

Scoop.

THE MPISCC NEWSLETTER NOV '23



Building a Career and Lifelong Friendships

I've built my career through MPI, and as I prepare for retirement after 40 incredible years in the industry, I reflect on this remarkable journey. It began in 1983 as a bellman at a historic Charleston, South Carolina hotel while attending college. At 19, I was the youngest on the team, learning from experienced career bellmen. Soon, I moved to the front desk, where I discovered my passion for guest interaction, despite the lower pay. After college, I ventured into other roles briefly but eventually landed in Los Angeles due to a job with Blockbuster Video.

In 1989, I responded to a blind ad in the Los Angeles Times, securing my first sales job in a hotel chain. During the first Gulf War, I transitioned laterally into operations but found my way back to hotel sales through another LA Times ad. This is where my MPISCC journey begins.

My boss encouraged me to join MPISCC, and I attended my first meeting with a Chamber of Commerce mindset. It didn't take long to realize that approach wasn't suitable for MPI. I observed seasoned supplier members, adapted my approach, and learned the ropes. My pivotal moment came when Myra Abrams from Hilton International invited me to join a committee. From there, I ran for the board, initially falling short but succeeding the following year. As Chapter President in the late 1990s, my career blossomed. Collaboration became our business model, forming strong bonds with small planning firms and one-person shops that endure as friendships today.

Now, as I officially retire – a significant moment for me – I cherish my career and the friendships forged. Transitioning from supplier to planner granted me invaluable insights into negotiations and fair dealings for both clients and vendors. MPI has given me immeasurable personal and professional growth. I wouldn't change a thing.

I am profoundly grateful for what MPISCC provided me, and the ability to give back to the chapter and the industry. The meetings and events industry has been my home, and my MPI involvement has been the key to my happiness and success.

Charles Chan Massey
Founder and CEO, SYNAXIS Meetings and Events
Past President, MPISCC

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CHAPTER OF EXCELLENCE



2023 CHAPTER AWARD

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SERVING STRENGTHENS OUR



Community

Are you ready to make a lasting impact in our event industry community? Join our passionate volunteers in crafting a brighter future together!
Interested? Submit this form.

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SAVE THE DATE



MPI SOUTHERN CALIFORNIA CHAPTER

STATE OF THE INDUSTRY
1.17.2024
LOS ANGELES, CA

(WE)CON
**4.10.2024-
4.12.2024**
NEWPORT BEACH, CA

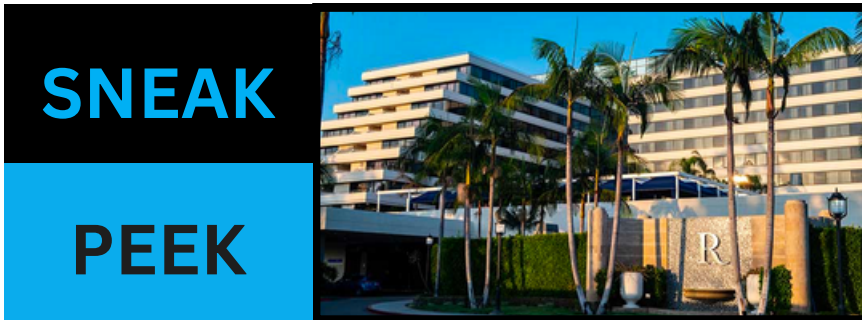
SAVE THE DATE



MARK YOUR CALENDAR!
FEBRUARY 2024

**MPISCC
After 5**

WHERE CONNECTIONS THRIVE



[WE]Con
April 10-12 2023
Renaissance Newport Beach

To: All Meeting Professionals

From: Jenn Minzey, Vice President of Education, MPISCC

Get ready for the event of the year! We're thrilled to offer you an exclusive sneak peek into [WE]Con 2023, where innovation, inspiration, and connection will take center stage.

Mark your calendars for April 10-12, 2024 at the luxurious Renaissance Newport Beach, because this is an experience you won't want to miss.

Stay tuned for more details as we prepare to unveil an agenda packed with thought-provoking sessions, world-class speakers, and networking opportunities that will elevate your career and enrich your life.

Save the date and get ready to be part of something extraordinary at [WE]Con!

Celebrating Excellence:

MPISCC Shines Bright in 2022-2023

We are thrilled and honored to announce that MPISCC has received not just one but two prestigious awards for the 2022-2023 period! These accolades are a testament to the dedication and hard work of our exceptional chapter members and leadership team.

