



MIC
of Colorado



Meetings Industry Council of Colorado
10th Anniversary Educational Conference and Trade Show
DENVER, COLORADO

WEDNESDAY, MARCH 17, 2010

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National Speakers Association - Colorado (NSA)

Rocky Mountain Chapter Professional Convention Management Association (RMPCMA)

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The Society of Government Meeting Professionals (SGMP)

VISIT DENVER...The Convention & Visitors Bureau (VISIT DENVER)

WELCOME TO THE 10TH ANNIVERSARY MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW



I hope that 2010 is off to a great start for everyone. MIC Colorado has been hard at work planning a fantastic day of education, networking and seeing the latest ideas from local and national supplier partners. We have breakout topics and a general session message that are once again current, relevant and useful.

Many thanks to NSA/Colorado as they have provided an outstanding program of industry experts. We hope you take advantage of the opportunities to network during breaks, over lunch and at the closing reception. The group you are with today represent the leaders in the meetings industry from the Rocky Mountain Region.

We ask that you visit with our industry partners during the trade show as they are eager to showcase their destinations, services and products! Exhibitors will provide you with the latest in education, training and products to better equip you to meet the challenges of your job in today's market place. And, please take a moment to express appreciation to all of our sponsors they all have contributed generously to make our program a success.

My sincere thanks and grateful appreciation to the 2010 MIC members for your steadfast efforts to produce the Conference this year, you are the best! Enjoy the show and thanks for being with us this year.

The Meetings Industry Council (MIC) of Colorado is a coalition of 12 professional meetings industry related organizations whose purpose is to strengthen the relationships between member organizations through communication and cooperation. Welcome to the 10th Anniversary MIC Educational Conference and Trade Show. It's your participation, attendance and support over the years that have allowed us to fulfill that mission! Thank you.

Ken Williams
Chair, Meetings Industry Council of Colorado

Having experienced all that the Meetings Industry Council of Colorado Educational Conference and Trade Show has to offer, we look forward to seeing you next March for our 11th Annual Meeting. Please watch MIC's website for information about the date and location: www.mic-colorado.org.

2010

MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO MEMBER ORGANIZATIONS



Christian Meetings and Convention Association



Colorado Festivals and Events Association



Colorado Society of Association Executives



Hospitality Sales and Marketing Association
International Mile High Chapter



International Association of Exhibitions and Events



International Special Events Society -
Denver Chapter



Meeting Professionals International Rocky
Mountain Chapter



National Speakers Association - Colorado



Rocky Mountain Chapter Professional
Convention Management Association



Rocky Mountain Business Travel Association



The Society of Government Meeting
Professionals Rocky Mountain Chapter



PROGRAM OVERVIEW

MARCH 17, 2010 - 7:30 AM - 6:00 PM

7:30 AM – 8:30 AM

REGISTRATION/ CONTINENTAL BREAKFAST
Governor's Square

8:30 AM – 9:45 AM

CONCURRENT BREAKOUT SESSIONS (5 - GOVERNOR'S SQUARE)

HOW TO NEGOTIATE HOTEL GROUP SALES CONTRACTS IN TODAY'S ECONOMY I - Room 14
Steve Rudner - Sponsored by CMCA

THE ECONOMY: RECESSION AND RECOVERY - Room 12
Mark Snead, PhD - Sponsored by CFEA

ETHICS - A DISCUSSION IN SHADES OF GRAY - Room 11
Terri Breining, CMM, CMP - Sponsored by MPIRMC

LEADERSHIP DEMONSTRATED IN CHALLENGED TIMES – SNAPSHOTS OF SUCCESSES ACHIEVED AGAINST THE ODDS
- Room 15

Tim W. Jackson, CAE, CMP - Sponsored by CSAE

CREATING EVENTS THAT ATTRACT SPONSORS - Room 10
Skye Griffith, CFEE - Sponsored by ISES

9:45 AM – 10:00 AM

BREAK ~ Governor's Square

10:00 AM – 11:15

CONCURRENT BREAKOUT SESSIONS (5 - GOVERNOR'S SQUARE)

HOW TO NEGOTIATE HOTEL GROUP SALES CONTRACTS IN TODAY'S ECONOMY II - Room 14
Steve Rudner - Sponsored by CMCA

WINNING IN THE FEDERAL MARKETPLACE - Room 12
Chip Smith - Sponsored by Experient

CSR/GREEN MEETING METRICS: ACCOUNTABILITY, MEASURABILITY AND ROI - Room 11
Amanda Gourgue, CMP, LEED AP - Sponsored by RMPDMA

BUILDING A STRATEGIC MEETINGS MANAGEMENT PROGRAM - Room 10

Tamara Gordon - Sponsored by RMBTA

TOP FIVE WAYS TO GROW YOUR BUSINESS - Room 15
Colleen Stanley - Sponsored by SGMP

11:30 AM – 1:30 PM

LUNCH - Sponsored by Fort Worth Convention & Visitors Bureau - EMCEE: **SCOTT FRIEDMAN, CSP**

KEYNOTE SPEAKER

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EVEREST, MEETINGS AND OTHER LIFE THREATENING ADVENTURES

Brian O'Malley, CSP

PLAZA BALLROOM A - D

1:30 PM – 3:30 PM

TRADE SHOW ~ PLAZA EXHIBIT AREA

(Suppliers not exhibiting at the 2010 MIC Trade Show are invited to the closing reception on the Trade Show floor from 4:45 to 6:00 pm)

1:45 PM – 3:15 PM

BREAK OUT SESSIONS FOR SUPPLIERS (2)

