



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

February 24, 2011

Dear MPI Northern California Chapter Members:

The nominating committee met on February 18, 2011 to review all members who submitted an application to serve on the 2011-2012 MPINCC Board of Directors. I am pleased to present you the slate of **Officers and Directors for 2011-2012**. Please take a moment to review the candidates and their brief biographies.

MPI policy states that any member may petition the slate. In order to have additional membership nominations, a minimum of 7% of the current MPINCC membership is required to sign a petition for each candidate's position. All petitions must be received no later than March 26, 2011. Written petitions for additional nominations must state the petitioner's desire to be considered and must be for a specific seat or office, naming the individual against whom the petitioner wishes to run. A member must have previously submitted a candidate interest form to be eligible to petition.

In the event of any additional nominations, a special election shall be conducted by electronic ballot to the entire chapter membership. All unopposed nominees will be submitted to MPI Headquarters by March 31, 2011. The 2011-2012 MPINCC Board of Directors will be installed during the Annual Gala and Silent Auction on June 8, 2011. Officers and Directors will officially assume office July 1, 2011 and their positions will conclude on June 30, 2012.

On behalf of the entire nominating committee, we encourage you to support the candidates slated for the 2011-2012 MPINCC Board of Directors. Further, we encourage those who were not selected to serve to continue their active leadership involvement in the chapter.

It has been my pleasure to serve in this capacity. Thank you to the committee for taking the time to deliberate on each applicant's submission, qualifications, and merits.

Warmest regards,

Chad Ammon
Chair, Nominating Committee
MPINCC Immediate Past President

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MPINCC PROPOSED BOARD OF DIRECTORS SLATE 2011-2012

PRESIDENT

Dana Marshall, CMP, CMM, Meetings Defined

Dana has over 20 years of experience in the hospitality industry, including 10 years at Chiron Corporation (now Novartis Vaccines and Diagnostics) as Manager, Meetings and Events. Prior to Chiron, Dana's hotel career spanned 8 years with Harvey Hotel Company, LLC in Texas and the Hyatt Regency, San Francisco where she held management and director-level positions in banquets, catering, convention services and food & beverage. Her experience also includes 4 years with third party meeting management firms in San Francisco.

In 2009, Dana launched a consulting business, Meetings Defined, to help small companies create processes, policies and compliance guidelines for managing their meetings and events.

A member of MPI since 1996, Dana has served the local chapter as Committee Chair/Co-Chair of Hospitality, CMP/CMM, Gala, Auction, is a past Board Director, Vice President of Finance and most recently served as President-Elect. Dana also serves on the Advisory Board of Vail Resorts Lodging Corporation.

PRESIDENT-ELECT

Liz Watson, CMP, DMCP, Principal, PRA Destination Mgmt San Francisco

Liz has been Co-Owner of PRA Destination Management San Francisco since its inception in 2004. She recently earned her Certified Meeting Professional Designation (CMP) and Destination Management Certified Professional Designation (DMCP), and was awarded the 2007 Destination Management Rising Star Award from the Association of Destination Management Executives (ADME). Liz currently oversees the operations of 100 PRA programs per year while running an award-winning office.

Past positions with MPINCC include Vice President of Finance (2010-2011), Director of Special Events (2009-2010), Chair of the Gala Committee (2008-2009), Chair of the Programs Committee (2007-2008 and 2006-2007). She also serves on the ADME Board of Directors and the Certification and Accreditation Board.

VICE PRESIDENT, FINANCE

Tiffany Arnold, CMP, Senior Sales Manager, The Ritz-Carlton, San Francisco

With more than 10 years of sales experience, Tiffany's passion for the hotel industry has been the driving force behind her 7 years at the Ritz-Carlton, San Francisco. This passion was initially crafted while obtaining her degree in Hotel Restaurant Management from Penn State University and during her 3 years with Marriott in the Chicago suburbs prior to her joining the Ritz-Carlton, San Francisco sales team.

