

May Issue — 2005

---

## Utah Chapter Goes Electronic....

*By Lynda Butterworth, Editor*

Welcome to the first issue of the MPI Utah Chapter electronic newsletter! This issue has articles in their entirety; however, future issues will have a short description of the article and links to the web site for complete information and photos. According to Pauline Gunn, incoming President for 2005-2006, "It is our intent to streamline dissemination of information and maximize our utilization of technology. The decision to "go electronic" was based on input from the membership, discussions with other chapters on cost-saving ideas, and the fact that we will be able to provide pertinent information in a more timely manner."



### President's Message

*From Cynthia Mitchell*

When I look at where we are as a chapter today, it is amazing the things that we have accomplished so far this year.

As we started our year out, one of Brett Losee's goals was to increase our membership and retention percentage, which was quite a challenge. His goal was to elevate our member retention by 10%. Well, Brett you have done a 'SUPER' and impressive job. Our retention is 75%. The highest during the year was 78% with our yearly average 77%.

A new and striking website was a goal that Pauline Gunn and I had for this year. Along with James Greenlaw, Webmaster, most of the summer was spent developing the style and feel. With the rollout of the newly designed site, we have seen increased attendance at meetings, increased membership, and provided additional ROI for our sponsors. The website continues to be an informative place for answers to all the MPI **Questions**. If you haven't had a chance to look it over, take some time to see what the MPI Utah Chapter is doing. [www.mpiutah.org](http://www.mpiutah.org)

A new "Tradition" has begun with our Members Showcase, which enticed over 160 attendees and resulted in 11 new members. The showcase was held at the Living Planet Aquarium and was a very successful event. The chapter will continue in this "Tradition" for the 2005 – 2006 year. Thanks once again to the membership team and leads on this event, Amber Irvine & Brett Losee for their hard work and effort. **IT PAID OFF!**

In the fall we had a successful and winning golf tournament. We paired with USAE and sold out our golf spots. For the 2005-2006 year we will also be collaborating with UBTA and USAE. Please note registration will go very quickly and the prizes will be bigger and better than ever. So don't wait, register quickly upon receipt of information sent regarding the Fall Outing. Or, **you will be disappointed.**

The Professional Education Development has also been an awesome experience. The education team has provided exceptional education opportunities throughout the year with some of the highlights being Professional Education Day. Our keynote speaker, ‘**Tom Asacker**’, helped us think outside of the box and to ‘**STAY PASSIONATE**’. Alice Belisle, Lynda Butterworth and Elizabeth Payne were chapter members who presented excellent workshops. Thank you to all.

The last thing that I would like to highlight is our most successful Chinese Auction ever. The Marriott Downtown hotel hosted it and they **absolutely went over the top** with the food. Design Werks did a fabulous job of the décor and the homemade cookies, sponsored by Culinary Crafts, were outstanding. The wish child our chapter sponsored last year attended the evening with her family and it was a very moving experience to see her and know that part of her joy was the MPI Utah Chapter’s by providing that opportunity for her. She was very dear and had created some artwork framed by her mother, as well she sewing some pillows. All were successfully auctioned off.

Please plan to attend the auction next year, where a few new guidelines will be put into place to guarantee everyone has a great experience.

WOW – what an awesome list of accomplishments so far. I want to thank every Board Member, committee chair, committee co-chair and committee member for making the commitment to be involved with our chapter! Without YOU, we would not be where we are today and setting our sights on the future. From the bottom of my heart **THANK YOU!**

## **Celebrate the Year at the 2005 President’s Gala**

*By Elizabeth Payne*

It is with much excitement that we extend to you an invitation to mark your calendars for the Annual President’s Gala and Board Installation on Tuesday, June 21, 2005 at Stein Eriksen Lodge.

This very special evening includes a cocktail hour, dinner, award and recognition presentations, the 2005-2006 Board of Directors Installation and many opportunities to spend time together reflecting on our MPI Utah successes throughout 2004/2005.

*Event Details:*

Stein Eriksen Lodge	6:00 – 6:30 pm	Networking Reception & Registration
7700 Stein Way	6:30 – 7:30 pm	Dinner
Park City, UT 84060	7:30 – 9:00 pm	Awards Program & Installation

Recipients of the following awards will be honored\*~

Planner of the Year	Fellowship Award
Supplier of the Year	Beth Belt Leadership Award
Rising Star Award	President’s Award

\$40 per Person

RSVP to Julie Sibthorp, MPI Utah Business Administrator by June 16<sup>th</sup>, 2005

Phone 801.467.6100 or email [julies@western-leisure.com](mailto:julies@western-leisure.com)

Or go to the Utah Chapterr secure website to register and pay online. [www.mpiutah.org](http://www.mpiutah.org)

MasterCard, Visa, American Express or Check accepted. No direct billing. Payment due prior to event or at registration. No-shows will be billed

## Leadership 2005 Conference

Leadership 2005, May 13-15, was held in Dallas, Texas. The conference offers intensive leadership training, enhanced educational sessions and engaging networking opportunities for volunteer leaders. The focus of this event is on preparing those who will lead their chapters through the upcoming year to plan for, and ultimately deliver, a successful chapter experience to the members of the chapters they serve.

A rousing introduction from Chairwoman Christine Duffy set the tone. Steve Armitage, 2004-2005 Chairman of the MPI Foundation Board of Trustees, along with Charlotte St. Martin, 2005-2006 Chairman were also instrumental in sharing the successes and goals of MPI globally. Embracing MPI's strategic plan, *Pathways to Excellence*, will elevate the role of meetings in business and provide a greater return on the membership investment.

