future of our industry and we need to take these opportunities to represent our industry as the fun and compelling industry we know that it is each day.

#### **Members...**

We started a new program this year called MPI on the Road. We visited members in Colorado Springs and Summit county on two different occasions, members that can't normally make it to a monthly program because of geographic considerations. These two programs were met with success and we are planning a return engagement in 2010/2011.

#### **Leadership...**

Our new Leadership Series has also been a big hit this year. The leadership team has done a wonderful job of creating learning opportunities for those interested in the workings of our chapter. This series will continue at no cost to the members. Please take advantage of this program to learn more about our chapter and to get involved in a leadership role. The skills you will learn in these roles are invaluable.



## President's Message continued...

### President's Message continued...

#### **Industry...**

The Meetings Industry Council of Colorado, or MIC, was a huge success this year, and thanks to the members of MPIRMC, attendance at this regional event was near record-breaking. Our chapter was the attendance leader out of all the industry organizations represented. We all understand the importance of this day of education and networking, but it is also fun to lead the pack in attendance.

#### **Green...**

As a chapter we have taken some steps recently to try and become more green. Our chapter directory will now be electronic. The board decided this made sense on two levels - first, it is much better for the environment through paper usage and ink usage, and second, we also save the money used to print and distribute the directory.

#### **Fun...**

Our chapter does manage to have fun! The one event that sticks out for this year was the auction last fall. Not only did the Hyatt Regency Colorado Convention Center hit a home run with the food and setting, the auction itself was fun and we raised the most money ever for our educational programs.

#### **Sponsorships...**

Our sponsors on an annual basis not only contribute their resources - function space, food, beverages, activities, but they also contribute their time and energy, and we truly appreciate their involvement and generosity. We recognize that without our sponsors, this Chapter would not be able to provide affordable education, information and networking throughout the year.

#### **Involvement...**

Our volunteer members - without these hardworking members we would cease to exist. They contribute hundreds of volunteer hours of their time to make sure that our chapter is a success year in and year out. If you are a volunteer - Thank You! We could not do it without you. If you have not taken the time to get involved, give it a shot in 2010/2011. The returns and rewards, both personally and professionally, are wonderful.



## President's Message continued...

### President's Message continued...

#### Yet to come...

We still have several exciting events to come before the end of the year. In May we have a Networking Event on May 13<sup>th</sup>, and our monthly program on May 20<sup>th</sup>. It will be busy on May 20<sup>th</sup> - first, it is breakfast! The beautiful Museum of Nature & Science is hosting us. We'll start with a quick induction of our 2010/2011 Board of Directors, and then will have round tables, aka *Conversations*, where we will be discussing many of the topics that we were not able to cover in the education programs this year.

June is full of excitement as we well! The 6th Annual MPIRMC / RMPCMA Annual Golf Tournament is June 8<sup>th</sup> at the beautiful Inverness Hotel & Conference Center. There are also fun activities for non-golfers which will give you a chance to do some networking while the rest of us pretend we know how to play golf. On June 24<sup>th</sup> we have our annual Awards Gala, and this year the Gala Committee is working hard to make this a true celebration of our membership. A few things have changed for the gala, so make sure you mark your calendars and plan on helping us celebrate.

Of course, it's not possible to capture all the Chapter's successes in one column. Our members, working together, have contributed countless hours towards all the projects I've listed here and a myriad of others. Without the help of the Chapter committees, board and our executive staff, our list of accomplishments would have been much shorter. I would personally like to thank each member of the Chapter for your support, your involvement, and for a wonderful 2009/2010 year.




## 2010-2011 Board of Directors

### 2010-2011 Board of Directors

The 2010 - 2011 Board of Directors will be inducted into their new positions during the May Monthly Education Program. Please help us in welcoming the following Rocky Mountain Chapter members onto the board.

President - Terri Utecht, CMP

President Elect - Heather McCarthy-Savoca

Immediate Past President - Steve Kinsley

Vice President Finance - Cari (Cas) Strouse, CMP, CMM

Vice President Communications - Stacie Cisco, CMP

Vice President of Education (PDSG) - Heather Hartland, CMP

Vice President of Membership - Ashley Gross-Davis

Director of Special Events - Carolyn VanWay

Director of Strategic Alliances - Vivian Shaw

Director of Fundraising - Rowland Cheeks

Director of Publications - Sonja Sabath, CMP

Director of Marketing - Lindsey Richeaux, CMP

Director of Monthly Programs - Judy Esterbrook

Director of Education - Debbie Taylor

Director of Recruitment - Wendy Klein, CMP

Director of Member Care - Joyce Reilly

Leadership Development - Danny Findley



6th Annual MPIRMC / RMPDMA Golf Tournament

Have you ever wanted to golf on the semi-private Preston Maxwell championship golf course at the Inverness Hotel and Conference Center? Now is your chance, the 6th Annual MPIRMC/RMPDMA golf tournament is going to be held at this prestigious facility. Mark your calendar



for Tuesday, June 8, 2010, shotgun start at 8am with breakfast, registration and networking preceding.

