

the official newsletter of the pcma capital chapter

## Out of the Heat and Into The Theater – Movie Time!

It's Summertime!! For some people, that means beach time and fun in the sun. To me, it's movie time. Summer has become the permanent home to blockbuster films. 2017 is in no short supply of these over-packed sequels like Pirates of Caribbean: Dead Men Tell No Tales or Transformers: The Last Knight. To help you wade through the many choices, I want to give you my hit list:

**“Guardians of the Galaxy Vol. 2”** – Part of the Marvel cinematic universe, I always say that Guardians is for people who don't like superhero movies. This follow-up continues the space romp of these unlikely heroes/rogues with kick-butt soundtrack. (May 5)

**“Wonder Woman”** – This is the first time that Wonder Woman will be gracing the silver screen EVER, and I can't be more excited. While not a true origin story, the film will take us back to Princess Diana of Themyscira first encounter with men during World War I. (June 2)

**“Despicable Me 3”** – I am ready for this next visit with our favorite cartoon super-villain turned hero/father, Gru, where we meet his twin brother, Dru. Sibling rivalry ensues. (June 30)

**“The House/Girls Trip”** – Looking for some broad comedy, I have a pair of movies for you. The House finds parents Amy Poehler and Will Ferrell running an illegal casino to help save up for their kids' college tuition. Girls Trip headlines Queen Latif and Jade Pinkett Smith making a trip the Essence Festival in New Orleans with their girlfriends. (June 30/July 21)

Looking for some counter-programming from the usual, check out these:

**“Baby Driver”** – This movie features a young getaway driver who is trying to leave his shady ways behind for a new love, but to get out he has to complete one last job. While not the most original, the stunt driving and soundtrack are to die for. (June 28)

**“Beguiled”** – A thriller looks amazingly tense as a wounded Union soldier Collin Farrell arrives to an all-female Southern boarding school lead by Nicole Kidman and Kirsten Dunst during the Civil War. Sexual tension and rivalries rear their ugly head. (June 23) •

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

## Museums – The Cool, the Artsy, the Reflective

Summer in DC; what a better time to take our hot, muggy days and find a place of learning and crisp, cold air-conditioning to visit. DC museums, some of the best in the world, once again are featuring some great exhibitions and displays. So what should YOU, or the family members from out-of-town, be checking out?

**The Building Museum** (tickets \$10)– Repeating its successful Summer Block Party Program the “Hive” exhibit will be open from July 4th through September 4th in the Great Hall. It will feature works of art that mimic famous architectural designs inspired by cathedrals in Europe to personal dwellings in Africa. Experience visual, acoustical, and structural delights with live programming, classes, and tours.

**National Geographic Museum Presents: Earth Explorers** (tickets \$10-\$15) – This exhibition features a kid/family friendly experience focusing on how “Nat Geo” explorers work in the field. It runs through September 17th.

**National Gallery of Art: “The Urban Scene 1920-1950”** (free admission) – For you CVB reps and city dwellers, this exhibition, which runs now through August 6th, focuses on artists interpretation of early 20th century cityscapes. The lithographs and etchings are particularly interesting.

**The American History Museum: “Cultivating America's Gardens”** (free admission) – For you “localvores” and gardeners, or if you're just hungry. This exhibition (in a sea of some great ones), running through August, focuses on horticulture art from the 19th century. Ranging from landscapes to Victory Garden art, you'll walk away with an appreciation of mid-American food history.

**The Newseum: “Pictures of the Year International (POYi) at 75”** (\$12-\$21) – This program, founded at the University of Missouri in 1944, traces the most poignant pictures and photojournalism from World War II until the Present. One of many AMAZING exhibitions at this museum.

Too often we take our local museums for granted so get out there and enjoy learning something new! •

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by Kyle West, MBA, CMP, WorldTEK Events, LLC

## The PCMA Capital Chapter is where “You Belong”!

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



## Message from the Board

Malene S. Ward, CMP, CEM  
Head of Events  
Adestra, Inc.



Summer is finally upon us and as always it provides plenty of opportunities to spend time with friends and family enjoying many of the activities that the Washington Metro Area has to offer. Whether you're a fan of food, music, or culture there is something for everyone.

