

the official newsletter of the pcma capital chapter

Tackling the Art of Public Speaking

Does the thought of public speaking make your palms sweat? Do you get a slight nervous excitement before starting a presentation? If the thought of standing in front of a room full of your peers, a board, a client, strangers or even your own team is out of your comfort zone, you're not alone. I've seen the following industry professionals speak and they make it look easy. I asked them to share some tips that work for them and hope you can put them to good use.

Once I start speaking, I either look in the audience for the first person who engages with me with a nod or some type of positive response and I can then "sit" into what I'm talking about and enjoy it. As nervous as you may be to speak in public, TRY NOT TO SHOW IT. Act like it's the most fun thing you've ever done! Your nervousness makes the audience uncomfortable and you lose the impact you're trying to make with your presentation. – [Liz Dane, Regional Director, Visit Saint Petersburg Clearwater](#)



Practicing a speech over and over and in front of a mirror really does work. To help get those butterflies out before taking the stage, start talking to people. Those could be people in the audience or even back stage so when you're finally on stage it is like you're just continuing your conversation. – [Johnnie White, MBA CAE, CMP, Senior Director, AAO-HNSF](#)

When I know that I am going to have to do a presentation, I speak for just a few minutes and then, as part of the presentation, I ask the audience questions. That engages the audience, and lets there be a free flow of thoughts and ideas, thus turning it into a conversation. The other thing you must know is when to stop being the presenter and let the audience share, but also when to bring it back in and continue forward with the material you're trying to cover. – [Robert Smith, CMP, CMM, Director of Meetings, American Educational Research Association](#)

The key for me with every presentation is Know Your Content. If it's already content I know well, then my focus is on the best way to organize it for the specific audience. I aim to present information as simply as possible to make it easily consumable. I also spend time thinking about what questions the presentation might raise, and I work that information into the presentation pre-emptively. – [Kirsten Olean, Director of Meetings, American Society for Microbiology](#)

From PCMA Educon in NY I learned NINE is the magic number. Remember to project your voice to what you would consider a volume 9. It helps you with your stage presence and diction while the focus on projecting keeps you from saying "um" and "ah". – [Hunter Clemens, Vice President, Interel + Association Management Group, Inc.](#)

Great insight from true professionals! •

by [Mary Gallagher, CMP, Director, Los Angeles Tourism & Convention Board](#)

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

Mary Kreins, CASE
Senior National Sales Director
Disney Destinations



You know you have them...I have them too. Worksheets, papers, journals...jotted with notes from Convening Leaders or EduCon. You grabbed a book from a speaker you plan to read on the flight home. By the time you get to 11A, you see that 11B and C will be having a loud conversation the entire flight, so you put in the ear buds and opt for the movie.

We are talking about Professional Development. Convening Leaders is my favorite, it encourages us to spend time designing our own development and leadership skills. But in the swirl of getting caught up, the book gets half read. Eventually it's moved off the desk to surrender space for the Starbucks Cup and then to a distinguished location in the office...the book shelf.

Those books are on my shelf and your shelf too. So what to do? And the real question is, how do we engage in our own professional development all year, in ways that inspire, connect and motivate us?

*Learning is an Experience.
Everything else is just information.
-Albert Einstein*

Here are some ideas to propel the learning journey all year in ways to fit your schedule.

- Missed Convening Leaders...want to revisit a session? PCMA Premium Content (www.pcma.org/premium-content) offers 100+ Convening Leaders and EduCon Sessions. You can subscribe annually or monthly.
- Need information on a specific topic? Visit PCMA Webinars (www.pcma.org/engage/webinars) to grab quick engagement. They are FREE, provide learner outcomes and offer CAE/CMP clock hours.
- Attend Capital Chapter's Education Events, GMID, Roundtable Classroom and REBOOT! Our mission is to deliver superior and innovative education to our members. Our chapter is a CMP Preferred Provider, you'll earn clock hours in our sessions all year.
- Audible books are great for commute time, podcasts and cliff note versions found in places like Actionable Books (www.actionablebooks.com), Blinkist (www.blinkist.com) and getabstract (www.getabstract.com) offer easy 10 minute reads for your smart phone, tablet, and desktop.

Take time for yourself, approach your Professional Development with the same thoughtful design you curate for your events. Through learning we teach...through teaching we grow...through growing we learn! •

Leadership is Still Leadership When Advocating for a Cause

For several years now, as a result of reaction to negative press and criticism, the hospitality industry has been discussing advocacy.

These discussions have led to a recent proactive approach; specifically, through the work of the consortium that makes up Meetings Mean Business and the Global Meetings Industry Day (GMID).

