

For Immediate Release**Contact:**

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**MEETING PROFESSIONALS INTERNATIONAL-MINNESOTA CHAPTER CULTIVATES
CAREER ADVANCEMENT OPPORTUNITIES DURING TOUGH ECONOMIC TIMES**
Leadership, mentoring, networking, and educational opportunities for all members

Minneapolis, Minn.—(May 18, 2009) — Meeting Professionals International (MPI) recognizes the importance of career advancement and gaining new employment, especially during the current economic downturn. The Minnesota chapter of MPI offers monthly networking/educational events, leadership development opportunities, and multiple mentorship programs for its 450+ members.

Current Success Story

A current member and leader of the Minnesota chapter of MPI, Ellie Madson, CMP, of RBC Wealth Management is a prime example of someone who has taken advantage of leadership, mentoring, networking, and educational opportunities within a professional organization in order to advance her career. Others searching for a job or wanting to make a career move can learn from her actions.

Madson started as a student at the University of Wisconsin-Stout in their Hotel, Restaurant and Tourism Management program and during that time, was a student member of the Minnesota chapter of MPI. Through their website she obtained her first job out of college as a meeting planner with ACA International. At the same time, she retained her MPI membership and took advantage of the numerous opportunities MPI provided. *First, she attended national educational conferences, where she gained professional knowledge about how to do her job better. Secondly, she obtained an industry certification that elevated her knowledge base even further. Thirdly, she attended local chapter events which incorporated both learning and networking opportunities. Fourthly, she got involved as a director and vice president of education within the local MPI chapter, thereby demonstrating her leadership abilities and showcasing her meeting planning skill set for others within the organization to see.* (This included the hiring manager and a colleague at what would be her next job.) *Finally, she kept looking for opportunities on the MPI Job Board and found her current position as Senior Meeting Planning Specialist at RBC Wealth Management.* Madson says that “education, networking, and building local relationships” were three key areas that helped obtain her current position. She also advises “to get involved with something you are passionate about and learn from successful, well-educated, active people within the industry of your choice.”

Next MPI Education and Networking Opportunity

The Minnesota Chapter of Meeting Professionals International is announcing its next education and networking event through its Mentor Next Door program. Four key business leaders from the Twin Cities will discuss the importance of mentoring, leadership, and networking on June 4,

2009, at 5:00 p.m. at the Marriott Southwest located in Minnetonka, Minnesota. The schedule for the evening is as follows:

Registration	5:00 – 5:30 p.m.
Leadership Panel	5:30 – 6:30 p.m.
Networking and Reception	6:30 – 7:30 p.m.
Drawings	7:15 p.m.

The cost for the event is \$15.00 for both MPI MN members and members of the general public. Anyone interested in learning more about leadership, mentoring, and networking is encouraged to attend.

About Event Panelists

Panelists will share their career, leadership, and mentor experiences and how each of these created new career opportunities for them. Panelists are:

Larry Keen, Executive Recruiter for LarsonAllen®



Larry has served as a national executive search consultant and recruiter for the past 8 years. His 30 year career has also included tenures as a national recruiter at Wells Fargo and Honeywell and various manufacturing and engineering production leadership positions during a 22 year tenure at Deluxe Corporation/ Check Printers, Inc. Understanding and applying the dynamics of professional recruiting is Larry's specialty. He currently serves as a board member with the Arthritis Foundation and an active volunteer at Urban Ventures in Minneapolis.

Nancy Lucas, Director of Marketing for Cargill Incorporated, Salt Business Unit

Nancy Lucas has been with Cargill since 1988 where she has held a variety of roles, including Research Chemist, Quality Assurance & Technical Services Representative, and Marketing Manager. She is currently the Marketing Director for the Salt Business Unit. Nancy has focused on "giving back" through participation in Cargill's Women's Council, mentoring internal teams on marketing projects, and volunteering with community organizations like Feed My Starving Children and Bridging.



Melvin Tennant, CAE, President and CEO for Meet Minneapolis™



For more than 25 years Melvin Tennant, CAE, has served in leadership positions for several destination marketing organizations nationally, currently as CEO & President of Meet Minneapolis, where he manages a staff of more than 70 and a budget of \$10 million. Prior to his moving to Minneapolis, he was Executive Director of the San Antonio Convention & Visitors Bureau. He currently serves on the boards of the Minneapolis Regional Chamber of Commerce, the Downtown Council, and HIRED, a leading Twin Cities area provider of job-skills training and employment training.

Marcia Appel, Entrepreneur and Partner of Green Lotus Yoga & Healing Center

An award-winning journalist, Marcia Appel helped launch Twin Cities Woman and Corporate Report magazines. Thanks to incredible mentors, she migrated into corporate management with roles as director of advertising and public relations for a division of Control Data, as SVP of The

Musicland Group, SVP of Marketing for American Girl, and chief marketing officer of Minnesota Public Radio and American Public Media. In 2007, Ms. Appel founded an integrated wellness and healing center and has served on the boards of the Minnesota Women's Campaign Fund, the University of Minnesota Executive Alumni Board, the Animal Humane Society, and Planned Parenthood of Minnesota, among others.



About Meeting Professionals International-Minnesota Chapter

Meeting Professionals International, the world's largest association for the \$102.3 billion meeting and event industry, is committed to positioning meetings and events as a key strategic component of an organization's success. The over 450-member Minnesota chapter of MPI, established in 1978, empowers its members to increase their strategic value with education, professional development, and business growth opportunities.

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