



Meet the MPISCC October Shining and Rising Stars

By Beverly Laing, CMP, CTC, ConferenceDirect

This month we have two outstanding Stars and we hope the energy they possess is contagious. Both of these ladies have a strong commitment to our chapter as "always involved" volunteers, as well as adding their strengths and expertise to this year's Weekend Educational Summit.

It is my pleasure to introduce this month's Shining Star and Rising Star for our Chapter:

SHINING STAR:



Naz Keynejad, CMP

Naz Keynejad, CMP, has been in the meeting industry for the past 15 years working on corporate, social, non-profit and association events and meetings. Recently, after 8 successful years, Naz closed her company Western Direct, Inc., to be able to concentrate more on planning and executing events vs. running a business. Naz joined MPISCC in 2002 and immediately began her volunteer work by joining the WES committee, under the mentorship of the incomparable Lois Hauser, CMP. She has served on various other committees in the past few years, including the FUNdraiser (where she was co-chair for three consecutive years), the Annual Tradeshow and the Communications committee, where she wrote the monthly "Dream On" article for the Intercom. Naz has also served on the MPISCC board of directors as Director of Special Events, Vice President of Communications and Vice President of Finance. In 2004, she was honored to receive the Planner of the Year award from her peers at MPISCC. She has also written articles for Event Solutions and Special Event Magazines and has taught basic event planning classes at the WES, UCLA Extension, and the Association of Fundraising Professionals annual conference.

Naz, sums it up in her own words, "without MPI, I would never have achieved the level of success I have today, both professionally and personally. My colleagues at MPI give me a broad expanse of resources, professional assistance, mentorship and best of all, long-lasting friendships. I am truly honored to have been selected Shining Star this past month. It was a pleasure working with Keri Shaffer and the rest of her amazing team."

These days, Naz spends her time as a contracted meeting manager with American Express Corporate Meeting Solutions for the Allergan account and is also busy doing contract work for Jack Morton Worldwide and other companies. She is also still producing special events for some of her old clients such as the American Heart Association, and this past summer, successfully produced the opening ceremony of Noah's Ark for the Skirball Cultural Center. She is also a Regional Manager with HelmsBriscoe.

In her spare time, Naz volunteers for her son's school, reads incessantly and is an avid cook. For those of you who know Naz, you know it is no surprise that she has been officially compared to the Energizer Bunny on Red Bull by her fellow MPISCC comrades.

"I can't wait to sink my teeth into the next project for MPISCC ... which is the upcoming November Fundraiser.

RISING STAR:



Beth Daniel – ACCESS Destination Services

With over 15 years of restaurant and corporate experience, Beth Daniel joined ACCESS Destination Services in September 2005 as a Sales Manager handling the corporate meetings and incentive programs in the Palm Springs/Coachella Valley area. Beth interacts directly with clients on all levels in program development and implementation. Her work at a local venue was instrumental to Beth understanding the operations side of the business and was invaluable in her current role as Sales Manager at ACCESS. Beth loves the day-to-day client interaction and working hands-on with her many clients and suppliers both direct corporate clients and many third party planners.

Her five year commitment to "Soroptimist International", a Palm Springs Women's Service Organization encouraged her to help whenever possible, wherever possible. So when the opportunity was presented to serve on the Fundraising Committee for WES with Troy Karnoff, she welcomed the opportunity to help raise money for MPISCC and the MPI Foundation through the various fundraising opportunities during the recent WES in Westlake Village. Beth helped with acquiring several silent auction and raffle items through her supplier partner relationships which helped to raise almost \$4,000 for MPI-SCC and an additional \$1,000 for the Foundation through the Friday night casino event.

MPI has provided a platform for Beth to further her network of friends and colleagues as well as to create new business opportunities along the way. Being involved in the committee, while being located outside the Palm Springs area, was a commitment which Beth gladly welcomed. Certainly this level of commitment has paid off for Beth and MPI-SCC.

Beth has lived in Palm Springs for 8 years after spending 30 years developing relationships and her background portfolio in San Diego. She is active in golf, tennis, hiking and snow and water skiing.