

The background of the entire page is a photograph of a large, modern conference hall. The hall features tiered seating with dark blue chairs. The stage area is illuminated by numerous spotlights mounted on the ceiling and side walls. The overall atmosphere is professional and high-tech.

OnSite

In This Issue

- Future Trends at Trade Shows
- Recap of February and March Education Meetings
- Scholarship Information
- Member Anniversaries

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CHAPTER
MPI

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2012 Coming Events

April 20, 2012 – 7:45am - 1:00pm

MPI-NJ Chapter Tech Forum 2012 –
“Where Technology Multiplies
the Value of F2F”

Location: Wilshire Grand Hotel
West Orange, NJ

Speakers: Deborah Gardner, CMP
Jim Spellos

May 16, 2012 – 5:00pm

Gay-Lesbian Meetings:
Strategies for Success
Location: TBD
Speakers: Thomas Roth

June 14, 2012

MPI-NJ 2012 Golf Outing

Cover Photo
Dolan Auditorium, College of
Saint Elizabeth
(973) 290-4392
Photo provided by
David Garcia

PRESIDENT'S MESSAGE

I always love this time of year when we get to focus on predictions, forecasts and trends to watch for in the New Year.

The consumer trends continue to fascinate me, for example some that stand out while doing re-search this week; Random Acts of Kindness, Pricing Pandemonium, Made for China, Planned Spontaneity and Owner-less, just to name a few. (Read about them in detail on www.trendwatching.com). Each one of these consumer trends crosses over to the global meetings industry and continues to influence some of the major industry trends we will see as well.

I'm happy to report that most of the major industry watchers predict again for 2011 that despite the increased popularity of hybrid meetings, face-to-face meetings and tradeshow remain viable. Although webinars are good for short information exchange, what happens during a live meeting cannot be replicated through virtual

meetings technology. When people have made the commitment to be together, as our time becomes more precious and valuable, they're engaged and focused.

When does a trend become a business practice, I'm not really sure. I think it's fair to say that ROI measurement continues to expand and refine to improve meetings. Strategic meetings management is here to stay and the supportive mobile technology continue to raise the bar and challenge us to keep up!



Kaaren Hamilton, CMP
President MPI-NJ

At the New Jersey Chapter of MPI we continue to follow the industry trends closely and reflect our findings through high level appropriate education and programming. We look to our member to help keep us informed and on top of the latest trends, please continue to share

Kaaren Hamilton, CMP

President MPI-NJ

VP Global Sales

Carlson Hotels Worldwide

Calendar Of Events

MPI

www.mpiweb.org

July 28-31, 2012
World Education Congress
St. Louis, Missouri

October 9-11, 2012
IMEX America
Sands Expo Convention Center
Las Vegas, NV

January 27-29, 2013
European Meetings &

Events

Montreux, Switzerland

MPI New York Chapter

www.mpigny.org

April 11, 2012
Anniversary Auction
The Highline Ballroom
New York, NY

MPI Philadelphia Chapter

www.pampi.org

May 17, 2012 Education Institute
The Desmond Hotel & Conference Center

MPI Westfield Chapter

www.mpiwc.org

April 12, 2012
Interactive Cooking & Networking Event
Don Coqui
New Rochelle, NY



What's New at MPI-NJ?

MPI-NJ Vision Statement: Connect, Educate, Advance

New MPI-NJ Policies.

Meeting Payments:

MPI-NJ recently instituted a new policy in regard to payment for its monthly educational programs. Beginning with the January program, only on-line credit card payments will be accepted for registrations. In addition, cancellations received by the Monday before the meeting will receive a refund, minus a \$15.00 cancellation fee. After that, cancellations and no-shows will not receive refunds.

Non-Member Meeting Attendance:

According to the MPI-NJ Policy Manual, non-members of MPI-NJ may

attend up to two meetings within a fiscal year (July 1st through June 30th) at the appropriate non-member fees after which time they must join MPI in order to attend future meetings.

