



**FOR IMMEDIATE RELEASE**

**Meeting Professionals International Northern California Chapter  
30<sup>th</sup> Anniversary Kick-Off with a Professional Education Program  
Presented by *Disney Institute***

**San Francisco, CA – (August 13, 2009)** Meeting Professionals International, Northern California Chapter (MPINCC), kicks off it's 30<sup>th</sup> year with a Professional Education Program held **at the Westin St. Francis on Thursday August 27, 2009 at 8:30 am.** The 30<sup>th</sup> Anniversary Year premier program features a breakout session on *Disney's* approach to brand loyalty followed by a keynote address by Bruce Kimbrell, a speaker from the world-class *Disney Institute*.

Formed in 1979, the Northern California Chapter is one of the largest 3 chapters of Meeting Professionals International, headquartered in Dallas, Texas. Members from the Chapter include meeting professionals from Bay Area Fortune 500 Companies including Intel, Oracle, Google, Apple, Clorox and Genentech, to name a few. Throughout it's 30 year history, MPINCC has remained focused on providing its members opportunities for education, networking and a forum to do business together.

During this milestone year, former chapter leaders are reflecting their reasons for originally joining the Chapter and why they are still involved. Former chapter president, Jim Skiba, CMP of World Incentive Nexus, recalls that he originally joined the chapter for valuable education and networking (a key pillar of MPI). Jim says, "I remain active in the chapter to continue to take advantage of the outstanding professional networking".

Former chapter president, John Koon, reminds us that when originally formed, the "P" in MPI stood for "Planner". The change to "Professional" is recent and indicates how the now multi-billion dollar meetings and events industry has grown and gained respect.

Meeting and Event Planning has evolved into a career path and MPINCC members actively participate in local university programs and value student memberships. Adriane Powell of Cappa & Graham, Inc., a newer member of MPINCC, remarks that her involvement with MPI came from pursuing her certification in Meeting & Event Planning

from SFSU, “The first thing that every single professor/instructor told us was to join MPI. Being able to join as a student was extremely helpful.”

The August 27<sup>th</sup> program presented by *Disney Institute* includes a luncheon keynote address by Bruce Kimbrell entitled “*Leading Through Turbulent Times*”. This interactive presentation covers proven business philosophies that will provide creative ways to weather the economic climate and effectively meet the challenges of today's business environment. *Disney Institute* has paved the way for millions of business professionals and more than half of the Fortune 100 companies to benchmark and adapt proven best practices that have sustained the success of Disney organization for over 85 years. *Disney Institute* facilitators include accomplished business leaders, entrepreneurs, educators, and executives who use dynamic and entertaining stories and demonstrations to explain effective business models and concepts.

To view a full program agenda and to register for this event, please go to [www.mpincc.org](http://www.mpincc.org)

#### **About MPINCC**

[Meeting Professionals International](http://www.mpincc.org), the world's largest association for meeting professionals, is the global authority and resource for the meetings and events industry. The 1,000-member Northern California Chapter, established in 1979, empowers its members to increase their strategic value with education, business opportunities and clearly defined career development pathways. For more information, please visit [www.mpincc.org](http://www.mpincc.org)

#### **Contact:**

Diane Schneiderman, CMP  
Executive Director, Meeting Professionals International  
Northern California Chapter  
2440 Camino Ramon, Suite 273  
San Ramon, CA 94583  
Phone: (925) 355-1912  
Email: [dianes@mpincc.org](mailto:dianes@mpincc.org)

###