

the official newsletter of the pcma capital chapter

Tips and Tricks for Using Social Media to Promote Your Personal Brand

After 10 years of working on marketing himself and trying to tell clients what it is he does, it came down to creating a simple message. That's why Mark Dallman with HPN Global not only uses social media better than anyone I know but he builds clients' trust by sending a consistent message out on all of his social media platforms. Envyng that, I asked him to share his secrets.

Create a Clear "Message"

When social media first started almost 10 years ago, Mark found a contact on LinkedIn and invited him to lunch so he could learn more. The gentleman asked what he did so he described that after 20 years on the hotel side of things his new position with HPN Global was helping meeting planners with hotel site selection, contract negotiation and free consultation. The trainer said "so basically, you're A Meeting Planner's Best Friend?" "Why, yes I am!" Mark replied and suddenly he had a tagline, a message and created a personal website to help market himself and his message.

- Separate yourself from the competition - Focus on what you do best, where your best relationships are and target your social media marketing and sales trips to that area. Relationships build revenue, not the other way around.
- Develop Client Relationships through Facebook - Creating your own personal Facebook Fan Page is free and another terrific way to market yourself and your message.
- LinkedIn for Business - Don't "sell" on LinkedIn, have a message that helps them, builds their trust in you and your product or service and how you can help.
- Tweet Your Message - Twitter is a fast-paced message board but is also a great way to get your message out quickly for products, events or stories that affect your clients.

If you want to separate yourself from your competition you need to use as many social media channels as you can to offer useful information to your clients, build their trust and give them a way to find you. •



by Marilyn Atchue-Zuill, Global Account Director,
HPN Global

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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Diane Kovats, CAE, CMP
International Society for Computational Biology
760-522-8805
dkovats@iscb.org

President-Elect

Jim Kelley
PRG Corporate & Tradeshow Services
404.214.4833
jkelley@prg.com

Treasurer

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202.371.2830
jrubsamen@artsusa.org

Secretary

Kimberly Allison, CAE, CASE, CTA
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571.910.6041
kallison@baltimore.org

Immediate Past President

Joy Womack, CMP
Experient
703.239.7504
Joy.womack@experient-inc.com

Directors

Mary Beth Baluta, Cincinnati Convention and Visitors Bureau
703.892.0330; mbbaluta@cincyusa.com
Marcus Eng, CMP, American Public Transportation Association
202.496-4874; meng@apta.com
Sara Haywood, CMP, National Foundation for Infectious Diseases
301.656.0003; shaywood@nfiid.org
Mary Kreins, Disney Destinations
202.222.4816; mary.kreins@disney.com
Geraldyn Krist, CMP, Sheraton New Orleans
913.396.8849; Geraldyn.Krist@sheraton.com
Malene Ward, CMP, CEM, Adestra, Inc.
301.445.4970; malene.ward@adestra.com

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Capital Chapter: pcmainfo@ascent-management.com

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



Message from the Board

Sara E. Haywood, CMP

Director, Professional Education

National Foundation for Infectious Diseases



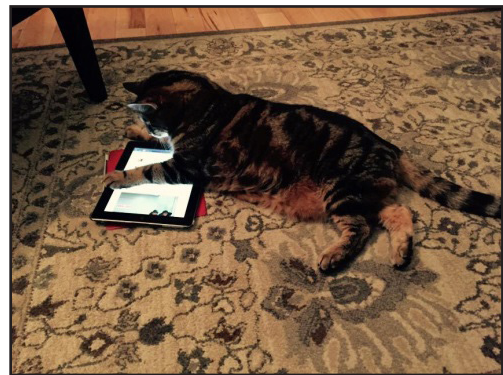
Event professionals, on both the supplier and planner side, have the difficult task of keeping up with the ever changing array of technology and social media options available to them. We must wade through the choices, making strategic decisions on what will make our event, venue, or destination most desirable and profitable. When we get it right,

we reap the benefits of enhanced engagement, building personal and professional brands, heightening the overall experience, and amplifying an event's impact. However, new social media and technology options come with the concern of cost, reliability, engagement, privacy, and security issues (real or perceived).