Prefer a spa day, golf clinic or the thrill of bar games over 18-holes of golf? If so, we've got a great opportunity for you! For those of you who are not avid golfers, please join us on June 8 starting at 9am for a day of fun!

Here's what your day will look like:

- Scavenger Hunt - You will be split into groups and will be given a list of clues that will lead you on a fun search throughout the hotel grounds with fun activities along the way
- Network and Relax at the "19th Hole (Non) Golfers Recovery Tent"
  - Golf Clinic - Get tips on how to improve your game with our golf professionals at the Driving Range
  - If golf isn't your game - have fun with a friendly game of Croquet
  - Mini spa treatments including table massage, chair massage, reflexology and paraffin dips with therapists from The Spa at The Inverness
  - Chipping/Putting Contests - try your luck at "Chipping" and the Brede Exposition Services sponsored "Putting" contests
- Spotted Dog Olympics - team events in The Spotted Dog pub and lawn area competing at shuffleboard, darts, pool, foosball, lawn bocce, sand bags and horseshoes before heading off to lunch

We have plenty of sponsorship opportunities available, but they are filling up fast, the pricing of the hole sponsorships have been reduced, so confirm today! We still have sponsorships for holes on the 18-hole course, each alternative activity, breakfast and a beverage cart. For additional information on sponsorships, [click here](#) or contact JoAnna Eisler at 970.920.7185 or [via email](#).

Registration for both events are now open, we are anticipating a sellout so [register now!](#)





## 2009-2010 Board of Directors

### 2009-2010 Board of Directors

**MPI Chapter Administrators**

Freddie Templeton, CFE  
Keith Templeton  
Rocky Mountain Event Consultants  
mpirmc@rmecllc.com

**President**

Steve Kinsley  
Kinsley  
Steve@kinsleymeetings.com

**President Elect**

Terri Utecht  
Utecht Diversified Event  
Resource, Inc  
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**Immediate Past President**

Megan Meyers, CMP  
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**Director of Fundraising**

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RCheeks@Benchmarkmanagement.com

**Director of Strategic Alliance**

Open Position

**Director of Recruitment**

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**Leadership Development**

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**Director of PDSG**

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**Director of Marketing**

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## Save the Date

### Save the Date



Put these upcoming events on your calendar so you will be sure not to miss them.

May 13, 2010	MPI Networking Event	Hyatt Regency DTC
May 20, 2010	Monthly Program	Denver Museum of Nature & Science
June 8, 2010	Annual Golf Tournament	Inverness Resort & Golf Club
June 24, 2010	Annual Awards Gala	Cable Center
July 24-27, 2010	WEC	Vancouver, Canada

Visit the **MPIRMC webpage**, for more information and to register for all of the upcoming programs and events.



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## May Monthly Program

### May Monthly Program

**"Conversations" - Education by YOUR Design**  
**Thursday, May 20th at**  
**The Denver Museum of Nature and Science**

This month's program features a series of roundtable discussions or conversations where you will have approximately 15 minutes at a table topic of your choice. You will have the opportunity to visit approximately 3 different topics throughout the session.

#### Why attend?

- Tailor your education experience with a variety of experts
- Learn and enjoy conversations with your industry peers
- Meet 2010-2011 Board of Directors

#### Topics include:

##### Maureen McNamara ~

**Calming the Cranky:** Respond effectively to diffuse tense situations. Someone is unhappy, and you are taking the heat. We have a cranky customer, employee, friend, boss... A great recovery can be critical to ensuring situations resolve smoothly and expectations are exceeded. In our discussion, we'll focus on:

- Level three listening
- Techniques to respond smoothly and non-defensively
- Cushioning fiery opinions

##### Dean Savoca ~

##### **Increase Sales: Learn to be People Smart**

Emotional Quotient (EQ) is a measurement of your self and other awareness and your ability to use this awareness to manage your emotions and your relationships. Research shows direct link between a person's level of EQ and their ability to successfully influence and sell. The best news is that EQ can be learned! During the session you will:

- Learn why EQ is more important than IQ
- Apply one tool to increase awareness of your style and how to read the style of your clients
- Understand what drives your clients buying decision and how to adapt your sales approach to increase sales



## Upcoming Events

**Early-Bird  
Registration Ends  
Soon!!**

**June 8, 2010**

**6th Annual MPIRMC &  
RMPCMA Golf Tournament**

**Inverness Hotel &  
Conference Center**

**Click Here to Register!**

**Volunteers needed! Contact [Tiffany Carson](#) via email or at 303-877-2799.**

For sponsorship information contact [Carolyn Van Way](#) via email or 303-664-1303.