My favorite summer activity is attending an outdoor concert or music festival. It's so much fun to pack some snacks and a blanket and layout on the lawn listening to your favorite singers and performers. Checkout the concert schedules at Wolf Trap, Jiffy Lube Live, or Merriweather Post Pavilion, and I'm sure you'll find an event you want to be a part of.

If you are a foodie, and in this industry most of us are, you might consider checking out one of the 20+ Hot Restaurants to Try Now in Washington, DC - <http://bit.ly/dcrestaurants>. Hopefully you'll find a spot that has outdoor seating too. There are also plenty of food festivals to consider as well. I personally plan on attending the Baltimore Wine Festival in June, and the Baltimore Seafood Festival in September. But, do your research as there are many others in between those dates and throughout the DMV.

Our area also offers a number of Museums and Historical sites to visit, and I'm sure you haven't seen them all, so carve out some time to visit one of those. Visit [www.washington.org](http://www.washington.org) for tips and ideas on how to enjoy the many sites our Nation's Capital has to offer.

Whatever you decide to do, be sure to take some time for rest and relaxation this summer too; recharge before our heavy conference season kicks-off again in the fall.

Hope You Have a Great Summer!•



### 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.



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. •



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## “FORE” Fun, Friends, and Finessing your Golf Game

I’m not a great golfer. Heck, I’m not even a very good golfer! But I try, thanks to a ladies’ hospitality industry golf league Time Fore Nine (T49). Founded in 1990, T49 maintains its original mission—to provide women golfers of all levels the opportunity to learn, play and enjoy the game of golf in a comfortable atmosphere.

T49, along with other women’s leagues such as Women on Course and Executive Women’s Golf, help prepare us for the many industry tournaments we’re fortunate to enjoy. There are many benefits for playing in these tournaments:

1. When and where else do you get to spend 5 or more hours of quality time with your clients (and their bosses), your bosses, and colleagues?
2. Golf is a test of character – how someone behaves on the course, how they react to a bad shot will tell you a lot about how they will behave in the workplace.
3. Most tournaments are scramble formats where everyone hits their ball and then plays the most favorable shot. This way there isn’t a lot of pressure to be a great player, and if you’re not the best player then you’ll give someone else in the foursome the opportunity to look good and bolster their confidence.
4. And most importantly, you’ll develop lifetime friendships.

When speaking with prospective T49 members I too often hear, “I can’t join; I’m not a good golfer”. If you don’t get out and try, how do you think you will improve? A universal truth not limited to golf.

So I’ll keep trying and improving, all while making friends, having fun, increasing my confidence to play in beneficial industry tournaments, and proving that anything worth doing is worth working at. •

*by Jamie Rice, CMP, Regional Director,  
National Accounts, Greater Raleigh CVB*



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## Summertime in Asheville, NC

We are all excited! The Meeting Industry Economy is back and stSummertime in the mountains of Western Carolina is a great place to spend some time unwinding. Whether you fly into Asheville, NC (direct flights from Charlotte, New York and Chicago) or take the scenic Skyline Drive you’re in for a great treat.

Accommodations: Asheville is divided into two sections, East and West. There are several hotels located right downtown, including the Renaissance Asheville and Aloft. Options for resort style accommodations, like the Omni Grove Park Inn or the Biltmore Estate, and several B&B’s or Air BNB options in the heart of the city.

Things to do: The craft beer industry has taken Asheville by storm. Nicknamed “Beer City”, Asheville has more breweries per capita than any other U.S. City. If beer isn’t your thing, there’s a beautiful wine trail that winds you around the mountains surrounding Asheville with gorgeous wineries welcome and accommodating.

In addition, the art scene in Asheville is unique and affordable. Take a stroll through downtown and explore Asheville’s eclectic galleries and artist studios with handmade crafts and captivating exhibits. If you’re a movie buff, there’s also a great opportunity to take the “Hunger Games” tour and see several of the sites where the movie was filmed.

Restaurants you can’t miss while in Asheville: My number one go to restaurant at least once while there is Biscuit Head. There are several locations now, but the West Asheville location is my favorite. Be prepared to wait a bit, but with biscuits as big as your head, I promise you won’t be disappointed. Lunch/Dinner time in Asheville gives you plenty of unique choices including the original Tupelo Honey, a unique tapas restaurant Curate, Nightbell, or Posano. And definitely make sure you save room for the liquid truffle at French Broad Chocolate Factory & Tasting Room.