This begs the question, is advocating for a cause considered leadership? The answer is a resounding YES!

The definition of a leader is someone who creates an inspiring vision of the future motivating and inspiring people to engage with that vision. The definition of an advocate is a person who speaks or writes in support or defense of a person, cause, etc.

The two go hand in hand!

We are all leaders within our industry and when it comes to speaking or writing in support of the mission of the organizations we represent and especially our own professional industry, who better to advocate within ALL of those organizations. Our members know that collaboration is the key to finding solutions whether they are scientific, medical, security or the latest in technology for the members of the organizations we represent?

It is important to use the knowledge we share cumulatively and advocate within each organization including our own. Take the time, be a leader. Support your industry and educate others on the importance of what we do. •

*by Annette M. Suriani, CMP, Chief Meetings Strategist,
AMS Meeting Solutions and Director of Meetings,
American Academy of Orthotists and Prosthetists*



Connect with the Capital Chapter!



Connecting with the Capital Chapter is not just about tracking what we are up to. We want to see what you are up to as well.



@PCMACC

PCMA Capital Chapter has become the first PCMA chapter to have an Instagram account because we believe in being creative and having fun with our communication. However, it is only as good as our members make it, so start shooting and posting today!



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Create a Lasting Impression on Your Career!

Mentorship should be mentioned more often when discussing developmental opportunities. For some, mentorship sounds like a daunting task and may come at an inopportune time; However, there comes a lot of pride in challenging yourself to become a mentor or protégé. When you step into this world of mentorship with dedication and commitment, you open yourself and others to new career development and problem solving.

When a professional has a mentor, it makes the career path less lonely and provides guidance for those times when we need direction. That's why you NEED to participate in the Capital Chapter Mentorship Program as an experienced mentor or a protégé looking for guidance and someone to ask questions to.

As Steven Spielberg once said "The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves." It's never too early nor too late to begin a mentorship. We all have something to learn and pass on to one another to achieve career and life goals. It's one

of the greatest rewards to empower someone or be that someone whom is empowered. Be a success story and join the mentorship program today, it's the perfect time!

Program Goals:

- To help increase confidence, knowledge and industry connections for protégés and even mentors
- Foster interpersonal growth and self-enrichment
- Provides opportunity for mentors to give back and be more involved on a smaller scale
- Builds the PCMA and meeting planning community

Program Expectations:

- Mentors and protégés actively communicate regularly (2-5 times a month)
- Mentors and protégés meet in person at least once a month *location permitting
- Mentors and protégés report back to the program coordinators on their progress and goals

How do I sign up to be a mentor or a protégé?

You will be asked to take a brief self-evaluation where we will receive your contact information and a little more about you and what you are looking to get out of the program. You will then be matched accordingly with the mentor or mentee that is right for you!

Want to be a mentor?

Visit <https://docs.google.com/forms/d/e/1FAIpQLSeA8iHROHgbMi4hnoG4Xw3h9Vk0jC7bRcmCVDugQX7GTWeCfw/viewform#start=invite>

Want to be a protégé?

Visit https://docs.google.com/forms/d/e/1FAIpQLSdMhaudhL6Rcig_9dH5TaRiwWShU8sBmsME_u2WVeR_dCcPIQ/viewform?formkey=dGM3UkRORU1zT1FiMExmWk5mdnd1cVE6MA#gid=0

Are you convinced? What more could you need? Be proactive in your career and sign up today! •

— by Enrique Juarez, Director of Sales & Marketing, Marriott Phoenix Tempe at the Buttes, Emerging Professionals Committee







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What does Leadership have to do with Volunteering?

Calling all leaders, innovators and anyone who wants to have a voice for their industry. The call for PCMA Capital Chapter board positions just passed, and if you have any hesitation of why you shouldn't be involved, I'd like to talk about why you SHOULD be involved.

Volunteering does not cost anything, except your time and attention and the pay offs can be huge. You gain experience in leadership, industry connections and friends all while giving back to your community, not to mention it looks great on your resume. I encourage you to try your hand at chairing or co-chairing a committee, maybe not with PCMA, but with any other organization you feel passionate about. If you are not currently in a role where you manage a staff or team, this could be your chance to try your hand at it.

What have I learned from volunteering?

- When I decided to co-chair a committee, I choose one that I was not very familiar with. Communications. I'm not a writer, or an editor, but I wanted the knowledge so that I could assist better in my own position at work. Now, I feel more comfortable writing and editing my marketing pieces for my meetings.
- Leading people is not easy. As a manger of 10 currently, my job is to make sure my team is successful and have the tools they need to do their jobs. Leading a committee is just about the same! Volunteers don't get paid, they do this on their own accord. What can I do to make sure they succeed, get what they give back and continue to contribute? How can I help in that process so we are a success?