Tiffany has served on the MPINCC Board of Directors in the roles of Director of Marketing, VP of Education and VP of Membership. Tiffany is excited to continue her service as VP of Finance.

VICE PRESIDENT, COMMUNICATIONS

James Gregg, Associate Director of Sales, InterContinental Hotels of San Francisco

James has 8 years of hospitality experience in both sales and operations. James has spent his last four years at the new InterContinental San Francisco and was recently was appointed to the position of Associate Director of Sales for both the InterContinental Mark Hopkins and the InterContinental San Francisco.

James began his career in the hospitality industry while earning his Bachelor's degree in Hotel Administration from Boston University. Upon graduating, he returned to the Bay Area, taking a position at the established Chaminade Resort in Santa Cruz, where he was the resort's Banquet Manager and later Group Sales Manager. Prior to the InterContinental San Francisco, James served as a Senior Sales Manager for the DoubleTree Hotel in Berkeley.

For leisure, he likes to get in a round of golf any chance he can get, and loves to cook and travel. James is an active board member of MPINCC, serving as Director of Education for 2009-2010 and VP of Communications for 2010-11. James is looking forward to continuing in his role as VP of Communications for 2011-12.

VICE PRESIDENT, EDUCATION

Jody Brandes, CMP, Senior Meeting Partner, Genentech

Jody has been involved in the meetings industry for 15 years, starting out in sales with Hornblower Cruises & Events followed by the Nob Hill Masonic Center and then moving to the planning side in 2005 when she took a position at Novartis Vaccines & Diagnostics (formerly Chiron). Currently Jody is a Senior Meeting Partner at Genentech, Inc.

Jody has been a member of MPI since 2003 and has served on many committees and the board of directors of both the Northern and Southern California Chapters. Most recently, Jody served as Chair of the MPINCC Student Affairs Committee, sponsored *exclusively* by AT&T Park, in 2009-2010. Currently she is Vice President of Education and is looking forward to continuing in that role for 2011-2012.

VICE PRESIDENT, MEMBERSHIP

Barry McCarthy, Account Manager streamlinevents, inc.

With more than 24 years in the industry, Barry began his hospitality career at Walt Disney World, in Orlando in 1986. He invested a bustling thirteen years in the operations side of the hotel industry, including the pre-openings of numerous properties; tackling every duty in Front Office and Guest Relations areas to becoming Director of Housekeeping for Ritz Carlton.

In 1999, Barry relocated to San Francisco for a change of pace and responsibilities, accepting a position with a Convention Management Company as Housing Director and subsequently, as Sales Manager handling major city wide conventions.

With nearly five years of being partnered on the customer side of hotels, Barry sought to get back to what he truly enjoyed, being on property. His wish became a reality with The Stanford Court Hotel atop Nob Hill. After 7 wonderful years, Barry accepted a position as Senior Convention Sales Manager for Marriott's Western Mountain Pacific Region. While with Marriott International, he has achieved Marriott's Chairman's Circle and President's Circle Awards.

Recently, Barry has taken on a new role, joining the team at streamlinevents, inc. as an Account Manager. Barry is also a member of the Board of Directors for The Children's Rights Foundation.

IMMEDIATE PAST PRESIDENT

Matthew Schermerhorn, CMP, Director, Corporate Events, AAA Northern California, Nevada & Utah

Matthew has enjoyed 25 years of meeting industry experience including corporate and third party planning, hotel catering and convention services, and university conference management. Most of his career has been corporate meeting planning at AAA, Health Net, and PricewaterhouseCoopers.

At AAA Matthew served a two year term as Chief of Staff reporting to the CEO and working with the senior leadership team and board of directors, which provided him the opportunity to develop the Corporate Events group as a Strategic Meeting Management organization. AAA's 200 annual internal programs include meetings, conferences, special events, and international and domestic incentive programs. The Corporate Events group's focus is strategic sourcing, and aligning venues and program elements with company culture and strategy.