Firstly, we are overjoyed to have been awarded the Chapter of Excellence Award. This recognition reflects the commitment and passion that our team pours into every aspect of our chapter. From organizing outstanding events to fostering a vibrant community of event professionals, this award affirms our ongoing dedication to excellence.

Additionally, we have been honored with the Non-student Member Retention Merit Award. This award acknowledges our unwavering commitment to our members, ensuring that they receive the utmost value from their MPISCC membership. It's a testament to the outstanding efforts of our team in retaining and supporting our dedicated members.

In the award letter, we were touched to read, "Your hard work, determination, passion, and support of your chapter, volunteers of your leadership team, your members, and your events industry community are very much appreciated." These words encapsulate the essence of MPISCC, highlighting our core values and the incredible community that makes our chapter shine.

These awards are not just a recognition of our achievements but also a reminder of the exceptional individuals who come together to make MPISCC the outstanding chapter it is today. We share this moment of pride and gratitude with each and every one of you who has contributed to our success.

As we celebrate these accolades, we are inspired to continue our journey of excellence, providing unparalleled opportunities, education, and support to our members and the broader events industry community.

Thank you for being a part of our MPISCC family, and here's to many more accomplishments and memorable moments together!



PHOTO HIGHLIGHTS

MPISCC After 5

WHERE CONNECTIONS THRIVE



OH SNAPTASTIC!: CAPTURING MOMENTS AND CREATING MEMORIES FOR OVER 25 YEARS



In the world of photography and media, there's a dynamic duo that's been making magic happen for over two and a half decades. Meet Monica and Shell, the creative minds behind Oh Snaptastic! and Girl Squad Media. Their journey together began in Austin, Texas, where they serendipitously crossed paths at a payphone – a genuine throwback to the '90s. Little did they know, this encounter would lead to a remarkable partnership in both life and business. Their story is one of love, passion, and a shared dream of capturing beautiful moments. At the heart of their journey is a commitment to turning memories into timeless photographs and media creations.

From Hobby to Full-Time Magic: Monica, originally drawn to photography as a hobby, transitioned into a full-time photographer, while Shell pursued a career as a 911 Police Communications Dispatcher, a role she has since retired from. Their initial focus was on wedding photography, driven by the allure of romance and enchantment that weddings inherently possess. But as their journey unfolded, they discovered a deeper calling – celebrating the stories of women business owners and CEOs. And so, Girl Squad Media was born. This venture allowed them to shine a spotlight on the incredible women shaping businesses and communities. As their creative horizons expanded, they ventured into event photography with Oh Snaptastic! Photo Booth & Activations. Their goal remained unchanged – creating unique and enjoyable experiences for their clients.

A Blend of Texan and East Coast Charm: Monica, a proud Texan, and Shell, a classic East Coaster, bring a delightful mix of cultures to their partnership. Their shared love for photography, the beach, cruising to good music, and sports (Shell is a diehard NY Jets, Boston Celtics, and Red Sox fan) keeps life interesting. They've even managed to blend their diverse sports loyalties, although living in LA during basketball season can lead to some friendly rivalries. Their bond is a testament to the strength of their partnership and their ability to balance work, life, and fun.

Pride in Service and Achievements: Shell takes pride in her service as a USAF Veteran and her dedication as a retired Police Communications Dispatcher. For Monica, her proudest moment was becoming the first in her family to attend and graduate from college. Professionally, their proudest moments are built on the incredible relationships they've cultivated with clients over the years. Their philosophy is simple but powerful – treat every client as if they were someone's beloved sister, just as Shell tragically lost her sister to cancer 12 years ago. This guiding principle has not only led to their success but has also instilled a profound sense of purpose in their work. They understand the importance of every moment captured, cherishing each memory as if it were their own.

Why Oh Snaptastic! Loves MPI: When it comes to MPI, Oh Snaptastic! has found a home among industry peers who share their passion for excellence. Their MPI journey began when they met Sacha Tani during a video shoot, which eventually led them to join MPI. This collaboration propelled them into a new realm of business opportunities, including bidding on Super Bowl contracts – a testament to their talent and dedication. The decision to be part of MPI was driven by a desire to associate with the best in the industry. Sacha's incredible leadership and MPI's commitment to fostering excellence aligned perfectly with Oh Snaptastic!'s values. Since joining MPI, their business has experienced remarkable growth, with a substantial portion of their success attributed to MPI contacts and members. Oh Snaptastic! loves to sponsor MPI events and is immensely grateful for the organization's contributions to their journey. From the engaging events and networking opportunities to invaluable workshops and lasting relationships, MPI has played a pivotal role in their continued success. Monica and Shell, with their dedication to capturing the essence of moments and creating unforgettable memories, exemplify the spirit of MPI – a commitment to excellence, collaboration, and celebrating the stories behind the brands.