As leaders in our industry and in our community, it is important to continue to grow and be involved. If you do not volunteer, in general, you do not have a voice and you can not complain when things do not go your way. Step up, step in and make a difference! It will make you a better leader and you will feel good about what you are doing. Promise! •

*by Jennifer Haire, CMP, National Center for State Courts,
Communications Committee Chair 2017*

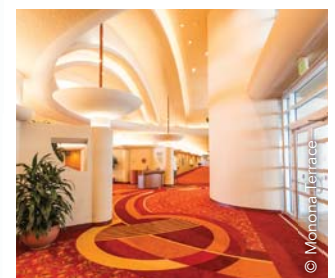


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Are You Ready to Kick Start 2018 by Amplifying Your Digital Event Knowledge?

As our world continues to become increasingly digital every day, organizations are discovering new ways to extend their reach to drive business objectives. The PCMA Digital Experience Institute Power of Digital Events white paper demonstrates how digital events are driving ROI and ROE by revealing the PCMA case study results. Learn more at <https://www.pcma.org/digital-events-audience-engagement>.

The Digital Experience Institute (DEI) is the leading authority on digital events providing education, resources and in-depth certification to support the teams that lead these initiatives.

The Digital Event Strategists Certification is designed to help professionals effectively plan, produce and measure the results of your live stream and digital engagement events. It will provide you with education and resources so you can increase your audience reach, engagement and pipeline for your organization. The DES certification is the ONLY source for comprehensive digital and hybrid event education, taught by leading industry experts.

The DES Live Online Course is an interactive online course that lasts just seven weeks. Classes meet online on Wednesdays and Fridays at Noon Eastern time, and last approximately one hour. On-demand sessions and self-paced options are also available in case you can't join the live class.

The end is only the beginning. With graduates from 15+ countries, DES certification provides graduates access to a passionate global community offering networking, knowledge sharing and support for each other.

On August 17, join our first DES Online Open House (<https://dei.digitellinc.com/dei/live/32>) to learn more about the Power of Digital. We'll provide a snapshot of the DES online course and



certification. The Open House will be a very informal online session to answer all of your questions.

If you want to join us for our next live online course, use the Coupon Code: CPT10 to receive a special 10% off the DES Sept-Nov course (<https://dei.digitellinc.com/dei/live/15>) registration fee. Please let us know if you have any questions anytime at jkush@pcma.org or 312.423.7273.

A special congratulations to all of the Digital Events Strategists representing the PCMA Capital Chapter and leading their organizations into the future. Well done!

Graduates: Apryl Savino, Amy O'Connor, Carla Fernandez, Tamela Blalock, Cindy Koebke, Julie Butler, Mary de la Fe, Edward Bagsic, Lisa Dyson, Ronnie Schaer, Molly Barlow, Kimberly Greene

Current Candidates: Beverly Johnson-Hampton, Chris Brown, Raquel Irby, Stephen Porter, Penelope Freire, Sheri Twambly, Jackie Willis •

by Jennifer Kush, DES, Executive Director,
PCMA's Digital Experience Institute



Member Spotlights

Spotlight on a Supplier

Tom Albrecht

*Senior National Sales Manager, Washington, DC
Detroit Metro Convention & Visitors Bureau*



Tom Albrecht is – in his own words – “Hot on Detroit!” He studied Broadcast Journalism at Wayne State University in Detroit and his first career was in news production as a production manager at the NBC and PBS affiliates in Detroit. When the Detroit Metro CVB asked him to apply as an Account Executive in Sales, he welcomed the opportunity to promote his city.

Tom worked in the hospitality field at a local hotel while in college, so he wasn't exactly a stranger to the industry. From the CVB, he moved to sales for The Ritz Carlton in Dearborn and then became a partner in a third party company in Traverse City. After 18 years, that partnership dissolved, and he moved to the Shanty Creek Resorts as Director of Sales. Detroit still beckoned. In 2011, he became Director of Sales for the Cobo Center, and in 2014, he returned to the Detroit Metro CVB in his present position, representing Detroit in the D.C. area market.

What does Tom like best about his work? “My clients,” he said. “I've learned so much from them. And I love the variety of clients – the association, labor, corporate, and government planners.”

He has been a member of the PCMA Capital Chapter since 2014 and is just starting to serve on the Marketing Committee. He would like to be more involved. And HEAR THIS – he would like to serve on the Board! He has experience serving on boards of the NATCAP Chapter of SGMP, the Reston Herndon Meeting Planners and on the Boards of two arts councils in Michigan.