In this month's issue of the Chatter we delve into the hot topics of implanted chips, virtual reality marketing, using social media to promote your personal brand, as well as some of the new cutting edge developments in AV.

Keeping the end user at the heart of our decisions, we must balance the need and desire for new technologies with proper implementation and creating safe environments. As Sheila Eugenio, a tech enthusiast and Digital Marketing Consultant, states, "Tools that increase engagement will help create return visits and purchases, while those perceived as an annoyance or distraction may detract from the overall experience. Companies that find a balance between the two will help improve event experiences and grow the already burgeoning industry."

Embracing the ever changing array of technology is key to the event industry's future. If our pets can do it, so can we! ·



Science Fiction No More

What was once science fiction is now Biotechnology? Years ago, you would never think to leave your house without your wallet, purse or keys, but that is changing. What does the future hold for us, and how will that effect our industry?

As technology develops, we find ourselves continuing to adapt and learning new ways to do things. Just take for example your mobile phone. Now with a touch of your finger and a quick scan, your phone is unlocked. And the changes don't stop there. When traveling, and depending on the airport, you might pass through a magnetometer to detect metal, an X-Ray imaging machine or a Magnetic imaging machine (the strongest level of security) which scans through clothing to reveal both metallic and non-metallic objects. All of that, and we have not even touched on retina scanning or facial recognition.

Companies today are starting to look at this technology and see how it might benefit them. Take, for example, a company from Wisconsin recently featured on NBC that offers employees the ability to be "chipped," or have an RFID implanted in their hand. That gives workers access to their building without a key card and the ability to pay for a snack without money or a credit card. If that is not for you, how about grocery shopping at a Jewel-Osco in Chicago and paying your bill with your fingerprint?

From the "Jetsons" in the 60s to MINORITY REPORT in the 2000s, things are changing, and who knows what is next...hotels and cities knowing your programs and rotations with a swipe of your hand? •