You can’t go wrong for a weekend getaway in Asheville. For more information or to plan your itinerary, visit [www.exploreasheville.com](http://www.exploreasheville.com) •

*by Kim Graves, Director, Global Accounts, Omni Hotels*



Discover a uniquely Southern destination, where Museum Row meets Whiskey Row. A place where amazing food, Bourbon distilleries, and unique attractions are all within walking distance of the newly renovated and expanded Kentucky International Convention Center (Summer 2018).



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Regina Rink | 703.395.8015  
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## Run D.M.V.

The weather here in DC is finally staying warm and sunny, people are out and about enjoying the city, and summer is upon us! This is one of my favorite times of year to get outside and get running! I have been an avid runner since middle school, and living in DC has only increased my love for the activity. After sitting in an office all day, nothing feels better than lacing up my sneakers and heading out for an evening run to get my muscles moving and clear my head. Watching the sun set over the monuments on the Mall is amazing, and it's totally free!

There are many other accessible trails in the DMV including:

- Capital Crescent trail extends 11 miles from Georgetown to Silver Spring, MD
- W&OD trail extends 45 miles from Arlington to Purcellville, VA
- C&O Canal Towpath beginning in DC is one of the longest biking trails in continental US

I also enjoy going for a run when traveling for work. It is a great way to keep active and enjoy seeing some of the city I am in. It isn't hard to get up an hour early and head out from your hotel for a quick run around the neighborhood, and you will feel energized and ready for a productive and focused day ahead.

Whether you are a novice jogger or seasoned athlete, the DC area has many groups and races to take part in. Here are a couple of my favorites:

**Potomac River Running** - <http://potomacriverrunning.com>

8 locations in DC and VA, Multiple fun runs a week like Ladies' Only and Pub Runs

**Pacers** - <https://www.runpacers.com/>

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*by Gabi Donchez, Account Executive, Choose Chicago*

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## Budget Basics: Share Your Limits to Get More

Being honest and up-front is important in all relationships, including those you develop with your event vendor partners. When your vendor partners ask about your budget, they are asking as an industry expert, with valuable knowledge based on years of experience. Rather than an invasion of privacy, this is actually a fantastic opportunity. When your ultimate goal is successfully planning and executing a large event, it becomes critical to lay everything on the table right away so that you can get proper assistance. Develop and share your event budget as quickly as you can. Quality vendor partners can help you to stretch your budget as they have worked with every aspect of event planning over and over again. They will have the answers you need and deserve and will be able to help you more quickly decipher the areas where you can cut costs from the areas that deserve additional funding.

There are five main categories to think of when determining your event budget: venue, food, beverage/alcohol, labor, and equipment. Securing a vendor that is a one stop-shop for these items can result in big savings. Discussing your budget with a professional will help you to cut through all the noise and immediately receive high quality advice. Go into your first meeting with an idea of how much you'd like to spend on each of the five main categories, but be open to shifting things around slightly as they advise. You will be able to evaluate options quickly and to effectively streamline the process. Time is precious when you're planning an important event, so why waste it by beating around the bush?

Shelby McGregor, of Geppetto Catering in Riverdale, Maryland comments on this budgetary planning tip. "Many people are worried that the second they share their wedding or event budgets, vendors will try to gouge them for all of it. In reality, quality vendors want to best help each person who walks through their door, and that means quickly understanding their unique visions and needs." McGregor considers food the "easiest part of the job," and says that proper event consulting and execution are key. Stretching budgets in just the right way is a huge part of this consultation process.

When planning your next event, spend intelligently and talk to a knowledgeable professional. •

— by Joshua Carin, Owner, Geppetto Catering



# Meetings Matter. Here's Why.

## Key Reasons Why Meetings and Events are Critical to the U.S. Economy

On April 6, industry leaders around the world celebrated the measurable impact of meetings on businesses, economies and communities in support of Global Meetings Industry Day. In the United States, and around the globe, the positive effects of meetings and events on the economy are far-reaching and worthy of recognition.