PROVIDING GREAT SERVICE: GETTING INSIDE THE CUSTOMERS HEAD - Room 14

David Corsun, PhD - Sponsored by HSMAI

PANEL DISCUSSION: SECRETS TO SUCCESS WITH MEETING PLANNERS - Sponsored by NSA - Room 15

Moderator - Dean Savoca

Cari A. "Cas" Strouse, CMM, CMP; Debra A. Beldon, CMP; Steve Kinsley

3:30 PM – 3:45 PM

BREAK ~ Governor's Square

3:45 PM – 4:45 PM - POWER HOUR (2)

PANEL DISCUSSION - THE APPLICATION OF NEW MEDIA TECHNOLOGY TO MEETINGS - Sponsored by RMC-IAEE - Room 15

Moderator - Gina Schreck CSP

Jim Turner; Lucretia Pruitt; John Kanarowski; Amber Naslund

LAUGH-O-NOMICS - THE FUNNY BUSINESS OF CONNECTING HAPPINESS AT WORK TO YOUR BOTTOM

LINE - Room 14

Brad Montgomery, CSP - Sponsored by NSA

4:45 PM – 6:00 PM

RECEPTION AND ENTERTAINMENT - Plaza Exhibit Area

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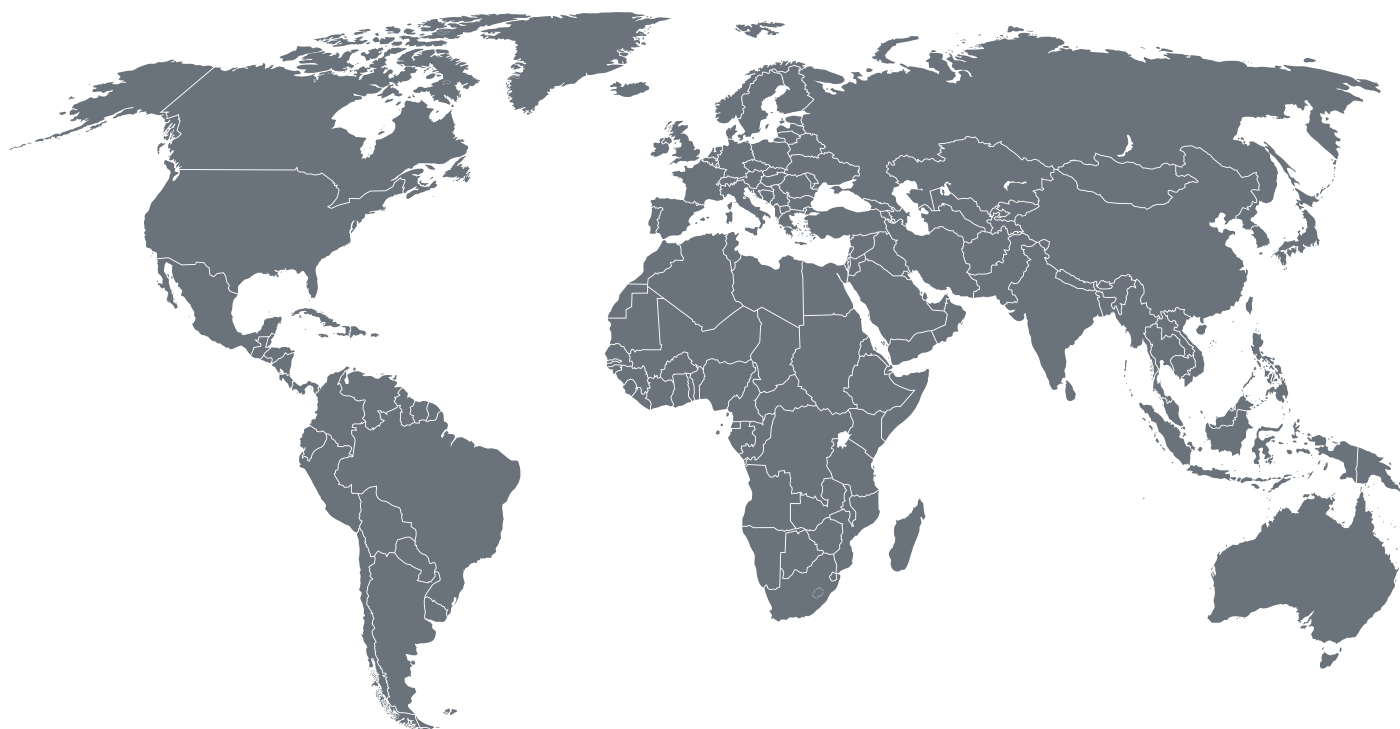


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As a founding member, MPIRMC has supported MIC from the very beginning. We salute MIC by offering a special membership opportunity to the first 10 persons who join MPIRMC at today's conference. Sign up today and you'll receive a complimentary attendance to the April Educational program.

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8:30 - 9:45 AM ~ 1ST CONCURRENT BREAKOUT SESSIONS (5)**How to Negotiate Hotel Group Sales Contracts in Today's Economy**

sponsored by

**Steve Rudner**

Attorney at Law, Rudner Law Offices

www.hotellawyers.com

Are you still working with attrition concepts and clauses that were written twenty years ago? The marketplace, the negotiating table and the courthouse all dictate what our contracts should provide, and each of them have changed considerably.

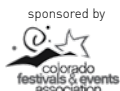
Session one will cover changes in attrition, cancellation, credit for rooms resold, credit towards rebooking and revenue vs profit.

**The Economy: Recession and Recovery****Mark Snead, PhD**

Regional Economist Assistant VP and Branch Executive, Reserve of Kansas City Denver Branch

www.kansascityweb.org

The current global economic downturn is the most severe in seventy years. The responses of Congress and the Federal Reserve have been unprecedented in their magnitude. Amidst these unparalleled economic times lie many unanswered questions about where the economy may be headed. This we know for certain, our economy is traveling in uncharted waters.

