

the official newsletter of the pcma capital chapter

2017 President's Message



Another year in the books! The accomplishments by the Chapter are numerous, but you are in luck: this issue of the Chatter will provide you with all of the highlights. Looking back on this year makes me proud, as always, to be a member of the Capital Chapter. My heartfelt appreciation goes out to the many volunteers that keep this Chapter ticking: you are truly the lifeblood of this Chapter, and all of its successes are thanks

to your hard work and dedication.

I would like to take a moment to sincerely thank Joy Womack, 2016 President, for her amazing leadership over the course of this past year. Our focus for the year was creating authentic experiences with a focus on the member and volunteer. If you were able to join us for any or all of our events, you'll agree that 2016 offered some of the best functions in Capital Chapter history. Some of my favorite authentic experiences included Bocce at the Mix-N-Bowl, a candid conversation about taking your meeting global and attracting international attendees, and facing my personal fear of boats at the Fall Networking Event with MPI Potomac. Internally, we continued to assess how we could better support the volunteer by providing better training and direction, along with more efficient ways to communicate with the committee.

Our focus for 2017 will be developing and implementing a strategic map that will help guide the Chapter over the next three years. I am pleased to report that your volunteer leadership is already hard at work on this sizable task. In October, the Chapter held a daylong retreat with the 2016 and 2017 Boards of Directors, committee chairs, and co-chairs. Over the course of the day, we broke down the meaning of the mission of the Chapter, identified our core values, and developed specific goals that addressed the core values while enabling the Chapter to be pushed to the next level. While much of the work that will be done over the course of 2017 to develop and manage the strategic map may not be immediately evident, the actions and strategies set forth will

provide our members with thought-provoking education, unique networking opportunities, an understanding of the importance of advocacy, and the foundation necessary for our volunteers to run this remarkable Chapter.

I am honored and humbled to have been selected by a committee of my peers to hold the role of Chapter President for this coming year. It's tremendously exciting to have the opportunity to lead the Chapter. I encourage all of you to consider getting involved; there are many ways to do so, including writing an article for The Chatter or Generations Meet blog, joining a committee, becoming a mentor, offering a shadowing opportunity for our emerging professionals, or attending one of our many events throughout the year.

As we work hard on fine-tuning the strategic map, you can remain confident that all of the elements that make the Chapter great will continue to thrive. I hope that you will reach out to me to share your ideas and feedback so that we can help you make the most of your membership.

I wish you all a wonderful holiday season and look forward to seeing you at our events in 2017!

by Diane Kovats, CAE, CMP
International Society for Computational Biology



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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Committee Chairs**Communications**

Caroline Gardner, CMP, Destination DC
 Jennifer Haire, CMP, National Center for State Courts

Community Services

Peter O'Brien, CMP, CASE, Marriott International
 Jeanette Naiman, CMP, AMSUS-The Society for Federal Health Professionals

Emerging Professionals

Katharine Gausmann, CMP, National Association of Secondary School Principals
 Christine Faiman, CMP, Marriott Global Sales Organization

Government Relations/Advocacy Task Force

Annette Suriani, CMP, AMS Meetings Solutions
 Rosa Mendosa-Friedheim, CASE, CDMP, Greater Fort Lauderdale Convention & Visitors Bureau

Marketing

Natalie Sorokin, American Public Health Association
 Kristen Twyman, CMP, Experient

Membership

Ryan Barth, CMP, Conference Direct
 Rebecca Murphy, CMP, NACUBO

Professional Development

Sara Haywood, CMP, Association of American Geographers
 Dan Ketelsen

Samantha Moore, Community Anti-Drug Coalitions of America

Sponsorship

Rebecca Ramsey, Greater Madison Convention & Visitors Bureau
 Liz Dane, St. Petersburg Clearwater Area CVB

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Tamela Blalock, MTA, CMP, National Association of Wholesale Distributors

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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

Joy Womack

Director, Event Management, Experient
 2016 Capital Chapter President



As I reflect on the Capital Chapter's achievements this year, I am very proud and enthusiastic about where we've been and what lies ahead. My goal was to focus on the volunteer and event experiences and thanks to the efforts of our board members, committee leaders and amazing volunteers, I believe that we have kept these goals at the forefront of our minds in producing our events. It's been great to see new faces at events and engage with volunteers who have raised their hands to become active members.

