

Your Community

CHAPTER SPOTLIGHT

Shades of Green

MPI WestField Chapter leaders knew the time had come. They preached green and CSR avenues to members during monthly meetings, they promoted recycling at events, they even embraced carbon offsets. But it all seemed so marginal.

Last year, the chapter formed an ad hoc Green Task Force, reporting to current chapter President Heather Perrone, CMP. The committee sought out a US\$5,000 scholarship from the MPI Foundation, and with an additional \$2,500 from the local budget, commissioned MeetGreen (formerly Meeting Strategies Worldwide) to audit the chapter's sustainable practices, report findings and make recommendations moving forward.

The organization now has a firm grasp of its place on the sustainable platform, knows what its next steps should be and has a long-term plan

for meeting U.N. Global Compact, BS 8901 and APEX standards. For example, the chapter has active CSR and green initiatives at its monthly events, but doesn't have written guidelines, contract addendums or procedures for education programs and communications. According to Immediate Past President Rick Weaver, the chapter will now work to create and achieve incremental goals for some time to come.

"There is no way to accomplish a project like this all at once," he said. "It's not something you can just do. It's something you phase in over time. The last thing we want to do now that we have all of the information is greenwash our chapter. We're going to do our due diligence and slowly bring our chapter into compliance."



In Memory of Tony Carey

MPI has established a scholarship in the name of meeting industry consultant, educator and award-winning writer Tony Carey, who passed away June 1. Charismatic, witty and always willing to help a friend, Carey served in the British Army for 20 years before embracing the industry and opening his own company, Campaign Management Associates—which he sold in 2000 to embark on a third career as a writer and teacher.

A former MPI board member, Carey wrote for many industry magazines across the globe and won several awards for his work in MPI publications *The Meeting Professional* and *One+*. Carey glowed with enthusiasm, curiosity about the world and a catchy, youthful manner and will be well remembered as a dear friend, colleague and industry humorist. To make a donation in Carey's name, visit www.mpiweb.org/foundation.



JESSIE STATES

Got a Minute?

Check out *The Philadelphia Inquirer's* interview with Jennafer Ross, MPI Philadelphia Area Chapter president, about the importance of meetings and events for the global economy and the corporate bottom line at <http://tinyurl.com/minderofmeetings>. The article also focuses on how the chapter is helping the local industry succeed.

Asian Fusion

The Beijing Tourism Administration (BTA) and Meetings and Exhibitions Hong Kong (MEHK) both signed strategic partnership agreements with MPI in July at the World Education Congress (WEC) in Salt Lake City. MEHK, which operates under the Hong Kong Tourism Board, is the first Asian supporter of MPI's Global Partner Program; BTA is the newest MPI Strategic Partner and will work to develop the MICE market in Beijing. The nearly 50 Asian attendees at the WEC celebrated the new partnerships with their peers from across the globe during a special reception on July 13.

BTA is still savoring the hugely successful Beijing Olympics. Now, the organization will work with MPI to establish a comprehensive meeting industry presence through membership recruitment, chapter establishment and a global training center. Meanwhile, the Hong Kong Tourism Board will develop synergies with MPI and leverage its robust brand, extensive geographical presence and long-term expertise. As the global business world streamlines, partnerships will become a key way to expose MPI members to diverse, multinational business practices.