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Newsletter

September 2015



Jim Spellos: Industry Change Agent and Hero



An Epic Online Guide to Sustainable Event Tools

Books, online resources, and apps, oh my! Get this invaluable list of sustainable event tools, curated by the one and only Shawna McKinley.

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James Spellos is the President of Meeting U., whose mission is to help people become more productive and comfortable with technology. Jim delivers over 150 seminars annually on how to use technology more efficiently. In 2015, Jim was named one of the Meeting Industry's trendsetters by Meetings Focus magazine. He is a faculty member at New York University, teaching in the School of Professional and Continuing Studies since 1990. He was been honored with both their Award for Teaching Excellence and their Outstanding Service Award. He also speaks about food recovery and sustainability in the industry.

Outside of the meetings industry, Jim is an accomplished musician and songwriter, playing guitar, keyboards and singing for the New York City rock band, Contraband.

Has the meetings and event industry changed dramatically in the past five years?

It has changed, but not dramatically.

Revolutionary change doesn't happen often. We don't push the envelope as often as we should and many have settled into their "comfort zone." As an industry, like most industries, we are too risk adverse for that to happen and still focused on profit first.

To have a dramatic change, especially in sustainability, issues of planetary need or a world environmental crisis will have to impact our meetings.

It will be interesting to watch as millennials continue to adhere to their core values, which are



IMEX America 2015 – Greener Than Ever

How has IMEX America diverted 675,000 lbs. of waste from landfill since 2011? Learn more at IMEX America, where you'll find us [speaking about green events](#) in the Inspiration Hub, at MeetGreen booth #3614, and assembling hygiene kits at the MeetGreen sponsored [Clean the World](#) booth #3619! In our sixth year as official sustainability consultant, we're proud to support IMEX America in making 2015 greener than ever! See you there!



Sustainable Sustenance

How concession companies are sourcing locally, reducing waste, and tapping

often easily lost when you get into the rat race. They are sticking to principals and talking sustainability. Change still needs champions. It is similar to the “overnight sensation” that takes 25 years to make.

into the diner’s desire to re-connect with their food



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