Non-member attendance is being tracked and when two meetings are attended, the non-member receives a letter advising them of the policy and listing the benefits of membership in MPI. Most importantly, the fact that 98% of MPI members report that their membership aids them in their professional success.

New MPI Website (mpiweb.org)

MPI launched their new website on January 27, 2012. Please take a look

and while there, complete your new profile and engage in conversations. To access My MPI, you must be logged in as a member or MPIWeb Connect User. In the upper right of any page you will see a sign-in box. Once signed in, just click the "My MPI" button below the logo on the upper left of the page. You can go in and out of the special My MPI Groups area by exploring content and just click "My MPI" to return to your exclusive area.



*Joanne M. Gerow,
Chapter Administrator*

Thank you to our Advertisers:

MGM Grand Detroit

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College of Saint Elizabeth

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Sands Casino Resort Bethlehem

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**I am MPI.
I Love What We Do.**

MPI members can expect to become very familiar with these words over the next several months as the organization rolls out its new marketing campaign "Who We Are is What We Do" designed to promote the community of MPI. The biggest strength of the multi-national association is our community and we are always looking to expand our member base. On a local level we will enlist our chapter members to get the word out to potential members through pictures, videos and interviews. Look to our chapter website (www.mpinewjersey.org), Like Us on Facebook or Join our LinkedIn Group as we share more information.

Quick Facts About MPI-NJ Scholarships

The MPI-NJ Chapter will be accepting applications for scholarships during the weeks of April 2-20, 2011, via email. **All applications are due April 20, 2012.**

Two winners will be chosen for Scholarships worth up to \$2,800 for use toward attendance at the MPI WEC (July 28-31, 2012 in St Louis, MO) or toward Educational programs including CMP/CMM certifications. Funds are not to be used towards MPI-NJ Chapter monthly education programs.

Scholarship eligibility includes all current MPI-NJ Chapter members in good standing for a minimum of one year (2011-2012). Affiliate members and previous two (2) years Scholarship winners are not eligible.

MPI-NJ encourages all members to apply for these Scholarships and take advantage of the knowledge and many benefits they provide:

- Increase professionalism
- Gain innovative ideas
- Streamline your work processes
- Demonstrate ROI in all your meetings and events
- Connect and network with professionals in your industry
- Gain an advantage over your competition

Watch your email during the week of APRIL 2, 2012!!

Scholarship Choice Options - Save the Dates!

1. World Education Conference (WEC) – worth \$2,800

<http://www.mpiweb.org/Events/WEC2012/Information>

2. CMM & CMP /Professional Education Classes or any other event/class deemed educational. Worth \$2,800

CMM – Web Link

<http://www.mpiweb.org/Education/CMM/Schedule/Dallas2011/RegistrationAndHousing>

CMP – Web Link

http://www.conventionindustry.org/Files/CMP/CMP_IntBroch_Update.pdf

Jamie R. Keith, CMP
Chair - Scholarship Committee
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MPI-NJ Chapter Award Winners

On Friday, November 18, 2011 during the monthly educational program at the Hyatt Morristown the chapter honored the following award winners for the 2010-2011 year.

Committee of the Year

The Community Outreach Committee was named Committee of the Year. This award is presented by the MPI-NJ Board of Directors to the committee whose efforts during the year have been recognized as outstanding. This hardworking committee does an outstanding job of getting involved with the community and providing the chapter exposure and the opportunity to give back. Over the past year, the committee has been extremely proactive in fostering a relationship with our chosen charity, Clean the World. The award was accepted by the co-chairs, Nancy Sutta-Berns and Lori Battista.



Facility of the Year

The Facility of the Year award is presented annually in recognition of a venue that has exceeded expected performance by providing outstanding service at

an MPI-NJ Chapter Event during the year. The winner is chosen by our membership through program evaluations. This year's award was presented, for the second year in a row to The Westin Jersey City Newport. The award was accepted



by Colleen Senters, the Westin's general manager and Ramel Kelly, the account manager for Starwood Hotels and Resorts.

Excellence in Education

The Excellence in Education Award is presented annually in recognition of a speaker who has exceeded expected performance by providing outstanding educational value at an MPI-NJ Chapter Program. This award is also voted on by our membership through the program evaluations.



