



Dear MPI Chapter Leader,

As evidenced by MPI's bi-monthly *Business Barometer*, the global economy is continuing to slowly strengthen and the meeting industry is growing. At the same time, however, our industry continues to face scrutiny, primarily by those in government and outside media, and we need to create a louder voice describing the business and economic value of meetings.

Our industry struggles to effectively communicate in a positive way about the work being done by millions of meeting professionals around the world. We feel MPI's role is to provide tools to our chapters so they can become a resource for members at a local level while also working in tandem with industry partners to deliver a concise, compelling message.

***What we are doing:***

To leverage our size and relationships, we will take a multi-faceted approach to creating awareness. First, as stated above, we will provide our community with talking points for members and the meeting industry. We will build upon the campaign MPI started in April by updating the "One Industry, One Voice" page on our MPI website. This will serve as a repository of updated information and tools to use to become a grassroots advocate. The tool kits, research and letter templates that are part of the "One Industry, One Voice" page can be found at <http://www.mpiweb.org/OneIndustryOneVoice>.

Additionally, we will work in collaboration with industry partners such as the U.S. Travel Association (USTA) and CIC to deliver our messages. We have also created a grassroots communications task force in partnership with USTA. This group is comprised of members and non-members of our community. We believe together, we can raise the profile of meetings among business leaders, government officials and program participants/meeting attendees. From the task force's efforts, we will continue to develop valuable tools complimenting MPI's already existing "One Industry, One Voice" tool kit. These tools will assist you and your chapter members in comfortably sharing the story of how meetings aid in the growth of business and impact local communities in a positive way. MPI is also in the final stages of recruiting a Senior Director of Marketing and Communications (a new position) who will work closely with this group.

***What we are not doing:***

We will not engage in specific, stand-alone lobbying or government relations efforts—primarily because MPI is not legally classified for such work. MPI will continue to work together with other organizations with expertise and capacity to perform this work with regard to specific legislation and government relations on behalf of the meeting industry.

When MPI's chapter leaders converge on Dallas for the Chapter Business Summit at the end of September, we will provide a more detailed update, as well as the opportunity to hear from chapters who are already engaged in local advocacy. This peer-to-peer interaction will provide valuable real-world learning opportunities that can easily be shared with other chapter members upon returning home.

We will, of course, continue to update you regularly on the progress our community makes toward our meeting industry advocacy goals in the coming months. Our industry's success depends on us coming together, and with your help, our industry's voice will be amplified in telling our story to those who need to hear it most.

Thank you,

A handwritten signature in black ink that reads "Kevin M. Hinton".

Kevin M. Hinton  
Chairman, MPI Board of Directors  
Executive Vice President, ALHI