We continue to have a strong roster of volunteers on all of our committees. These volunteers have produced tremendously successful education programs, shared industry news through the Chatter and social media, continued our advocacy efforts to promote the value of our industry, and our service projects helped support the local community and the PCMA Education Foundation.

Thanks to the efforts of our treasurer and board members we are in a strong financial position and we have taken steps to ensure additional financial security moving forward.

It has been a tremendous honor to serve as your chapter president this year and I know that the Capital Chapter will flourish under the leadership of Diane Kovats in 2017. I'd like to thank the leadership and my team at Experient for their support this year. My sincere thanks and appreciation also goes out to many PCMA members who have shown their support to me and mentored me over the years.

I hope you will put the Capital Chapter events on your calendar for 2017 and I strongly encourage you to get involved and make the most out of your membership by joining a committee and attending our events.



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.



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!

@PCMACC



Follow us @pcmacapitalchapter and remember to tag us in your spring meeting photos as well by adding us into the comments or tag section. •

Charlotte's got a lot.

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Communications Committee

We are so proud of all the hard work that this committee put in to produce 10 amazing issues of The Chatter newsletter. A lot of effort goes into producing these issues on a monthly basis and we couldn't do it without the volunteers that contributed to writing articles, editing, and designing the layout! From idea generation to the final product, producing The Chatter is a labor of love, so kudos to a job well done!

The November issue of the Chatter had so many interesting articles highlighting best practices and trends that it was a 16-pager. We really appreciate the amount of thought and care that goes into writing the articles and we hope the readers do too!



The committee is always looking for fresh ideas and contributing writers. We love highlighting our own members and their base of knowledge. That's what makes the Chatter one of the best! If you want to join our committee or contribute in any way, we would welcome it! Please email us at caroline.gardner@destinationdc.com and jhaire@ncsc.org. We encourage you to get involved if you are seeking credits toward your CMP as well as writing articles is a great way to earn additional CEU's. Also, it is not a bad way to keep your name out there and stay relevant in the industry. We continually look to our Capital Chapter community to keep us up-to-date on job changes, various accomplishments, awards and industry events to be featured in our "News Bytes" and "Mark Your Calendar" sections.

Thank you so much to every one of our volunteers who contributed articles and edits each month to keep the newsletter looking great. A special thanks to Tracie Howard, Shannon Burke and ASCENT Management for acting as production editors this year!

Finally, the newsletter would not be possible without all of our wonderful sponsors. Thank YOU for supporting the best PCMA chapter newsletter around! •

Chair: Caroline Gardner, CMP, Destination DC

Co-Chair: Jennifer Haire, CMP, National Center for State Courts



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Community Services Committee

Supporting the community in which we serve and having lots of fun along the way!

That's what our dedicated Capital Chapter volunteers achieved in 2016 as we banded together in supporting several great initiatives throughout 2016:

- DC Greens was unanimously reengaged as our “Charity of the Year” for the great work they do through a variety of nutritional education programs for students and families. K Street Farm provided a great “hands on” opportunity for our volunteers to maintain the urban gardens that support the DC Green’s mission.
- USO “Pack for Troops” provided a high energy & fun experience for volunteers to support active military and their families through an assembly line initiative to create “care packages” of supplies, treats, and other small but impactful items that are so appreciated by our troops.
- The Capital Area Food Bank once again recently provided a great “Service in Sync” support project, engaging our volunteers in a variety of fun networking tasks that ultimately impacted hundreds of children and families that rely on the generosity of the Food Bank sponsors and the volunteers that support it.

Beyond providing “strength in numbers” engagement of these projects, PCMA volunteers also continued to support the Washington Humane Society at the Annual Bark Ball, orchestrated Food drives to further support the Food Bank and have currently “adopted” over five DC underprivileged families; outfitting each family member with needed new clothes that will be personally delivered over the holidays!

We thank all those who continue to support our volunteer initiatives and look forward to welcoming a new year of engaged Capital Chapter participants in 2017! •

Chair: Peter O’Brien, Marriott Global Sales Organization

Co-Chair: Jeanette Naiman, AMSUS, The Society for Federal Health Professionals



Emerging Professionals Committee

The Emerging Professionals Committee (EPC) collaborated with fellow PCMA Capital Chapter committees in presenting three (3) programs, each exceeding their budgeted attendance and income, while also extending additional services to our emerging professional members.