This year's award was presented to Gary Giberson, Certified Executive Chef and Master Composter for his presentation on Greening Your Event: Understanding Sustainability.

Student Leader of the Year

This new award was presented for the first time this year. It honors a student member whose most recent contributions have demonstrated his or her dedication to the chapter and who shows promise as a future leader in the chapter through education and a desire to pursue a career in the hospitality industry.



The MPI-NJ Chapter's 2010-2011 Student Leader of the Year award was presented to Linda Santangelo-Mosley.



*Trish Rafferty, CMP,
Senior Meeting Manager
Meetings In Medicine
and
Director of Membership
MPI-NJ Chapter*

MPI-NJ Chapter: Membership Anniversaries

The Anniversary Pin that is given to members not only recognizes the number of years they have participated in Meeting Professionals International; it also represents their commitment and dedication to the chapter as well as their achievements as a meeting professional.

It is with great pride that we honor and congratulate the following MPI New Jersey members for their 25th, 20th and 15th year anniversaries respectively.

Barbara McManus, CMP Emeritus has been a member for **25 years** with an illustrious history at our MPI New Jersey Chapter that an entire article will be devoted to her accomplishments in the March/April issue of OnSite. We could not do justice in one short paragraph for someone who has done so much.

Sherry Esteves 20 Years - Assistant Vice President of Marketing for the New Jersey Business & Industry Association [left message]

Mary Lynn Fracaroli 20 Years - President of MLF Consulting worked for the NJ State Dept. of Education. She transferred to MPI-Philadelphia where she participated of the Chapter of the Year Committee. Later when Mary Lynn started her company she transferred back the MPI - New Jersey.

Dionne Beggrow, CMP 15 Years - Vice President at Soaring Tree Top Adventures, participated on the Special Events Committee and in 2002 she was on International's Nomination Committee. Prior to her current company Dionne fondly remembers her days as Assistant Direct for Tradeshows and Client Events for

Walt Disney World.

Joan Rothbard 15 years - President of Recreation Picnic Service. Joan participated on the **Outreach Committee** and volunteered for the **Rockin' Rodeo event** held in August 2010. At this event with the assistance of the kids two mosaic tables were created and were donated to the Children's Specialized Hospital in memory of Nicholas through ARTwithPURPOSE a fundraising division of Joan's company.



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MPI -NJ's January 20th Meeting: Our Industry's Future: Anticipation and Preparation

The NJ Chapter began 2012 with our esteemed host speaker **Joan Eisenstodt** of Eisenstodt Associates, LLC located in Washington, DC. Joan provided our attendees with the latest information on “Our Industry’s

Future: Anticipation and Preparation”.

The meeting was hosted by **Hilton Short Hills, Short Hills, NJ** and **Paul Holden** Director of Sales and Marketing provided an updated on the Hilton Short Hills.



Mr. Logsdon did a special drawing for a 3 night stay at the Hilton Anaheim in a deluxe suite, 4 passes to Disneyland/California Adventure and Breakfast each morning for 4 guests! Susan Anxt was the lucky winner! Congratulation Susan!!

Here we are preparing for and anticipating 2012 and it’s still uncertain. Joan engaged the attendees in a lively discussion on, “What will you do to impact our industry’s future?”

Discussions ranged from economics, budgets, technology, regulations, procurement to jobs.

Privacy and confidential assets are considered as huge in our industry as SOPA, PIPPA and other potential regulations being discussed. Business Practices took us to our code of conduct, ethical behavior, truth and 3rd party vendor’s ethics.

Joan asked “what do you think will most impact our industry’s future?” As professionals in the meetings industry, we have to be mindful of world economic and governmental conditions, CSR and how to assess environmental risks play a part in any conferences today.

Technology also plays a great part in the meeting industry. Hybrid vs. F2F meetings we learned how to balance the two. And as the world is becoming a smaller place, demographics, bilingual attendees, cultural and traditional foods will continue to play a larger role going forward.