Tom Cruise, The Minority Report, 2002

by Caroline E. Gardner, CMP, Director, Convention Sales
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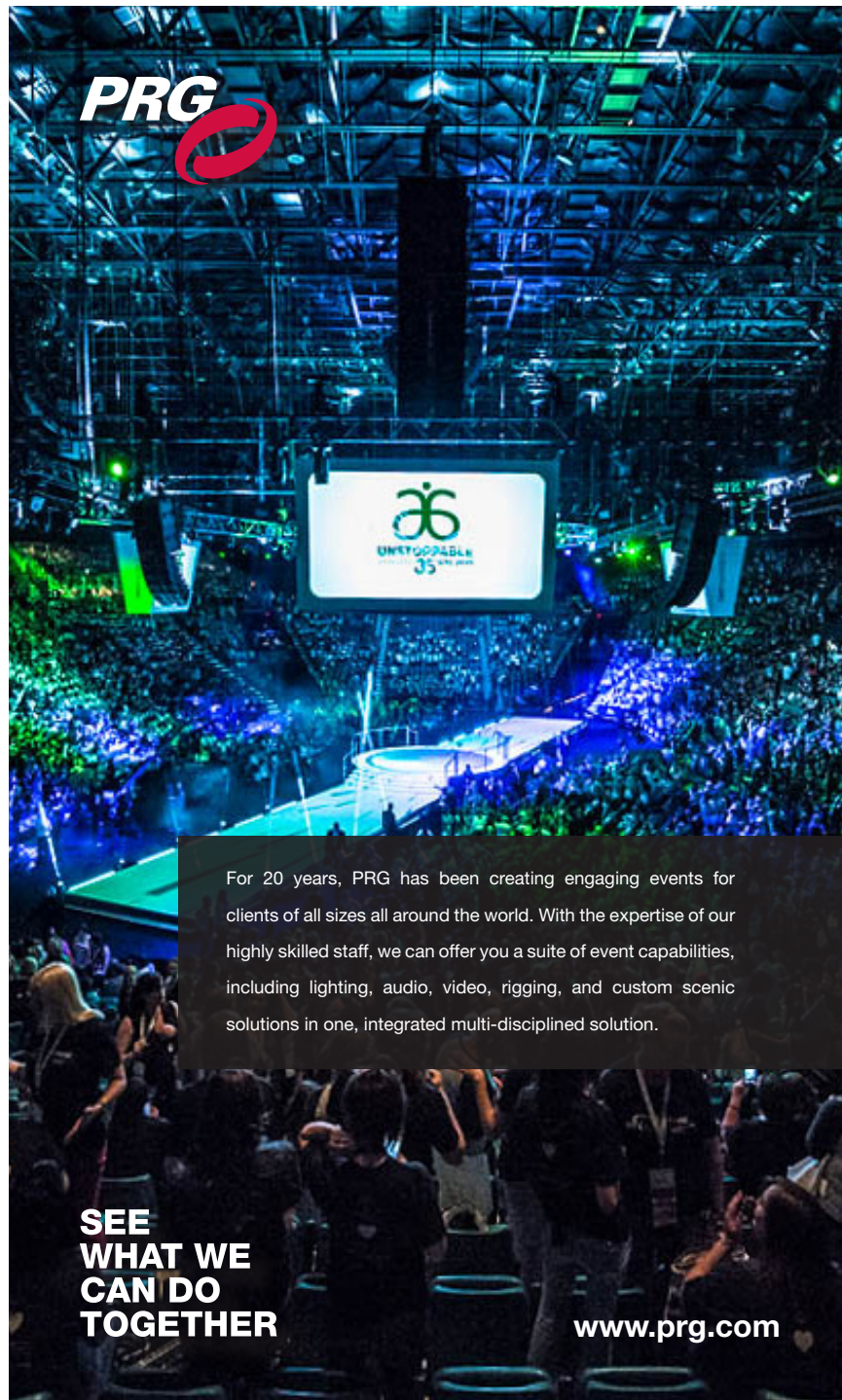
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Technology Trends

A couple years ago, I never would have imagined that my professional world would be filled with technology, production services and audio visual for events. A year in and it is a complex and interesting way to spend my days. It certainly has been interesting to see how technology is integral to how the actual educational content is delivered and processed by event attendees. As we see more and more generations in the workforce, the learning styles at conventions are changing due to the varied comfort and expectations with technology.

Over the past few years I have seen the use of audience polling get used more frequently to find out in real time what the audience believes, wishes and to drive real-time feedback to the speaker and organizer. As an example, I recently attended an event where polling was used to find out what speakers were preferred and what topics were the most interesting. This provided the client attendee feedback while it was fresh, increased the response rate on their surveys, and gave them a better data set to work, while also helping them reduce waste and paper usage at the event.



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One of the most impactful and exciting technologies coming into play is LED Technology, which is a great alternative to standard projection. Have you ever noticed how dark the room is when using front or rear screen projection? LED allows the room to remain lighter and the content on the screen to still be viewed clearly. Why is this important? Ask yourself this, what is the first reaction your body has when it gets dark? Me, I want to take a nap and my brain slows down. Not the greatest reaction for learning, right? And what if this is just after a heavy banquet lunch? LED can help combat those natural urges and keep people engaged. The good news is that the price of LED continues to come down. Work with your Audio Visual provider to figure out cost effective ways to add LED.

One thing to always remember though, content is king. If your content isn't good, no amount of cutting edge or newer technology will help make it better. •

*by Rebecca Ramsey,
Director, Business Development,
Production Resource Group, LLC*

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Virtual Reality for Events: The New Reality

Although not a new innovation, recent advancements have made in virtual reality (VR) more immersive and affordable. As a result, VR is now capturing our imaginations and transforming everything from everyday experiences to industrial design processes — and smart organizers, venues and host destinations are sitting up and paying attention.



