



**WEDNESDAY, MARCH 18, 2015**

**COLORADO CONVENTION CENTER**

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**#MIC2015**

**"Flying Potatoes and Exploding Soda"**

**How to Take Your Customer Engagement to the Next Level**



**Steve Spangler, CSP, CPAE**

**"Nice Bike"**

**Making Connections that Move People**



**Mark Scharenbroich, CSP, CPAE**

# KEYNOTES

## BREAKOUT SPEAKERS



**Dawn Bjork Buzbee, MCT**



**Michael Dominguez, CHSE**



**Bruce Erley**



**Scott Friedman, CSP**



**Holly Green**



**Chris Heeter**



**Debra Jason**



**Melody Kebe, CMP, CGMP**



**Bob Kippola**



**David Merrell**



**Sarah Michel, CSP**



**James Spellos, CMP**



**Laura Stack, MBA, CSP**



**Stacey Stegman**



**André van Hall**



**Kelly White**



**Kathleen Winsor-Games**

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National Association for Catering and Events - Greater Denver Chapter  
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# WELCOME TO THE 15TH ANNIVERSARY MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW



**We are buzzing with Excitement about MIC's 15th Anniversary!** With the redesign of our trade show and general session space it will be easier than ever to network. We gain momentum by showing up, meeting new people and reconnecting with old friends. Together we all move our industry further and faster. Through collaboration, MIC continues to contribute to the conversation of how we can serve the members of the meetings and events industry better.

Our intention is for you to leave today energized while enjoying a fun-filled day of packed educational content. We have 21 educational sessions with 17 sessions offering CE "Clock Hours" through CIC. I have long admired this year's MIC General Session Keynote Speakers. Local keynote celebrity Steve Spangler will entertain, educate and fascinate you with an interactive style of learning that creates an atmosphere of fun and creativity. From the moment he steps on the stage, you know that this is not going to be your ordinary five points and a poem presentation. The energy is high, the visuals are wildly fun and the stories are filled with laughter that punctuates the deeper lessons of professional development and personal growth. Joining us after lunch will be Mark Scharenbroich. Mark will inspire and motivate you while validating the importance of recognizing people to improve employee and team performance. Whether you are a team of one, or a team of one hundred, you will walk away from this keynote with a reinvigorated spirit for what you do as well as an appreciation of what the other team members around you do.

Thank you for the privilege to serve as the 2014-2015 MIC Chair. I have enjoyed giving back to the industry that has given so much to me. It has been an honor to serve with the rest of the talented MIC Council. They have shown what it is like to set a standard of excellence and they have been outstanding to work with. Speaking of standards of excellence, I would like to extend a big thank you to our MIC management company, Rocky Mountain Event Consultants (RMEC). Owners Keith and Freddie Templeton have guided MIC for the last nine years and their efforts have played a huge part in the success of this conference year in and year out.

We thank you for your attendance and support. Enjoy your day!

Debbie Taylor  
Chair, Meetings Industry Council of Colorado



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## MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EXECUTIVE COUNCIL, MEMBER ORGANIZATIONS AND MAIN COUNCIL REPRESENTATIVES

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# PROGRAM OVERVIEW

## TUESDAY, MARCH 17 & WEDNESDAY MARCH 18, 2015



Meetings Industry Council of Colorado is a CMP Preferred Provider. The program(s) identified with the CMP Preferred Provider logo meet the requirements to receive continuing education (CE) credit for the Certified Meeting Professional (CMP) credential. All qualifying activities also indicate how many CE credits attendees will receive for participating on their sessions page. One CE credit = 1 Clock hour. The Planner Only session on the 17th is 1.25 Clock hours. On the 18th, General Sessions are 1.0 Clock hours and Breakout Sessions are .75 Clock hours each.

For more information about the CMP credential or CMP Preferred Provider Program, please visit [www.conventionindustry.org](http://www.conventionindustry.org).

Note: This program is not endorsed, accredited, or affiliated with the Convention Industry Council or the CMP Program. Applicants may receive CE credit for attending any program that meets eligibility requirements of the CMP Program. There are no specific individual courses required as part of the applications –selection of eligible education is up to the applicant based on his/her needs.

### TUESDAY, MARCH 17, 2015

at Embassy Suites Denver – Downtown Convention Center

3:45 – 5:00 PM – PLANNER EDUCATION SESSION - Page 3

#### CONTINUING THE CONVERSATION 2.0 ~ STATE OF THE INDUSTRY AND TOP TRENDS

Michael Dominguez, CHSE

5:00 – 7:00 PM – OPENING NIGHT RECEPTION

Open to 2015 MIC registered Speakers, Planners, Exhibitors and Sponsors

### WEDNESDAY, MARCH 18, 2015

at Colorado Convention Center

7:00 – 8:00 AM – REGISTRATION AND NETWORKING BREAKFAST

8:00 – 9:15 AM – OPENING GENERAL SESSION - Page 7

Trade Show Closed

Welcome by Mayor Michael B. Hancock

#### “FLYING POTATOES AND EXPLODING SODA” HOW TO TAKE YOUR CUSTOMER ENGAGEMENT TO THE NEXT LEVEL <sup>†</sup>

Steve Spangler

9:15 – 10:30 AM – TRADE SHOW - VISIT EXHIBITORS  
(MORNING BREAK)

10:45 – 11:30 AM – 1ST CONCURRENT BREAKOUT SESSIONS - Page 12

#### ATTACK OF THE PRODUCTIVITY ROBBERS: THE FOUR THINGS THAT STEAL YOUR PRODUCTIVITY...AND HOW TO FIGHT BACK!

Laura Stack, MBA, CSP - Sponsored by CMCA

#### THE MEETINGS INDUSTRY: WHAT SLED DOGS HAVE TO TEACH US ABOUT WILD TEAMS AND MEETINGS

Chris Heeter - Sponsored by MPIRMC

#### MEDIA FOR MEETINGS: MAKING TWITTER WORK FOR YOU

Jim Spellos, CMP - Sponsored by IAEE/Visit Newport Beach

#### A DIFFERENT TAKE ON SPONSORSHIP <sup>†</sup>

Bruce Erley - Sponsored by CFEA

#### I'LL TAKE HODGE PODGE FOR \$1000: THINGS TO REMEMBER WHEN HOSTING AN EVENT

Melody Kebe, CMP, CGMP - Sponsored by SGMP

#### MAXIMIZING INTERNAL CORPORATE PLANNER / VENDOR RELATIONSHIPS <sup>†</sup>

Kelly White - Sponsored by ISES

11:30 AM – 1:00 PM – WALKING LUNCH - VISIT SPONSORS AND EXHIBITORS IN TRADE SHOW - PAGE 22

1:00 – 2:15 PM – AFTERNOON GENERAL SESSION - Page 18

Trade Show Closed

#### “NICE BIKE”- MAKING CONNECTIONS THAT MOVE PEOPLE

Mark Scharenbroich, CSP, CPAE

2:30 – 3:15 PM – 2nd CONCURRENT BREAKOUT SESSIONS - Page 27

#### OUTLOOK TIPS & TRICKS EVERY MEETING PLANNER NEEDS TO KNOW <sup>†</sup>

Dawn Bjork Buzbee, MCT

#### HOW AIRPORTS AND DENVER INTERNATIONAL AIRPORT IN PARTICULAR <sup>†</sup> ARE TRANSFORMING TO BECOME MORE CUSTOMER-FOCUSED

Stacey Stegman - Sponsored by RMBTA

#### DO YOU HAVE THEM AT HELLO? <sup>†</sup>

Sarah Michel, CSP

#### TAKE YOUR CAREER INTO YOUR OWN HANDS <sup>†</sup>

Kathleen Winsor-Games - Sponsored by CSAE

#### THE CURIOSITY OF CHANGE: WAKE UP YOUR CURIOSITY TO ADAPT AND INNOVATE! <sup>†</sup>

André van Hall

#### DIGITAL MARKETING STRATEGIES AND TACTICS TO DRIVE MORE GROUP BUSINESS VIA SOPHISTICATED INTERNET MARKETING TECHNIQUES <sup>†</sup>

Bob Kippola - Sponsored by HSMIA

3:15 – 3:45 PM – AFTERNOON COFFEE BREAK  
(PREFUNCTION)

3:45 – 4:30 PM – 3rd CONCURRENT BREAKOUT SESSIONS - Page 30

#### USING YOUR BRAIN TO WIN IN TODAY'S HYPER PACED WORLD <sup>†</sup>

Holly Green

#### LET'S GET ENGAGED - UNLEASHING THE LEAD-GENERATING POWER OF LINKEDIN <sup>†</sup>

Debra Jason

#### THE BUSINESS OF CREATIVITY - WHAT DOES CREATIVITY COST? MANAGING AND PRICING OUT YOUR MOST VALUABLE ASSET <sup>†</sup>

David Merrell - Sponsored by NACE

#### CELEBRATE! LESSONS LEARNED FROM THE WORLD'S MOST ADMIRED ORGANIZATIONS <sup>†</sup>

Scott Friedman, CSP - Sponsored by NSA

#### CRITICAL EXCEL TOOLS FOR THE MEETING PROFESSIONAL

Jim Spellos, CMP - Sponsored by IAEE and Visit Newport Beach

#### LEADERSHIP TODAY <sup>†</sup>

Michael Dominguez, CHSE - Sponsored by RMPCMA

4:30 – 5:45 PM – TRADE SHOW AND CLOSING RECEPTION  
Don't race into rush hour! Stay and end the day with us!