MEETING PROFESSIONALS INTERNATIONAL ROCKY MOUNTAIN CHAPTER

## May Monthly Program continued...

### May Monthly Program continued...

**Michael Doyle ~**

**BRAND CHAMPIONS: Leading companies to the next level**

Great companies are driven by Brand Champions -- individuals within an organization who lead the company's vision and values, and commit to success. In this presentation attendees will understand the importance of cultivating a brand through vision, innovation and differentiation. What are you doing TODAY to nurture your brand and take it to the next level?

**Mike Faber ~**

**Aloha Leadership:** *Aloha Leadership™* is a fun and insightful look into the legends, history and timeless wisdom of Hawai'i. Join Mike Faber for a memorable and thought-provoking presentation of the priceless lessons that our 50th state has to teach leaders on the Mainland and beyond.

**Beth Buehler ~ Colorado Meetings + Events**

**How to Get Your Articles and Press Releases Published In The Media:** Beth Buehler will be here to discuss how to get your articles and press releases published in the media. Beth Buehler is the Editor of Colorado Meetings + Events magazine, and President of Buehler Communication Inc., a public relations and marketing firm established in 1995 and based in Crested Butte.

**Nicole Marsh, CMP, DMCP, The Arrangers ~**

**Unique Venues:** Producing over 140 programs annually, The Arrangers team takes pride in knowing first-hand the many unique venues in the Denver area and throughout Colorado. From intimate gatherings for 20 to special events for thousands, we'll share details on the most popular venues, the hidden gems and more!

Other topics include:

**Carol Krugman, MEd, CMP, CMM, Visiting Professor MSCD ~**  
**Discussing the Value of the CMM/CMP and Scholarship Information**

**Eric Newkirk, CEAVCO Rental & Staging ~**  
**Current Trends in A/V Technology for Meetings & Events**

And more!

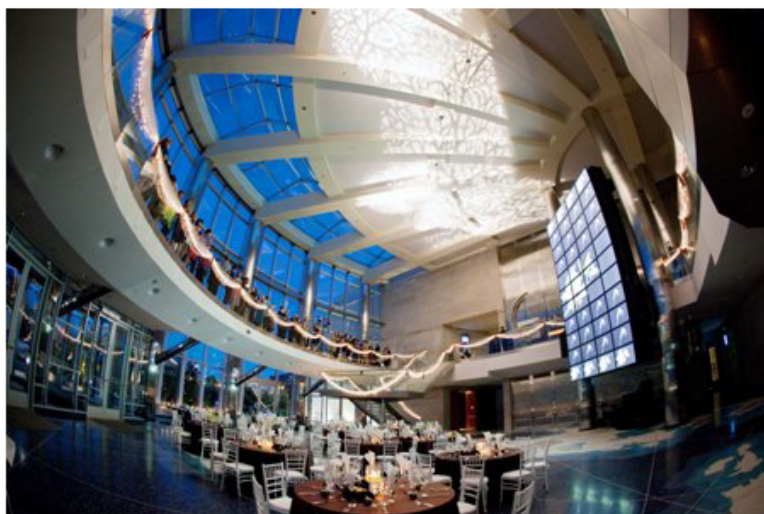
[Click here to register!](#)



MEETING PROFESSIONALS INTERNATIONAL ROCKY MOUNTAIN CHAPTER

## Programs & Events

### Programs & Events



## MPIRMC Annual Awards Gala *Registration Is Now Open!*

Thursday, June 24, 2010  
5:30 p.m. to 8:30 p.m. - Networking, Awards and Dinner

The Cable Center  
at Denver University

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Interested in Gala Sponsorship and Donation Opportunities?  
Contact [Lindsay Richeaux](#) via email or at 303.228.8135  
Registration Opens in May!



**May Member Spotlight**

MPI: An Interview with Dan Carrese, Director of Sales, Rental & Staging Image Audiovisual, Inc.



**Q: What is your job and how does your MPI Membership help you do it better?**

A: My job is to sell and promote audiovisual services to businesses and meeting planners. MPI is the ideal organization to do this as it focuses on the Meeting Planners and their clients. My membership allows me to reach my target market more effectively and develop personal relationships with fellow MPI members - thereby increasing awareness about my company and it's services.