Although there was some questions over whether VR can live up to its hype, that time has now passed. Savvy organizers and suppliers leveraging this technology are quick to communicate the ability to enhance attendee engagement, drive new sponsorship revenue, build brand loyalty through immersive content, and make virtual site visits as powerful as real-life ones.

While VR has limitless applications, it's important to start small and focus on solving a practical need for an event, sponsor, product or venue. VR offers a wealth of opportunities in almost every facet of our industry and associated verticals, including education, medical, transportation, tourism, gaming, design, and commerce. And because many of the largest manufacturers have digital content that can be optimized for the virtual world, it's not hard to imagine a predominantly digital future powered by VR environments.

VR is transforming the way individuals participate in events and exhibits as well as the design process. Imagine using VR to offer:

- Design and venue walk-throughs that let users and clients review, manipulate, tweak, and approve designs before anything is built out
- Product demos that let audiences learn and interact with products that are too complex, large, dangerous, or otherwise impractical to demonstrate
- Original VR content and films offering narratives from the center of the action that are far more powerful than traditional 2D content
- Live streaming to amplify must-see events through 360-degree videos that make audiences feel like they are actually there
- Immersive VR environments that create interactive worlds full of gamified, engaging content

Even though the technology to create virtual experiences is ever evolving, the incredible, immersive experiences it creates are real today, and the potential for future VR is even more powerful. As a result, our industry and organizational stakeholders now hold the keys to a more immersive and engaged event landscape.

by Wilson Tang, Vice President, Digital Experience, Freeman

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Possible Expansion of the Electronics Ban on International Flights

This past March, the Department of Homeland Security (DHS) issued an order that banned passengers from carrying any electronic device larger than a smartphone on U.S. bound flights from 10 airports, mostly in the Middle East. The current ban affects approximately 350 flights per week.

The order was promulgated due to increased concerns that terrorist groups are pursuing innovative methods to smuggle explosive devices onto commercial flights. Intelligence indicates that the bomb-makers working for ISIS and other terrorist groups have become more sophisticated. The objective of the terrorists is to hide explosives in electronic devices while ensuring the device would function long enough to get past screeners.

DHS is also now considering a second order that would ban large electronics, including laptops and I-Pads, on all flights into the United States. The order being considered would affect approximately 390 international flights per day from Europe, involving 180 airlines.

Airlines have been alerted that if new precautions are not taken immediately, the second order will be forthcoming. Airlines have been directed to use more canine teams, adopt more advanced screening technology, and enroll in a Customs and Border Protection pre-clearance inspection program.

A second DHS order may eliminate laptops and other electronic devices from the cabin and have them placed in checked luggage. The reason for moving electronics to checked luggage is because those bags are screened more closely with CT scanners that examine a bag from all angles. The X-ray machines used for carry-on bags have a more limited view.

European Commission officials have been vocal about their objections to the implementation of a proposed second order directed at all flights bound for the U.S. They oppose putting all electronic devices in checked luggage. The main reason is the risk of fires due to storing more lithium ion-powered devices underneath the plane.

If a second order goes into effect, it will be particularly harmful to business travelers who tend to work while on long distance flights. Some airlines have discussed giving passengers in business and first-class loaner laptops on flights.

PCMA members will want to keep their eye on this issue. If the order is expanded to include all flights to the U.S., it will no doubt make air travel safer, but could put in place yet another barrier for international members to attend conferences held in the United States. •

by Peter J. Berry, CAE, National Account Manager, Experient



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Key to Successful Events: Right Blend of Theme, Locale and Meeting Space

Your next large meeting can be a big success — or a colossal flop — depending on how the event resonates with the target audience.