**Ethics - A Discussion in Shades of Gray****Terri Breining, CMM, CMP**

Principal, The Breining Group, LLC

All of us that live outside of a cave will deal with ethical dilemmas from time to time. This program focuses on the personal elements of making decisions that are appropriate for us personally and professionally. Explore the tools available when faced with tough decisions, both in business and in everyday life. After participating in this session, you will be able to:

- Use specific decision-making tools when faced with an ethical dilemma.
- Identify elements involved with ethical questions.

**Leadership Demonstrated in Challenged Times – Snapshots of Successes Achieved Against the Odds**

sponsored by

**Tim W. Jackson, CAE, CMP**

Executive Director, Colorado Automobile Dealers Association

www.coloradodealers.org

This fast-paced, action-packed session features examples of leadership provided by entrepreneurs in the face of emerging economic, ethical and business-survival issues. The recession that gripped the nation beginning in late-2008 was the worst on record since the great depression. Investors, workers, risk-takers, capitalists and all Americans faced never-imagined challenges, yet most rode the storm out with vision, optimism and new-found strengths. Most often, the closest people around them didn't recognize the turmoil boiling within. How did they do it? Their example represent the capacity of human abilities that most never have to utilize nor, often, are not aware they were capable of reaching such heights.

Creating Events That Attract Sponsors**Skye Griffith, CFE**

President, Skyline Talent & Events Inc

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Whether your event is for a handful of people or for thousands, an indoor social event, a fundraiser or a large public celebration, the principles of good event design are the same. Learn an event design strategy that makes the event itself a draw for sponsorship.

9:45 - 10:00 AM - BREAK
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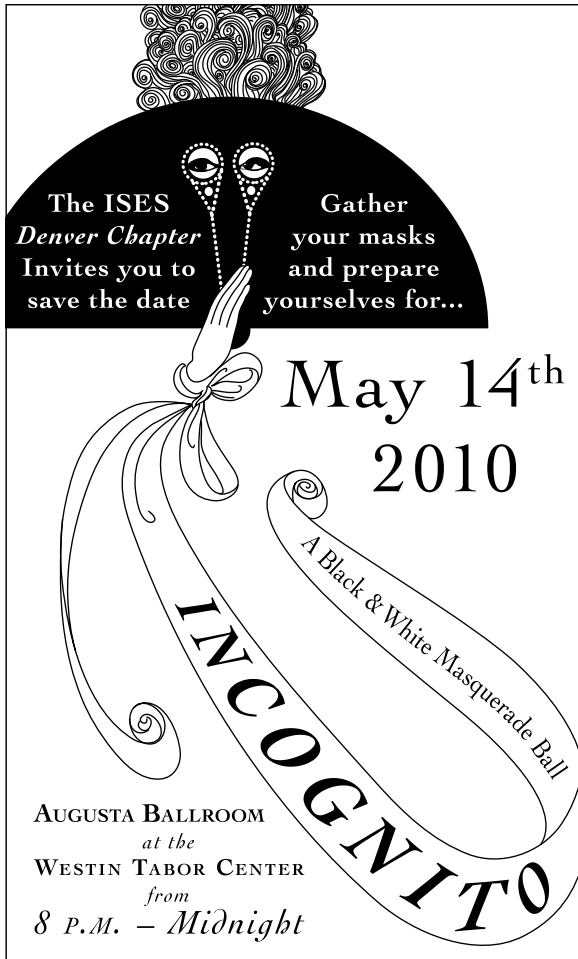
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10th

ANNIVERSARY EDUCATIONAL CONFERENCE AND TRADE SHOW

10:00 - 11:15 AM ~ 2ND CONCURRENT BREAKOUT SESSIONS (5)

HOW TO NEGOTIATE GROUP SALES CONTRACTS IN TODAY'S ECONOMY II

Steve Rudner

Attorney at Law, Rudner Law Offices
www.hotellawyers.com

Are you still working with attrition concepts and clauses that were written twenty years ago? The marketplace, the negotiating table and the courthouse all dictate what our contracts should provide, and each of them have changed considerably.

Session two will cover changes in force majeure, change in ownership or management, renovation and construction, lowest rate guarantee and others.



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WINNING IN THE FEDERAL MARKETPLACE

Chip Smith

Vice President, Government Markets, Experient
www.experient-inc.com

While the Federal government touts "full and open competition" for any opportunity, the reality is you need a combination of proper positioning to win the deal and also following proper contract protocols.

This session is designed to provide you with an overview of the knowledge and needed resources to sell to the Federal government.



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CSR/GREEN MEETING METRICS: ACCOUNTABILITY, MEASURABILITY AND ROI

Amanda Gourgue, CMP, LEED AP

Chief Meeting Revolutionist, Start a Meeting Revolution

www.startameetingrevolution.com

Many of us are now familiar with the need for greener meetings and events. We've had basic education in what we should be doing to green our meetings, but now what? Where do we go from there? If you're struggling with how to build the business case for green events or how and what to measure to demonstrate ROI, then this is the course for you. This course is most suitable for those familiar with CSR/Green concepts and will go into more detail on the execution of fundamentals. However, beginners are more than welcome and will certainly benefit from the knowledge too! Outline of Content: Green Event Measurables - what can be measured? Composting, recyclables, Water Conservation, Energy Efficiency, How to measure it? Accountability - how to ensure what's being said is what's actually done. Certifications, ReSport, BS8901, Eco-Logo. Is self-certification an option? Auditing by independent agencies, ROI. Steps to determining ROI: What is the reason for even holding a green event? What are the specific needs for establishing ROI? What are the best means of measuring ROI?



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BUILDING A STRATEGIC MEETINGS MANAGEMENT PROGRAM

Tamara Gordon

Director, Travel, Meetings, Fleet,
Boston Scientific

www.bostonscientific.com

Drawing from the Strategic Meetings Management Program (SMMP) framework learn how to build the right business case, identify quick wins, and how to start your company's SMMP implementation. Learning objectives include identify opportunities & risk, building a business case, determining the right approach for your environment, and a step-by-step SMMP implementation.