<sup>†</sup> Available on-demand after the program



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**MARCH 17, 2015 ~ OPENING NIGHT**

Planner Only Education Top Trends and Industry Update  
followed by an Opening Night Reception  
Open to 2015 MIC registered  
Planners, MIC Council Members, Sponsors\* and Exhibitors\*  
at  
Embassy Suites Denver - Downtown Convention Center



**Tuesday, March 17, 2015**

**3:45 – 5:00 pm**

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## Continuing the Conversation 2.0 State of the Industry and Top Trends

1.25 Clock Hours - DOMAIN A. STRATEGIC PLANNING



### Presented by Michael Dominguez, CHSE

Senior Vice President, Global Hotel Sales MGM Resorts International, Immediate-Past Chairman, International Board of Directors, MPI; Executive Committee, US Travel Association; Co-Chair, Meetings Mean Business Coalition; Co-Chair, APEX Taskforce on Piracy

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in the Meetings Environment. Our meeting's world has become much more complex with a variety of issues from room piracy, cyber security, meetings advocacy and Health & Wellness leading the charge. Join Michael Dominguez, for a review of where we have been, where we are and what is on the horizon for the meeting and event industry. You will have an opportunity to look at recommendations and dialogue on ways to prepare to take advantage or protect yourself in this current environment.

After attending this session, the attendee will be able to:

- Understand Pricing demands in today's meeting market
- Review industry forecast for major North American Markets
- Understand Health & Wellness Trends and what this means to meetings
- Discussion the room piracy issue and ways to combat these threats
- Impact of disruption and the importance of Cyber Security
- Understand the Meetings Mean Business Coalition
- Review the future of Meeting room design and the influences behind the trends

**Stay for the Opening Reception...** a more intimate networking opportunity for Planners, MIC Council Members, Sponsors\* and Exhibitors\* from 5:00 – 7:00 pm

Invitations to this event were emailed to all 2015 MIC of Colorado registered Speakers, Planners, Exhibitors\* and Sponsors\*

\*Two exhibitors per single booth and sponsors according to level of sponsorship are invited

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8:00- 9:15 AM ~ OPENING GENERAL SESSION - MILE HIGH BALLROOM

## “FLYING POTATOES AND EXPLODING SODA” How to TAKE YOUR CUSTOMER ENGAGEMENT TO THE NEXT LEVEL<sup>†</sup>

 1 Clock Hour - DOMAIN I. MARKETING

Steve Spangler, CSP, CPAE  
Author, Teacher, Toy Designer and the Creator of a Huge Soda Mess  
Steve Spangler Science  
[www.stevespangler.com](http://www.stevespangler.com)



He's the science teacher you always wanted to have in school. Things just happen to fizz, pop, smoke and explode, and before you know it, you're a part of his learning experience. His passion is to find the most creative ways to make learning fun. His methods might be unconventional, but the goal is to turn ordinary science experiments into unforgettable learning experiences.

His regular appearances on the Ellen DeGeneres Show have taught viewers how to blow up their food, shock their friends, create mountains of foam and how to turn 2,500 boxes of cornstarch and a garden hose into a swimming pool of fun. Just last month, Steve made it rain film canisters in Ellen's studio using the fizzing power of more than 3,000 Alka-Seltzer tablets.

However, thanks to YouTube, Steve may be best known for teaching millions of people how to turn an ordinary bottle of Diet Coke and Mentos into an erupting soda geyser. His catalog of over 1,000 YouTube videos get nearly 80 million views each year, and his secret for creating unforgettable learning experiences earned him a spot as one of YouTube's Top 100 Original Content Channels earlier this year.

On the business side, his Denver-based educational toy company, SteveSpanglerScience.com, is itself an experiment in how to create a business culture where employees are rewarded for the unforgettable experiences they create for their customers. The company's unique business strategies and attention-getting creations have been featured recently in the Wall Street Journal, Inc. Magazine and TIME Magazine where readers voted Steve Spangler #18 in the Top 100 Most Influential People of the Year.

Whether he's whipping up a cool new science experiment for his friends at 9News, producing a new YouTube video, or designing a hands-on science lesson for kids, Steve is always seeking out new ways to create unforgettable learning experiences. Guaranteed fun... but watch out for the flying potatoes.

<sup>†</sup> Available on-demand after the program



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*Michael B. Hancock*

Mayor



Michael B. Hancock became Denver, Colorado's 45th mayor in July 2011 and immediately began to transform Denver into a more globally competitive city. With the fifth-busiest airport in the United States serving more than 53 million passengers per year, Mayor Hancock is leveraging Denver International Airport to make the entire Denver region a major gateway to the world.

Mayor Hancock has secured five new, nonstop international flights, including Tokyo, Mexico City and Reykjavik, bringing a combined \$167.4M in economic benefits to the region. These routes are opening new connections between the Rocky Mountain West and Asia, Europe and Central America.

To help the Denver area compete in the global marketplace, Mayor Hancock also is working to create a bustling Airport City and Aerotropolis, which will create more than 30,000 new jobs over the next 20 years. The first phase of these initiatives includes a new 500-room hotel and transit center at the airport, as well as a 20-mile rail line linking Downtown Denver with DIA.

Mayor Hancock was also recently named as the first Mayor to serve on the FAA's Management Advisory Council, where he will bring Denver's ingenuity to the table as he works to advance major issues on behalf of DIA, other airports and the aviation industry. He also now serves on the U.S. Conference of Mayors Transportation Committee.

Mayor Hancock worked with regional leaders to secure a new U.S. Patent and Trademark Office in Downtown Denver. The Patent Office will generate nearly \$440 million in economic benefits over the next five years and establish Denver as a hub of innovation in the high-tech and advanced-industry sectors – something Mayor Hancock calls Denver's Ideas Economy. The Mayor has also developed strategic short- and long-term business plans to support and grow Denver's diverse, intelligent and forward-leaning businesses in emerging industries such as clean energy, bio-technology, telecommunications, aerospace and healthcare. Denver's economy is at the forefront of American cities, offering among the strongest job and housing markets in the U.S.

The Mayor believes there is nothing more important than helping every young person in every neighborhood compete and succeed in the 21st Century economy. He is aligning all City departments with nonprofits, businesses and educational organizations to better prepare all children for every stage of life through new initiatives such as the Denver Children's Cabinet and Denver Education Compact.

As Denver and cities across the country emerge from the recession, Mayor Hancock is committed to creating economic opportunity and eliminating inequities and disparities. Top priorities include reducing homelessness, increasing affordable housing options, strengthening workforce training partnerships with community colleges, and finding solutions to chronic mental health and substance abuse challenges in the community.

Mayor Hancock has also brought meaningful reform to the Denver Police Department by establishing new leadership that has reorganized the department to get highly trained officers out of the office and back onto the streets. These steps together strengthen Denver's unparalleled quality of life.

Prior to becoming Mayor, Michael Hancock served on the Denver City Council for eight years, including two as City Council President. In his early career, he worked for the Denver Housing Authority and National Civic League, and was the youngest President of an Urban League chapter in America. Mayor Hancock is 44 years old and the proud father of three children: Alayna, Jordan and Janae. He and his wife, Mary, have been married for more than 20 years.

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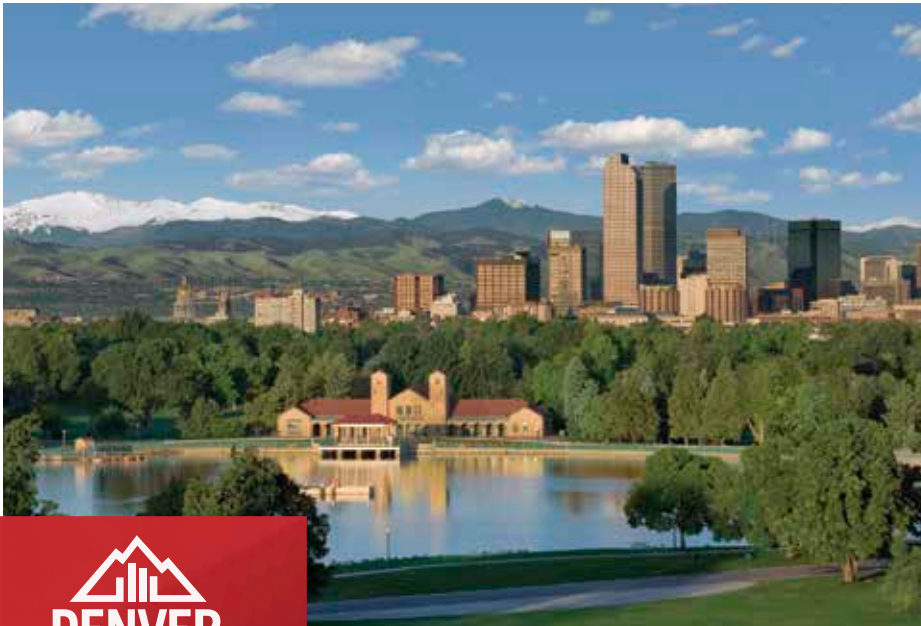
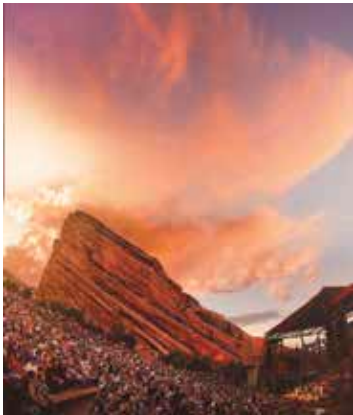
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AXS GROUP is a nationwide company headquartered in DENVER with offices in FLORIDA and ARIZONA to serve you and your clients around the globe. Our diverse team of 20+ full time industry experts brings energy, originality and unerring customer service to every event we produce. In addition, we have a cast of over 300 talented individuals enhancing and supporting your events onsite. AXS Group is devoted to providing award winning in-house planning and production services for any style of event or meeting. We hope you enjoy the MIC Conference and **come visit us at booth 900 for a face to face introduction.**

