

the official newsletter of the pcma capital chapter



PCMA Orlando | January 13-16, 2013

New Ideas and New Format

Design, engagement, and innovation — get those critical elements right, and you can expect dynamic meetings. Learn how from PCMA's Convening Leaders 2013.

"We demonstrated various uses of space design and meeting design, different ways to engage attendees with our meeting content and each other, innovative approaches in formatting the meeting, and new ideas for doing the same things," said Kelly Peacy, CAE, CMP, PCMA's senior vice president of education and meetings. "What our education comes down to is helping our attendees find ways to make their meetings valuable and relevant to their constituents."

Convening Leaders is famous for leading by example. Two key events that demonstrated design, engagement, and innovation are the Celebrate

PCMA Luncheon and the Show Reimagined Networking Luncheon.

"The Celebrate PCMA Luncheon on Monday was an experiment in space design and food-and-beverage," Peacy said. "The luncheon space was configured into four separate experiences, all centered on a main stage. Hundreds of attendees were seated in those four sections, with different styles of service and different foods served."

"The goal was to create four smaller luncheons within a larger space," Peacy said, "and learn whether this luncheon design made a huge luncheon feel manageably smaller for diners."

The Show Reimagined Networking Luncheon on Tuesday was an experiential learning luncheon with food stations set up throughout the exhibit hall. An assortment of educational topics emerged during 15-minute presentations of case studies, demonstrations, and peer-to-peer exchanges, all

revolving around exhibit and trade-show management. "The idea," Peacy said, "was to encourage attendees to reimagine the exhibit floor and what can be done differently."



"It's important for attendees to understand that what they see at our meeting is an experiment that may or may not work," Peacy said. "We take the risks so that our

attendees don't have to. We take risks in terms of meal functions and how we structure and format education. Attendees expect us to do that for them. The meeting is a large petri dish of ideas that sometimes take root and grow. Other times, the ideas just don't work, and that's okay as long as we have learned why." •

A version of this article appeared in the PCMA Daily, the official publication of Convening Leaders 2013, published by the Professional Convention Management Association. Reprinted with permission. Photo Credit: Jacob Slaton Photography

The PCMA Capital Chapter is where "You Belong"!

Mission: The Capital Chapter of the Professional Convention Management Association (PCMA) delivers breakthrough education, encourages involvement in community-based service programs, and promotes the value of professional convention and meeting management at the local level.

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If you have any comments, suggestions or would like to write an
 article for *The Chatter*, email: PCMAchatter@gmail.com.



Message from the Board

Annette M. Suriani, CMP

President-Elect



Collaborate. Communicate. Critical Thinking. Innovation. The Experience Matters. Global Competiveness. Change. Choose to be Great. Taking People With You. Mobile Apps. Hybrid and Virtual Events. These are just some of the areas covered by the newly tuned Convening Leaders.

Having just returned from Orlando, I'm invigorated and excited about the upcoming year both from a personal perspective and from a Chapter perspective. Based on Chapter President, Kirsten Olean's vision for 2013, we can take these newly acquired ideas and incorporate them into developing programs that are relevant, compelling and critical to the future of our Chapter and industry. Though fewer in number, our Community Service projects will allow more members to give back to the community while networking. Chapter education programs will be more impactful and timely.

Convening Leaders inspired, engaged, and allowed us to share our perspectives, our knowledge, and ideas. I hope all those that attended share with their staff, members and clients. Please share what you learned with other Chapter members, and let's keep the buzz going!

For those unable to attend, there are plenty of ways to see and hear some of the world-class education by visiting the re-tooled website at www.pcma.org. Be sure to avail yourself of everything PCMA has to offer. Have a great year! •

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Attending Convening Leaders from the Comfort of my Cubicle through PCMA 365

As planners, we understand the value of face-to-face meetings. There's no better way to build relationships, both business and personal, than by talking to a colleague in person. Though I was unable to attend Convening Leaders in Orlando this year, attending virtually via PCMA 365 was the next best thing to being in the general session room alongside hundreds of my industry colleagues.