### Real Relationships Lead to Sales

To generate a successful economy, a sale must be made. For that reason, meetings, trade shows and events with the purpose of promoting and driving sales are crucial, and are the foundation of the U.S. economy. Face-to-face business relationships garnered at such meetings and events are critical to the signing of effective business deals and contracts. From there, conference calls, emails, video conferencing and social networks are tools that maintain successful and fulfilling business relationships.

### Shift toward Strategic Meetings

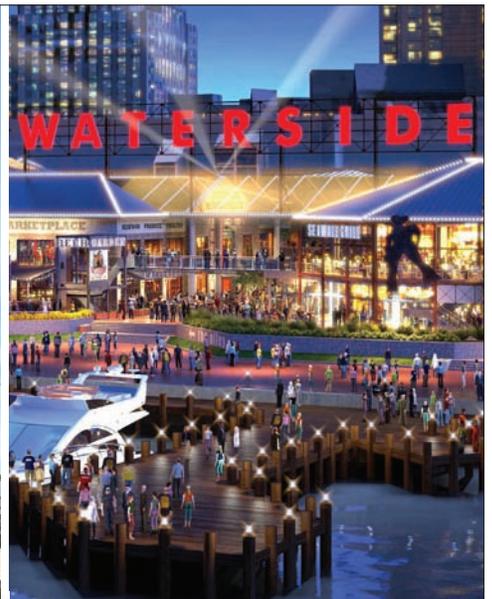
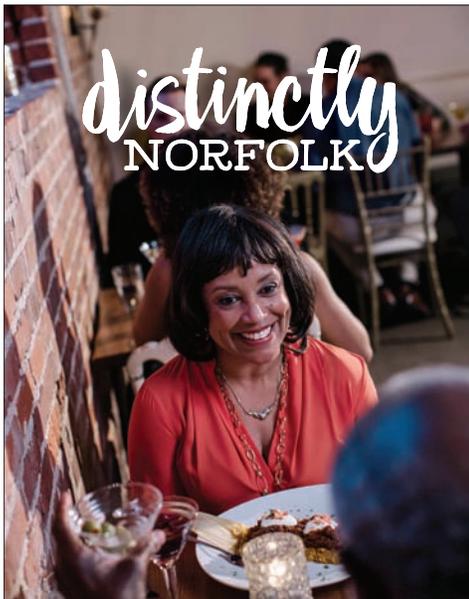
The mindset around meetings has shifted in the last decade, beginning with the financial recession in 2008-09. Prior to the recession, meetings were a routine, expected way of doing business. After the economic downturn, however, the number of meetings was reduced. Today, meetings have been added back into the organizational agenda in a more thoughtful, strategic way. Planners now take time to consider: What is our well-defined purpose for the meeting? Who should be in attendance? What will be the measurable impact of this meeting?

### Meetings Making an Impact

Fay Beauchine, formerly with the National Business Travel Association Foundation and currently with Brojure, noted the importance of impactful meetings. "There is no reason to have a meeting unless you want the audience to do something differently – sell more, learn more, do more," she said. Measured activity from meeting planners is used to justify the expenditures of meetings. With meetings and events leading to profits, new accounts, sustainable budgets, educational opportunities and progressive action, the ROI is critical for the U.S. economy.

Global Meetings Industry Day helped shed light on the immense impact that meetings and events have on the economy, but more can be done. By sharing stories about why meetings are important, connecting with elected officials to discuss the industry's value and quantifying the results of your event, the meetings and events industry will continue to flourish. We know meetings matter. Go show the world why. •

— by Mary Beth Baluta, Regional Director of Sales, Cincinnati USA Convention & Visitors Bureau



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# School's Out (and Meetings Are In) for Summer

Final exams have been taken, classes are finished, and a new group of graduates have walked across the stage. As most students wind down from the semester and head home to start their summer vacations, others work to prepare their campuses for the thousands of visitors expected to take over.