Matthew is currently serving as President of Meeting Professionals International Northern California Chapter where he has been an active member since 1993, and sits on the Customer Advisory Board for the Salt Lake Convention & Visitors Bureau. He is a past member of National Association of Catering Executives, Financial & Insurance Conference Planners, National Association of Corporate Directors, and College and University Housing Officers. Matthew has a BA in Business Management from the University of Oregon, and is proud to have just recertified for the 2nd time for his Certified Meeting Professional designation.

In addition to the meeting industry, Matthew founded, serves as President of, and sings baritone in a 501(c) 3 non-profit San Francisco Bay Area men's a cappella vocal ensemble called Mosaic. He is a commercial aircraft geek, and loves traveling internationally.

DIRECTOR, FUNDRAISING & SPONSORSHIP

Joey Nevin, Sales Coordinator, AT&T Park

Joey Nevin is responsible for the sales of all private events hosted at AT&T Park and has held his current position since 2007. Prior to joining AT&T Park, he worked for the Golden State Warriors in the Luxury Suites, Sales and Service Department as well as for the San Diego Padres. He is a graduate of the University of San Diego with degrees in both Business Administration and Communication Studies and also received a Master's degree in Sport Management from the University of San Francisco.

Joey has been an active member of MPINCC since 2007 and has served on multiple committees, most recently as the Co-Chair of the Student Affairs Committee in 2008-2009 and 2009-2010 and currently as 2010-2011 Chair of the Blackjack & Poker Casino Night. Joey is continuing the strong partnership that AT&T Park, MPINCC and the MPI Foundation share.

DIRECTOR, SPECIAL EVENTS

Leticia Lucero, National Sales Manager, San Francisco Travel Association

Leticia Lucero has worked for the SF Travel Association (formerly SFCVB) for three and a half years as a National Sales Manager for the East coast, international and SF local markets. She has held a management position in the hospitality industry for 7 years. It all began with a PBX operator position at age 18 and even then her ambitious personality prevailed. Her exemplary customer service quickly moved her up the ladder. Escalating from front desk clerk, to front desk supervisor and reservations agent all within one year helped her learn valuable hotel operations experience.

Her aspirations took her in a different direction during her college years but little did she know she would circle back to the hospitality industry. While attending California University, Chico, Leticia was involved in a few on-campus organizations relative to her major (journalism, minor in marketing). The International Association of Business Communicators and Tehama Group Communications are organizations that selected only the most promising students in the department to be involved.

After earning her degree Leticia moved to the nearest city in search of every college graduates dream: employment. Once again the hospitality bug had bitten her. She was hired as sales coordinator for the Waterfront Plaza Hotel in Oakland, California in August of 2004 and was quickly moved in to a sales manager position. Most recently Leticia was a sales manager for Marriott, specifically selling the Courtyard Marriott in Emeryville. She attended several Marriott sales schools and even won the Marriott's mission possible competition earning the most revenue in the class. Her positive energy and can-do attitude have kept her on her toes throughout her career always searching for more.

She has served as a committee chair for MPINCC on the volunteer bank committee for two years.

Leticia enjoys building relationships with her clients, staying involved in industry organizations and inspiring her friends and colleagues to become more involved with her.

DIRECTOR, MARKETING

Dawn Turner, District Account Executive, CORT Event Furnishings

Dawn has been with CORT Event Furnishings since 1999. She spent five years as a Senior Trade Show Coordinator and has been a District Account Representative since January 2004. She is an

experienced, creative and energetic sales professional with a ten year track record of successful accomplishments in the hospitality industry.

Dawn has a Bachelor of Science in Hospitality Management with a Business Minor from San Jose State University. She also earned an Associate in Arts degree from the College of San Mateo.

Dawn has been a committee member on several MPINCC committees. In 2008-2009 she co-chaired the Awards & Recognition Committee and then moved to the chair position in 2009-2010. This program year, 2010-2011, she is chairing the Marketing Committee. Dawn looks forward to moving up to Director of Marketing in the 2011-2012 program year.