Similar to an attendee in Orlando, virtual attendees had access to a full schedule of online education prior to the start of the conference, making it easy to select sessions of interest and schedule them into your day. Once logged into the system, the virtual world is extremely easy to navigate with a channel guide and a specific events channel that streamed sessions from Convening Leaders. While listening to a Webcast, a virtual attendee could interact with other online attendees via a chat page. Virtual attendees who attended all scheduled sessions received 1.2 CEU credits towards their CMP certification.

“
While listening to a Webcast, a virtual attendee could interact with other online attendees via a chat page.”

My favorite presenter was Thomas Friedman, *New York Times* columnist and author of *The World is Flat; That Used to Be Us*. Mr. Friedman discussed globalization and online connectedness including the way a college student in America could now watch the Syrian revolution live from the safety of their home computer. He ended his presentation by discussing five key factors to success moving forward in a world that is increasingly connected, including always being “a work in progress” through professional development and “finding your extra” that sets you apart.

Though I did miss the 80-degree temperatures in Orlando, I didn't miss out on education or networking over the course of Convening Leaders.

Interested in viewing a keynote or general session in Orlando? Sign into the online platform in the next couple of weeks to view sessions conveniently “on demand.” •

by *Elsbeth O'Brien, CMP, National Association for College Admission Counseling*

Must-Attend Events for Industry Experts.



ATTENDEE ACQUISITION ROUNDTABLE

Attendee Acquisition Roundtable (AAR) — January 24 in Washington, DC — is a one-day workshop for 18 event producers to network and learn how to apply the latest tactics, technologies and best practices for effective attendance promotion.

For more information and to register, visit
www.lippmanconnects.com/AAR.



LARGE SHOW ROUNDTABLE

Large Show Roundtable (LSR) — February 7 at the Las Vegas Sands — is a one-day, facilitated forum for 16 managers of shows with at least 125,000 net square feet to discuss strategic issues with their peers.

For more information and to register, visit
www.lippmanconnects.com/LSR.



Produced and Facilitated by Sam Lippman

Sam Lippman is a trained facilitator and executive-level consultant with 35 years of hands-on experience as a show manager. He is the producer of Exhibition and Convention Executives Forum (ECEFF), Attendee Acquisition Roundtable (AAR), Exhibit Sales Roundtable (ESR) and Large Show Roundtable (LSR).

Making Healthy Menus a Reality for your Meetings


“Selling Change: How to Make Healthy Menus a Reality” was a topic discussed at this year’s Convening Leaders in Orlando, Florida. The conversation centered on healthy food and how we can convince our stakeholders that healthy eating is important.

Though providing healthy menu options can significantly improve the quality of your meeting, change can be difficult. Does this sound familiar?

- ***It’s expensive; I can’t afford to serve healthy food.***
Talk to your CSM and find out what other meetings are in house at the same time. See if the other groups would be interested in a similar menu; this way the chef can purchase food in bulk. Work with your CSM and chef to source fresh, local, organic, sustainable and seasonal (FLOSS) food. Finally, talk to your chef about portion control.
- ***My attendees like my menus.***
Offer more options; add a lean protein to the standard continental breakfast. By giving attendees options, the choice is theirs.
- ***My group has too many dietary constraints.***
A great way to address this issue and provide choice is to deconstruct your meals. Rather than serve a premixed Caesar salad, provide everything separately. That way, if your attendees are allergic to something they can still have the salad and just leave out what they cannot eat.
- ***The venue has menus, those are my only options.***
Do your homework; talk to your CSM and chef, share some of your ideas and your budget and then let them go to work. Ask what healthy menus have worked for other clients in the past and tell them about the menus that have worked for your group previously.