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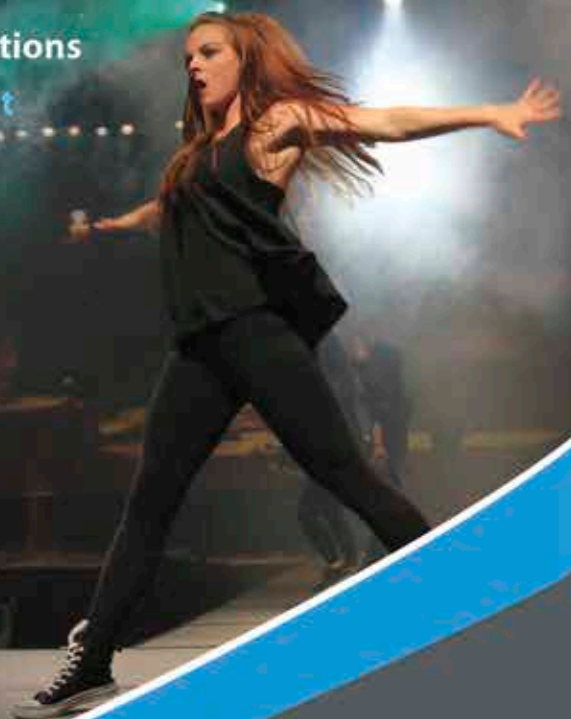
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10:45 - 11:30 AM ~ 1<sup>ST</sup> CONCURRENT BREAKOUT SESSIONS (6)**ATTACK OF THE PRODUCTIVITY ROBBERS: THE FOUR THINGS THAT STEAL YOUR PRODUCTIVITY... AND HOW TO FIGHT BACK! - Room 405/06**

**Laura Stack, MBA, CSP**, The Productivity Pro  
www.TheProductivityPro.com

You work hard. You know what you should be working on. You want to be productive. But everything else keeps ruining your plans! In this funny, high-energy program, Laura Stack (aka The Productivity Pro) reviews the four robbers that steal your productivity right out from under you! You'll discover your biggest challenges and take away some practical tools to defend yourself.


After attending this session, the attendee will be able to:

- Use innovative technology tricks to help you achieve more, maintain focus, and stay organized.
- Learn concentration techniques from Arnold Schwarzenegger, Eminem, and Dug the Talking Dog
- Strike a balance between collaboration and interruptions in the workplace and discover new techniques for maintaining a consistently high energy level during the day



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**The Meetings Industry: What Sled Dogs Have to Teach Us About Wild Teams and Meetings - Room 402/04**

**Chris Heeter**, The Wild Institute  .75 Clock Hour - DOMAIN F. STAKEHOLDER MANAGEMENT  
www.thewildinstitute.com

Join speaker, wilderness guide, and poet, Chris Heeter, for a breath of fresh air and down to earth tools for creating powerful meetings and events. With the perspective and humor of her sled dog team, Chris brings to life the challenges and gifts of working with teams, while offering memorable stories and techniques for dealing with a wide variety of personalities, whether they have four legs or two!

After attending this session, the attendee will be able to:

- Identify their default leadership style and adjust to the needs of their clients/colleagues
- Identify and implement strategies for working with their clients as they are, not how they want them to be
- Identify and apply "Wild at Work" principles to improve their effectiveness with clients/colleagues



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**MEDIA FOR MEETINGS: MAKING TWITTER WORK FOR YOU - Room 503/04**

**Jim Spellos**, Meeting U  .75 Clock Hour - DOMAIN I. MARKETING  
www.meeting-u.com

Still unsure how to best utilize social media tools Facebook and Twitter to promote your business? Want to get ore from these services, and understand how a little knowledge (and customization) can go a long way? This hands-on session will provide you the secrets of using these tools to help you in your communications, promotion and marketing, while showcasing best practices in the use of these tools.

After attending this session, the attendee will be able to:

- Identify over 15 social media tools to enhance your event marketing and attendee communications
- Use social aggregation tools to save time & enhance productivity
- Create your own daily branded digital newspapers from your social feeds



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**Meetings Industry Council (MIC) of Colorado Purpose:**

The MIC of Colorado is a coalition of professional organizations related to the meetings and events industry. The Council's purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado.


**The benefits of the collaborative efforts of MIC include:**

- Exchanging calendars of events to avoid duplication of meeting dates;
- Sharing chapter programming information and educational articles for inclusion in each other's newsletters and providing membership mailing lists once a year per organization to promote organization-sponsored events;
- Initiating special joint programs pertaining to relevant issues within the meetings industry;
- Expanding networking opportunities and knowledge of the industry;
- Initiating joint recommendations and action on pertinent issues to the industry, locally, nationally and internationally.

# 15th ANNIVERSARY EDUCATIONAL CONFERENCE AND TRADE SHOW

10:45 - 11:30 AM ~ 1<sup>ST</sup> CONCURRENT BREAKOUT SESSIONS (6) continued

## A DIFFERENT TAKE ON SPONSORSHIP<sup>†</sup> - Room 505/06

**Bruce Erley**, Agency Principal, Creative Strategies Group  .75 Clock Hour - DOMAIN D. FINANCIAL MANAGEMENT  
[www.csg-sponsorship.com](http://www.csg-sponsorship.com)

So you've got the responsibility of finding sponsors for your next conference or event? Where do you get started? This informative, yet entertaining seminar provides an eye-opening overview of just what sponsorship is, the motivation as to why companies want to sponsor events, and what some myths and mistakes are regarding the selling of sponsorships. Attendees will also receive a basic overview of how to create sponsor packages and market their conference to potential sponsors.

After attending this session, the attendee will be able to:


- Understanding the differences and similarities between sponsorship and donations
- Key steps that must be accomplished to effectively attract and secure corporate sponsors
- Critical elements of a sponsorship package of rights & benefits



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## I'LL TAKE HODGE PODGE FOR \$1000: THINGS TO REMEMBER WHEN HOSTING AN EVENT - Room 401

**Melody Kebe, CMP, CGMP**  .75 Clock Hour - DOMAIN C. RISK MANAGEMENT [- DOMAIN H. SITE MANAGEMENT and - DOMAIN J. PROFESSIONALISM (Ethics) are also covered]  
Network Services Directorate  
Defense Information Systems Agency

This session gives a broad brush overview of six topics to keep in mind when hosting an event: Sarbanes Oxley Bill and how it affects Federal procurement for events; Social Alcohol Liability; Working with Union Labor; Secret Shopping Your Venue before the Site Visit; Vendor Relationships and their importance in business dealings and the Art of Give and Take discusses the ethical behavior between planner and supplier.

After attending this session, the attendee will be able to:


- Understand alcohol liabilities and conference host responsibilities
- Best practices for planner/supplier relationships
- Discuss ways to "scret shop" your venue before the official site visit



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## MAXIMIZING INTERNAL CORPORATE PLANNER / VENDOR RELATIONSHIPS<sup>†</sup> - Room 501/02

**Kelly White**  .75 Clock Hour - DOMAIN F. STAKEHOLDER MANAGEMENT  
Search Foundation  
[www.searchfoundation.org](http://www.searchfoundation.org)

The objective of this program is to educate planners on how the right relationships can help them grow internally and produce projects that exceed expectation. Vendors will also be educated on what they do to form successful business relationships with internal planners.

After attending this session, the attendee will be able to:

- Learn questions internal corporate planners should use to vet potential vendor partners and things vendors should ask to find out if the partnership is a "good fit"
- Discover key indicators to challenges in securing these relationships, what to watch & listen for that could signal potential issues
- Educate planners on how the right relationships can help them grow internally and produce projects that exceed expectation. Educate vendors on what they can do to form successful business relationships with internal planners



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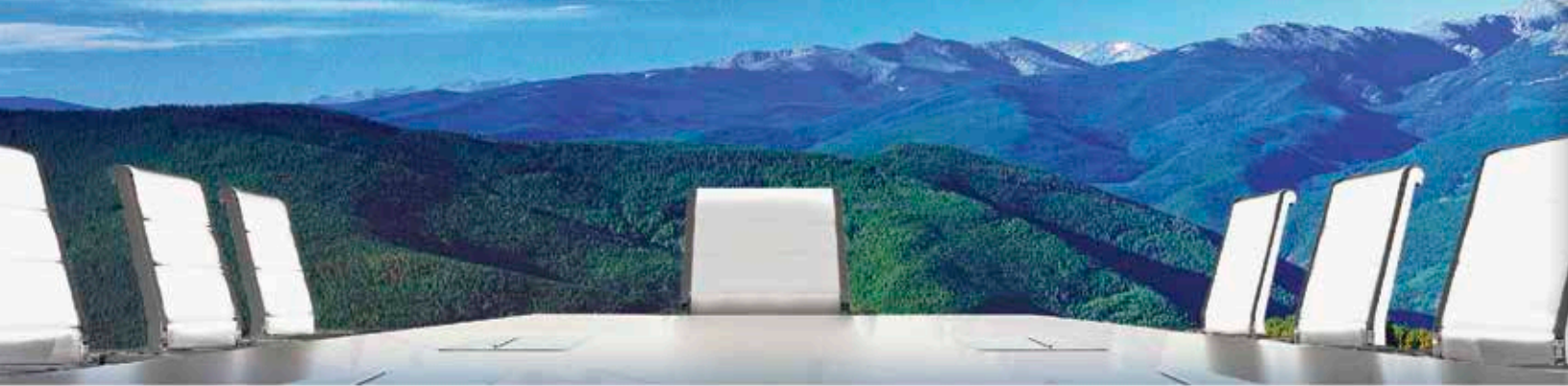
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<sup>†</sup> Available on-demand after the program





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### Mark Scharenbroich, CSP, CPAE

While earning a degree in mass communications at St. Cloud State University in Minnesota, Mark wrote, directed and performed in a comedy troupe called Mom's Apple Pie. The group performed together throughout the Midwest in the '70s, and when it disbanded, Mark went solo and combined his comedy training with motivational speaking.