DIRECTOR, EDUCATION

Terri Woodin, CMP, Director of Sales, Associated Luxury Hotels International

An innovative leader and strategist, Terri has been working in the hospitality industry for 27 years in a variety of positions, including front office, restaurants, banquets, conference services, catering sales, hotel and resort group sales, and national sales. Her unique blend of industry experience at Fortune 100 International Hotel Chains of Marriott, Disney, Westin, and Ritz-Carlton, as well as at successful Independent Hotel Collections of Vail Resorts, Destination Hotels & Resorts, Hinton+Grusich, and Associated Luxury Hotels International allows her to be a unique partner in today's business climate and she is recognized as a trusted advisor.

Terri is regarded as one of the hospitality industry's experts in sales, analyzing industry trends, expertise in facilitating contract negotiations, and consistently gathering competitive intelligence to educate and be an advocate for her clients. Her public speaking engagements take her to numerous workshops on these topics for hospitality associations, she has authored articles for Perspective Magazine, and she is a part time faculty member in the Department of Hospitality, Tourism and Events Management at Metropolitan State College of Denver.

Terri is an industry leader and continues to give back through her many volunteer positions. She currently serves on the Advisory Board for Network for the Needy of the Meetings Industry Council and is the MPINCC Committee Chair of Community Outreach. Previously, she has held various Board and Committee positions since 1995 with MPI, SITE, and PCMA.

Named the MPINCC Meeting Professional of the 3rd Quarter 2009-2010, awarded the 2009 "WOW" NSO Service Award by Meeting Sites Resource, and the 2008 National Salesperson of the Year by ConferenceDirect truly highlights that Terri is a solution oriented partner with Meeting Planners.

Terri received her BA from Michigan State University, College of Business, School of Hotel, Restaurant, Institutional Management, a certificate from the University Culinary Program, Ecole' Hotelier in Lausanne, Switzerland, and obtained the Certified Meeting Professional (CMP) designation in 1997. Professional memberships include, Society of Incentive Travel Executives (SITE), Professional Convention Management Association (PCMA), and Meeting Professionals International (MPI), to which she was recently appointed Director of Education on the 2011-2012 Board.

DIRECTOR, MEMBER CARE

Stephanie Law, CMP, Director of Sales - Global Accounts, Origin Events

Stephanie is Director of Sales - Global Accounts with Origin Event Planning, a premier event and destination management company. Previously she worked for United Business Media on the Embedded Systems Conference. Prior to UBM, Stephanie worked on the Macy's Passport Fashion Show and HIV/AIDS Benefit as the Sponsorship and Travel Manager.

In addition to her experience with Macy's, Stephanie was the Director of Business Development for Cappa & Graham, Inc., a full-service event management and destination services organization based in San Francisco, California. She was responsible for strategic new business development as well as researching and developing new sales leads for the company. Before joining Cappa & Graham, Stephanie was the Manager of Business Development for a Conference Management firm which handled large scale conferences that ranged in size from 1,000 attendees to 15,000 attendees.

Stephanie began her career in the events industry in 2002 as the Event Manager for BSC Management, an association management firm. Stephanie is currently an active member in PCMA and MPI. She serves on the Board of Directors for PCMA Northern California, and MPI Northern California. In addition to her work in the Hospitality arena she is also a writer for www.AskMissA.com.

DIRECTOR, MEMBER ADMINISTRATION

Adriane Powell, Director of Business Development, Cappa & Graham, a DMC Network Company

Adriane is a graduate of the University of California, San Diego with a B.A. in Communications and an emphasis in Italian and Digital Media. Additionally, she holds a Certificate in Event and Meeting Planning from San Francisco State University.

Adriane is the Director of Business Development at Cappa & Graham, a DMC Network Company, where she leads the sales and marketing effort.

Adriane has been a member of MPINCC since 2007. For the 2009-2010 program year, Adriane served as Co-Chair of the MPINCC Membership Recruitment/Retention Committee and currently, for the 2010-2011 program year, Adriane is the Director of Special Events. Outside of work Adriane's passions include rock climbing, snowboarding, wakeboarding and continuing her Italian language studies.