It’s all about doing your research and providing alternatives. If we communicate with our internal and external stakeholders, providing healthy meal options to our attendees is possible. •

by Elizabeth Dean, MTA, Conference Coordinator, Nuclear Energy Institute



Keep in Contact with PCMA!

Update your PCMA Capital Chapter membership record at www.pcma.org/connect-and-grow/chapters/capital



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Chapter Project Update

After a long and fulfilling relationship with the Ronald McDonald House (RMH), the chapter will focus on larger community service projects and therefore, discontinue recruiting volunteers for the Ronald McDonald House.

We would like to thank the following volunteers for cooking and serving dinner to the families at the RMH in Washington, DC on Saturday, December 15, 2012:

- SHANNON BURKE, CMP, National Association for College Admission Counseling (NACAC)
- BEA LEWIS, CMP, Children’s Hospital Association
- MELISSA RITCHIE, Alexandria Convention & Visitors Association
- MALENE WARD, CMP, CEM, National Association for College Admission Counseling (NACAC)

A special thanks to B. MURPHY of Fern Exposition & Event Services! Because of his generous cash donation, we were able to provide baked goods for the families to enjoy after dinner!!!

We also wish to thank NAIMA HYLTON with the Hilton Alexandria Mark Center Hotel for donating two large boxes of toiletries for the families. As it turns out, the items arrived right on time since they just ran out of supplies. •

—————by Malene Ward, CMP, CEM, Assistant Director of National College Fairs For Programs & Operations, NACAC & Amanda Clark, CMP, Manager, Conferences & Meetings, National Association of Counties

New for 2013: PCMA Business School

This year, PCMA Convening Leaders brought leadership coaching experts to Orlando attendees. PCMA Business School took place in a dedicated lecture theater limited to 160 participants with top speakers in the business realm. The focus was to sharpen business skills and advance meeting management skills through a series of lectures. Sessions focused on marketing, strategy, finance, management and communication.

Most of the sessions could apply to any senior executive, manager, or line staff that wishes to lead positive changes in their organization. The classes provided new perspectives and prepared us for the year ahead. Attendees of the Business School received key actions to implement back at the office.

Richard Hadden, co-author of *Contented Cows*, discussed “Bottom Line Leadership,” which promotes leaders to further engage and inspire their employees who in turn will further engage customers. Richard suggests making “consistent, effective leadership skills and behavior an absolute requirement for everyone in a management position.” Richard had good humor, clear examples, and detailed takeaways to help planners and suppliers improve leadership effectiveness.

“**Convening Leaders 2013 has nailed it with the PCMA Business School track.**”

Capital Chapter member Carson Edwards, Jr., MBA, CASE, appreciated the new format of education. “PCMA Convening Leaders 2013 nailed it with the PCMA Business School track. There was no better example of PCMA offering relevant and cutting edge education than the “Changing Demographics & the Impact to Business Today and Tomorrow” with Kelly McDonald. Kelly suggested associations and businesses use untapped marketing information from the 2010 U.S. Census to develop marketing strategies and create common sense approaches to develop a comprehensive understanding about the present and future American population. Thank you PCMA for providing supplier partners with 21st continuing education.”•

—————by Tanya Barrett, CMP, Manager, Meeting Services, U.S. Pharmacopeia



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*As seen in USA Today and CNBC



James Madison University Students Gain Valuable Experience by Attending Convening Leaders



James Madison University PCMA Student Chapter looks forward to attending Convening Leaders every year as it gives students the opportunity to network with industry professionals, attend educational sessions, visit exciting cities, and return with meaningful learning experiences.

This year, 10 members attended PCMA Orlando thanks to the support from our School of Hospitality Department and many fundraising activities directed by our student chapter. Half of the group was a first-timer and a few were two-time, even three-time attendees! Our chapter president, Michelle Moulden, received a Convening Leaders Student Scholarship and was awarded complimentary registration, up to four nights of housing, and airport transfers.