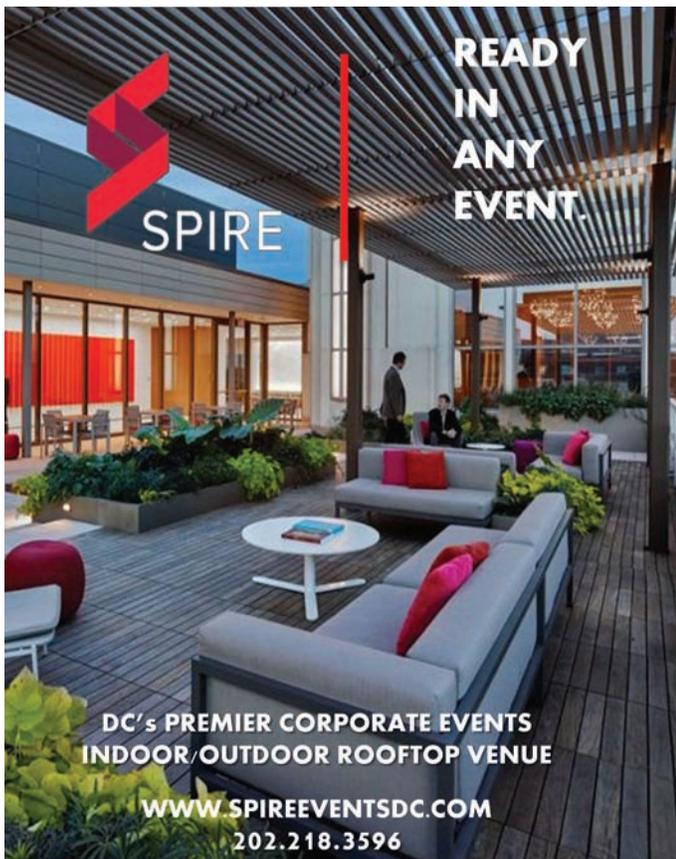
An option often looked over; many colleges and universities have established summer conferencing programs that meeting planners, educational groups, associations and non-profits can take advantage of. Instead of leaving campuses vacant over the summer, they look to the meetings industry to bring in business, keep facilities in use and provide summer jobs for staff.

The Conference Services program at James Madison University welcomed over 9,000 visitors to campus last year for summer camps, state conferences, retreats, and meetings. Assistant Director of the Festival Conference and Student Center, Jeremy Hawkins, attributes the popularity of college conference programs to a couple of factors:

- **Affordability:** The cost of doing business on a college campus is often significantly cheaper than a traditional venue making it attractive to groups that may not have the biggest budget for their events.
- **Setting & Location:** College campuses are often locations unavailable with traditional conference operations. The campus setting is great for education groups as well as it is already catered to providing an environment conducive to learning and growth.
- **Technology:** Sessions are typically held in classrooms that are already decked out with modern technologies from the latest in projection hardware and presentation software. Many programs have even invested in technology specific to college conferencing to make it easier for professionals to plan their events.
- **Experience:** College conferencing programs are often certified One-Stop Shops meaning planners have one contact to secure all university services (room nights, transportation, food & beverage, meeting space, recreational space, etc.), one contact that covers all services the planner will receive from the university and one itemized bill for all services provided by the university.

All factors combined make hosting at a college or university attractive to any planner. With many local programs available, and many more within driving distance, colleges and universities make the grade and should be a consideration this summer. •

by Edward Bagisic, CMP Association of Corporate Travel Executives



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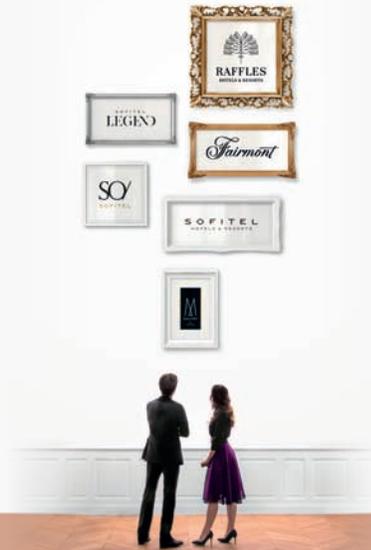
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## Waterfront Wharf Wonder

Three years ago I moved to the Southwest Waterfront area and almost immediately the Wharf redevelopment project broke ground. Soon thereafter I began hearing talk that the Capital Riverfront Area (Southwest Waterfront and Navy Yard neighborhoods) would become the densest part of DC. Along Maine Avenue, there is a giant count-down clock ticking down the days until the completion of Phase 1 of the Wharf Development.

