

the official newsletter of the pcma capital chapter

The Road Warrior's Guide to Staying Healthy on the Road

When you are on the road for business, it is easy to focus solely on work and give yourself a pass when it comes to healthy habits. However, you would be doing yourself a disservice; not only will your productivity take a hit, so will your overall health. Remember, you are on a working trip—not a vacation—and taking care of your body and mind will keep you productive. Here is my “food-mood-fitness” plan to stay healthy and feel great—and get down to business:

Food

Boardroom donuts, roadside fast food, decadent client meals. Business travel is full of temptations that can derail even the best of intentions. The trick is to eat mindfully, not mindlessly. Try to steer toward nutritious choices and eat regularly so you do not get to the point of being starving, impacting your ability to focus. In addition, stay hydrated with water, especially on planes and in dry climates such as Las Vegas.

Mood (Mindfulness)

Being in a calm state of mind helps you deal with work stress and the unpredictable nature of business travel. That is where mindfulness comes in. It is a structured way to give your mind space amid the chaos. Taking a moment to let yourself get perspective and rest your mind will help you be more productive, focused, and present. Download a mindfulness app and practice some deep breathing exercises anytime, anywhere—in a taxi, at the baggage claim, and throughout your conference day.

Fitness

Integrating short bursts of activity throughout the day can make a huge impact on your energy and fitness levels. Strap on a wearable device and walk to your meeting or evening activity rather than take a cab or shuttle. You will see that every step adds up.



Traveling certainly adds wear and tear to the body (and mind). That is why airports are now housing fitness centers to help passengers burn off energy, and shower before, after flights or during layovers. Check out the recently opened ROAM Fitness at BWI, perfectly located behind security. Clothing and footwear are available for rent or purchase. Other North American airport gyms are in Miami, Minneapolis (1.4 mile walking track), Toronto, as well as San Francisco and Dallas, which have yoga rooms. Adjoining airport hotel gyms are located in Chicago, Vancouver, and Detroit. •

by Kim Bercovitz, Ph.D., President and Chief Exercise Officer, X Bytes

The PCMA Capital Chapter is where “You Belong”!

Mission: The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promoting the value of professional convention management.

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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

*Kim Allison, CAE, CASE, CTA
Associate Director of Sales
Visit Baltimore*



The lines at Whole Foods and Trader Joe's are longer; Orangetheory, CrossFit and yoga classes have been filling up for years; bike shares are popping up everywhere! Many are making great strides toward clean eating and good health. That is, until it is time to pack your bags and hit the road!

We say it repeatedly "I am going to do better this trip, drink lots of water, and eat a healthy snack before the reception so I won't be so tempted to eat the delicious toffee bacon!" These days most of us want to do our best to stay healthy. There is certainly no lack of information. I follow eight food blogs myself! I have made my own organic, nutritious granola for long flights, but the allure of delicious salty/cinnamon sugar pretzels in the terminal on the way to my gate woo me. Retaining a shred of dignity and turning toward the nuts and granola stand is an option, but everyone knows that all of those "healthy" packages are either sugar-laden or taste like cardboard.

It is hard to maintain the discipline we have at home. Especially, when we only have 38 seconds to wolf down anything in sight before putting out the next fire, or we are participating in a site visit where we generally eat everything the city has to offer, or when the late nights and long days make our normal workout routine a "nice idea." In addition, sleeping on a plane does not count toward your 8 hours!


I applaud all of us who work at it and wave to each other at dawn in a hotel gym. We must enjoy our work and all of the wonderful experiences it brings. Nevertheless, the adage everything in moderation is true.

Wishing you wellness, safe journeys and new experiences. Explore new ways to take care of ourselves. I find that it always leads to new adventures and maybe some new favorite snacks! Namaste! •



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Out with the Old: What's New Now

Tired of the same class at the gym, or the same running route? Expand your comfort zone and try one of the newest exercise crazes.