Convening Leaders offered many opportunities for students including a photo contest, fashion show, and student focused seminars. On the first day, the first group of four students to get 10 pictures from the conference on Instagram received \$150 towards a professional business suit. Four JMU students actively engaged in the challenge won the Instagram contest! In addition, many JMU members participated in the fashion show modeling what is appropriate and inappropriate to wear to an interview while being judged by a panel of industry professionals.

Student Union sessions provided tips on entering the industry as a young professional. We learned resume and cover letter etiquette, networking tips, building our brand through social media, preparing for interviews, the importance of handwritten thank you cards, and so much more! We plan to compile and present our notes at the next chapter general body meeting to pass on all of the valuable information. We are so thankful for such generous support from the Student Union, our JMU Hospitality department, and everything PCMA has provided to our students. Convening Leaders was a worthwhile experience for all of us and we look forward to seeing everyone again in Boston! •

by Femke Morelisse, Student, James Madison University

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A Fresh Perspective: Attending Convening Leaders as the Capital Chapter Scholarship Award Winner

Thank you to the PCMA Capital Chapter for selecting me as a 2013 Convening Leaders Scholarship Recipient! I am extremely grateful for this opportunity as it helped me to reach many of my PCMA and professional development goals.

As the co-chair of the Emerging Professionals Committee, one of my goals was to hold a committee gathering and networking opportunity for students and emerging professionals in the Capital Chapter. As a recent grad, I know how intimidating it can be to enter a room of industry veterans and begin networking. By inviting the students and emerging professionals to a "Pre-Reception", they had the opportunity to meet industry professionals in an intimate setting and use these connections to network further at the chapter reception. On Sunday afternoon, we had a chance to enjoy the wonderful weather and tropical drinks by the pool. The event was a great success and I would like to thank all the committee members, students, and my colleagues for attending.

Prior to the conference, I reviewed the schedule of sessions and program book to pre-select sessions that were of interest to me. I selected a mix of sessions on personal development, industry trends, and attendee experience/learning. One of my favorite sessions, entitled "Gamification: Turning Attendees into Participants", outlined ways to make a successful game for your conference by focusing on content, making the prize desirable, and keeping it simple, yet challenging. As a result, I participated in the PCMA game by scanning QR Codes posted at the various educational and networking events into the conference app and saw firsthand how it can enhance the conference experience.

I look forward to using what I have learned at this conference in my career and am thankful to the PCMA Capital Chapter for this opportunity! •

by *Mindy Halpert*,
Program Coordinator, *The Optical Society*

The **GENERATION MEET BLOG** is now live!

Please "follow us" at
www.generationmeet.com.

If you are interested in writing a post or would like to share information about an opportunity for students or emerging professionals, please contact Mindy Halpert at mhalpert@osa.org.

Hitch your Wagon to our Star Events!

2013 will prove to be an exciting year with the new direction of the Capital Chapter's educational and networking events. Now is the time to partner with the Chapter and gain exposure through these new and dynamic events! As of January 16, there are a number of opportunities still remaining. We are currently looking for sponsors on the following levels (dates are tentative):

Platinum Sponsorship

- July 25, 2013 education program & networking event at \$8,000
- Speaker series sponsor for all three educational programs at \$9,000
- New Signature Networking Event (October) at \$8,000
- Three venue locations for Education programs (March, July, October)

Gold Sponsorship

- Two venue locations for Planner workshops (April and September)

Bronze Sponsorship

- December 5 Capital Classroom for \$3,000
- Three speaker sponsors for the educational programs at \$3,000 each
- Two venue locations (August and December)

Board Retreat Sponsor

- June/July retreat for \$1800
- Two venue locations (June/July and October 25)

Other Sponsorship Options:

- EPC Webinar: February 21 at \$650
- Faculty Membership Scholarship Fund at \$500 (unlimited quantity)
- University Outreach Program at \$250 (unlimited quantity)
- Advertising Opportunities in the chapter publications, *The Chatter* (10 issues) and *What's New, What's Next* (electronic newsletter)

In addition, with the new Signature Networking event planned for October, as well as the "reinvention" of the Annual Meeting in November, keep an eye out for additional opportunities with these programs. If you'd like to be added to our "Potential Sponsor" list, please let Kimberly Mladenik know at kmladenik@sanjose.org.

