

**LYNNE C. BYNDER, CMP**  
**MEETINGS XCEPTIONAL**  
**40747 Baranda Court**  
**Palm Desert, California 92260**  
**760/799-2740**

**OBJECTIVE:**

To maintain a rewarding, challenging and increasingly responsible role in the meeting planning sector.

**PROFESSIONAL EXPERIENCE:**

**MEETINGS XCEPTIONAL – President –August 2002-Present**

Full service Meeting and Event Planning Company, offering exceptional services to the meetings and hospitality industry. Services provided include: site selection, contract negotiation, program development, golf tournament coordination, registration services, AV, food and beverage coordination, marketing and promotion, travel arrangements, pre and on-site meeting logistics, evaluations, sales/ marketing and advertising services, special event development/promotion and budget preparation. Complete knowledge of working with member organizations and servicing members needs including maintenance of membership database, CEU's, and handling calls/requests for current or prospective members. President of Meeting Professionals Intl – Southern Ca Chapter from 2000-2001. Certified Meeting Professional since 1998.

**HAWAII VISITORS & CONVENTION BUREAU – Western Region Sales Office – Palm Desert, CA**

**Regional Director of Accounts – Western Region - (February 2001-August 2002)**

Responsible for selling and marketing the State of Hawaii to potential meeting planner clients in the Western Region of the US. Primary focus on Convention Center Groups 1500-3000+ attendees. Develop and maintain communication with prospective clients through direct telephone, email and mail campaigns, tradeshow, fam trips and client events and presentations. Was Immediate Past President of Meeting Professionals International, Southern California Chapter. Responsibilities of that position include mentoring current Board Members as future leaders for the chapter; creating and supervising Past President Program; supervising the Chapter Scholarship Program and Past President's Award Program.

**PALM SPRINGS DESERT RESORTS CONVENTION AND VISITORS AUTHORITY**  
**RANCHO MIRAGE, CA – 1987 to 2001**

**Director, Southern California Region – (1999-2001)**

Responsible for selling and marketing the Palm Springs Desert Resorts area to potential meeting planner clients in the Southern California region. Develop and maintain communication with 1000+ clients as well as new potential business by direct telephone and mail campaigns, tradeshow, fam trips, client events and site inspections. Responsible for the creation, implementation and success of regional tradeshow and client events. Exceeded yearly goals in bookings/sales leads. In 2000-2001 was elected to the office of President of Meeting Professionals International, Southern California Chapter. Responsibilities of that position include supervising, training and evaluating 20 members on Board of Directors while leading the 775 member organization. Was directly responsible for creating the VP of Leadership Development position for the chapter. Was President of Award Winning Host Chapter-MPISCC during MPI-WEC Los Angeles, 2000. Also actively involved in MPIOC, SDMPI, CALSAE and HSMIAI.

**Senior Sales Manager – (1994-1999)**

Responsible for selling and marketing the Palm Springs Desert Resorts area to potential meeting planner clients in the Southern California region. Developed and maintained communication with 800+ clients as well as new potential business by direct telephone and mail campaigns, tradeshow, fam trips, client events and site inspections. Responsible for the creation, implementation and success of regional tradeshow and client events. Directly responsible for coordination and success of CVA Annual Golf Tournament 1989-1997. Additional responsibilities included research and purchase of promotional products for the CVA tournament and department tradeshow. Exceeded yearly goal in bookings/sales leads. Continued active involvement with MPISCC while developing leadership skills by serving on Board of Directors as President Elect, Vice President of Membership, Vice President of Administration and Supplier Director of Marketing. Served on MPI-WEC Los Angeles Task Force Committee. Earned CMP designation in 1998.

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**Convention Sales Manager – (1991-1993)**

Responsible for selling and marketing the Palm Springs Desert Resorts area to potential meeting planner clients in the Southern California region. Developed and maintained communication with 700+ clients as well as new potential business by direct telephone and mail campaigns, tradeshow, fam trips, client events and site inspections. Responsible for the creation, development, implementation and success of regional tradeshow and client events. Directly responsible for coordination and success of CVA Annual Golf Tournament from 1989-1997. Additional responsibilities included research and purchase of promotional products for the CVA tournament and department tradeshow. Exceeded yearly goal of 75,000-85,000 originated and assisted room nights booked. Exceeded yearly goal of 100-140 sales leads. Actively involved in MPISCC, MPIOC, SDMPI, CALSAE and HSMIAI.

**Associate Sales Manager – (1989-1991)**

Direct sales with Domestic Tourism and Southern California Meeting Planner clients. Coordinated all fam trips, tradeshow and site inspections related to travel agents, tour operators and Southern California meeting planners. Directly responsible for coordination and success of CVA Annual Golf Tournament from 1989-1997. Additional responsibilities included research and purchase of promotional products for the CVA tournament and department tradeshow.

**Sales Coordinator – (1987-1989)**

Coordinated and assisted 5 Sales Managers with fam trips, tradeshow, site inspections, and other special projects. Responsible for maintaining the Stevens System Sales Data Base as well as training and implementing procedures for the Sales Department. Directly responsible for coordination and success of CVA Annual Golf Tournament from 1989-1997. Additional responsibilities included research and purchase of promotional products for the CVA tournament and department tradeshow.

**MPI, SOUTHERN CA CHAPTER BOARD OF DIRECTORS**

2001 –2002 - MPISCC Immediate Past President  
2000-2001 - MPISCC President  
1999-2000 - MPISCC President Elect  
1998-1999 - MPISCC Vice President, Membership  
1996-1997 - MPISCC Vice President, Administration  
1995-1996 - MPISCC Supplier Director, Marketing

**AWARDS & ACCOMPLISHMENTS**

2001/2002 – MPISCC Chapter Leader of the Year  
2000 – HSMIAI Professional of the Year-Ca Desert Chapter  
1999/2000 – MPISCC President's Award  
1999 – CTM – Competent Toastmasters Designation  
1998/1999 – MPISCC Supplier of the Year  
1998 – CMP – Certified Meeting Professional Designation  
1995/1996 – MPISCC – President's Award  
1994/1995 – MPISCC – Star Supplier Award

**PROFESSIONAL AFFILIATIONS**

1992-Present – MPISCC & 1992-2002 - MPIOC, SDMPI, CALSAE, HSMIAI

**References Furnished Upon Request**