Who doesn't like to dance and burn calories at the same time? Try **Doonya**, which is Bollywood dancing. This class is amazing and high energy. You will get your steps in at this class for sure. It's a combination of cardio, core and choreography. Saffron Dance in Clarendon offers this class (among others) twice a week and they will usually allow you to try the first class free! There are other studios in the area that offer this class as well. www.saffrondance.com

In the same building as Saffron, you can try an indoor rowing class at **ROWViGOR**. This is a brand new rowing studio, which focus on the techniques and core of rowing. Classes run 45 minutes and burn just as many calories as running, but is less strenuous on your joints and knees. The classes are lead as interval training, similar to Spinning, so it keeps you interested. You can take your first class for free here too! Just sign up online. www.rowvigor.com Many local gyms offer indoor rowing machines, and Orange Theory offers rowing as part of their three-part workout.

Indoor surfing? Yes! Surfing and stand-up paddle boards are set atop destabilizing devices, so they wobble and move similar to being on the water, which is a great core workout. Some classes offer yoga on the boards, which brings a whole new stability challenge to your practice. It hasn't quite caught on in our area, but there are a few places that offer classes, including SURFSET Fitness, with a couple locations in Virginia. www.surfsetfitness.com

Jungshin is a sword Workout. This full-body martial arts-inspired class gives you strength and an aerobic workout in one, similar to what you'd get in a barre class, but you get to use a wooden practice sword! The twisting motions are great for your core. These classes are not offered in the DC Metro area yet, but you can order monthly subscriptions to practice at your home or office. www.jungshinfitness.com

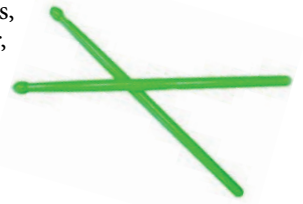


Share your favorite workout with your fellow chapter members by posting on PCMA Capital Chapter's Facebook page using #PCMACC. •

by Jennifer Haire, CMP, National Center for State Courts

New Phenomenon: POUND® Fitness as seen on TV

For all of us *This Is Us* TV show fanatics, we have all seen Chrissy Metz's character, Kate, participate in a class exercise where she uses drumsticks to pound on the floor or wave in the air. This exercise, known as drum therapy, promotes healing and self-expression and has morphed into a new fitness trend called POUND®.



POUND® is a fast-paced cardio workout inspired by playing the drums, and is suitable for all fitness levels. Using lightly weighted drumsticks, such as Ripstix®, you will bring out your inner rhythm and rock star persona while getting fit. POUND® focuses on distracting you from the mundane rep-counting exercise programs and helps you focus on the fun -- so you are not watching the clock. A typical POUND® class can last anywhere from a half-hour to one-hour, and include pilates, cardio, and most of all FUN. This is a great activity to relieve stress and tension as well as build your strength, stability, and flexibility.

Are you ready to give POUND® a try? Find a class near you at www.poundfit.com. If you are a little unsure, like Kate was on *This Is Us*, buy your own drumsticks and follow along with a video on YouTube. Happy POUNDing! •

—by Tracey Howard, CMP, Meetings Manager, AcademyHealth

Meetup Groups – Outdoors

Ask anyone that knows me, and they will tell you what a true dog lover I really am! I own two French bulldogs and love taking them with me to as many places as I can. It gives me joy seeing them get outside of the house. One day, while at the dog park, someone asked me if I had ever heard of a "Frenchie Meetup".

Curious, I found out that such a group is made up of over 900 French bulldog owners who get together with their dogs and meet for fun events in the VA/DC/MD area. One of those fun events had me dressing up my two dogs in Christmas attire and getting their pictures taken in front of a Christmas tree with other Meetup members at Reston Town Center. During another Meetup, it was off to a winery social in Leesburg, VA. Every event offers something new, not only for the dogs (who meet new friends) but also for me, as it is a time for like-minded individuals to come together and just have fun!