Thanks in advance for your consideration!

Mary Gallagher, sponsorship chair 2013, PCMA Capital Chapter, mgallagher@sanfrancisco.travel, 202.803.5462

Leah Jones, sponsorship co-chair 2013, PCMA Capital Chapter, leah.jones@aftermarket.org, 240.333.1061 •



Capital Chapter Member Spotlights

Spotlight on a Supplier

Pam Sherfese, CDME, Vice President of Sales, Colorado Springs Convention & Visitors Bureau



Pam joined PCMA when she began working for the Colorado Springs CVB. She reached out to PCMA for help with a marketing plan, and she found the organization and the people to be great resources. These are some of the reasons that she is celebrating 20 years of being an active PCMA member.

To Pam, PCMA is a hands-on way to keep up with industry trends and to work with a diverse group of people. Pam arrived in the hospitality industry via the theatrical industry. During her tenure with Up with People, she spent time in Mexico working with her cast. She got to know the staff and owners of the hotel in Mexico City, and the passion and excitement of the industry hooked her. It still keeps her interested to this day.

Pam was honored to represent Wyoming in the Miss USA pageant, where her fellow contestants voted her Miss Congeniality and awarded her a trip to Perth, Australia for the Miss Universe Pageant. In 2010, Pam earned her CDME (Certified Destination Marketing Executive) Certification. It was one of her proudest industry moments since it challenged her to get out of just sales, and look at the inner workings of a CVB, its stakeholders and politicians. In her spare time, Pam and her husband love to spend time outdoors enjoying all that Colorado has to offer, including hiking, nature, gardening, and cooking. •

*by Catherine A. Chenevey, CMP,
Senior Event Manager, American Institute of
Aeronautics and Astronautics*

Spotlight on a Planner

Vicki Johnson, Principal, Vicki Johnson & Associates, LLC



When I spoke to Vicki this past December, the characteristic that stood out the most is that she is constantly thinking about others, even during the busy holiday season.

This past December, she hosted her 2nd Annual Clothing Drive in conjunction with Strive DC to help provide business attire to disadvantaged job seekers throughout the metropolitan Washington, DC area. "I can't imagine anything more gratifying since we all have so much. It is nice to purge your closet of unwanted items and know you are helping someone feel good about themselves," said Vicki.

Other interesting facts:

- Vicki has owned her company, Vicki Johnson & Associates, LLC, for over seven years and has been in the industry for more than 28 years.
- Vicki is very active with the American Suicide Foundation and serves as a member on their National Capital Chapter Board.
- She has an extensive collection (or obsession) of shoes.
- Vicki loves to cook and has a collection of over 1500 cookbooks and magazines.
- Her two BFF's are Peanut, a four-year-old mix of beagle and rottweiler, and of course her 34-year-old son. •

*by La Shawn Dunbar,
Meeting Specialist, American Nurses Association*



Making a Difference! PCMA Attendees Give Back during Convening Leaders

PCMA is known for community-based CSR programs, and Convening Leaders participants had several options to give make a positive impact in Orlando.

Early Saturday morning, two groups of Hospitality Helping Hands (HHH) attendees had the opportunity to benefit the Coalition for the Homeless of Central Florida, which shelters 750+ men, women, children, and a growing number of families nightly. The Coalition works to end homelessness by providing the tools needed to reestablish productive lives.

Before sunrise a bus of 100+ PCMA members arrived, filled with such enthusiasm that they far exceeded the Coalition's expectations of what could be completed in just a few hours. Shelter manager Marty Vevera never dreamed that he PCMA crew could paint the front and part of the back of the building, assemble hygiene and baby wipe bags, and sort and box an enormous closet of donated clothes. Other volunteers served breakfast to the shelters overnight guests. This work, plus PCMA's check for \$4,000+, definitely left a lasting imprint on the Coalition.