Between this October and Spring of 2018, several new apartments, offices and retail shops will open up along the waterfront. Additionally, the \$60 million Anthem, a 6,000-person indoor concert venue operated by the owners of the 9:30 Club is slated to open this Fall. According to an article published by the Washington Post this past February, \$2.2 billion worth of residential and retail business will open during phase 1. The 2nd half of the project includes another 1.15 million square feet of office, hotels and residential projects which are scheduled to open by 2021.



Nearby Navy Yard continues to grow as well with the addition of a new Hampton Inn & Suites, Shake Shack, Bardo Brewery and several luxury apartment buildings. New restaurants continue to be added to the Yards too. At Bardo Brewery you can sample some micro brews under a bridge by the Anacostia River while your puppy plays in their dog park.

Southwest has long been the sleepy quadrant of DC but those days are close to an end. Almost anyone looking at all the cranes dotting the Southwest skyline could tell you that. •

by Marcus Eng, CMP, Meeting Manager, APTA

# PCMA Visionary Awards – Congratulations to Some of Our Own!

If you were not able to attend the PCMA Visionary Awards evening on May 3rd at the Marriott Marquis, you missed congratulating some of our own chapter winners. Peter O'Brien received the 2017 Community Advocate of the Year award and Hunter Clemens was nominated for Planner of the Year. Jennifer Erney received the Supplier of the Year award. We asked Peter and Hunter a few questions about what it means to them to have such high honors in our industry.

## What does it mean to be recognized by your fellow peers for this nomination and award?

Peter: "Perhaps one of THE most rewarding experiences in my career. I was so honored to merely be nominated on a national scale, let alone receive this award, and to hear the supportive cheers of my industry friends and Marriott associates, was truly an honor & humbling experience."

Hunter: "It is both an extreme honor and very humbling. It validates that the work you do and the contributions you make are recognized. In the same vein, it is humbling to be recognized alongside such phenomenal peers."

## What does volunteering mean to you?

Peter: "Stepping outside of your day to day job & responsibilities in order to contribute your time, energy, and support to a cause or initiative that can improve the lives of others less fortunate."

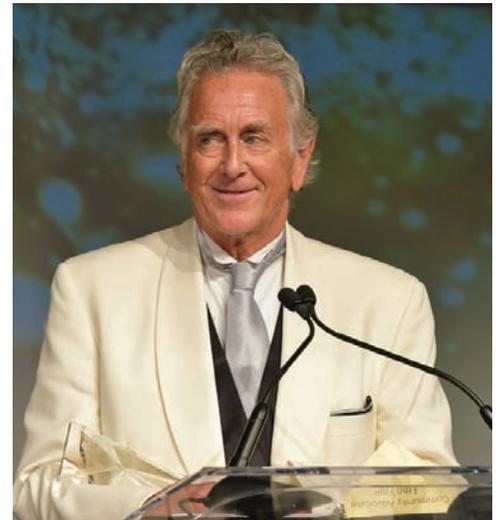
Hunter: "Volunteering is a way to give back to an organization and community that I am passionate about. It is a way to stay connected in the ever-changing world of meetings and events. The ability to network and hear about what others are doing is invaluable."

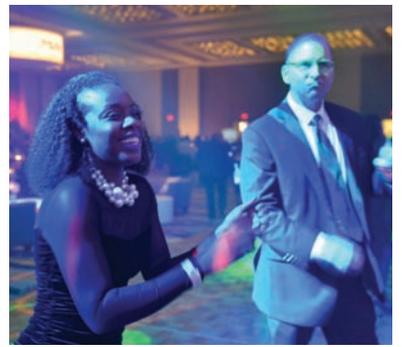
## What's the best advice you can offer someone who would like to follow in your footsteps?

Peter: "To constantly remind yourself how fortunate we are in the "hospitality" industry; it's our passion and natural calling to be able to extend ourselves in support of those that can benefit from and appreciate our spirit of giving. That said, find opportunities that you can feel passionate about in what you can contribute to others. You'll never regret the effort and always cherish the experience of volunteering."

