



FOR IMMEDIATE RELEASE

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Arizona Meeting Professionals See Growth

Five years ago the Arizona Sunbelt Chapter of Meeting Professionals International (AZMPI) launched a tool to track how much revenue they generate as a result of their membership. Last year \$1.3 million in sales was recorded. Since June \$1.6 million has been documented and the Global Community Challenge members have a goal of \$5 million by next June. This award winning tool is unique to AZMPI equipping members with the capability of identifying new trends, industries and ideas with people who will help companies reach their goals.

“We strive to promote excellence within the meeting industry through education, certification, advocacy and business-to-business networking opportunities for our members,” said AZMPI President Rochell Planty, CMP, CTA. “We are excited to demonstrate that business is happening in Arizona.”

The 400-member Arizona Sunbelt Chapter of Meeting Professionals International was established in 1979. Meeting Professionals International is the meeting and event industry's largest association for the \$102.3 billion meetings and events industry. AZMPI offers monthly events providing education, and networking opportunities. MPI membership is comprised of more than 24,000 members belonging to 80 chapters and clubs worldwide. To learn more about AZMPI visit www.AZMPI.org or call 602-277-1494.

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