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TOP FIVE WAYS TO GROW YOUR BUSINESS

Colleen Stanley

President, SalesLeadership, Inc.

www.salesleadershipdevelopment.com

It's not who you know....it's who you contact. A business development plan is like a well designed financial portfolio. You need to be clear on your goals, be willing to do what it takes to reach the goal and have a plan with success benchmarks. The plan must be accompanied by influence skills that move contacts to clients.



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11:30 AM - 1:30 PM - LUNCH
Plaza Ballroom A - D

MIC of Colorado would like to extend a hearty Thank You to Dean Savoca and NSA Colorado for their continued support and assistance in coordinating an awesome speaker line up!



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11:30 - 1:30 AM ~ LUNCH / KEYNOTE

EVEREST, MEETINGS AND OTHER LIFE THREATENING ADVENTURES**Brian O'Malley, CSP**

Brian O'Malley is an adventurer, award-winning photographer, author and a Dad. He is the author of the adventure book for children, *The Secret of the Mountains*.

Brian was a member of the American Mount Everest West Ridge Expedition, an experience he relates in his program; "Everest...the challenge in all of us".

Brian's adventures have taken him to South America, North America, the Himalayas, Africa, Asia... and the wilds of Denver International Airport. His home is in Colorado.

His stories of human courage challenge his audiences to live life to its fullest.

Brian's continuing search for danger and excitement has brought him to be here with us today!



Today's ever-changing business environment requires people to go where they have never been before. By applying the skills of an adventurer you will gain a new perspective on your professional challenges and opportunities.

Brian O'Malley's keynotes are a powerful blend of artistry and adventure. His multi-media presentations have entertained, inspired and energized audiences such as; The Washington Post, IBM, Kodak, State Farm, Nordstrom, Merck, National Geographic, Wells Fargo and hundreds more around the world.

Stories fueled by his career experience as an expedition leader, Paramedic, Firefighter, SWAT Team officer and Wish Grantor; Brian will take you on a journey that will inspire you to face your own Mt. Everest.

Brian has the unique ability to connect with an audience on a very personal level and meeting planners' say, "This is the one program you do not want to miss."

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Lunch is sponsored by



**The luncheon is emceed by MIC co-founder
and NSA Colorado Member**

Scott Friedman, CSP



Scott Friedman, CSP, 2004-05 President of the National Speakers Association and co-founding member of MIC of Colorado, is the author of 2 books and co-author of 4 others. Scott's latest book, "Punchlines, Pitfalls and Powerful Programs - Ten Surefire Ways of Adding Humor to Your Presentations," is the perfect resource for those looking to connect with their audience... whoever that may be. Scott outlines effective methods for engaging and educating an audience through humor and storytelling.

www.FunnyScott.com

**1:30 - 3:30 PM TRADE SHOW
PLANNERS & EXHIBITORS ONLY**

Suppliers not exhibiting welcome on the Trade Show floor during the Closing Reception at 4:45