Following are highlights from our year:

- Presented PCMA Capital Chapter’s Capital Classroom events in March, August and October – each event exceeded its budgeted goal in planner/supplier attendance
- Partnered with PDC for PCMA Capital Chapter’s Reboot Capital Classroom in July
- Generation:Meet blog published 60 rising industry professional job opportunities and three (3) industry internships
- Mentoring program connected three (3) rising industry professionals with three (3) industry veterans
- Outreach team presented a panel of industry professionals to students at George Washington University, Hotel & Restaurant Management Academy and James Madison University
- Shadowing program received three (3) events for rising industry professionals to experience

We are most appreciative of EPC’s board liaison, Malene Ward, as well as our committee members and sub-committee chairs whose leadership solidified our successes. Our sincere gratitude is extended to Sheryl Brannan, Ann Garvey, Katharine Gausmann, Beverly Johnson, Enrique Juarez, Heather Kyle, Rene McCoy, Samantha Moore, Femke Morelisse, Jacqueline Nette, Alex Plaxen, Jessica Smith, Carrine Toddman Lewis, Jennifer Vaseleck and Melissa Wenczkowski.

The Emerging Professionals Committee is proud to provide our rising industry professionals with the programs and resources needed to assist them in achieving their goals – both personal and professional. We are thrilled with our achievements in 2016 and look forward to furthering our efforts together in 2017. •

Chair: Christine Faiman, CMP, Marriott International Global Sales Organization

Co-Chair: Katharine Gausmann, CMP, National Association of Secondary School Principals



August, 2016



October, 2016



Government Relations & Advocacy Committee

The Government Relations & Advocacy Committee would like to thank our volunteers for all of their hard work throughout the year. As Annette and I move forward, we are excited to continue our efforts throughout the next year. Christine Frye and I will now co-chair the Government Relations & Advocacy Committee, and Annette will serve as your GMID champion (April 6, 2017). There is a lot of work to be done and we hope to have more volunteers assist us with our ongoing advocacy efforts.

The highlight of our year was the Global Meetings Industry Day held on April 14, 2016. Our theme, “perspectives” was a huge success. With its focus on international, national and local advocacy, our targeted perspective initiative delved into aspects concerning a global meetings industry, which was our intent. Our speakers included our international perspective speaker Annette Hewlett Tran, CEB Event Operations Director, Corporate Executive Board. Our national panel included Nan Marchand Beauvois, Vice President, National Councils & General Manager, ESTO, US Travel Association, Michael Hotra, Executive Director and Deputy Managing Director, APCO Worldwide and Erik Hansen, Senior Director, Domestic Policy, US Travel Association. Our local perspective panel included Tiffany Gilliard, Vice President of Business Development with the Association of Women's Health, Obstetrics, and Neonatal Nurses, Bruce Gutenberg's VP of Marketing National Harbor, and Jillian Irvin Public Policy, AirBnB. We hope that you were able to take away valuable information and initiatives for advocacy. We wish to thank Matthew Fox for championing this event and his hard work to make it a wonderful success!

WE CANNOT WAIT FOR NEXT YEAR'S GMID, APRIL 6, 2017. PLEASE MARK YOUR CALENDARS. We have another exciting and innovative program for you and cannot wait to share in your participation.

We would also like to invite all of you to further advocate and participate in the ASAE Hill Day, March 15-16, 2017. What a wonderful opportunity to partner with another great organization and meet our politicians face to face to advocate our cause, Meetings Mean Business! •

Chair: Annette M. Suriani, CMP, Chief Meeting Strategist, AMS Meetings Solutions.

Co-Chair: Rosa Mendoza-Friedheim, CASE, CDMP, Regional Director of Sales, Greater Fort Lauderdale Convention and Visitors Bureau.



SPECIAL THANKS TO
CHRISTIE'S PHOTOGRAPHIC SOLUTIONS
FOR ALL THE IMAGES THROUGHOUT 2016!