Soon after, Mark was employed by Jostens—the leading manufacturer of class rings, yearbooks and graduation products—to speak to their customers throughout North America. In 1981 Mark was featured in a film called "The Greatest Days of Your Life ... (So Far)," which was seen by millions of viewers worldwide. It earned him the Golden Apple and Silver Screen film awards.

### Nice Bike - Making Connections that Move People

1.0 Clock Hour - DOMAIN E. HUMAN RESOURCES

Mix thousands of black leather, bandana wearing Harley-Davidson riders, one 100th year anniversary celebration and a beige Ford Taurus and you get the Nice Bike principle in action. Join author and business speaker, Mark Scharenbroich as he takes us on a ride to building stronger and more meaningful connections in our personal and professional lives.

Mark will inspire you, motivate you, and validate the importance of recognizing people to improve employee and team performance. Whether you are a team of one, or a team of one hundred, you will walk away from this keynote with a reinvigorated spirit for what you do as well as an appreciation of what the other team members around you do.

The Nice Bike principle will demonstrate the three powerful steps to develop stronger relationships in our work which results in:

- Improved employee engagement
- Enhanced team collaboration
- Embracing innovation vs. the fear of change
- Fueling the passion to serve others
- Creating meaningful connections

Part motivational speaker, part thought-provoker, and pure entertainer, Mark tells engaging stories on how to develop meaningful connections.

Mark's credentials include: Emmy award winner, author of *Nice Bike: Making Meaningful Connections on the Road of Life*, inducted into the National Speaker's Association Hall of Fame, International film awards for his film, *The Greatest Days of Your Life... (so far)*.



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The Studio Loft at the Ellie Caulkins Opera House  
Kevin Taylor Catering at the  
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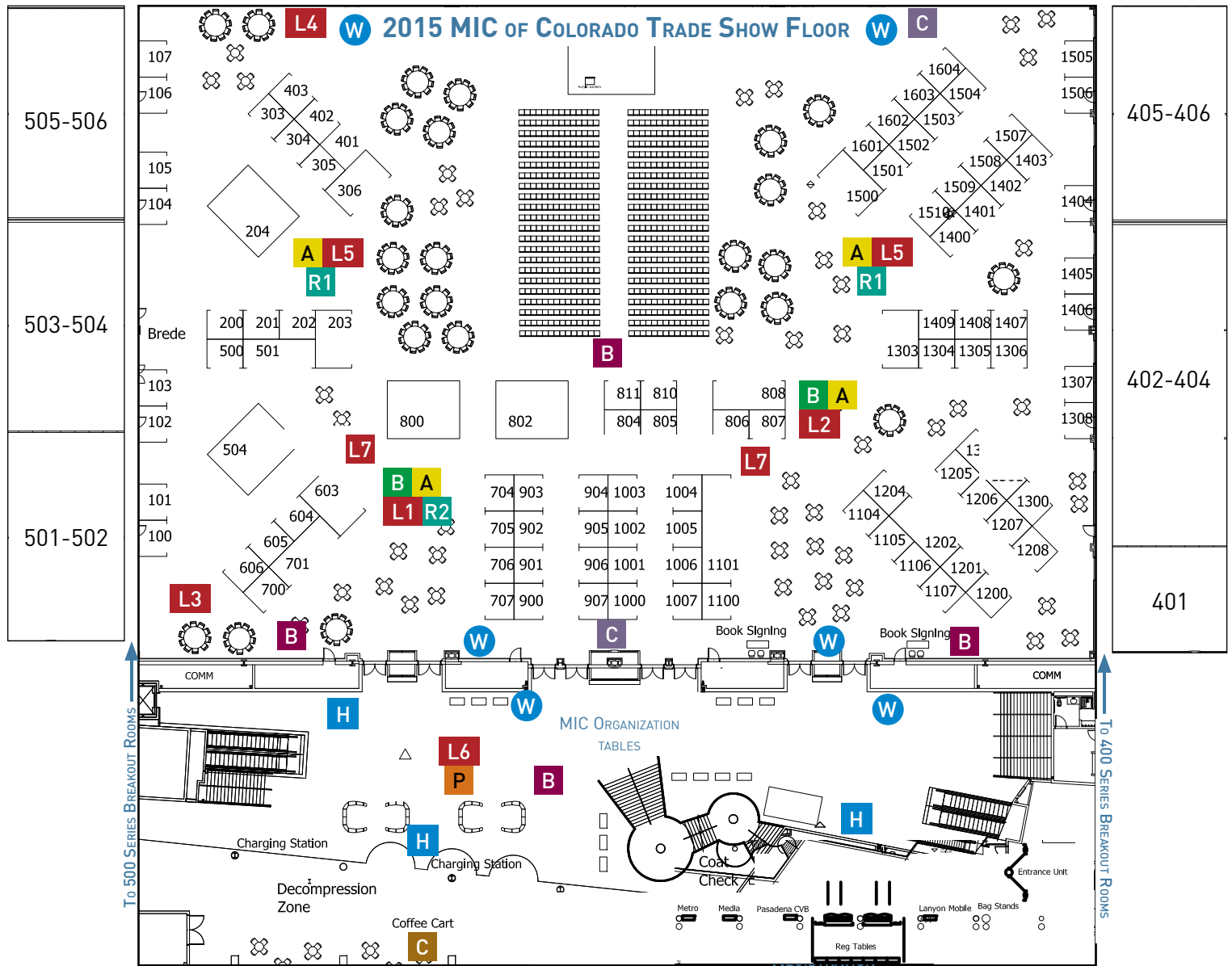
## Denver Art Museum

Palettes at the Denver Art Museum  
Kevin Taylor Catering at the DAM  
100 W. 14th Avenue Parkway | 720-865-5171

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Food Station Legend: **C** = Coffee **W** = Water Cooler **H** = Hydration Station **C** = Gourmet Coffee Cart

**B = Breakfast ~ 7:00am - 8:00am**

Ham, Egg and Cheese English Muffin  
Sausage, Egg and Cheese French Toast Sandwich  
Bacon, Egg, and Cheese Croissant Sandwich  
Egg and Cheese Croissant  
Capital Hill Premium Continental Breakfast

**A = AM Break ~ 9:15am - 10:30am**

KIND Bars  
Local Noosa Yogurt Parfaits  
Rosemary Raisin Bear Claws  
Petite Cinnamon Buns  
Assorted Roasted Mixed Nuts  
Fruit Kabobs with Colorado Wildflower Honey Yogurt Dipping Sauce  
Freshly Brewed Coffee, Decaf, Hot Tea and Assorted Sodas

**L = Strolling Lunch Stations ~ 11:30am - 1:00pm**

Vegetarian and gluten free options are available

**L1** : Petite Salads

**L2** : Flat Bread Pizzas

**L3** : Shrimp Pad Thai (presented in Chinese to-go boxes with Chopsticks)

**L4** : Petite Street Tacos

**L5** : Petite Sandwiches and Wrap

**L6** : Desserts

**L7** : Soda & Tea

**P = PM Break ~ 3:15pm - 3:45pm**

Freshly Brewed Iced Tea  
Freshly Brewed Coffee  
Freshly Brewed Decaffeinated Coffee  
Hot Water/Tea Service w/ Assorted Gourmet & Herbal Teas  
Assorted Sodas

**R = Closing Reception ~ 4:30pm - 5:45pm**

**R1** : Hors d'oeuvres

Jerk Chicken on Sugar Cane Skewer  
Caberbet Braised Beef Turnover  
Arancini Risotto Ball With Pomodoro  
Goat Cheese & Balsamic Syrup on Black Olive Shortbread  
Seared Tuna in Poppyseed Basket with Wasabi Aioli  
Smoked Pork & Crisp Pancetta on Wild Rice Cake

**R2** : Asian Station

Wasabi Pea Snack Mix  
Thai Papaya Salad Shooter  
Rice Noodle Salad with Asian Vegetables and Tamari  
Korean BBQ Beef Spring Roll  
Chicken Pot Sticker with Ponzu  
Thai Shrimp and Noodle Spring Roll with Sweet Thai Chili Sauce