Keynote speaker Roger Crawford, born with severe physical disabilities, demonstrated how heart, determination and courage can overcome physical limitations. Against all odds, Roger became a tennis champion and achieved victory in the world of sports as well as his career and personal life.



Focused break-out sessions designed for each leadership role enabled new and seasoned volunteer leadership to rise to new heights. Sharing ideas, meeting others in the same role and having the opportunity to connect with the MPI corporate leadership created a bond and bridge for future networking, brainstorming and best practices.

The Utah Chapter was well represented. In attendance were Pauline Gunn - incoming President, Elizabeth

Payne – President Elect, Alice Belisle – Vice President Finance, Brett Losee – Vice President Membership, Lynda Butterworth – Vice President Communications, and stepping in for Heidi Hughes, CMP and VP of Professional Development was Deborah Kosaka.



## 8<sup>th</sup> Annual Chinese Auction a Smashing Success!!

*By Elizabeth Payne*

The 8<sup>th</sup> Annual Chinese Auction was held on Tuesday April 12<sup>th</sup>, 2005, at the Marriott Salt Lake City Downtown. Due to the overwhelming generosity of our membership, this event was once again a huge success. The evening included a silent auction, a live auction, and the popular “Chinese” auction with a variety of great items donated from the meetings and conventions community. Proceeds from the evening benefited our MPI chapter’s educational program and scholarship fund as well as the Utah Make-a-Wish Foundation.

The event raised almost \$12,000 (after event expenses) that will be given to both charities.

This is the second year MPI has chosen Make-a-Wish as the outside charity for this event. The 2004 recipient of our donation, Alyson, joined us this year with her mother and two of her sisters. She and her mother publicly thanked the chapter and showed the group several pictures from their “wish trip” to Hawaii. Alyson also sewed a pillow that was the first item auctioned this year.



The 2005 recipient of our donation is a three-year-old girl named Emily who has SCIDS. SCIDS is an acronym for Severe Combined Immunodeficiency Syndrome. Children born with SCIDS lack the ability to fight off infections. This creates a situation in which the common cold is just as deadly as pneumonia. Emily will be traveling to Disney World in May of this year for her wish. The donation check will be presented to Make-A-Wish later this month.



Our sponsors for this event truly went above and beyond the call of duty to make the event a success. The downtown Marriott catering staff prepared a delicious meal. Several comments were made throughout the evening about the level of service and quality we experienced at the Marriott. As a special touch, the catering staff got into the spirit of the evening by wearing Chinese hats.

The mood was set by the creative yet classy décor provided by Design Werks. Specialty Linen graciously donated tablecloths and chair-covers to complete the look of the room and add a level of sophistication. In addition, Ed Frazee provided a gorgeous ice sculpture to help highlight the entrance. Webb Audio Visual, a long-time supporter of the event, kept the evening running smoothly through their donation of audio visual and lighting. As a final touch to the evening, Culinary Crafts, a Bronze Sponsor of our chapter, set up a yummy cookie bar to give the attendees one last treat on the way out

of the door. If you have the opportunity to see any of these sponsors, please let them know how much they are appreciated.

## **2005-2005 MPI Board Elected and Ready to Serve**

A great group of diverse professionals will be serving the Utah Chapter as of July 1, 2005. With a full agenda in hand, the Board will hold it's annual working retreat at Stein Erickson Lodge June 24 and 25. Members are encouraged to contact the Board with any input, questions or concerns, but most importantly to volunteer for committees!

### **Meeting Professionals International Utah Chapter Board of Directors 2005-2006**

President:	Pauline Gunn, Unishippers Association, Inc.
President-Elect:	Elizabeth Payne, Vision Event Productions
Immediate Past President:	Cynthia Mitchell, CMP, ACS, Inc.
VP of Finance:	Alice Belisle, Dichotomy
VP of Communications:	Lynda Butterworth, Dichotomy
VP of Administration:	Amber Irvine, Western Leisure
VP of Professional Development:	Heidi Hughes, CMP, Summit Events
VP of Membership:	Brett Losee, Hotel Monaco

## **MPI Adopts New Logo**

The International Board of Directors approved the recommendation of the brand marketing committee, the executive team and marketing communications to replace *Defining the Power of Meetings* with *Meeting Professionals International*.

This evolution is another step toward executing objective two of the strategic plan to increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations. One of the most distinctive ways we can increase awareness is to promote who we are through our most visible mark-our logo. Anyone who views the MPI logo will now instantaneously know who we are when they see our logo.

The new logo will be implemented July 1, 2005.

## **Utah Chapter Membership Continues to Grow**

*By Brett Losee*

### **Congratulations and Welcome to our Newest MPI Utah Members!**

---

<b>Valerie Andrews</b> Christopherson Travel Group	<b>Robbi Hogan</b> Sheraton City Centre	<b>Cynthia Smith</b> Neways International
<b>Delilah Gervais</b> Bistro TouJours - Levy Restaurants	<b>Ilese Jaffa</b> Taste of the Wasatch	<b>Melissa Smith</b> Tahitian Noni International
<b>Megan Harvey</b> Baci Trattoria	<b>Robin Norman</b> Perry Hotel	<b>JoNell Snow</b> Apple Spice Junction
<b>Cristy Hill</b> Young Living Essential Oils	<b>Darin Piccoli</b> Spike Productions Entertainment	<b>Tiffany Sommer</b> Tahitian Noni International