With careful planning and creative details, you can develop a memorable event that attracts attendees and draws them back year after year. It all starts with the right location.

The destination and event theme should mesh, whether it's a rally, an educational workshop or a business convention. It also should be near activities and local experiences that modern convention-goers crave, since attendees often tack personal time onto convention trips. A resort in the Sun Belt may offer water sports, golf or hiking, for instance, while events in the Capital Region put one-of-a-kind national treasures within easy reach.

Pick a locale that has direct flights and the ability to connect globally. You can select the most unique destination on the planet, but if transportation is difficult or cost-prohibitive, your attendance could be affected.

Once you settle on a destination, it's important to find the right event space. Will it be urban or a quiet retreat? Is there convenient access to a Metro line to popular diversions in the host city? Most of all, the space must accommodate your large group.

Look for seamless flow between large group spaces and breakout rooms so getting from the keynote address to the small group presentations is easy. Flexible catering that tastefully balances mass appeal with special dietary needs is on trend.

Finally, consider reputation. Talk to other planners about their experiences with a particular venue, as that insight in addition to the other tips listed could prove invaluable to you and the success of your next event. •

*by Steve French, Director of Group Sales,
Washington Marriott Wardman Park*

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Failing Forward: How to REBOOT From Failure and Embrace Fear

The Capital Chapter's REBOOT program has become a great educational opportunity for us to recharge ourselves for the rest of the calendar year. This year's planning committee chose a bold theme—failure. As event professionals (and humans), failure is inevitable. We are often taught to highlight our successes and downplay our failings. However, there is much to be learned from these moments.

REBOOT 2017's general session featured the outgoing and energetic Judi Holler, Owner of HOLLA! Productions, who helped us examine this concept. Judi challenged us to embrace our fears and use them to propel us forward. Four chapter members including Tamela Blalock, Jim Kelley, John Rubsamen, and our Chapter President Diane Kovats each shared a moment of failure and how they rebooted themselves to be stronger professionals.

This amazing general session set the tone for the rest of the day as we examined failings, both internal and external, that shape how we operate as meeting professionals.

Afternoon breakouts included:

On My Watch - A panel discussion which explored the dos and don'ts of communications, working with law enforcement agencies, onsite security issues and exit strategy tips.

Challenges of International Attendees Coming to US Conferences - A panel discussion, which included a representative from the U.S. Department of State, focused on challenges that meeting planners face when hosting international delegates in the US.

How To Embrace Failure and Make Fear Your Homeboy - Our keynote speaker Judi Holler used her personal stories and improv games to take a deeper dive on how to embrace failure and manage one's fears.

Fail Greatly - Achieve Greatly - Jim Kelly with PRG, and one of his clients Ellen Shorthill with American Speech-Language-Hearing Association, discussed how they have collaborated to push the limits to produce higher quality events, knowing the risk of great failure.

How PCMA Gets It Right by Getting It Wrong - PCMA is the king of experimentation at their conferences and events. Christopher Durso, Executive Editor of Convene, gave a hit list of some of PCMA's biggest failures and how they have used that to continue to evolve their events.

Advocacy and Public Affairs: Failures and Successes - This session explored in detail the five key characteristics of successful advocacy campaigns.

by Will Trokey, CMP, Director of Global Accounts, Omni Hotels & Resorts



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Member Spotlights

Spotlight on a Supplier

Alex Plaxen, MTA
President/Founder
Little Bird Told Media



Alex Plaxen, MTA, President/Founder of his own company, Little Bird Told Media; takes great pride in working in our industry and also giving back to our industry...via social media that is. Whether he is speaking at an industry function or supporting PCMA - Alex is a social media expert and advocate.

Alex is originally from Columbia, Md. He obtained his Masters of

Tourism Administration Degree from George Washington University where he focused on Events and Meetings Management. His love for technology allows him to immerse himself in social media. "Using social media professionally enables us to continue conversations which were started with a face to face meeting such as a trade show or industry meeting. Using social media also allows us to connect with people without the limitations of an actual location."