Marketing Committee

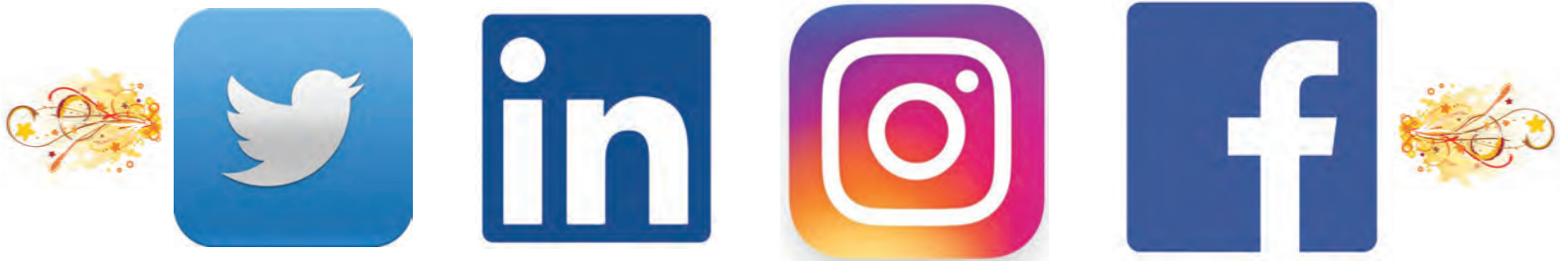
The 2016 Capital Chapter Marketing Committee has been busy improving our social media presence. Our goal is to provide you with relevant content about the meeting industry and the activities taking place in our region. Through Twitter and Facebook our event marketing team informed you of our upcoming events and provided you with details on our speakers. Our new content teams searched the internet to provide you relevant articles and provided updates on what other committees were doing.

We want to be more than just a marketing committee. We want to be a resource for you to find information and start a conversation about our industry. We pushed out more content than ever before and we're seeing an increase in engagement. This was the year of breaking the thousand mark! We have 1,021 Twitter followers and 1,058 Facebook followers. You retweeted, liked, commented and shared. The more you interact with us, the better we can serve you. So continue to tell us how you feel and what you want to talk about.

We had a great year of interaction with all our fellow Capital Chapter members and committees. We will continue to grow our online presence not just on Twitter and Facebook but through our Instagram and LinkedIn accounts. Thank you for interacting with us! Tell us what you think, share your photos and stories and participate in our contests. We look forward to serving you and hope to hear from you soon on our social media channels. •

Chair: Natalie Sorkin, CMP, American Public Health Association

Co-Chair: Kristen Roget, CMP, Experient



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Membership Committee

2016 has been another wonderful year for the Membership Committee as we have been striving to reach the goals of our Capital Chapter. Nearly all of our members have been contacted throughout the year by one of our committee's 30 volunteer members through our retention, recruitment and recognition efforts. We're proud to be in the top 3 chapters in the country for member retention.

Our Recognition Sub-Committee chair, Marilyn Atchue-Zuill, has overseen another successful year of celebrating our member's birthdays and various anniversary milestones. Marilyn and her volunteers have done another magnificent job of keeping tabs on all of our members by ensuring they receive the recognition they deserve. We've enjoyed celebrating hard-working members such as Marcus Eng, Matthew Fox and Linda Minor as well, who all earned a Star of the Quarter award for our chapter. Special thanks to our board of directors, welcoming committee and our sub-committee chair of Recruitment, Kristen Adomshick, for all their efforts in welcoming new members.

Our biggest achievement this year was receiving the recognition from PCMA headquarters for retaining the highest percentage of members for any chapter during March and April. As a result, the Capital Chapter membership committee was awarded complimentary Delta airline tickets. The committee awarded the tickets for air travel to Convening Leaders in Austin to Robert Smith at American Educational Research Association, who recruited the most members during the first half of our Member-Get-A-Member campaign. Amanda Hersey at National Recreation and Park Association received an AMEX gift card for her recruiting efforts during the recruitment campaign as well.

Thank you so much to every one of our volunteers who contributed their time in ensuring our membership base remains strong and satisfied with the numerous benefits that PCMA provides. Overall, we made hundreds of renewal outreach calls in an effort to maintain our large contingent of 1,500+ chapter members.

Finally, thank YOU for being a member of our wonderful chapter and continuing to spread the word of the power of PCMA at all of our events as we continue to grow stronger together. •

Chair: Ryan Barth, CMP, HIP Network

Co-Chair: Rebecca Murphy, CMP, National Association of College & University Business Officers



Professional Development Committee

Through the efforts of a group of committed volunteers, the Professional Development Committee (PDC) had an extremely successful year. They produced eight outstanding educational and networking events fulfilling its commitment to quality education, a cornerstone of the PCMA Capital Chapter mission. Highlights of the year included the addition of new educational formats and topics, the expansion of the popular Mix n' Bowl event with a bocce ball tournament, and the first ever breakout speaker participating via Skype during the half-day Reboot event. Without the time and effort of a dedicated group of committee members, none of the events would have been possible.