The US meeting industry is directly supporting:

- ✓ 1.7 million jobs
- ✓ \$106B in GDP
- ✓ \$263B in spending
- ✓ \$60B in labor
- ✓ \$25.6B in state & federal taxes

Each of us, planners and suppliers, have to incorporate all of the above in order to continue making our industry the best.



Julia Ramos, CMP
VP Education
MPI-NJ Chapter
juliamamos@comcast.net
201-779-2990



The January 20th educational program was sponsored by the **Hilton Anaheim**. **Brad Logsdon**, Director of Sales & Marketing, presented an overview of the Hilton Anaheim property.



Anticipation and Preparation, held at the Hilton Short Hills, NJ



Meeting Photos compliments
of Jerry Troianello
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He can be reached at
973-703-2712 or
corsair.productions@hotmail.com



MPI - NJ's February 10th Meeting: Strategic Meetings

Are your firms' senior leaders fully engaged in the benefits of strategic meetings management (SMM)? If not, it's time to familiarize them with this growing practice of capturing all meetings-related costs and reporting them comprehensively and accurately to management. MPI-NJ's February lunch meeting, "Strategic Meetings Management — Shaping the Future of Meetings," focused on the key reasons many meeting specialists and corporations need implement these vital elements into their meeting procedures. A continued focus on transparency and compliance, combined with delivering effective meetings, were among the issues discussed by **Cindy D'Aoust**, vice president of Strategic Meetings Management for Maritz Travel/Maxvantage.



MPI has hired Cindy D'Aoust as its new chief operating officer. In her new role at MPI, she will report directly to President and CEO Bruce MacMillan

Over the past few years, as SMMP has gained legitimacy as a discipline, very few large organizations have known what they actually spent on meetings or whether that money was well invested. Today, that reality is changing very quickly.

Cindy shared how suppliers and planners can drive the initiatives with key stakeholders to determine the level of interest. This should include representatives from:

- Meeting services
- Travel services
- Procurement
- Legal

- Finance/accounting
- Talent management

Although meetings and events are not the core business in most companies, they are key drivers of both income and expense, and can affect many departments, such as the ones listed above, as well as investor relations, risk management, legal, supply chain management, and strategic planning.

One of the reasons SMM is difficult to implement, is that there are specific recommendations made to standardize every step within meetings management," Cindy notes." The first question always begins with 'Should we meet or not?'"

Cindy shared "keys to success" for planners and suppliers to begin the SMM process, including:

Listen/Learn

- Is your customer moving to an SMM environment?
- Who owns the project?
- Find out how they will define/measure success?
- What is their timeline for implementation?
- What service delivery will they deploy?
- Be prepared to provide strategic data .
- Connect with your internal team — define roles and future communication path.

Volunteer/Deliver Value

- Become an SMM knowledge expert — lead the change for your area.
- Volunteer to participate on the design team as a subject-matter expert.

- Elevate the conversation — ask to schedule strategic meetings with program owners.

Measure and Report Result

- Define how you can measure success and "tell your story."

The SMM program was sponsored by **Visit Orlando**. **Susan Zeiri**, director of pharmaceutical & incentive sales, gave attendees an overview on the services and benefits Visit Orlando provides. **Helene Mould**, area director of sales for the **Renaissance Meadowlands Hotel**, hosted the program and gave an overview on the hotel.

Maxvantage, an alliance between Maritz Travel and American Express Business Travel, is one of the largest strategic meetings management companies in the world, managing more than \$1.6 billion in spend for a wide variety of companies using innovative solutions for managing meeting spend.



Julia Ramos, CMP
VP Education MPI-NJ Chapter
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Rhonda Moritz: Editing



Management, held at the Renaissance Meadowlands Hotel



Meeting Photos compliments of
Jerry Troianello
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[cont. p 13]



Seeking article submissions for the MAY/JUNE issue of MPI-NJ OnSite

Take this opportunity to submit an article or tell us about any news you have. It is very likely your article of 300 - 500 words will be published in the May/June issue on OnSite and if not then we have the following issues: July/ August, September/October or November/December issues of OnSite. And if you have news about yourself: a promotion, leadership role in another professional organization, participation in a non-profit fundraiser or something you would like to share with your fellow MPI New Jersey members send articles and news to OnSite@mpinewjersey.org.