I have met some wonderful and interesting people by exploring this meet up opportunity. We exchange information about our dogs such as insight into health challenges and the best food to feed them -- not to mention it has been great exercise for me and my dogs!

If hanging out with dogs is not your cup of tea, there are many other wonderful Meetups in the DC metro area. Whether you are into hiking, bike riding, canoeing, boating, rock climbing, skiing, snowboarding, scuba diving, etc., there is a Meetup for you. If you are interested in exploring more of the great outdoors and meeting new people with interests similar to your own, then check out www.meetup.com/find/outdoors-adventure and enjoy your next Meetup! •

by Michelle Soto, Destination DC



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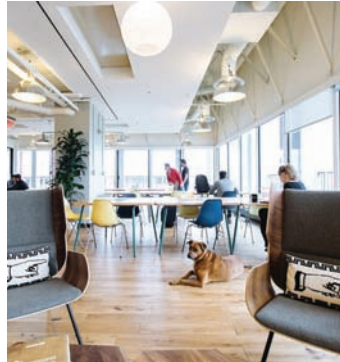
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Paradise Lost - and Found!

No traffic, no train, no excess chatter, every day is casual Friday – Paradise. Maybe, but not so fast.

I have been working from home for almost 16 years. I started in an office and then circumstances changed. It was explained I would be “moving to my home” to work, with no other option. The “perks,” or what some consider a luxury, i.e., living in yoga pants, having no makeup days, etc. -- I just was not sure I wanted to do this, or could do it. Personally, I wanted out of “Paradise” and back into some kind of life in the “real world” of work again around “real people” outside of my computer. Over the years, I made it work, but spent years asking my company to rethink my situation.



They finally agreed, and then I found WeWork. This has been the answer to getting back out into the world in a non-traditional but structured way that has been amazing, productive and motivating. The rent is reasonable, it includes an office, printing abilities, conference space hours, internet and free flowing coffee and beer on tap! The rent is month to month with no commitment to yearly leases. This is not just a desk and a chair to “work”, it is a community of people that work. WeWork spends time linking you to other renters with special seminars, events, happy hours and even yoga classes. I am in the Crystal City Office; however, there are over eight office buildings in the DC Metro area. I can set up shop at any one of them if I need an office for a couple of hours and can even utilize offices in NYC, Chicago, Atlanta, Dallas and several more. WeWork is super flexible and totally “in-line” with the way many work today. I have a one-person office; however, you can rent offices for up to 10 people. They arrange to suit your needs. WeWork gave me options to blend my lifestyle with work and to bring back my piece of Paradise that was lost. Shhh... I still wear my yoga pants from time to time. •

— by Meredith Parkins, Regional Director of Accounts
Hawaii Visitors and Convention Bureau

GENERATION:Meet

- Are you a student or emerging professional who is looking for fun creative ways to deepen your immersion into the meetings and events industry or become a part of it?
- Would you benefit learning first hand from some of this industry’s most seasoned and experienced professionals?
- Are you a young professional looking to start or advance your career?
- Are you seeking relative resources to sharpen your meeting planning skills?

If you answered yes to any of the questions above the Professional Development Committee has created the right place for you!

Visit us at Generation:Meet and connect with like-minded individuals who are ready to help you learn, grow and experience this industry in a way that is both professional and personal. Generation:Meet provides several programs and resources geared towards keeping you engaged while connecting you to one of the most rewarding and challenging careers in the world, through our mentoring and shadowing programs and career center. Visit www.Generation:Meet.com now and let us be a part of your journey to success. •

Travel Restrictions: All is Not Well for Conference Organizers

For the second time this year, President Trump has passed executive orders to restrict and “ban” travel to the United States. I am not going to dive into the why, and the ins and outs of the legislation, but this does affect us as meeting professionals, and not all is well.