**B = Bar ~ 4:30pm - 5:45pm**

# 2015 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

| BOOTH | COMPANY                                      | CITY, STATE          | CONTACT                     | PHONE             | E-MAIL  | WEBSITE                                 |
|-------|--|----------------------|-----------------------------|-------------------|---|---|
| 304   | Aliante Casino + Hotel                       | N Las Vegas, NV      | Bernadette Anthony          | 702-692-7531      | banthony@aliantegaming.com                    | www.aliantegaming.com                   |
| PF    | Ameristar Casino Resort Spa Blackhawk        | Black Hawk, CO       | Joshua Garcia               | 720-946-4200      | joshua.garcia@ameristar.com                   | www.ameristar.com                       |
| 1304  | Anaheim/Orange County                        | Allen, TX            | Dana Beach Pickles CTA      | 469-675-0068      | dickle@anaheimoc.org                          | www.anaheimoc.org                       |
| 1304  | Anaheim/Orange County                        | Anaheim, CA          | Kathy Wilmes CMP, CTA, CGMP | 714-765-8671      | kwilmes@anaheimoc.org                         | www.anaheimoc.org                       |
| 1304  | Anaheim/Orange County/Marriott               | Anaheim, CA          | Adriane Tomik               | 714-703-3122      | adriane.tomik@marriott.com                    | www.anaheimoc.org                       |
| 1304  | Anaheim/Orange County/Visit Huntington Beach |                      | John Ehlenfeldt CMP, CTA    | 714-969-3492 x204 | john@surfcityusa.com                          | www.anaheimoc.org                       |
| 804   | Aspen Chamber Resort Association             | Aspen, CO            | Sarah Reynolds              | 970-920-7185      | sreynolds@aspenchamber.org                    | www.aspenchamber.org                    |
| 802   | Associated Luxury Hotels Intl (ALHI)         | Denver, CO           | Bill Light, MBA, CMP CAP    | 303-756-9466      | blight@alhi.com                               | www.alhi.com                            |
| 1206  | Beaver Run Resort & Conference Center        | Breckenridge, CO     | Kim Hawks, CMP, CGMP        | 970-453-8729      | khawks@beaverrun.com                          | www.beaverrun.com                       |
| 1505  | Bismarck-Mandan CVB                          | Bismarck, ND         | LaRae Nelson                | 701-222-4308      | larae@discoverbismarckmandan.com              | www.discoverbismarckmandan.com          |
| 1509  | Boise Centre                                 | Boise, ID            | Lynda Alexander             | 208-489-3669      | lalexander@boisecentre.com                    | www.boisecentre.com                     |
| 604   | Boulder CVB                                  | Boulder, CO          | Andrew Heidt CMP            | 303-938-2071      | andrew.heidt@bouldercvb.com                   | www.bouldercoloradousa.com              |
| 807   | Brede Exposition Services                    | Denver, CO           | Ansley Seymour              | 303-399-8600      | aseymour@brede.com                            | www.brede.com                           |
| 305   | Buena Vista Palace Hotel & Spa               | Lake Buena Vista, FL | Joni Smith                  | 407-618-3172      | jsmith@bvpalace.com                           | www.buenavistapalace.com                |
| 800   | Business Events Canada                       | Corinth, TX          | Sandi Galloway CPECP        | 940 321 3458      | Galloway.Sandi@ctc-cct.ca                     | www.rendezvouscanada.travel             |
| 705   | CenterPlate                                  | Denver, CO           | Erin Brown                  | 303-228-8085      | Erin.Brown@Centerplate.com                    | www.Centerplate.com                     |
| PF    | Chelsea Hotels                               | New York, NY         | Garette Ziem                | 212-651-3855      | garette.ziem@chelseahotels.com                | www.chelseahotels.com                   |
| 1204  | Cheyenne Mountain Resort                     | Colorado Springs, CO | Penny Bergsten              | 719-492-4412      | pbergsten@cheyennemountain.com                | www.cheyennemountain.com                |
| 1003  | Colorado Convention Center                   | Denver, CO           | Rich Carollo                | 303.228.8075      | rcarollo@denverconvention.com                 | www.denverconvention.com                |
| 811   | Colorado Meetings & Events Magazine          | Centennial, CO       | Bob Haddad                  | 303-617-0548      | Bob.Haddad@tigerok.com                        | www.meetingsmags.com                    |
| 1104  | Colorado Springs CVB                         | Colorado Springs, CO | Katherine Reak              | 719-685-7632      | kathy@visitcos.com                            | www.visitcos.com                        |
| 1207  | Crested Butte Mountain Resort                | Denver, CO           | Pamela Feeley               | 303-513-7711      | pfeeley@cbmr.com                              | www.skicb.com                           |
| 1200  | Crowne Plaza Denver Downtown                 | Denver, CO           | Michelle Jaramillo          | 720-269-3251      | mjaramillo@dhmhotels.com                      | www.crowneplaza.com                     |
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| 704   | Destination Quebec - Tourism Quebec          | Chicago, IL          | Annemarie Heidbueche        | 312-573-1849      | Qcah@aol.com                                  | www.QuebecOriginal.com                  |
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| 1000  | Elitch Gardens Theme and Water Park          | Denver, CO           | Cindy Hann                  | 303-595-4386 x213 | chann@elitchgardens.com                       | www.elitchgardens.com                   |
| 1307  | Embassy Suites Denver Stapleton              | Denver, CO           | Jessica Harding             | 720 587 5085      | jessicah@eshgateway.com                       | www.embassysuitesdenverstapleton.com    |
| 1007  | Embassy Suites Denver Downtown CC            | Denver, CO           | Joanne Devine, CMP, CSAE    | 303-592-1000      | Joanne.Devine@embassysuitesdenverdowntown.com | embassysuites3.hilton.com               |
| 401   | Estes Park Conference Center                 | Estes Park, CO       | Karen Shea Hamel            | 970-577-3910      | klynch@estes.org                              | www.estes.org                           |
| 1106  | Event Squid                                  | Pierre, SD           | Janice Bartels              | 605-494-0254      | jbartels@adburner.com                         | www.eventsquid.com                      |
| 905   | ExecuCar and zTrip                           | Denver, CO           | Aaron Lackey                | 303-316-3803      | aaron.lackey@veoliatransportation.com         | www.veoliatransportation.com            |
| 202   | Four Seasons Hotels and Resorts              | Irving, TX           | Melissa Quest Hays          | 404-249-1580      | Melissa.hays@fourseasons.com                  | www.four-seasons.reservationcounter.com |
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| 1205  | GoBreck, Breckenridge CVB                    | Breckenridge, CO     | Donna Horii                 | 970-453-5068      | dhorii@gobreck.com                            | www.gobreck.com                         |
| 906   | Grand Junction VCB                           | Grand Junction, CO   | Marci Kurronen              | 720-346-5139      | sales@gjcity.org                              | www.gjcity.org                          |
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| 303   | Greater Fort Lauderdale CVB                  | Fort Lauderdale, FL  | Stacy Copeland              | 954-767-2460      | scopeland@broward.org                         | www.broward.org                         |
| 805   | Greater Houston CVB                          | Houston, TX          | Cahal Mowery CMP            | 713-437-5226      | cmowery@visithouston.com                      | www.visithouston.com                    |
| 1502  | Green Valley Ranch Resort and Spa            | Henderson, NV        | Fiona Dwyer                 | 702-617-7717      | fiona.dwyer@stationcasinos.com                | www.greenvalleyranch.com                |
| 700   | Hermes Chauffeured Services                  | Denver, CO           | Kevin Hedican               | 303-577-7601      | kevin@hermesworldwide.com                     | www.hermesworldwide.com                 |
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| 1201  | Kimpton Hotels and Restaurants               | Denver, CO           | Jason Landers               | 303-294-3008      | jason.landerson@hotelmonaco.com               | www.hotelmonaco.com                     |
| 306   | Landry's Concepts                            | Denver, CO           | Taryn Hohman                | 303-561-4487      | thohman@ldry.com                              | www.landrysinc.com                      |
| 1100  | Lanyon                                       | Dallas, TX           | Evan Carr                   | 972-362-6123      | Evan.Carr@lanyon.com                          | www.lanyon.com                          |
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| 1409  | Los Angeles Tourism & Convention Board       | Los Angeles, CA      | Neil Johnson CMP            | 702-778-0782      | njohnson@latourism.org                        | www.latourism.org                       |
| 1409  | LA/Los Angeles Athletic Club                 | Los Angeles, CA      | Teri Onorato                | 213-630-5282      | ppadilla@latourism.org                        | www.latourism.org                       |
| 1409  | LA/Universal Studios Hollywood               | Universal City, CA   | Jennifer Marr               | 800-864-8377      | ppadilla@latourism.org                        | www.latourism.org                       |
| 1602  | Madison Avenue Signs                         | Columbia, MD         | Ashley Shoen                | 301-470-1502      | ashoen@meetingsigns.com                       | www.meetingsigns.com                    |
| 1503  | Marriott Global                              | Washington, DC       | Richard Schneck             | 202-328-2964      | richard.schneck@marriott.com                  | www.marriott.com                        |
| 1508  | Meet Minneapolis                             | Minneapolis, MN      | Nathan Hermiston            | 612-767-8132      | nathanh@minneapolis.org                       | www.minneapolis.com                     |
| 904   | Meet Puerto Rico                             | Chicago, IL          | Aileen Laracuente           | 312-840-8090      | alaracuente@meetpuertorico.com                | www.meetpuertorico.com                  |
| 1402  | Milestone Internet Marketing, Inc.           | Santa Clara, CA      | Bob Kippola                 | 408-200-6897      | bob.k@milestoneinternet.com                   | www.milestoneinternet.com               |
| 605   | Millennium Harvest House Boulder             | Boulder, CO          | Kate Bleakley               | 303-443-3850      | kate.bleakley@millenniumhotels.com            | www.millenniumhotels.com                |