If you are considering your certification as a meeting professional the Convention Industry Council (CIC) - which administers the testing and confers the designation of Certified Meeting Professional (CMP) - any article published in a regional newsletter

It's always a good time to join a committee and get involved!

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Internal Comm. Committee

Membership Committee

PR/Marketing Committee

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Future Trends Emerging on Tradeshow Floors

Are you beginning to create the vision of your tradeshow floor for your next event or are you interested in knowing some of the trends that have emerged as we begin the first quarter of 2012? Not surprisingly they predominantly cover three areas that we are acquainted with: technology, whether to better keep us informed about an event or to allow us to communicate with other attendees and/or exhibitors, networking in the realms of social media or good old fashioned old-school business card exchange - which also has it's high tech version- and new areas of education.

The thread here is that we must understand why our attendees and our exhibitors come to the show and how it benefits them but most of all how to make it a meaningful experience that will make them want to return.

Trend #1 "Return of Lounge Areas"

Creating a lounge area on a trade show floor seemed to have become a vanished art. Tradeshow floor space became a premium and letting open space for a lounge area a profit loss. These oases for those with weary feet are also ideal for people taking time to network with one. And that is the number one reason people attend tradeshow. If an attendee feels they have no opportunity to "step off" the tradeshow floor and have the opportunity to network they will associate that the tradeshow had no value for them.

Tradeshow floor lounges have also taken a step up with technology becoming "Social Media Lounge"s with Twitter feeds that display real time tweets during the conference using the shows hashtag(#). And with the rise

of the tradeshow floor lounge they are also a sponsorship opportunity.

Trend #2 "Exhibit Theater Presentations"

You've seen exhibitors who have created an area in their exhibit space to present their product(s) on the tradeshow floor. An Exhibit Theater Presentation area on the tradeshow floor is progression of that. It offers more exhibitors who may not have a large floorshow footprint an opportunity to present product(s) as well as an educational opportunity to the attendees.

Everyone wants to learn something new about a product that could be just the what they needed but at a vendors booth there simply may not be the opportunity to learn as much about the product as we would like. The Exhibit Theater Presentation is the perfect way to accomplish this and both attendee and exhibitor can see the value in that.

Trend #3 "Making the Floor Relevant by Bringing the Internet/Online to the Show"

We've seen many Internet Cafes which allow attendees to access the internet for their e-mail, but with the number of smart phone users soaring to as high as 90% according to some industry surveys be it a Blackberry, Droid, iPhone or tablet device a large number of attendees already have e-mail access. What is now taking place on tradeshow floors with many of us not even knowing is the attendees are participating through various social media apps such as: Twitter, Facebook, Tumblr, and Flickr. Now tradeshow are bringing the internet into your event making it more relevant. SXSW conference (South by South West) is the primary example

an early adapter to bringing the internet to their attendees and incorporating new technologies. One of these technologies is DIY (Do It Yourself) app builder websites. Check out <http://www.appsbar.com/> or <http://www.biznessapps.com/>

Trend #4 "Non-Traditional Tradeshow Floors"

Nearly every tradeshow you have participated in offers the typical grid style layout that we are all accustomed to. Corporate events in which it is compulsory for an employee to attend have been utilizing non-traditional tradeshow floors which are geared to increase the experience of the attendee by creating new floor spaces such as wellness areas, Wii competitions or hubs which could be an area for an exhibit theater presentation or entertainment. This gives the tradeshow floor a new energy that creates excitement.

Trend #5 "More Focus on the Attendee"

What all the above trends take into account is that the trend that has clearly emerged is more focus on the attendee so that they have a more meaningful experience. If an attendee can sense a change in the culture of the tradeshow floor it brings a new vitality and a shift in thinking that change is acceptable. We can always learn from change and thinking differently about how our attendees participate.



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