



MPINCC - Meeting Professionals International Northern California Chapter –Partner Program

Partner Profile – with Diane Schneiderman, CMP, Executive Director, and Pat Zollman, CMP, VP Finance

Meeting Professionals International (MPI) is the world's largest association for meeting professionals. It is a global authority and resource for the meetings and events industry. The 1,000+ member Northern California Chapter (MPINCC), established in 1979, empowers its members to increase their strategic value with education, professional development and business growth opportunities. Mosaic Global Transportation partners with MPINCC to provide transportation services for its speakers and VIPs. Mosaic Global Transportation is one of three Key Strategic Partners.

Imagine planning and hosting:

- 5 professional educational events with concurrent workshops & luncheons
- 4 breakfast programs
- Annual Gala
- Trade Show
- Leadership conferences
- Networking events

each year!

MPINCC hosts an average of 15 programs a year, including two weekend events. Recently, as part of their Professional Education Program they hosted Steven S. Little, author of *The 7 Irrefutable Rules of Business Growth*, at the Claremont Resort and Spa. Mosaic Global Transportation provided airport transfers for the speaker.

Imagine trying to manage all of that within the boundaries of a non-profit! Pat Zollman, the chapter's Vice President of Finance, talked with us about the creation of a strategic plan for MPINCC. "A key part of the plan is to identify organizational needs and cost

saving areas.” She found that in many cases, the needs could be directly linked to products and services that could be provided by MPINCC members through sponsorship and strategic partnering. And that means that more money can go into programs for the members of MPINCC.

Synchronously, MPINCC looked at transportation as an area where a partnership could be beneficial to improve cost savings and efficiency. At the same time, Mosaic Global Transportation proactively reached out to MPINCC to offer its services. “They really stepped up to the plate,” said Pat Zollman “It’s been a good partnership for both of us” said Maurice. Pat continued, “we shaped the partnership in a way that is mutually beneficial. Mosaic Global Transportation is the first place our speakers call to arrange travel to and from the airport. Mosaic Global Transportation is mentioned in all our email blasts, in our magazines, in our programs and literature. Basically, every time we go out to the party, they are there with us to celebrate.

“Mosaic Global Transportation was very flexible in the creation of the agreement. They came to the table with what is important for them and we let them know what is important for MPINCC.”

Mosaic Global Transportation set the bar high for MPI’s new partnership program. MPINCC currently has three Key Strategic Partners

- AT&T Park
- Mosaic Global Transportation Service
- Wine Country Destinations

“They [Mosaic Global Transportation] played an integral role in 2007. It’s a WIN-WIN,” said Pat Zollman.

After each event, MPINCC always surveys its attendees and speakers. The feedback from speakers for events where Mosaic Global Transportation Service provided transportation has been overwhelmingly positive:

- “they [the speakers] consistently praised the professionalism of Mosaic Global Transportation.”
- “It set the tone for a great educational program.”
- “It started everything off on the right foot.”
- “The drivers are gracious and attentive.”

On May 24th the MPINCC Professional Education Program will feature a workshop on “Effective Writing” and a workshop and luncheon keynote address on “Green Meetings.” The program will be held at be The Stanford Court, a Renaissance Hotel in San Francisco.

Non-members are always invited to attend. **To learn more about this event and others, you can visit MPINCC’s Northern California Chapter at www.mpincc.org/**

When we probed deeper, we spoke to Diane Schneiderman, CMP, and Executive Director of MPINCC. As well as her confidence in Mosaic Global Transportation’s

ability to provide for speaker transportation, she shared her own personal experience with business travel. As a Certified Meeting Professional she knows what it's like to fly. She says "traveling can be like getting pummeled. It's really rough on a body mentally and physically." Whether she's planning an event or running her own life, she says "**I am always looking for ways to make it more productive and pleasant.**" Personally, Diane and her husband also use Mosaic Global Transportation. Her husband logs a lot of miles in the air and he says "I enjoy them more than any other car service. Many times, I get the same driver. I like the personal attention."

Meeting Professionals International Northern California Chapter knows how important it is to give that personal attention by meeting people in person. Meeting face to face starts a project off on the right foot, smoothes over rough edges, and closes deals. Planning bigger meetings like conferences and tradeshow requires lots of planning and lots of planning expertise. Diane says "**MPINCC helps companies to get and stay connected.** Partners are a big part of our success. **We couldn't do it without a strong partner network.** We count on partners like Mosaic Global Transportation."

There are many opportunities for small and large businesses to partner with MPINCC. From speaker gifts, to a one time donation of a product or service to auction items at their up-and-coming:

- Gala, June 6, 2007 at the Mission Bay Conference Center at UCSF
- May 24, 2007, Professional Education Program Sponsorship at The Stanford Court

"Opportunities exist to fit every budget," said Zollman. If you would like more information about MPINCC's partner programs and how you or your business can sponsor or support MPINCC events in Northern California, please contact Diane Schneiderman, CMP, Executive Director at info@mpincc.org, (925) 355-1912 by phone.