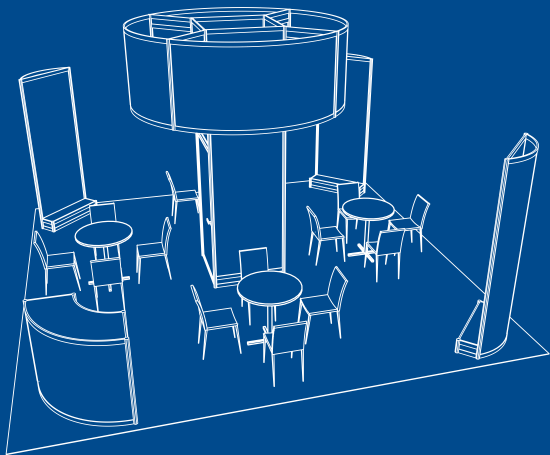
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| 1603  | Monterey County CVB                         | Monterey, CA          | Michelle Carlen           | 831-657-6416      | michelle@seemonterey.com                  | www.seemonterey.com                    |
| 1005  | Myrtle Beach Convention Center              | Myrtle Beach, SC      | Rita Harrell              | 843-918-1236      | rharrell@cityofmyrtlebeach.com            | www.cityofmyrtlebeach.com              |
| 1105  | Noble Productions, Inc.                     | Highlands Ranch, CO   | Stuart Noble              | 303-434-1172      | stuart@nobleproductionsinc.com            | www.nobleproductionsinc.com            |
| 1400  | Omni Hotels & Resorts                       | Beverly Hills, CA     | Charina De la Cruz Mrs    | 818-396-5333      | cdelacruz@omnihotels.com                  | www.omnihotels.com                     |
| 201   | Park City Chamber/CVB                       | Park City, UT         | Carolyn Creek-McCallister | 435-658-9606      | carolyn@visitparkcity.com                 | www.visitparkcity.com                  |
| PF    | Pasadena CVB                                | Pasadena, CA          | Sindy Schiller            | 626-844-0788      | sschiller@visitpasadena.com               | www.visitpasadena.com                  |
| 706   | Philadelphia CVB                            | Philadelphia, PA      | James Delmar              | 215-636-3323      | James@discoverPHL.com                     | www.discoverPHL.com                    |
| 1501  | POSADAS USA                                 | Miami, FL             | Casimiro Ramirez, CS      | 682-554-6492      | casimiro.ramirez@posadas.com              | www.posadas.com                        |
| 501   | Preferred Hotels and Resorts                | Sacramento, CA        | Jennifer Collins          | 916-570-3849      | jcollins@preferredhotelgroup.com          | www.preferredhotelgroup.com            |
| 1510  | Premier Charters                            | Golden, CO            | Ryan Benjamin             | 303-289-2222      | ryan@ridepremier.com                      | www.ridepremier.com                    |
| 1506  | PSAV  | Denver, CO            | Wendy Rubenkoenig         | 303-352-2410 2410 | wrubenkoenig@psav.com                     | www.psav.com                           |
| 402   | Renaissance Denver Hotel                    | Denver, CO            | Raya Roll                 | 303 336-5217      | Raya.Roll@renaissancehotels.com           | www.renaissancehotels.com              |
| 1305  | Sacramento CVB                              | Sacramento, CA        | Betsy Longmire            | 916-808-7275      | blongmire@visitsacramento.com             | www.visitsacramento.com                |
| 204   | SAGE/Courtyard & Residence Inn Denver SW    | Denver, CO            | Ashley Johnson            | 303.501.1590      | Ashley.johnson@residenceinndenversw.com   | www.sagehospitality.com                |
| 204   | SAGE Hospitality                            | Denver, CO            | Annemarie Lombard         | 720-889-4715      | Annemarie.Lombard@TheCurtis.com           | www.sagehospitality.com                |
| 204   | SAGE/Marriott Denver Airport Gateway        | Denver, CO            | Danielle Primeaux         | 303-371-1668      | danielle.primeaux@diamarriott.com         | www.sagehospitality.com                |
| 204   | SAGE/SpringHill Suites Denver Downtown      | Denver, CO            | Doug Lambourne            | 720-439-2886      | doug.lambourne@springhillsuitesdenver.com | www.sagehospitality.com                |
| 204   | SAGE/The Oxford and Crawford Hotels         | Denver, CO            | Emily Crane               | 303-628-5482      | emily.crane@sagehospitality.com           | www.sagehospitality.com                |
| 1306  | San Diego Tourism Authority                 | San Diego, CA         | Ernie Rossow              | 619-557-2833      | erossow@sandiego.org                      | www.sandiego.org                       |
| 1301  | San Francisco Marriott Marquis              | San Francisco, CA     | Chris Meadors             | 415-442-6120      | chris.meadors@marriott.com                | www.sfmarriottmarquis.com              |
| 1308  | San Francisco Travel Association            | San Francisco, CA     | Marco Rodriguez CMP       | 415-227-2618      | mrodriguez@sanfrancisco.travel            | www.sanfrancisco.travel                |
| 1300  | San Mateo County / Silicon Valley CVB       | Burlingame, CA        | Karla Cruz Najera         | 650-348-7600      | karla@smccvb.com                          | www.smccvb.com                         |
| 1006  | Snowmass Tourism                            | Snowmass Village, CO  | Jim O'Leary               | 970-922-2232      | joleary@snowmass tourism.com              | www.snowmass tourism.com               |
| PF    | Sports Authority Field at Mile High Stadium | Denver, CO            | Anna Marie Marcus CMP     | 720-258-3067      | AnnaMarie.Marcus@Broncos.nfl.net          | www.sportsauthorityfieldatmilehigh.com |
| 1500  | Starwood Hotels and Resorts                 | Denver, CO            | Deseri Martinez           | 303-626-2508      | Deseri.Martinez@Sheraton.com              | www.starwoodhotels.com                 |
| 504   | Stonebridge Companies                       | Denver, CO            | Judy Esterbrook           | 303-880-8809      | jesterbrook@sbcos.com                     | www.sbcos.com                          |
| 1302  | Team San Jose                               | San Jose, TX          | Wendy Frank               | 480-629-8804      | wfrank@sanjose.org                        | www.sanjose.org                        |
| 901   | Telluride Ski Resort                        | Telluride, CO         | Allison Grassetti CMP     | 970-728-7432      | agrassetti@telski.com                     | www.tellurideskiresort.com             |
| 403   | the ART, a hotel                            | Denver, CO            | Justin Bird               | 303-572-8000      | jbird@theearthoteldenver.com              | www.theearthoteldenver.com             |
| 900   | The AXS Group                               | Denver, CO            | Nicole Marsh              | 303-623-1492      | nicole@theaxs group.com                   | www.theaxs group.com                   |
| 1107  | The Broadmoor                               | Colorado Springs, CO  | Jeremy Wilson             | 719-471-6230      | JWILSON@broadmoor.com                     | www.broadmoor.com                      |
| 1001  | The Fort Restaurant                         | Morrison, CO          | Jennefer Weeks            | 303-697-2282      | banquets@thefort.com                      | www.thefort.com                        |
| 1404  | The Hyatts of Colorado                      | Castle Rock, CO       | Rowland Cheeks            | 720-733-2704      | rowland.cheeks@hyatt.com                  | www.hyatt.com                          |
| 603   | The Lodge at Flying Horse                   | Colorado Springs, CO  | Lee Reijgers              | 719-487-2662      | lreijgers@flyinghorseclub.com             | www.flyinghorseclub.com                |
| 902   | The Peaks Resort and Spa                    | Telluride, CO         | Shayla Kraft              | 970-728-2567      | SKraft-Cox@thepeaksresort.com             | www.thepeaksresort.com                 |
| 500   | The Sebastian Vail                          | Vail, CO              | Vivian Shaw               | 970-477-8039      | vshaw@thesebastianvail.com                | www.thesebastianvail.com               |
| 606   | The Steamboat Grand                         | Steamboat Springs, CO | Karen Schneider           | 970-871-5544      | kschneider@steamboat.com                  | www.thesteamboatgrandhotel.com         |
| 1403  | Tourism Santa Fe                            | Santa Fe, NM          | Kim Harmon                | 505-955-6228      | kaharmon@santafenm.gov                    | www.santafenm.gov                      |
| 1507  | United Airlines                             | Chicago, IL           | Laura St. Germain         | 949-932-0531      | Laura.StGermain@united.com                | www.united.com                         |
| 1408  | UNIVERSITY of the ROCKIES                   | Denver, CO            | Natalie Weaver            | 720-401-4563      | Natalie.weaver@rockies.edu                | www.rockies.edu                        |
| 808   | Vail Resorts Meetings & Events              | Broomfield, CO        | Ellen Collins, CMP        | 303-881-7167      | ECollins@vailresorts.com                  | www.vailresorts.com                    |
| 1504  | Vancouver CVB                               | Vancouver, BC         | Shannon Donegani          | 604-631-2826      | sdonegani@tourismvancouver.com            | www.tourismvancouver.com               |
| 1604  | Visit Anchorage                             | Anchorage, AK         | Marlene Geils             | 907-257-2336      | mgeils@anchorage.net                      | www.anchorage.net                      |
| 100   | Visit Aurora                                | Aurora, CO            | Justin Clark              | 303-326-8697      | justinclark@visitaurora.com               | www.visitaurora.com                    |
| 101   | Visit Baltimore                             | Baltimore, MD         | Sheila Provenzano         | 312-846-6578      | sprovenzano@baltimore.org                 | www.baltimore.org                      |
| 102   | Visit Billings                              | Billings, MT          | Vicki-Lynn Terpstra       | 406-248-4111      | Vicki-Lynn@VisitBillings.com              | www.VisitBillings.com                  |
| 1004  | Visit Casper                                | Casper, WY            | Daniel Fulton MBA         | 307-234-5362      | daniel@visitcasper.com                    | www.visitcasper.com                    |
| 103   | Visit Charlotte                             | Charlotte, NC         | Brant Henkel CMP          | 704-331-2705      | brant.henkel@visitcharlotte.com           | www.visitcharlotte.com                 |
| 1407  | Visit Cheyenne                              | Cheyenne, WY          | James Walter              | 307-778-0182      | jim@cheyenne.org                          | www.cheyenne.org                       |
| 903   | VISIT Denver                                | Denver, CO            | ReBecca Dillahunty, CMP   | 303-571-9422      | rdillahunty@visitdenver.com               | www.visitdenver.com                    |
| 104   | Visit Fort Collins                          | Fort Collins, CO      | Erik Barstow              | 973-631-7312      | ebarstow@ftcollins.com                    | www.ftcollins.com                      |
| 105   | Visit Indy                                  | Indianapolis, IN      | Nicole Perry CASE         | 317-262-8226      | nperry@visitindy.com                      | www.visitindy.com                      |
| 1406  | VISIT Milwaukee                             | Milwaukee, WI         | Megan Husband             | 414-303-0459      | mhusband@milwaukee.org                    | www.milwaukee.org                      |
| 1303  | Visit Newport Beach, Inc.                   | Newport Beach, CA     | Amanda Kliem              | 949-467-2743      | Amanda@visitnewportbeach.com              | www.visitnewportbeach.com              |
| 107   | Visit Phoenix                               | Phoenix, AZ           | Dennis Park               | 602-452-6246      | dpark@visitphoenix.com                    | www.visitphoenix.com                   |
| 200   | Visit Salt Lake                             | Salt Lake City, UT    | Diane Utley               | 801-534-4937      | dutley@visitsaltlake.com                  | www.visitsaltlake.com                  |
| 106   | Visit Tucson                                | Tucson, AZ            | RoxAnne Erickson          | 520-770-2120      | rerickson@visittucson.org                 | www.visittucson.org                    |
| 203   | Visit Vail Valley                           | Vail, CO              | Tina Schwab               | 970-477-4007      | tina@visitvailvalley.com                  | www.visitvailvalley.com                |
| 1405  | Warwick Denver Hotel                        | Denver, CO            | Alex Wigton               | 303-318-7293      | awigton@warwickhotels.com                 | www.warwickhotels.com                  |
| 1202  | White Lodging Hotels of Colorado            | Broomfield, CO        | Angela Blackstock         | 720-587-3003      | angela.blackstock@renaissanceflaton.com   | www.renaissanceflaton.com              |

