



NORTHERN CALIFORNIA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

February 19, 2010

Dear MPINCC Member:

The nominating committee met on January 9, 2009 to review all members who submitted an application to serve on the 2009-2010 Board of Directors. I am pleased to present you the slate of **Officers and Directors for 2010-2011**. 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 12, 2010. 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, 2010. The 2010-2011 Board of Directors will be installed during the Annual Gala and Auction on June 3, 2010. Officers and Directors will officially assume office July 1, 2010 and their positions will conclude on June 30, 2011.

On behalf of the entire nominating committee, we encourage you to support the candidates slated for the 2010-2011 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,

Molly Walsh, CMP, Chair, Nominations
MPINCC Immediate Past President



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**MPINCC Proposed Slate
Board of Directors
2010-2011**

PRESIDENT

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

Matthew has 25 years experience in corporate and third party meeting planning, hotel catering and convention services, and University housing and event administration. Half of his career has been corporate planning at AAA, PricewaterhouseCoopers, and Health Net. Following a recent two year term as Chief of Staff working for the President at AAA, Matthew and his team took the opportunity to realign the Corporate Events group as a Strategic Meeting Management organization for both internal incentive and employee meetings and events as well as for external member-facing lead-generating events. Matthew is currently serving on the Customer Advisory Board for the Salt Lake Convention & Visitors Bureau. 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.

PRESIDENT-ELECT

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, and most recently served as Vice President of Finance. Dana also serves on the Advisory Board of Vail Resorts Lodging Corporation.

VICE PRESIDENT, FINANCE

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 Director of Special Events (2009-2010), Chair of the Gala Committee (2008-2009) and 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, COMMUNICATIONS

James Gregg, Senior Sales Manager, InterContinental Hotels of San Francisco

James has 7 years of hospitality experience in both sales and operations. James has spent his last three years at the new InterContinental San Francisco and just recently was appointed to the position of Senior Sales Manager 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 and is looking forward to transitioning from Director of Education to VP of Communications for 2010-11.

VICE PRESIDENT, EDUCATION

Jody Brandes, CMP, Meeting Partner, Genentech

Jody has been involved in the meetings industry for 14 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 Meeting Associate 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. Currently she is Chair of the MPINCC Student Affairs Committee which is sponsored exclusively by AT&T Park.

VICE PRESIDENT, MEMBERSHIP

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

With more than 9 years of sales experience, Tiffany's passion for the hotel industry has been the driving force behind her 6 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 and VP of Education and is excited to continue her service as VP of Membership.

IMMEDIATE PAST PRESIDENT

Chad Ammon, Director, Meetings and Events, Results Delivered, LLC

Chad is Director, Meetings and Events at Results Delivered, LLC, a full service event, conference management and event registration company. Clients include California state associations, corporations and associations. Chad has been a member of MPI since 1998 when he first started his career in the meetings profession as the Associate Director of Sales at the Sacramento Convention and Visitors Bureau. Before moving to San Francisco in 2003, he was an active member of the Sacramento/Sierra Nevada chapter most notably serving as president in the 2001/2002 program year. He is also a past board member of the Nevada County Economic Resource Council and The Foothill Theatre Company. Chad has a BA in Communication Studies from California State University, Sacramento. During his year as President, Chad's focus was on succession planning, increasing active participation of members and helping with elevating the educational content at meetings to attract more planner attendance.

DIRECTOR, FUNDRAISING & SPONSORSHIP

John Richards, Vice President, DSA Creative

John has been interested in events and event marketing since his school years. John believes that every event, video, and communications piece is a form of business theatre that has to capture and influence the audience to be effective. In his 9th year with DSA Creative, John is responsible for business development and key accounts. He focuses on seamless application and integration of new technologies and industry capabilities with traditional disciplines of event planning, management and media production. DSA's work sometimes demands global travel and John manages events and production in many international locations. John has a BA in Finance, which was a foundation for his years working at Merrill Lynch. In his role as Director of Sponsorships & Fundraising, John is looking forward to helping our MPINCC team to widen the chapter's membership involvement and to raise funds to grow our services and initiatives.

DIRECTOR, SPECIAL EVENTS

Adriane Powell, Program Manager, Cappa & Graham, Inc.

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 a Program Manager at Cappa & Graham, Inc. where she also leads the business development effort. For the 2009-2010 program year, Adriane is serving as a Co-Chair of the MPINCC Membership Recruitment/Retention Committee.

DIRECTOR, MARKETING

Stephanie Law, CMP

Stephanie is currently volunteering with the Project X team on creating an unemployment development seminar for the unemployed, underemployed, and those in transition. She is responsible for the sponsorship sales and developing strategic partnerships to enhance the mission of the event. Prior to combining efforts with Project X 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, IAEE, and MPI. She serves on the Board of Directors for PCMA Northern California, MPI Northern California and IAEE Northern California.

DIRECTOR, EDUCATION

Lisa Burkett, CMP, CMM, Manager, Member Services and Events, The Leadership Institute

Lisa has been planning meetings in the San Francisco Bay Area since 1989. Currently she is Manager of Member Services and Events at The Leadership Institute. Lisa has been an active MPINCC member since 2001, contributing to the CMP Committee which she went on to chair. For the 2009-2010 program year, Lisa is enjoying Co-Chairing the Awards & Recognition Committee.

DIRECTOR, MEMBER CARE

Jessika Neufeld-Ortiz, CMP, Sales Manager, InterContinental The Clement Monterey

Over her years in the hospitality industry Jessika has been active in no less than 6 industry associations. Jessika became more actively involved in MPINCC in 2008 when she helped to launch the Volunteer Bank Committee. This program year Jessika grew the committee into a mighty group of 40 members ready to fill a need when other MPINCC committees need more help or additional "man-power." Jessika's background in hospitality includes over ten years of hotel experience in Front Office Management, Accounting, Conference Services, and Group Sales. She found her passion in Group Sales and has spent the last seven years growing her Sales and Marketing skills. In 2008, Jessika joined the pre-opening team for the new InterContinental The Clement Monterey and has been instrumental in its success.

DIRECTOR, MEMBER ADMINISTRATION

Barry McCarthy, Senior Convention Sales Manager, Marriott International, Western Mountain Pacific Region

With more than 23 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 and is currently selling for Marriott's Western Mountain Pacific Region. While with Marriott International, he has achieved Marriott's Chairman's Circle and President's Circle Awards. Barry is also a member of the Board of Directors for The Children's Rights Foundation.