In the world of photography and media, Oh Snaptastic! shines brightly, and their journey continues to inspire us all.

WHY BUY MPI?

At MPISCC, we know the incredible value of our community. Our members are a diverse and talented group of professionals who offer a wide range of goods and services to the event industry. That's why we're excited to introduce you to the "Buy MPI" campaign, an initiative from Meeting Professionals International designed to strengthen our community from within.

The concept is simple but powerful: by choosing to do business with your fellow MPI members, you're not only benefiting from their expertise but also reinvesting in our community's growth and success. Whether you're looking for event planning services, venues, catering, technology solutions, or any other event-related products or services, consider turning to your MPI colleagues first.

When you "Buy MPI," you:

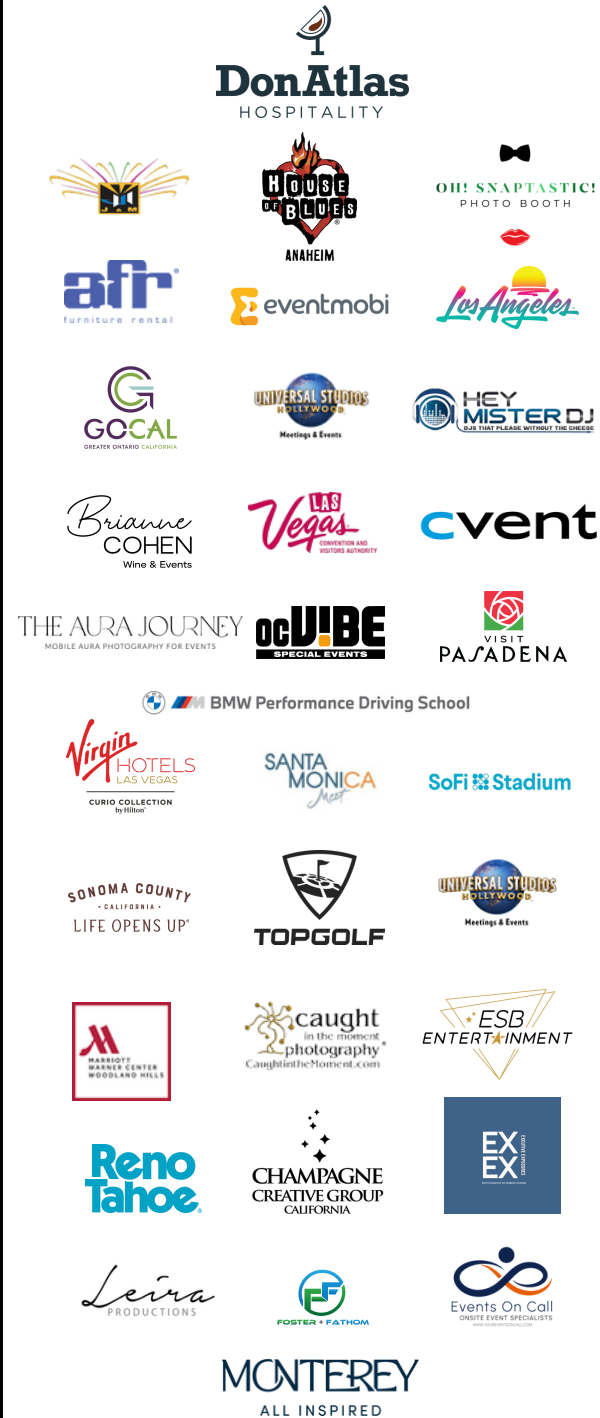
- 1. Support Your Peers:** By choosing MPI members as your preferred vendors, you're helping fellow professionals thrive in their businesses.
- 2. Foster Collaboration:** Our community is built on collaboration. When you work with MPI members, you tap into a network of professionals who understand the unique challenges and opportunities of our industry.
- 3. Ensure Quality:** MPI members are dedicated to excellence. You can trust that you'll receive top-notch service and products when you "Buy MPI."
- 4. Grow the Community:** When MPI businesses succeed, our community grows stronger, enabling us to offer more resources, educational opportunities, and support to our members.
- 5. Solidify Relationships:** Building lasting relationships is a core principle of MPI. Doing business with your MPI peers strengthens these connections.