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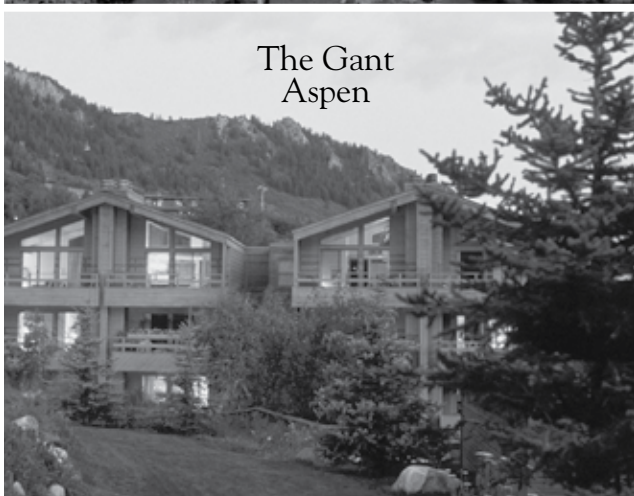
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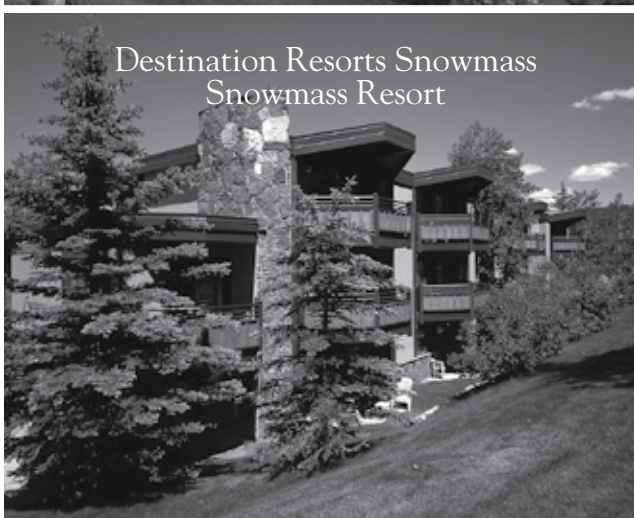
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202	All Mountain Transportation	331 Metcalf Road, Suite B7	Avon, CO 81620	John Thierfelder	970.949.9255	john@vailrides.com
206	Alpine Villa Retreat	POB 4510 2345 Tiger Road	Breckenridge, CO 80424	Elizabeth Hawkins	970.453.4924	elizabeth@alpinelink.com
325	Aruba CVB	76 Wildglen Dr	Suwanee, GA 30024	Pamela Shepherd	678.614.6005	pam@meetaruba.com
702	Austin CVB	301 Congress, Ste 200	Austin, TX 78701	Brian Payne	512.583.7219	bpayne@austintexas.org
203	Beaver Run Coanference Center	316 Parkway Circle North	Fossil Creek, CO 80525-3874	Harry Damm	303.791.2888	skimeet@aol.com
706	Big Sky Resort	PO Box 160001	Big Sky, MT 59716	Brian Mordecai	406.995.5893	bmordecai@bigskyresort.com
705	Billings Mt CVB	815 S 27th St	Billings, MT 59101	Tom Krause	406.869.3731	tom@billingschamber.com
707	Boise CVB	312 S 9th Street Ste 100	Boise, ID 83702	Lori Brown	208.344.7777	lbrown@boisecvb.org
204	Breckenridge CVB	311 S. Ridge Street	Breckenridge, CO 80424	Donna Horii	970.453.5068	dhorii@gobreck.com
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125	Buca di Beppo, Broomfield	615 Flatiron Market Place Drive	Broomfield, CO 80021	Kathy Smoker	303.738.3287	ksmoker@bucainc.com
201	Cable Center, The	2000 Buchtel Blvd.	Denver, CO 80210	Lisza Gulyas	303.871.4022	lgulyas@cablecenter.org
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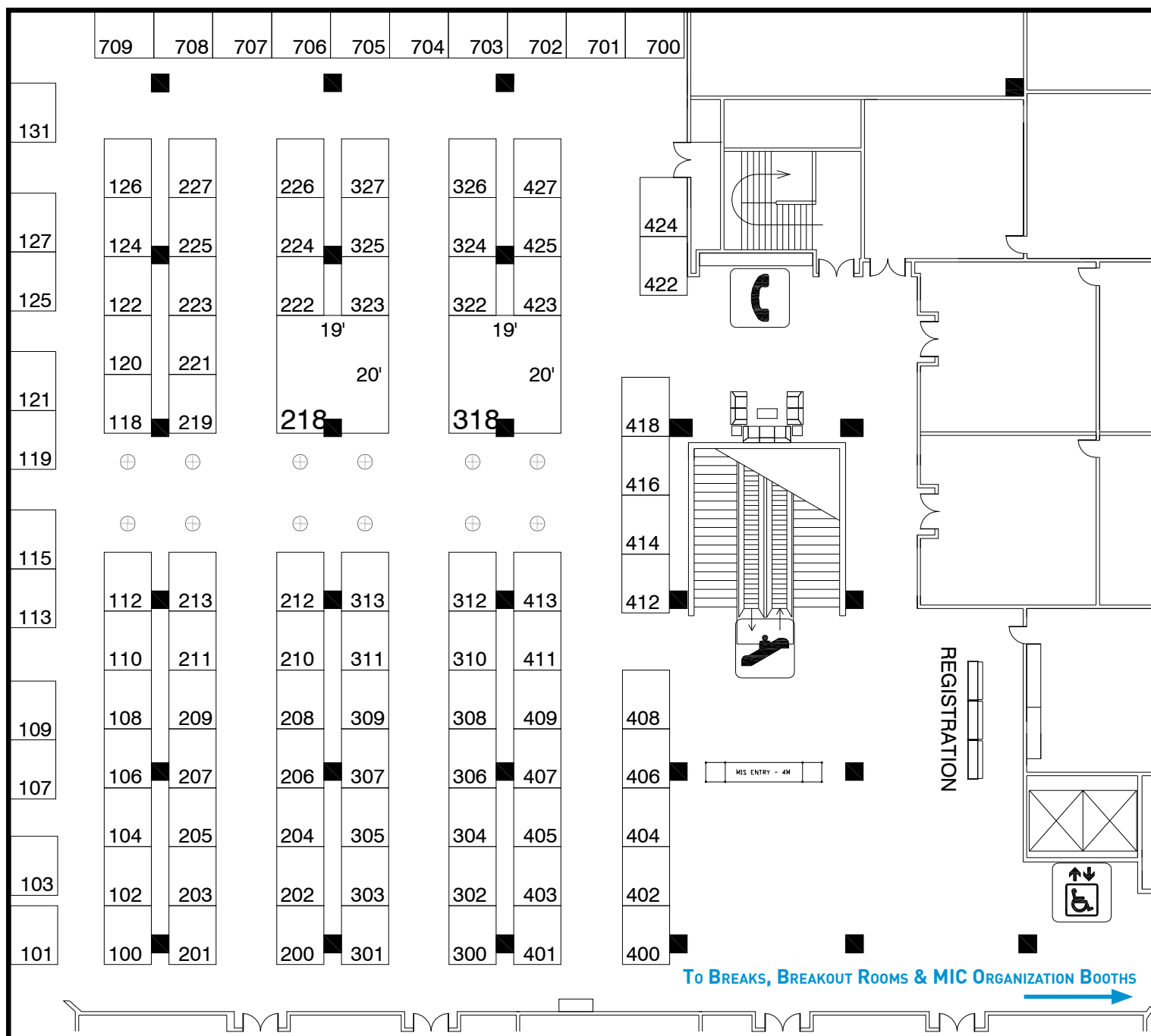
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122	Meetings West	655 Montgomery St., Ste. 900	San Francisco, CA 94111	Keri Mahe	319.861.5135	keri.mahe@meetingsmedia.com
126	Moab Utah Meetings and Events	P.O. Box 550	Moab, UT 84532	Michelle Hill	435.259.1340	events@discovermoab.com
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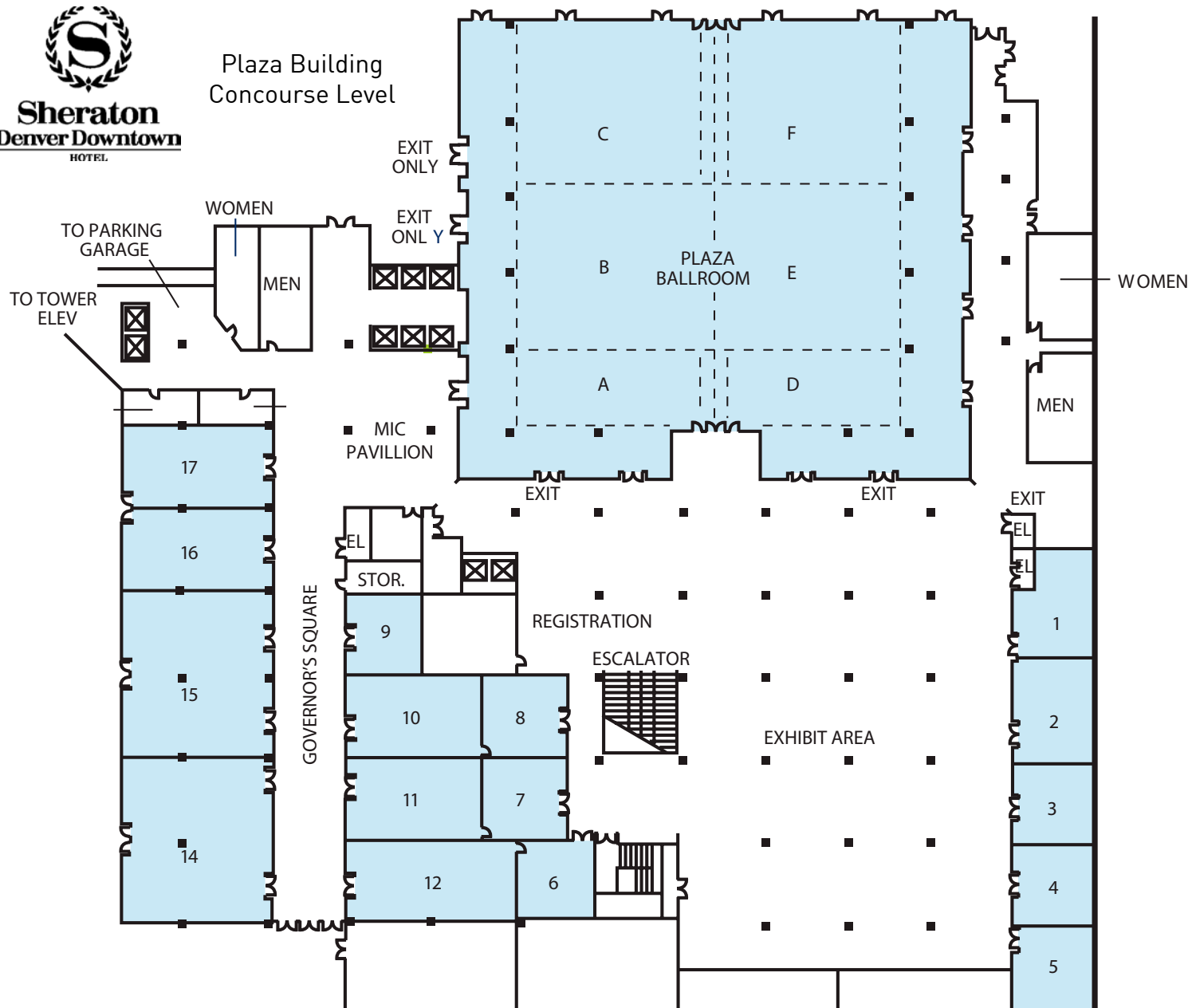
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The benefits of the collaborative efforts of MIC include:

- 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.

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8:30 AM – 9:45 AM

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BUILDING A STRATEGIC MEETINGS MANAGEMENT

PROGRAM - Governor's Square 10

Tamara Gordon - Sponsored by RMBTA

TOP FIVE WAYS TO GROW YOUR BUSINESS -

Governor's Square 15

Colleen Stanley - Sponsored by SGMP

1:45 PM – 3:15 PM

BREAK OUT SESSIONS FOR SUPPLIERS (2)

PROVIDING GREAT SERVICE: GETTING INSIDE THE

CUSTOMERS HEAD - Governor's Square 14

David Corsun, PhD - Sponsored by HSMAl

PANEL DISCUSSION: SECRETS TO SUCCESS WITH

MEETING PLANNERS - Sponsored by NSA -

Governor's Square 15

Moderator - Dean Savoca

Cari A. "Cas" Strouse, CMM, CMP; Debra A. Beldon, CMP; Steve Kinsley

3:45 PM – 4:45 PM - POWER HOUR (2)

PANEL DISCUSSION - THE APPLICATION OF NEW

MEDIA TECHNOLOGY TO MEETINGS! - Sponsored

by RMC-IAEE - Governor's Square 15

Moderator - Gina Schreck CSP

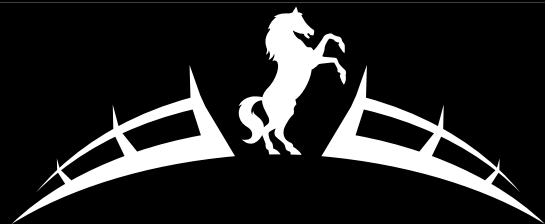
Jim Turner; Lucretia Pruitt; John Kanarowski; Amber Naslund