Hunter: "Get engaged in a committee with the Capital Chapter, participate and contribute and be passionate about what you are doing!" •

*by C Jennifer Haire, CMP, Director of Association & Conference Services, National Center for State Courts*





## Mini Hackathon: From the Blog

On Thursday, May 18<sup>th</sup> the PCMA Capital Chapter and Jamie Murdock, VP Sales, Experient hosted a Mini-Hackathon. A well-attended event teams were challenged to “hack” challenges that exist in the PCMA environment and the winning teams received Bombas® socks (a hacked sock if you will) as a prize. The winning teams solutions for challenges around attendee experience and re-inventing the exhibit floor. All that must be said is “Trade Show Tinder”, yes ladies and gentlemen...”Trade Show Tinder”. Swiping right now...

So what is a “hackathon” and how is this type of exercise valuable? Jamie Murdock’s recent post on Experient’s Event Industry Blog explains the following.

1. Per Wikipedia, a “hackathon” is a “sprint-like event in which programmers, designers and others... collaborate intensively to advance projects.”
2. “Hackathons are now gaining traction across tech and non-tech industries alike. Typically, hackathons last a day or more, as innovation chats get richer and more fruitful with each passing hour. They also tend to be more problem-centric, with hacking more focused on a single challenge or a short list of problems.”
3. Education and networking are the top two reasons why people attend professional conferences. A well-designed hackathon amplifies outcomes on both counts:
  - a. More purposeful networking exchanges – This is especially appealing for the introverts attending your conference.
  - b. More vibrant peer-to-peer learning chats – Countless studies show that when learning is paired with meaningful discussion among peers, comprehension and retention skyrockets.

To read the full article please visit the blog at:  
<http://bit.ly/pcmahackathon>

*Summary by Kyle West, excerpts from Blog reprinted with permission from Jamie Murdock and Experient*

## Achieving Convention Success

Everyone wants to have a successful convention but how do you measure convention success? More importantly, how will you be evaluated on achieving convention success? If you don’t ask and get a commitment up front, you might be in for a surprise afterward (and not the good kind). The time to bring up questions and make suggestions is when convention goals are being formulated.

A great first step is determining what attendance success looks like. Ask the questions. How many attendees do you want and need? What types of attendees would be ideal? Will the destination draw attendees? Will your convention promotions achieve these attendance results?

In addition to the number of attendees, what do you want to see from attendees on your post-event evaluations? Can your education, social events, networking and destination experiences be delivered in a way that will achieve it? Do you incorporate attendee feedback (including suppliers and volunteers) from previous conventions? They may have new ideas for increasing attendee enjoyment and productivity.

Many associations also find that it’s important to reach a certain level of convention net income because other income sources (membership dues, grants etc.) aren’t always enough to make budgets work. This is your chance to be a hero! How much net income is needed and how can you get there? How can you maximize revenue for the convention and control expenses? Be sure to check with your local CVB for incentives and services and ask them about successful conventions they’ve hosted.

It can be a bit of a mystery knowing what the board and executive director consider to be convention success. Is everything they want included above or do they secretly have other priorities? Do they want champagne on a beer budget? It’s also a good idea to get staff input to learn what convention success is from their perspective.

Remember the old saying; if you don’t know where you’re going, how will you know when you get there? If you begin setting your convention goals by documenting stakeholder expectations, then everyone will know when you get there. •

—by: Jeff Holcomb, Senior Sales Manager, Greater Madison CVB





## Member Spotlights

### Spotlight on a Supplier

*Jennifer Bumbalo  
National Convention Sales Manager  
Reno Tahoe USA*



Jennifer was born in Florida however Florida is not her “home”. She’s lived in Fairbanks, Philadelphia and for 26 years, DC and, of these, Alaska grabbed her heart! In fact, her most memorable moment was taking a family drive from Florida, through the U.S, along the old Alcan Highway through Canada and Alaska. She even visited the North Pole (city that is). She loved every minute of her time there!

Jennifer’s outlook on life changed after surviving a severe car accident and a year of recovery. She substituted work for college, handling books, banks, billing and wedding/anniversary parties for a large restaurant in Philadelphia. She enjoyed managing events and making them perfect. The restaurant business; however, equals long hours so when she moved with her two children to DC to be close to her parents, she sought out a hotel sales position. Two hundred resumes later, she went to work for the Best Western Rosslyn (now Holiday Inn Rosslyn Westpark). The owners were wonderful and she learned space, contracts and BEO’s. This foundation catapulted her into a career with Sheraton, Hilton, Omni Global Sales, San Diego and now Reno Tahoe USA. Jennifer is proud of how far she’s come without a formal education.