A little bird told us that when he has a moment to put his phone down - he enjoys movies - actually going to a theater and seeing a movie. When he is not tweeting you will more than likely find him working on a graphic design project which is another one of his "likes" or perhaps catching up on the latest Game of Thrones episode. Alex is passionate first and foremost about his family. He became an uncle two years ago and loves spending time with his niece and nephew and traveling to California to meet up with them. •

by Margaret Miller, CMP, Strategic Sales Executive, Experient

Spotlight on a Planner

Brooke Hirsch
Senior Meeting Manager
Consumer Technical Association



Brooke grew up in Virginia Beach and she's a twin! In fact, she and her sister were tested by the Medical College of VA and they're 99.9% identical twins! Twins often have a sixth sense about each other. Brooke and her sister went on a cruise once, and Brooke felt sick to her stomach. She didn't get sick but her twin did later. Now that's sisterly love!

Brooke was a Sports Management major with a minor in Business

at James Madison University. During a Special Olympics internship, Brooke realized that she enjoyed planning events when she ran the Field Days events with a classmate! Now, she is Senior Meeting Manager at Consumer Technical Association which is funny because she isn't the least bit technical. She doesn't even have a Facebook page. She loves interacting with her highly technical members who produce technologies we take for granted while she plays to her strengths in logistics. She loves the travel, too. She said that "Travel opens your eyes to what's out there and makes you want to see more of the world."

Brooke was mentored into PCMA by Kristin Mirabal who brought her to meetings and encouraged involvement. Her first Convening Leaders Conference was an eye-opener to new meeting set-ups and she was hooked.

Brooke is an outdoor girl who loves her family, playing soccer, being active as well as reading a book under an umbrella at the beach. Say "hi" the next time you see her! •

by Marilyn Atchue-Zuill, Global Account Director, HPN Global



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.



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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!



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



News Bytes

Email your news: PCMAchatter+news@gmail.com

Fred Moxley, CMP, is now Annual Conference and Meetings Manager with Association for the Advancement of Medical Instrumentation (AAMI)

DeVonne Parks, CEM, is now Director of Meetings & Events at the Association for Information Science & Technology (ASIS&T)

Susan Haning, CMP, CEM, formerly Director, Business Development with National Association of Independent Life Brokerage Agencies is now Business Development Director with Freeman

Ada Phillips, CMP, has become the Director of Meetings & CME for the American Academy of Facial Plastic and Reconstructive Surgery



Mark Your Calendar

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

September 27
6:00 p.m.-9:00 p.m.
Get Hooked with PCMA Capital Chapter & MPI Potomac
The Spirit of Washington, 600 Water St NW, WDC

October 16
3:00 p.m.-6:00 p.m.
Fall Education Event
Fairmont Washington DC, 2401 M St NW, WDC

November 6
5:00 p.m.-8:30 p.m.
REWIND - A Year in Review
Washington Marriott Wardman Park, 2660 Woodley Rd NW, WDC
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November 15
9:00 a.m.-12:00 p.m. or 1:00 p.m.-4:00 p.m.
Service N'Sync Day
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Capital Chapter of PCMA
3337 Duke Street
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Chatter Info...

The Chatter is published by the
 PCMA Capital Chapter
 Attn: Emily Martin
 3337 Duke Street, Alexandria, VA 22314-5219
 Phone: 703.370.7436 x603, Fax: 703.342.4311
 Email: PCMAinfo@ascent-management.com

Issue Editors...

Jacqueline (Jackie) Mongold, CMP
 National Rifle Association of America
 jmongold@nrahq.org
 Will Trokey, Jr., CMP
 Omni Hotels & Resorts - Global Sales Office
 will.trokey@omnihotels.com

Production Editors...

Shannon Burke, CMP
 NACAC
 sburke@nacacnet.org
 Tracie Howard, CMP
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