LAUGH-O-NOMICS - THE FUNNY BUSINESS OF

CONNECTING HAPPINESS AT WORK TO YOUR

BOTTOM LINE - Governor's Square 14

Brad Montgomery, CSP - Sponsored by NSA

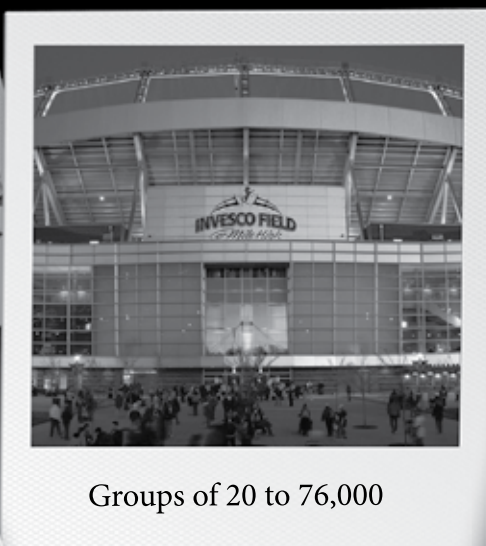


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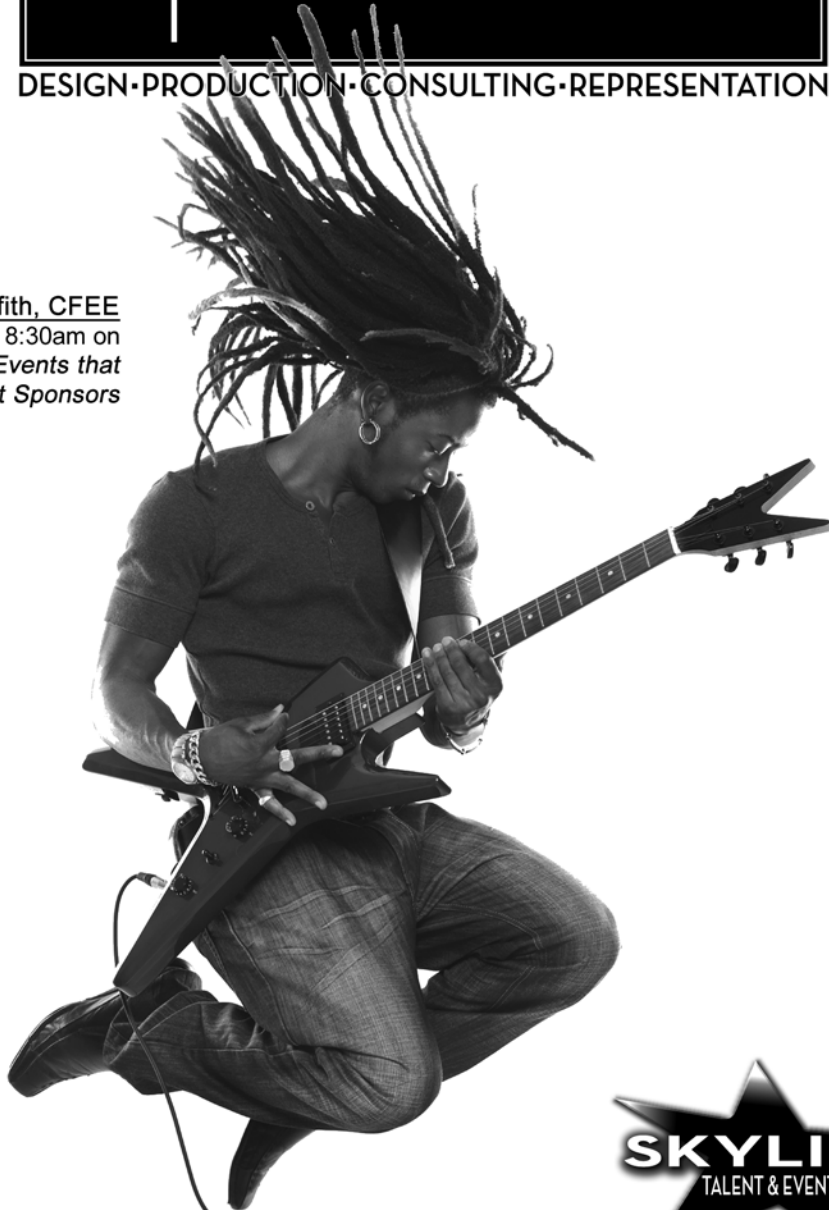
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2010 Events



International Association
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Mark Your Calendar!

Wednesday - February 17
Selling Sponsorships in the Experience Economy

Luncheon - Doubletree Denver North

Wednesday - March 17
MIC of Colorado 10th Anniversary Education Conference and Tradeshow

All Day - Technology Panel hosted by IAEE RMC
Sheraton Downtown Denver Hotel

Wednesday - April 14
Lessons Learned by Exhibitors
Luncheon

Wednesday - May 12
The Art and Science of Tradeshow Marketing
Breakfast

Wednesday - June 16
Reinventing Tradeshow Lifecycles & Trends
Snacks and Cocktails

August
Don Baughman Golf Tournament
Saddleback Golf Club

Wednesday - September 15
Vendor Negotiations Point-Counter-Point
After Hour Refreshments

Wednesday - November 10
Network for the Needy Luncheon
Luncheon - Denver Merchandise Mart - IAEE RMC
Presence and Support

December
Rocky Mountain Chapter Reception at Expo!
Expo! in New Orleans, LA

Please check our website for details and to register.

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Having experienced all that the Meetings Industry Council of Colorado Educational Conference and Trade Show has to offer, we look forward to seeing you next March for our 11th Annual Meeting. Please watch MIC's website for information about the date and location:

www.mic-colorado.org

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1:45 – 3:15 PM BREAKOUT SESSION FOR SUPPLIERS

3:45 – 4:45 PM POWER HOUR (2)

PROVIDING GREAT SERVICE: GETTING INSIDE THE CUSTOMERS HEAD**David Corsun, PhD**

Director & Associate Professor, Daniels College of Business, School of Hotel Restaurant and Tourism Management
www.daniels.du.edu

In this engaging workshop Dr. David Corsun, the Director of The University of Denver, Daniels College of Business, School of Hotel, Restaurant and Tourism Management will discuss the characteristics of service and how understanding your customers will help your staff produce customer delight.