**Q: What keeps you busy now besides work? Family? Hobby? What could you tell us about your world that would make other MPI members smile?**

A: I'd have to say that my family keeps me very busy outside of work. I have three very different children, Austin - a High School freshman who's an introverted sports junky, Natalie - 5th grade - a melodramatic Tom-boy who makes my wife, Cynthia and I earn our title as parents and Sophia - a sweet 1st grader who is going on 16. And if there wasn't enough activity in the house - we have 4 pets - two dogs & two cats, as well as a live in mother in law. With that being said - I guess you can see I don't have much time for hobbies. I do however like to go play golf & tennis whenever possible and play video games with the kids. Come Saturday afternoons in the Fall, I enjoy time watching college football - GO IRISH!

**Q: What MPI activities really motivate you?**

A: Networking events & the annual golf tournament.



**Q: MPI has lots of avenues to contribute and learn from! What is your favorite aspect of MPI membership?**

A: I just recently joined in January of this year - so far I really like the monthly luncheons. It's been a great way to meet others in the industry as well as learn valuable information from the keynote speakers.

**Q: What was your favorite funny story or "war story" in meeting planning that you could share with our MPI membership?**

A: After 8 years in the hotel industry I can tell you long war stories like "the rudest meeting planner ever" whose Karma ruined the event - reinforcing that the personality and demeanor of the meeting planner has a profound impact on the success of the meeting. However, I would rather tell you about a true story that is much funnier... While working in a very large convention hotel in the audio visual department, we were setting up for an evening reception. We had a couple of large screens flown in the corners of the ballroom showing the MLB playoffs. The way the room was designed, we had to get the cable television feed from a control room upstairs so we had no control over the channel selection in the ballroom.

After the room was set, I received a frantic call from the Hotel Director of Sales who informed the channel was changed from the baseball game to an adult entertainment channel. He then informed me that there were two site visits going on at that moment (one being a Southern Baptist Church) and apparently were headed straight for the ballroom!

I ran to the ballroom to find the meeting planners and the embarrassed Sales Manager running out of the room. At that moment the channel was changed back to sports - but then the fun began - who changed the channel to adult entertainment? Our head of Security started looking at the clues:

1. Apparently the person had gone in there to have a smoke break as there was evidence in the room.
2. The person had to have a key to get into the room.
3. The person had to be familiar with the television system in order to change the channel.



**Member Corner**

**May Member Spotlight continued...**

MPI: An Interview with Dan Carrese,  
Director of Sales, Rental & Staging  
Image Audiovisual, Inc.

Well our "Columbo" head of security deduced that it had to be my boss, since he had set up the system an hour before and was a smoker. Unfortunately, for my boss he also had broken the zipper on his pants earlier in the day and was using duct tape to keep his fly closed!

After an hour of interrogation and further investigation it turned out to be an old electrician who had changed the channel. Needless to say, the other managers and I had never laughed so hard or long in our lives!

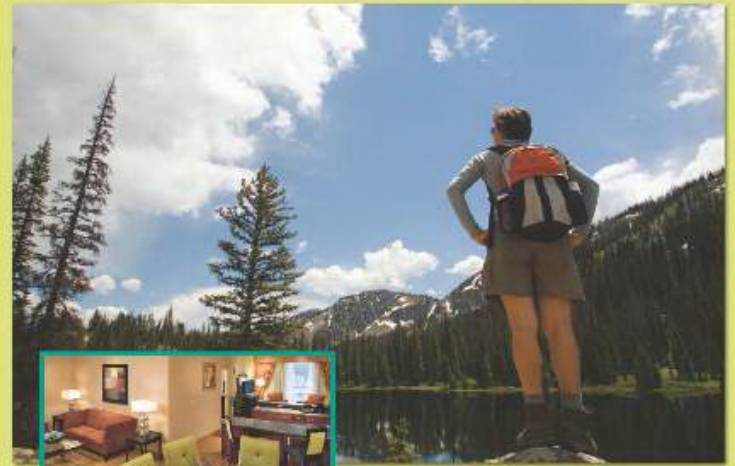
Prepared by Harry Damm  
Beaver Run Resort & Conference Center

**MPIRMC SPRING NETWORKING EVENT**

**Calling all animal lovers and pet owners!  
Learn how you can make a difference in your community!**

MPI Rocky Mountain Chapter Invites You To Join Us  
Thursday, May 13, 2010  
5:00 pm - 7:00 pm

**At The Hyatt Regency Denver Tech Center**



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MEETING PROFESSIONALS INTERNATIONAL ROCKY MOUNTAIN CHAPTER

## Golf Sponsorship

### Golf Sponsorship



**Sponsorships are still available -  
click here for more information!**

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#### CONTACT

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www.dmns.org/catering



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