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2:30 - 3:15 PM ~ 2<sup>ND</sup> CONCURRENT BREAKOUT SESSIONS (6)**OUTLOOK TIPS & TRICKS EVERY MEETING  
PLANNER NEEDS TO KNOW<sup>†</sup> - Room 501/02****Dawn Bjork Buzbee, MCT**

The Software Pro<sup>®</sup> Microsoft Office expert trainer  
www.TheSoftwarePro.com




Do you ever feel overwhelmed by email? Do you struggle to get through all of your messages so you can focus on other priorities? Join this session to discover the shortcuts and secrets to be more productive with Outlook. You will take away Outlook tips and tricks to work faster, smarter, and savvier.

After attending this session, the attendee will be able to:

- Discover over 100 Microsoft Outlook keyboard shortcuts that impress even experienced Outlook users
- Learn strategies in Outlook to organize, search, and prioritize your messages
- Find out how to customize Outlook to increase your Productivity

**HOW AIRPORTS AND DENVER INTERNATIONAL AIRPORT  
IN PARTICULAR ARE TRANSFORMING TO BECOME MORE  
CUSTOMER-FOCUSED<sup>†</sup> - Room 401**

**Stacey Stegman**  .75 Clock Hour - DOMAIN G. MEETING OR EVENT DESIGN, subskill- 19.04- Coordinate Transportation

Senior Vice President of Communications  
and Marketing  
Denver International Airport  
www.flydenver.com


Stacey will talk about how Denver International Airport (DIA), the 5th busiest airport in the United States and 15th busiest airport in the world, is transforming its customer experience. DIA will be turning 20 this year. It will open its new hotel and public plaza this fall, and the new rail line and terminal train station will connect the airport to downtown Denver in 2016. Learn how this vibrant airport is using more data to learn about its customers and respond to customer needs and wants in order to be America's favorite connecting hub, where the Rocky Mountains meet the world.

After attending this session, the attendee will be able to:

- Learn from an industry case study how to successfully transform the customer experience
- Discover how to use data to better understand customers
- Identify strategies to effectively respond to customer wants and needs

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**DO YOU HAVE THEM AT HELLO?<sup>†</sup> - Room 402/04**

**Sarah Michel, CSP**  .75 Clock Hour - DOMAIN G. MEETING OR EVENT DESIGN

Vice President Professional Connexity  
Velvet Chainsaw Consulting  
www.VelvetChainsaw.com

Two-thirds of attendees at annual meetings are now first-timers, which means you have to be constantly educating and facilitating networking for the newcomers. This presents a big opportunity if you can convert them into regulars with a great attendee on-boarding process that engages them at "Hello!" Discover great ideas to bring the newbies into the tribe and actually tap them for conference and content ideas.

After attending this session, the attendee will be able to:

- Learn creative and budget-friendly solutions for how to convert first-timers into raving loyal attendees
- Learn how to deliver on your conference networking promise by intentionally designing for it before, during and after your meeting
- Discover how to improve your ROA (return on attendance) for all attendees and facilitate strategic connections for your newbies to improve the value proposition of your meeting

**TAKE YOUR CAREER INTO YOUR OWN HANDS<sup>†</sup>  
- Room 505/06****Kathleen Winsor-Games**

The Winsor Group, Inc.

www.thewinsorgroup.com

What would it look like if you were driving your career according to your personal values, vision, and strengths? How would it feel if you had choices and your expertise was sought out by recruiters and top companies? In today's world of work, it's no longer enough to show up and do a great job. What's required is the ability and know-how to take your career into your own hands. If you are ready to boost your career success and take things to the next level, you won't want to miss this session.

After attending this session, the attendee will be able to:

- Hands-on methods for shifting from reactive mode to proactive strategies in your career
- Keys to strengthen the effectiveness of your current career strategy, using our Career Strategy Scorecard
- Secrets of successful Personal Branding and action steps for boosting your brand



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**THE CURIOSITY OF CHANGE: WAKE UP YOUR CURIOSITY TO  
ADAPT AND INNOVATE!<sup>†</sup> - Room 503/04**

**André van Hall**  .75 Clock Hour - DOMAIN J. PROFESSIONALISM

The Curiosity Instigator  
www.andrevanhall.com

Becoming a Change Leader is critical, whether you are a leader or individual contributor. But beyond simply "embracing" change, how can you instigate positive change - and quickly adapt to disruptive change? Curiosity is the key. Curiosity leads to breakthrough thinking! In his leading-edge, humorous, and sometimes edgy keynote and workshop, André van Hall inspires leaders and teams to adopt an attitude of curiosity.

After attending this session, the attendee will be able to:

- Actively seek out positive, purposeful change
- Readily adapt to environmental change
- Anticipate and be on the forefront of change

**DIGITAL MARKETING STRATEGIES AND TACTICS TO DRIVE  
MORE GROUP BUSINESS VIA SOPHISTICATED INTERNET  
MARKETING TECHNIQUES<sup>†</sup> - Room 405/06**

**Bob Kippola**  .75 Clock Hour - DOMAIN I. MARKETING

Milestone Internet Marketing, Inc.  
www.milestoneinternet.com

This program will demonstrate how additional group business can be obtained via social media marketing, website marketing, local optimization and other technologies. Milestone's world renowned Hotels to HTMLs series of workshops and seminars offer practical internet marketing strategies that have worked for hundreds of hoteliers and lodging industry managers. This seminar educates the participants about the latest and greatest in the internet marketing domain. Participants will walk away with productive, real-life tips of what they can do immediately to enhance their business by utilizing the internet.

After attending this session, the attendee will learn:

- How does Social Media play into attracting Group Business?
- What are the key conversion elements on a website which both attracts and successfully captures group business?
- What additional technology products are available to attract and convert group business?




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<sup>†</sup> Available on-demand after the program



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3:45 - 4:30 PM ~ 3<sup>RD</sup> CONCURRENT BREAKOUT SESSIONS (6)

## USING YOUR BRAIN TO WIN IN TODAY'S HYPER PACED WORLD <sup>†</sup> - Room 401

**Holly Green**

Architect of Pause™ & Thinking to Thrive Expert  
The Human Factor

[www.thehumanfactor.biz](http://www.thehumanfactor.biz)




The human brain is an amazing tool. Yet, many of its built-in thought patterns and ways of working do not serve business leaders well. The brain can process large amounts of information. It has a real talent for forming patterns and connections. And it loves to answer questions and solve problems. It also has a tendency to see what it expects to see, overlook data that contradicts its prevailing view of the world, and have greater confidence in its decision-making abilities than it should. In order to become more effective leaders, we need a much deeper understanding of how our brain works and how it often gets in the way of winning. Leveraging the latest in neuroscience, in this session, you'll get tools, techniques and tips for learning how to use your brain to win every day. You'll practice playing with your brain and walk away with practices you can immediately put to use to be even more successful!

After attending this session, the attendee will be able to:

- Understand how and why your brain works the way it does
- Learn how to slow down to go fast
- Play with your brain to practice questioning the right answer and staying clear on winning

## LET'S GET ENGAGED - UNLEASHING THE LEAD- GENERATING POWER OF LINKEDIN <sup>†</sup> - Room 402/04

**Debra Jason**  .75 Clock Hour - DOMAIN I. MARKETING  
The Write Direction

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




I've discovered that many people who are on LinkedIn don't know how to make the most of their experience. They are baffled by what to do once they are there. My goal is to eliminate the mystery and demonstrate how meeting professionals can maximize their experience on the social network, discover how much fun getting engaged can be, and how it can help them grow their businesses. With more than 300 million members - and millions more connecting weekly - LinkedIn is the world's largest professional network on the Internet. As one of the top 5 social networking platforms being used by marketers, it's a productive business tool meeting professionals should have in their marketing toolbox.

After attending this session, the attendee will be able to:

- Create a robust profile that portrays them in their best light
- Strategically place keyword phrases in 6 profile locations so that prospects find them when searching LinkedIn
- Avoid the biggest mistake people make on LinkedIn
- Initiate engaging interactions & develop relationships that lead to lasting success

## THE BUSINESS OF CREATIVITY - WHAT DOES CREATIVITY COST? MANAGING AND PRICING OUT YOUR MOST VALUABLE ASSET <sup>†</sup> - Room 505/06

**David Merrell**  .75 Clock Hour - DOMAIN B. PROJECT  
CEO/Creative Director MANAGEMENT  
A00 Events, Inc.

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



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In this session, designed for business owners and managers who are on the front lines with clients daily, David Merrell will give you the ways to successfully convey the cost of creativity. Learn how to straddle the line between client budgets and designers' great ideas. Discover how to convey those great ideas in such a way to increase a budget. Join the conversation that all owners have - how to clear the everyday hurdles of the creative process like pricing out creativity. And last but not least, learn ways to manage your own creativity and business at the same time, to break boundaries yet not burnout and to live a creative life professionally and personally.