Special thanks go out to the phenomenal group of committee members who stepped up to serve as event champions and co-champions and were the driving force behind the innovation and success of each event. Those committee members include: Annette Suriani, Cassandra LaRussa, Dan Ketelsen, Jennifer Bumbalo, Kelly Marks, Kenneth Hemsley, Linda Minor, Linda Worthington, Liza Trey, Mary Kreins and Samantha Moore.

On behalf of the entire PCMA, we would like to send a special thank you to all the sponsors who helped to support the capital chapter events. We wouldn't have been successful without your support. We look forward as a committee to continuing to deliver superior and innovative education in 2017. •

Chair: Sara E. Haywood, CMP, National Foundation for Infectious Diseases

Co-Chairs: Dan Ketelsen, Associated Luxury Hotels International
Samantha L. Moore, CMP, American Bakers Association

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Sponsorship Committee

As with 2015, 2016 was a busy and successful year for sponsorship. Thank you! We confirmed dates and venues at least 3 months prior to the event, giving us enough time to market the event and the Professional Development Committee enough time to plan stellar education. Additionally, we hit our budget numbers on program sponsorships, helping keep the chapter’s financial health strong.

The Capital Chapter Reception at Convening Leaders was a great start to our year at the Fairmont Hotel Vancouver. We tried new venues this year including House of Sweden, FHI360, Hilton Old Town and AUSA. The Reboot Half Day Education Program was a huge success at the new Watergate Hotel! The Mix ‘N Bowl was moved from Bethesda to Pinstripes (Georgetown) where PDC added Bocce, and much fun was had by all. Kimpton Hotels showcased multiple DC area properties by sponsoring venues at the Hotel Monaco DC, the re-imagined Mason & Rook and the Morrison Hotel in Old Town. AIA was again a great place to hold our mid-year leadership retreat. Omni Shoreham hosted our GMID event again! Marriott Wardman Park is a strong supporter of the Capital Chapter, continuously sponsoring larger events, like our 2016 Rewind which is so important -- we celebrate our chapter volunteers.

Holding more events at unique venues increased our unique sponsors this year, like Occasions Catering and Geppetto’s Catering who is a repeat sponsor. MHF Productions, PSAV and X bytes provided in-kind services. Crystal Gateway Marriott, TMS Transportation, Visit Baltimore, Cincinnati USA CVB and Marriott helped us give back through our Community Service Committee.

We have four amazing annual sponsors working with us year round: Freeman; Christie’s Photographic Solutions; IMEX America; and PRG. Finally, our fabulous program sponsors! •

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Capital Chapter REWIND Recap

Old Hollywood glamour met today's outstanding PCMA Capital Chapter's volunteers in a reception that celebrated the chapter's achievements from the past year – most of which could be attributed to the unflagging efforts of those very volunteers. Recognizing the Committee Chairs and Co-Chairs, the 2016 Board members and individual awards – from outstanding committee volunteers, to the Rising Star Awards to the two very special President's Awards – the evening left little doubt that the success of PCMA's largest chapter lies squarely within the efforts of those dedicated volunteers who make the Chapter better for all its members.

The evening was hosted by the Marriott Wardman Park in the elegant Marriott Ballroom, with the sweeping staircase bracketing the presentation area. Guests were treated with a special Hollywood North cocktail created by Business Events Toronto and then enticed with a drawing for a trip for two to Toronto.

The extensive silent auction items were closely watched and lucky winners benefitted from the generosity of PCMACC's many supporters. With a sumptuous array of savory appetizers, convivial conversation and a luscious chocolate fountain to finish off the evening, the guests experienced the hospitality and exceptional planning that is a hallmark of Chapter events.

The guests had AMPA Events to thank for the Old Hollywood décor, which elevated the evening into a memorable wrap-up of the year, along with PRG who continues to provide the very best in audio-visual services and Perform Media for their exceptional videographic services.

Rewind Award Winners

Communications Committee

Tracie Howard, CMP, Meetings Manager, AcademyHealth

Community Service Committee

Pam Lackland, CMP, Vice President, Conference Direct

Emerging Professionals Committee

Heather Kyler, Meeting Manager, American Society for Cell Biology

Government Relations/Advocacy Task Force:

Matthew Fox, Director of Registration, Meeting Management Services

Marketing Committee

Bel Hanson, Coordinator, Operations and Programs, International Society for Computational Biology

Membership Committee

Damara Gomez, National Sales Director, Citywide Conventions, San Diego Tourism Authority

Sponsorship Committee

Liz Dane, Regional Director, Visit St. Pete/Clearwater

Professional Development Committee

Kelly Marks, Director of Meetings, Verto Solutions

Rising Star Award

Christine Frye, Sales Representative, National Trade Productions, Inc.