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**SECRETS TO SUCCESS WITH MEETING PLANNER****Dean Savoca (Moderator)**

Performance Consultant, Trainer, Executive Coach & Keynote Speaker

Cari A. "Cas" Strouse, CMM, CMP

Meeting & Events Director, CH2M HILL

Debra A. Beldon, CMP

Vice President, Strategic Account Management, Experient

Steve Kinsley

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- How to get my attention
- What to do and not to do to get my business
- How to respond to an RFP
- How we make decisions and chose vendors
- How associations work and who are the real decision makers
- How to best position your company to build a long lasting relationship.

Don't miss this opportunity to get a behind the scenes view of the meeting planner and get that burning question answered!



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**PANEL DISCUSSION - THE APPLICATION OF NEW MEDIA TECHNOLOGY TO MEETINGS****Gina Schreck, CSP (Moderator)**

President & Co-founder, Synapse 3Di

Jim Turner

Social Media Director & Conference Director, BlogWorld & New Media Expo

Lucretia Pruitt

Director of Social Media, Collective Bias

John Kanarowski

President of Zerista

Amber Naslund

Director of Community, Radian6

Facebook, Twitter, LinkedIn, Plaxo, Flickr, Tweetdeck, hashtags – We hear these terms everyday in our work and social circles. As meeting professionals, it is clear that there's something to the social media arena – but how does it apply to meetings? Join our panelists for a lively investigation of new media relevance to the meeting industry. Our moderator and panelists are current benefactors of new media in to their businesses and will help us understand how we can begin to do the same. Real-time application of technology to meetings – get on Twitter now and you can engage in the conversation, send us your questions, comments and rants by adding this "tag" in each tweet: #mic10. We will also be streaming the session live via the web so be sure to keep an eye out for additional information.



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**LAUGH-O-NOMICS - THE FUNNY BUSINESS OF CONNECTING HAPPINESS AT WORK TO YOUR BOTTOM LINE****Brad Montgomery, CSP**

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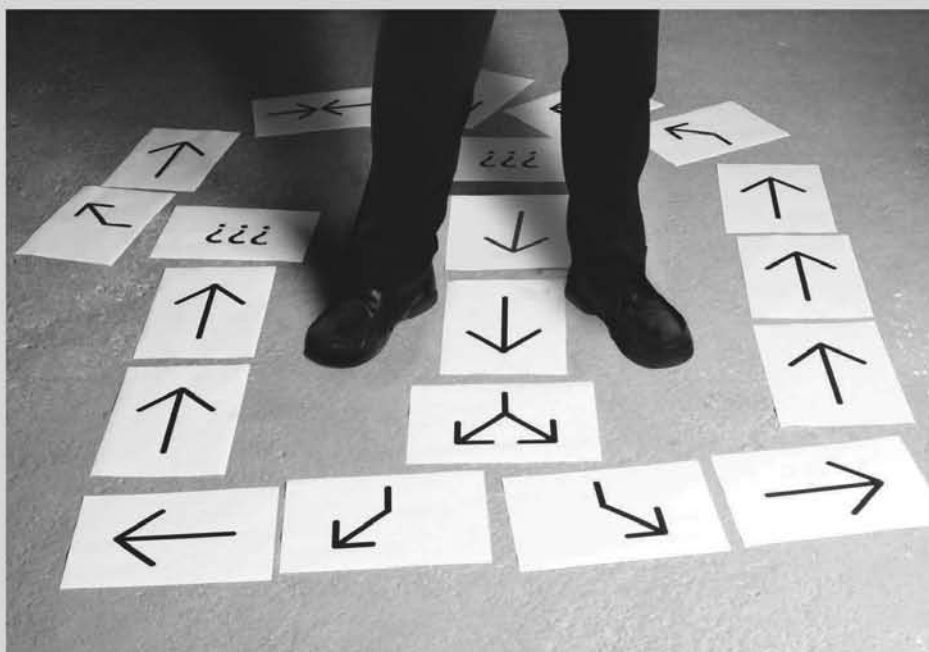


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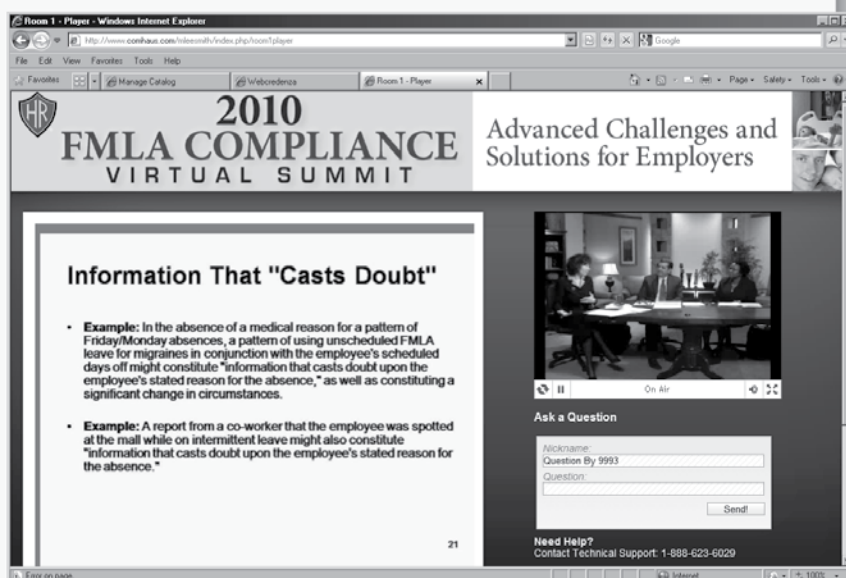
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