After attending this session, the attendee will be able to:

- Get tips to monetize your creativity and translate to your talents, to the business world
- Learn how to manage unrealistic client expectations between what they want and what they can pay
- Find out how to manage your own creativity to avoid burning yourself and those around you out

## CELEBRATE! LESSONS LEARNED FROM THE WORLD'S MOST ADMIRED ORGANIZATIONS <sup>†</sup> - Room 405/06

**Scott Friedman, CSP**  .75 Clock Hour - DOMAIN E. HUMAN  
RESOURCES

[www.scottfriedman.net](http://www.scottfriedman.net)

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"Celebration" is one of the most effective ways to engage employees, improve team performance and raise productivity. In this entertaining, interactive, content rich session, you will learn how to create a culture of celebration leading to more innovative, authentic, responsive employees. Learn what the most admired organizations are doing to honor, celebrate, engage and retain employees & customers. Learn to create a happier, healthier workplace... one celebration at a time.

After attending this session, the attendee will be able to:

- Create a culture of innovation and celebration
- Develop a "celebration mentality" based on gratitude, play, and surprise
- Build deeper connections with both employees and customers

**CRITICAL EXCEL TOOLS FOR THE MEETING PROFESSIONAL - Room 503/04**

**Jim Spellos, CMP**  .75 Clock Hour - DOMAIN B. PROJECT MANAGEMENT  
Meeting U  
[www.meeting-u.com](http://www.meeting-u.com)




Excel can perform so many functions for the meeting professional, from handling budgets, registration, calculating sleeping room rates & determining registration fees. This session is your opportunity to explore all of the functionality that Excel has to offer, and take home with you tools to save you and your organization time and money. By attending this session you will work with and receive over 20 spreadsheets, including 3 designed explicitly for the meetings industry: Rack Rate, Break Even Analysis and Attrition.

After attending this session, the attendee will be able to:

- Identify and use over 15 advanced Excel tools to assist with registration, housing, speaker management and other event functions
- Customize graphs and other conditional formatting features for support in marketing your facility or event
- Identify and use advanced tools such as Pivot Tables and working with multiple worksheets

**LEADERSHIP TODAY<sup>†</sup> - Room 501/02**

**Michael Dominguez, CHSE**  .75 Clock Hour - DOMAIN J. PROFESSIONALISM

Senior Vice President, Global Hotel Sales MGM Resorts International; Immediate-Past Chairman, International Board of Directors, MPI; Executive Committee, US Travel Association; Co-Chair, Meetings Mean Business Coalition; Co-Chair, APEX Taskforce on Piracy



We all understand that the world is quite complex today and the responsibility of leading a team has never been more challenging. In a world of multi-generations, multiple communication platforms and numerous distractions Leadership has become complicated. This session of Leadership Today will help identify the necessary understandings if you are going to be successful in building deep and sustainable teams to ensure that you and your organization not only remain relevant...but even remain! Join us as Michael Dominguez walks us through important leadership structure: *Inverse Leadership, The Importance of Culture, Leading with Humility and starting with building the right team.*

After attending this session, the attendee will be able to:

- Learn what leaders look like today
- Review a case study of a sustainable, successful culture
- Learn why you have to start with the right talent and fit if you are to lead effectively
- Understand why inverse leadership is necessary in today's multi-generational environment

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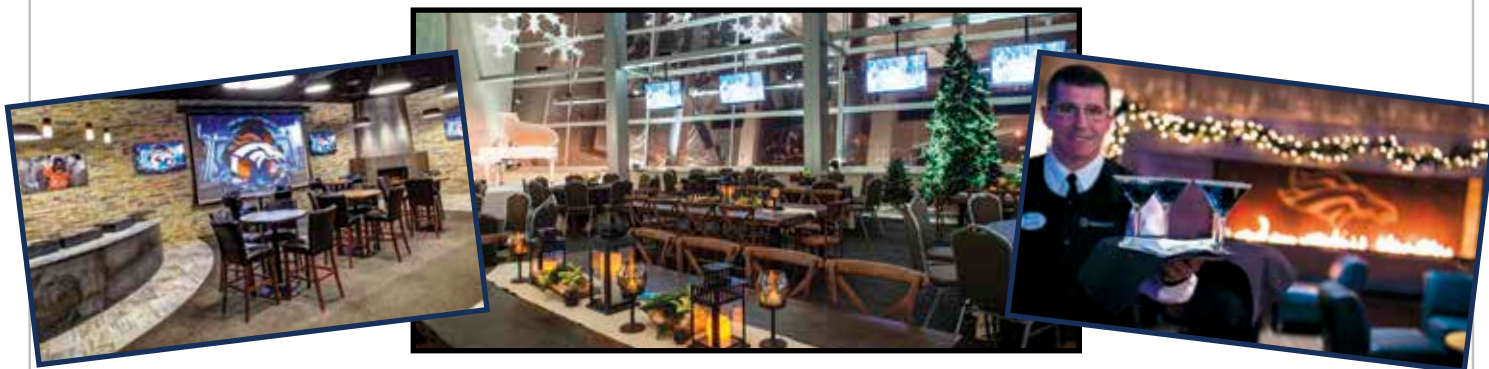


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# 21st Annual Serving Up Hope Luncheon Tuesday, November 4, 2014 D/M DENVER MART



On Tuesday, November 4, 2014, thirteen Colorado hospitality organizations joined forces for the 21st Annual Serving Up Hope Luncheon and raised over \$24,000 for Food Bank of the Rockies' Denver's Table program. A total of 630 industry professionals from around the state were registered.

Serving Up Hope is sponsored by the Meetings Industry Council (MIC) of Colorado ([www.mic-colorado.org](http://www.mic-colorado.org)). MIC is a coalition of professional meetings industry-related organizations. Incorporated in 2000, MIC is a partnership between 13 national and local member organizations either founded in Colorado or within state chapters. Its underlying purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado.



Chefs from local hotels and restaurants provided mouthwatering appetizers, exquisite entrées and delectable desserts. Judges included Paul Fisher, Culinary Services Division Manager at Food Bank of the Rockies, Jackson Lamb, Professor of Hospitality at Metropolitan State University of Denver, and Debbie Taylor, current MIC Chair and Founder of Taylor Made Events & Speakers. The judges awarded prizes in four categories (appetizer/salad, entrée, dessert, and presentation) to the best entries. Culinary awards were given to **range new American west** for Best Appetizer, the **Renaissance Denver Hotel** for Best Entrée, and **Panzano** for Best Dessert, The People's Choice award for presentation went to **Denver Marriott City Center**. Winners received an award tile with artwork designed by Jasmin Godinez, age 14. Godinez is a member of the Owen Boys & Girls Club. Event Chairs **Sidney M. Stoper**, Account Executive J&S Audio Visual and **Kristin Hutton, CMP**, Director of Catering and Events at Denver Union Station, presented awards to all recipients, along with the \$24,000 check to Food Bank of the Rockies President and CEO Kevin Seggelke.



The special Serving Up Hope committee is a group of dedicated and compassionate individuals from the hospitality industry who work together to create a wonderful event with delicious food and fun for a great cause. Everything is donated, so 100% of the proceeds benefit Food Bank of the Rockies and its Denver's Table program.



An additional element of the Serving Up Hope event is the annual food drive competition between the thirteen MIC organizations. This year, over 26,161 pounds of food was donated by attendees – this food is in addition to the \$24,000 raised by the luncheon. Awards for the most food donated per member were given to two organizations – **Christian Meetings and Conventions Association (CMCA)** for the organization with less than 125 members and **Professional Convention Management Association Rocky Mountain Chapter (PCMA)** for the organization with more than 125 members.







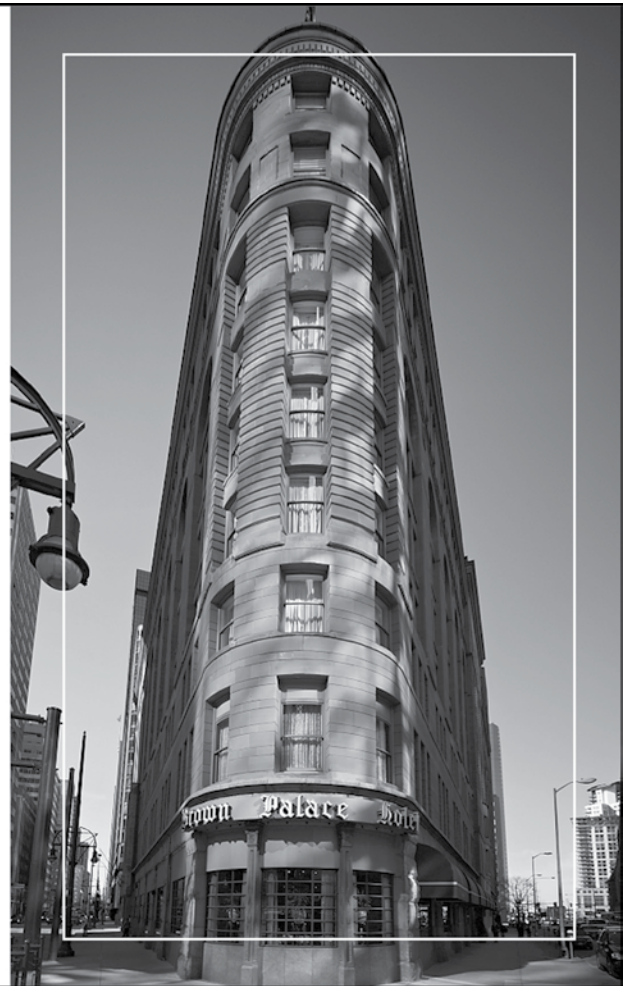
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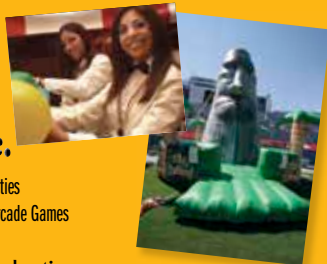
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