Meetings are where our respective industries biggest supporters, advocates, and most involved members meet. For those of us with international delegates at our meetings, this could mean that they will not be able to attend. Meetings are where ideas are shared, actions are proposed, and decisions are made. With this “ban,” we could be shutting out some of our respective industries most valuable players. The group suffers, and innovation is stifled.

For those organizations with large international participation, a perception problem arrives. How do our international friends, those people who are NOT directly affected by the legislation, feel about coming to and supporting the United States? How do sponsors feel about supporting events that do not support every stakeholder they technically serve? How much overtime do the staff and directors need to spend on additional administrative tasks such as visa letters, and will they even help? Just the perception that the United States and its government are levying restrictions is impacting our meetings.

Of course, there could be financial implications. If some potential conference attendees cannot come, and other potential conference attendees will not come, how much revenue is lost from the organizing company? Likewise, how much extra is being spent to support additional staffing and projects to combat the executive order? Conference revenue, especially in the non-profit sector, often times is a large part of their annual budgets. Will Americans be hurt, because the groups cannot afford payroll of their staff? Or will support for the common good of Americans and human kind be in part lost because of the research the organization funds?

While the context of the executive order might be to support national security, the impacts of it really affect so much more. As of March 18, 2017, the executive order again has been challenged. Here is to hoping happy mediums are found, and all is well in the travel sector again. •

— by Matthew Fox
Registration Director, Meeting Management Services, Inc.



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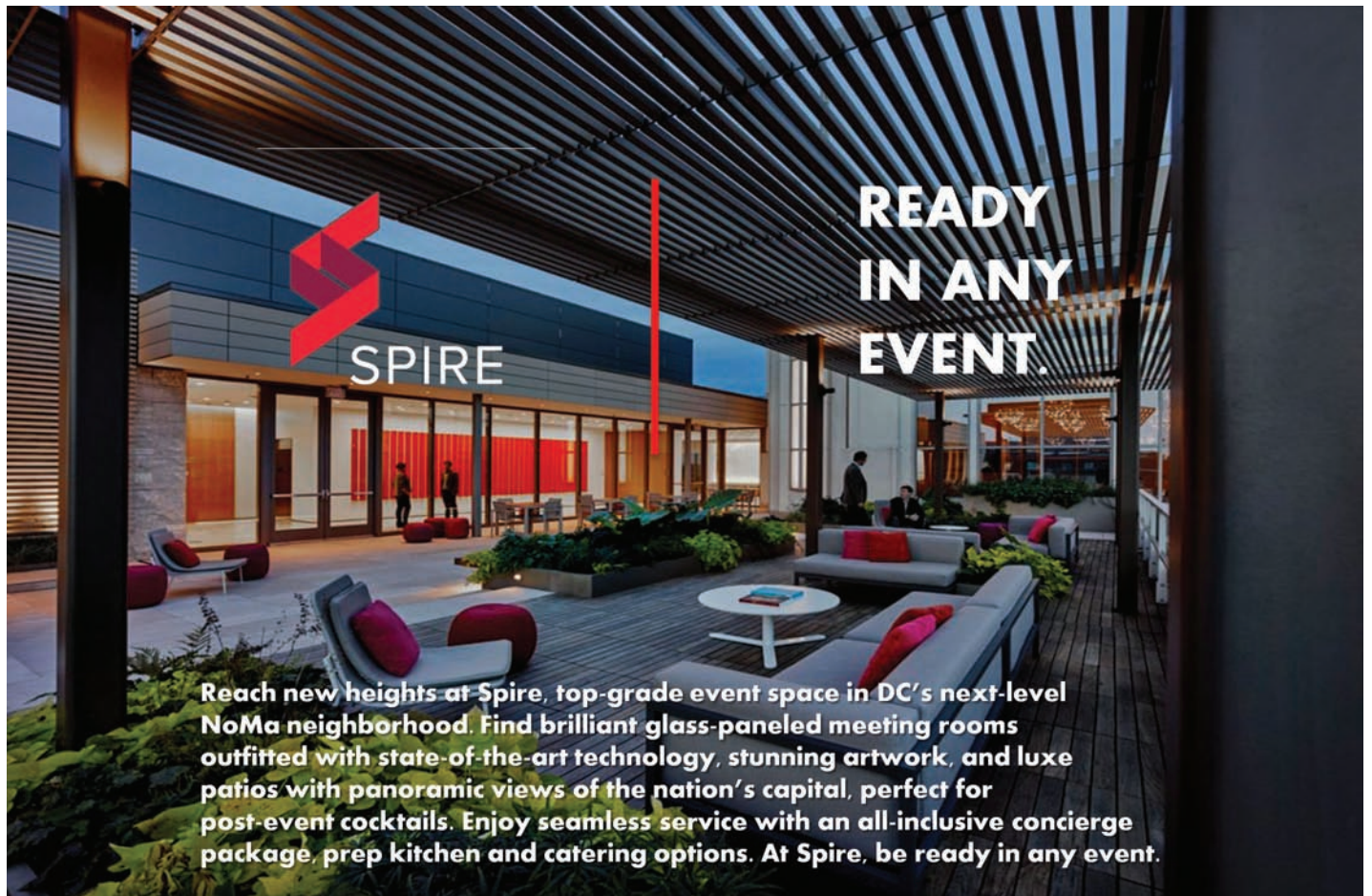