Next door at Clean the World, volunteers prepared more than 1,850 hygiene kits – nearly twice the number expected! – which were then donated to the Coalition for the Homeless. Founded in 2009, Clean the World collects soap and lightly used bottled amenities from more than 1,600 hotels across the country and redistributes them to people in need. Each kit contained a new bar of soap, razor, toothbrush, and toothpaste along with a donated shampoo, conditioner, and lotion.

In addition to the two HHH programs, PCMA attendees could visit the CSR Lounge to assemble baskets of school supplies for teachers using supplies donated by other attendees. Baskets filled with notebooks, paper, pencils, and art supplies will be donated to A Gift For Teaching, providing free supplies to teachers serving high-need classrooms.

Monday evening's Party with a Purpose raised funds for the PCMA Education Foundation, Boys & Girls Clubs of Central Florida, and PCMA's Network for the Needy. Parties rocked out to the ever-popular Spazmatics at the Hard Rock Live. •

by Janeé Pelletier, MBA, CMP, Vice President, Conference & Logistics Consultants & Marilyn Atchue-Zuill, Sales Manager, Crowne Plaza Redondo Beach



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Capital Chapter Kicks Off PCMA Annual Meeting

So many of my associates share the feeling that the new year truly doesn't begin until we return from the PCMA Annual Meeting. And let's not forget that the PCMA Annual Meeting doesn't really begin until the Capital Chapter Reception! This year, Orlando opened up to greet us with magnificent 80 degree weather and sunshine, a sight that could only be over shadowed by the opportunity to spend the early evening hours of Sunday with a capacity crowd of 500 of our Mid Atlantic colleagues enjoying food, drinks and networking. Hilton Orlando set the stage for another fabulous welcome reception.



The 50/50 raffle raised \$500.00 and our Capital Chapter members made it possible to give \$250.00 to the PCMA Education Foundation.

None of this would have been possible without our generous sponsors. A big "thank you" goes out to the Hilton Orlando, Hilton Orlando Lake Buena Vista, and Team San Jose for a great start to three successful days of education, receptions, and networking!



It always amazes me that no matter how many PCMA Annual Meetings I attend, the Capital Chapter reception is always an opportunity to reconnect with friends and colleagues, but also come away from the event having met someone new. The Capital Chapter sets the bar high and this year's reception was no exception. •



*by Gail Seawright,
Director of National Accounts, Loews Ventana Canyon*



Photos from 2013 PCMA Capital Chapter & Chesapeake Chapter Reception, and Party With a Purpose • chuckFAZIOphotography



News Bytes

Email your news: PCMAchatter+news@gmail.com

Congratulations to **JENNIFER TOMB, CAE, CEM, CMP**, who is now the Assistant Director, Meetings Operations at the American Geophysical Union.

SANDRA HORVATH has joined the Omnia Housing Services team as Director of Sales.

National Association of Elementary School Principals welcomes **DEBORAH YOUNG** as the new Assistant Executive Director, Conferences & Exhibits.



Did you see our favorite marketing chair, John Rubsam, at the Capital Chapter Reception?

Congratulations to **JUSTIN DENT** who won the Facebook "Like" contest during PCMA Convening Leaders!!!! Justin won a free registration to any of the PCMA Capital Chapter educational events held in DC, Maryland or Virginia. Congrats Jason!



Mark Your Calendar

CAPITAL CONNECTION

Please join us for these upcoming events. Visit our chapter website for details and to register: www.pcma.org/connect-and-grow/chapters/capital

- 2/21 Webcast: Demystifying the CMP Exam for Young Professionals**
12:00 pm – 1:30 pm
- 2/28 PCMA Capital Chapter Mix & Bowl**
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