Jennifer and her hubby love to camp, work in the garden, read books and are planning a major camping trip to Isle Royale National Park, a remote island cluster in Lake Superior. Don’t forget the sunscreen, Jennifer! •

*by Marilyn Atchue-Zuill, HPN Global*

### Spotlight on a Planner

*William “Bill” Reed, FASAE, CMP  
Senior Director, Meetings and Community  
Engagement, American Society of Hematology*



Well, maybe Bill Reed exemplifies an individual who is passionate about both PCMA and volunteering and giving back to our industry. He has held the position of President of our PCMA Capital Chapter and he now holds the position of Immediate Past Chair for the 2017 PCMA Board of Directors. When asked about his year of being Chairman for PCMA he will share that the best part of being the Chair was getting to learn about, the great work that PCMA

members are doing with their organizations’ meetings. In this role, he was exposed to a broad range of professionals from all parts of the world, each of whom were developing strategies to enhance their respective meetings and impact. He was inspired to see our profession’s diversity and incredible talent.

Volunteering has been important throughout his career. The lesson he likes to share is that the key to being a successful volunteer is being active, committed, engaged and reliable. He combines volunteer time and professional time together and his recommendation to all is to balance time with intention. “When done correctly, there is a benefit to PCMA, your employer/business, and to the individual. During the year of service as PCMA Chair, I had to remember that I had two responsibilities, one that came with a paycheck and one that did not, but both were equally important!”

Bill loves to travel! His job and work with PCMA has fueled his passion. He visited some very special places around the globe this past year, however his favorite was a personal holiday in Buenos Aires, Argentina, which was an inspirational experience involving good steaks, delicious Malbec wines and personal discovery! •

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

#### Pardon Our Mistake

The May Chatter article “Tracking Room Nights Will Continue to Matter...It’s the Room Block That Might Not!” on page 5 was **actually written by Christine “Shimo” Shimasaki, CDME, CMP, Managing Director of empowerMINT.com.** Thank you Shimo for your contribution!



## News Bytes

Email your news: [PCMAchatter+news@gmail.com](mailto:PCMAchatter+news@gmail.com)

**STEPHEN E. PEELER** formally Vice President, Development ASAE: The Center for Association Leadership, The ASAE Foundation is now Vice President, Academics, Events, Research and Development with APICS

### 2017 STAR OF THE QUARTER

**MEGAN BERESFORD**, Conference Coordinator, National Association of Attorneys General. In an effort to recognize PCMA Capital Chapter members who have put forth that “extra effort” as an active member within our chapter, the Member Recognition team has established the “PCMA Volunteer of the 1st Quarter.” Please join all in honoring Megan Beresford, who serves on the Marketing Committee as one of their graphic designers. Congrats Megan on a job well done!



## 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](http://www.pcma.org/connect-and-grow/chapters/capital)

### July 16

#### Be Kind, Rewind: 90s Pool Party Benefitting the PCMA Education Foundation

5:00 - 8:00 pm

The Liaison Capitol Hill

415 New Jersey Ave. NW Washington, DC 20001

Entertainment: All-90s band, White Ford Bronco

Event Description: Everybody loves the 90's! Enjoy food/drinks by the pool and celebrate summer with White Ford Broncos and the largest network of meeting pros, PCMA. Grab your swim suit, friends, and 90's gear. Tickets will sell out!

Sponsor: Liaison Capital Hill

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

### July 17

#### REBOOT (half-day education program)

12:30 pm - 7:00 pm EDT

Omni Shoreham Hotel, 2500 Calvert St NW

Washington, DC

Sponsors: Omni Shoreham Hotel, Visit Norfolk, Visit

Tampa Bay, Three Cities Alliance

Register: <https://capital.pcma.org/event/reboot/>

### August 23

#### Classroom Event

Sponsors: Embassy Row Hotel, Cincinnati CVB

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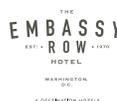
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