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Let's Make A Difference


Looking to give back to the community but not sure how? The PCMA Capital Chapter has you covered. Whether you have volunteer time, donations or both, there is a community service project for you. Below is a list of our upcoming projects planned for the year:

 Time  Money  Collecting Items



Charity of the Year - Bread for the City

  Bread for the City provides vulnerable DC residents with service including, clothing, medical care, legal and social services. The chapter will be collecting donations for the charity throughout 2017 and organizing a volunteer event.



DC Greens

 DC Greens uses the power of partnerships to support food education, food access, and food policy in the nation's capital. DC Greens offers teacher training, cooking classes for kids, and a community garden. It also has various collaborative partnerships with DC Hunger Solutions, schools, and incentive programs in farmer's markets. The Community Service Committee will be holding a volunteer event with DC Greens April 28th.

Humane Rescue Alliance

  The Humane Rescue Alliance (HRA, formally the Washington, DC, Humane Society and Washington, DC, Rescue League) serves more than 60,000 animals a year, without ever turning a D.C. animal away. We are collecting unwanted clean T-shirts and socks. Please bring these items to the chapter's April and May events. Save the date for our volunteer event to be held July 10, where we will recycle these materials to build toys for dogs and cats, learn about the shelter's good work and interact with some of its residents!

Service N' Sync

  The Community Services Committee is excited to return to the Capital Area Food Bank for Service 'N Sync. Please donate a few hours of your time on November 9th to help sort and package food for the 500,000 people in the DC region struggling with hunger.

A few of the volunteer events have a participation fee attached. These fees cover expenses related to the project, ie., materials, transportation, meals, etc. Please stay tuned for more details on these upcoming service projects. With multiple ways for you to get involved, we are looking forward to 100% participation among our chapter members this year. •



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Member Spotlights

Spotlight on a Supplier

Nahal Khatami
Sales Manager
The LINE DC



If you do not know Nahal Khatami, then you should get to know her as she is a pleasure to talk to and is very passionate about her job. As part of the pre-opening team for the new hotel The LINE DC (opening this May), she combines her love for the hotel with the joy of creating new and lasting experiences for her customers that are unique and of the area. The best part about this industry is that you “don’t have the same day twice,” and like a hotel stay, no two hotels are alike; Nahal can attest to that uniqueness because she

works for a hotel that was once a historic church. She is excited to be a part of the changing landscape of hotels in DC and excited to be back home after two years on the West Coast.