On the personal side, Tom enjoys viewing and buying art, organizing art events, biking, music – jazz, classical, and opera – and traveling to interesting cities (his favorite is London). He and his wife, Therese Zinn, enjoy spending time with her three adult children and four grandkids.

Tom's advice for balancing personal and business life: “Make a conscious effort to make time for family and friends, and also yourself.” •

*by Sara Torrence, CMP Emeritus,
Sara Torrence and Associates*

Spotlight on a Planner

Bethany Christian

*Director of Event Planning
National Tank Truck Carriers*



Bethany Christian has found the meeting/event industry is a “Natural Fit” and perfect for her organizational characteristics! She loves to see how things flow together and having the ability to influence the process.

Bethany has worked for the Printing Industries of America (PIA) and the American Trucking Associations (ATA) prior to her current role as Director of Event Planning with the National Tank Truck Carriers. Her first opportunity to plan events came as a coordinator for the Printing Industries of America's two Councils and then she had the opportunity to coordinate logistics for the American Trucking Associations' Chairman's Program – arranging travel, briefing materials and presentations for the ATA Chairman as they accepted speaking engagements throughout the country.

This is Bethany's first year as a PCMA Member and she enjoyed the Convening Leaders Experience in Austin. She declared the event to be “amazing” and enjoyed the unique approaches to planning along with the use of applications in the event itself. “It's great to see how planners handle different things like programming and event processes” explained Bethany.

Bethany has always wanted to earn her CMP; however, when she had time she didn't have the experience, then when she had the experience, she didn't have the time. Thankfully, things have changed a bit within the structure at National Tank Truck Carriers and she now hopes to have the time to pursue the CMP designation.

When not working, Bethany enjoys gardening and finds it to be nurturing, calming and relaxing. She lives a quiet and busy life in the Virginia area where she enjoys time with her two cats and co-parents two American Pit Bull Terriers with her Ex.

Look for Bethany at an event in the future and be sure to welcome her to PCMA! •

*by Tanna Pearman, Business Development
Director, Eldorado Resorts, Reno*



News Bytes

Email your news: PCMAchatter+news@gmail.com

Andrea Bauerfeind, CMP, has left The Optical Society and is now the Director for the Office of Scientific Meetings and Conferences at the Federation of American Societies for Experimental Biology

Enrique Juarez has become Director of Sales & Marketing at Marriott Phoenix Tempe at the Buttes Hotel, where he was formerly the Director of Group Sales

Will Trokey, CMP, has left Visit Charlotte and is now Director of Global Accounts for Omni International



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

August 23
Navigating through Negotiations
Emerging Professionals Roundtable
Sponsored by The Embassy Row Hotel & Cincinnati CVB
3:30 p.m.-7:00 p.m.
The Embassy Row Hotel, 2015 Massachusetts Ave, NW, Washington, DC 20036

September 27
Get Hooked with MPI and PCMA

October 16
Fall Education Event

November 6
REWIND - A Year in Review
Sponsored by Washington Marriott Wardman Park & PRG

November 15
Service N'Sync Day
9:00 a.m.-12:00 p.m. or 1:00 p.m.-4:00 p.m.
More details to follow.

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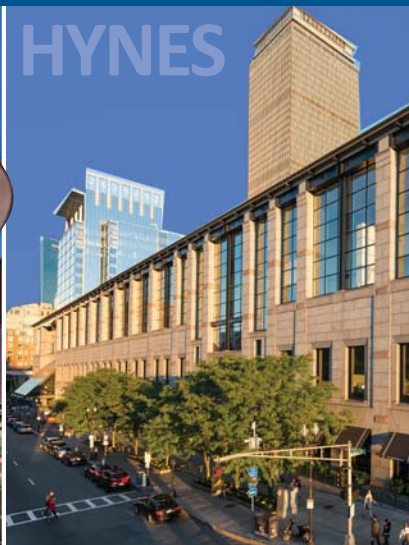
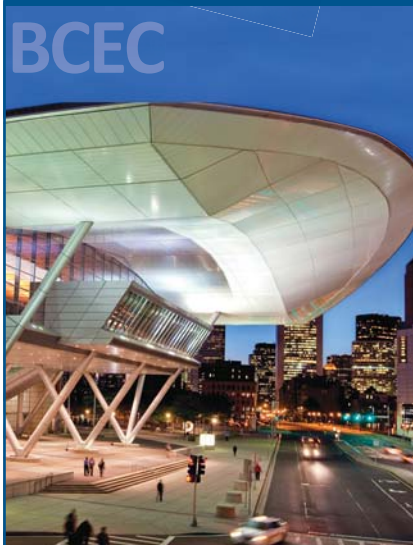
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