Whether you're a planner seeking event partners or a supplier looking for potential clients, remember that your MPI community is here to support you. Let's "Buy MPI" and invest in the success of our community.

Together, we can achieve extraordinary things!

THANKS ALWAYS
TO ALL OF OUR SPONSORS!

ANNUAL SPONSORS



WE KNOW EVENTS!



Events On Call is a professional service agency with over 20 years of event related expertise. We have curated a network of exceptional professionals ready to support your event needs. We understand the importance of having onsite event specialists who possess the expertise, problem-solving skills, and attention to detail required to ensure the success of your events.



SIMPLIFY YOUR EVENT STAFFING



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GET LOST INTO THE BLUE



EXCLUSIVE OFFER:

Copy admin@mpiscc.org on your RFP submissions for the chance to win TWO complimentary tickets to (WE)Con 2024!

Plan your Paséa event with 50 or more room nights with \$17,000 in bookings, plus food and beverage costs, available during the following dates:

- January 17-20, 2024 (10-75 rooms per night)
- February 13-16, 2024 (10-75 rooms per night)
- April 22-25, 2024 (10-100 rooms per night)

Welcome to Paséa Hotel & Spa. Perched at the edge of the Pacific Ocean, sits a state-of-the-art hotel inspired by the surf lifestyle born out of Huntington Beach, California aka “Surf City, USA”. Steps from the beach and a short walk to the Huntington Beach pier, Paséa Hotel & Spa is a modern oasis with unrivaled sense of laid-back luxury. Coastal comfort, modern amenities and brilliant sunsets provide each guest with a unique and memorable experience.

Paséa Hotel & Spa features:

- 250 luxurious guest rooms with ocean views and private balconies
- Tanner’s Restaurant and Treehouse Lounge, a chic rooftop lounge with fire pits and stunning ocean views
- Aarna Spa, an award-winning Balinese-inspired spa with indoor & outdoor space
- Steps away from Pacific City, a premiere outdoor retail hub with shopping, dining, nightlife and full-service beauty bars
- Walking distance to the iconic Huntington Beach Pier and Main Street.
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FOOD FOR THOUGHT

The Power of Small Acts of Kindness

In a world filled with constant hustle and bustle, it's easy to get caught up in the pursuit of more. More success, more possessions, more experiences. We often measure our lives by what we lack rather than what we have. But what if, in this quest for abundance, we've been overlooking a powerful key – gratitude?

Gratitude is like a magnet for abundance. It's a mindset that shifts our focus from scarcity to plenty. When we appreciate what we have, we create a positive feedback loop. The more we acknowledge our blessings, the more blessings we seem to attract.

Think about it. When you express gratitude for your health, you're more likely to make choices that nurture your well-being. When you're thankful for your relationships, you invest more time and effort in them, deepening your connections. Gratitude doesn't just acknowledge abundance; it multiplies it.

Gratitude also has a profound impact on our perspective. It allows us to see the beauty in everyday moments, turning the mundane into the extraordinary. It encourages us to find joy in simple pleasures – a warm cup of tea, a sunrise, or laughter with friends. Suddenly, life feels richer, more vibrant, and deeply fulfilling.

Moreover, gratitude has the power to transform challenges into opportunities. It reframes setbacks as lessons, failures as stepping stones, and obstacles as paths to growth. With a grateful heart, you can navigate life's twists and turns with resilience and optimism.

But perhaps the most beautiful aspect of gratitude is its ability to radiate outward. When we're grateful, we're more inclined to give back, to share our abundance with others. And in this cycle of giving and receiving, we discover that true wealth isn't just about material possessions – it's about the richness of our hearts.

So, as you navigate your journey through life and the eventful world of the meetings and events industry, remember the abundant power of gratitude. Take a moment each day to reflect on your blessings, no matter how small they may seem. Cultivate a heart filled with thankfulness, and watch as abundance flows into your life, nourishing your soul and those around you. In the grand banquet of life, gratitude is the secret sauce that makes every dish more delicious and every moment more meaningful.



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Learn how to get (and keep) more \$\$\$ from event sponsorships, year after year.

Today's sponsors are more discerning in the events they choose to invest in than ever. Yet, generating dependable event revenue is critical to measuring the success of your event.



How to price sponsorship packages for different types of events



Understand when to use a tiered or à la carte sponsorship model



How to communicate sponsorship results post-event to increase retention

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