President's Awards

John Rubsamen, Director of Meetings and Events, Americans for the Arts

Kelly Marks, Director of Meetings, Verto Solutions

by: Kimberly "kc" Coerr, VIP Program Strategist, Marketing Design Group



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Member Spotlights

Spotlight on a Planner

Samantha Moore, CMP
Director, Meetings & Education, IBIE Housing & Transportation Manager
American Bakers' Association



2016 has been an exciting year for Samantha, filled with several significant first-time experiences. She received her CMP designation in May, was married in September and on her wedding day became a first-time aunt to niece Lily. Due to her hard work and dedication to PCMA, she will be chairing the Professional Development Committee next year.

Samantha graduated from Penn State's School of Hospitality Management. Her involvement with PCMA and the American Bakers' Association started as a student attending the Convening Leader's conference in Dallas. While there she met Art Shaw who took her under his wings, introducing her to numerous people. Networking led to an internship with ABA and after graduation, a position. She experienced other associations until ABA brought her back, realizing what a great employee they had. Samantha looks upon each meeting as a unique experience, setting up the framework for the meetings and putting the pieces together to produce an experience worth attending. She enjoys looking at each event, analyzing what went well, where there are areas for improvement and re-building the puzzle.

Samantha is passionate about her PCMA involvement. She likes knowing that when researching a destination, she can call her suppliers to learn about it firsthand. She cherishes the friendships she's made and even benefited personally by having help with her wedding-day plans.

Samantha proudly claims to be a "Professional T.V. Watcher", is obsessed with HGTV and watching her favorite shows with her pet, Kipper the Kat. •

— by *Margaret Miller, CMP,*
Strategic Sales Executive, Experient

Spotlight on a Supplier

Tanna Pearman
National Sales Manager
Eldorado Resorts Inc.



Tanna got her start in her hometown of Ogden, Utah and has been in the industry for 22 years. She thought she'd be in medical administration her entire life. However, in 1996 she was a bit burned out and applied for a Director of Sales position at a Holiday Inn and never looked back! Within a year and a half, she was recruited by the Utah Convention Visitors Bureau and was able to be an integral part of the 2002 Winter Olympics.

In 2004, Tanna moved to Reno and fell head over heels for the region and her husband. They've been married five years and Tanna has two sons, a stepson, stepdaughter and four grandchildren (with one more on the way!) who are scattered from Reno to Brooklyn. Tanna also has a 13-year-old pug named Gus.

Tanna loves hiking, camping and just about anything out-of-doors. She's recently discovered Netflix and is hooked on the Walking Dead. If the television's on its most likely to be football!

Tanna loves our industry where "friendships are as important as business!" •

— by *Kyla Knudson, CASE, Cis, Travel Alberta*

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News Bytes

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MIKE JACKSON, National Sales Manager, Destination DC received the honor of being named Supplier of the Year by the National Coalition of Black Meeting Planners

SALLY-ANNE ANDREW, former Director of Marketing at INVNT, has been awarded three Stevie Awards, in Advertising, PR and Marketing, as Maverick, Mentor, and Woman of the Year at the 13th annual Stevie Awards for Women in Business. The awards honor women who have created and realized positive change in their companies and for the industry.

JENNIFER SULLIVAN and **ALEXIS O'CONNOR** are now National Sales Managers in the DC region with Destination Cleveland.

SHERRI THADEUS is now the Director of Business Development for Expo Tracker, LLC

JANEÉ PELLETIER is now the VP of Communications & Events for the MdBio Foundation, a charitable organization focused on STEM education.

MICHAEL GALLO is now Vice President of the Air Carriers Purchasing Conference.



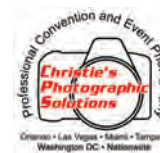
Mark Your Calendar

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

1/8/17 Capital & Chesapeake Chapters' Reception at Convening Leaders 2017
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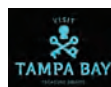
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Capital Chapter of PCMA
3337 Duke Street
Alexandria, VA 22314-5219

Chatter Info...

The Chatter is published by the
PCMA Capital Chapter
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