Growing up in Maryland and going to college in Baltimore, Nahal is happy to be home and tries as best as she can to keep some semblance of work/life balance. During the week, she makes a list of her top five goals for the day and at the end of each week, she recaps those accomplishments, keeping her focus on the positive. On the weekend, she likes to take key “me time” for herself, which allows her to recharge and get ready for the week ahead. When asked about her ideal vacation, two words came to her mind: sun and water—sounds like a beach visit is in her near future! •

by Caroline Gardner, CMP
Director, Convention Sales Mid-Atlantic, Choose Chicago

Spotlight on a Planner

Mark Harvey, CGMP, CMP, CMM
Principal
Ethos Meetings & Events, LLC



Mark grew up in Yorktown, Virginia, and lived in Norfolk before moving to our nation’s capital, where he worked full time while earning his B.S. in Tourism and Event Management from George Mason University.

As a supplier working for Hyatt Worldwide Sales, Mark saw planners making a difference. Now Mark makes a difference, as evidenced by his awards (PCMA Capital Chapter Communications Committee Star of the Year 2015 and Collinson Media Forty under 40) and certifications (CMP, CGMP, DS, CMM). Did I mention he started his own business? In 2015, he formed Ethos Meetings and Events. He also volunteers and provides no-cost support to non-profit arts organizations.

The success of those around him inspires Mark. “Even though we have an often-unnoticed influence in our industry, I love to see our work impact our attendees.”

Perhaps the greatest influence on his young life was his “classy” grandmother. “She always knew what advice to give. If she were here now, I know she would tell me to be quick to forgive, slow to anger, and always on time for cocktails!”

Mark’s father taught him basic drafting. By the age of 13 he had fully designed residences, high-rise hotels, and condominiums, with only a Bic pen, a ruler and a few 17”x22” pads of graph paper. He still uses those skills—think designing an expo floor! •

by Jacqueline K. Mongold, CMP
Assistant NRA Secretary, National Rifle Association

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News Bytes

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CONGRATULATIONS TO THE TOP STEPPER OF THE PCMA WALKING CHALLENGE, **ERICA LAUDEMANN**, CONFERENCE COORDINATOR, NACAC. ERICA TRAVELED 122,101 STEPS OVER THE 2 DAY CHALLENGE.

CAROLINE GARDNER, CMP (FORMERLY DESTINATION DC) IS NOW DIRECTOR, CONVENTION SALES MID-ATLANTIC, CHOOSE CHICAGO.

GERALYN KRIST, CMP (FORMERLY VISIT KANSAS CITY) IS NOW ACCOUNT DIRECTOR, SHERATON NEW ORLEANS



Mark Your Calendar

Please join us for these upcoming events. Visit our chapter website for details and to register:

www.pcma.org/connect-and-grow/chapters/capital

May 18

Mini Hackathon: Innovation Unleashed

Program: 3:00 - 6:00 pm

SPIRE Conference Center

750 First St NE, Washington, DC

Register: <http://bit.ly/PCMAHackathon>

Sponsors: SPIRE Conference Center, Transportation Management Services (TMS), Destination Cleveland

July 17

REBOOT (half-day education program)

Sponsors: Omni Hotels, Visit Norfolk, Visit Tampa Bay, Three Cities Alliance

August 23

Classroom Event

Sponsors: Embassy Row Hotel, Cincinnati CVB

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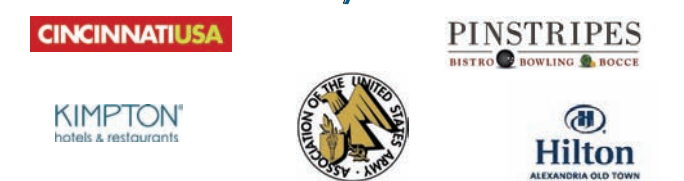
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