



PCMA CAPITAL CHAPTER
2017 Commitment to Serve Application

Name _____ Title _____

Organization _____ Designation _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-Mail Address _____

PCMA Membership _____ Active _____ Affiliate #of Years _____

I am interested in participating on the following committee(s).
(If choosing more than one, prioritize by number with "1" as your first choice)

Communications _____ Community Service _____ Sponsorship _____

Emerging Professionals _____ Government Relations/ Advocacy _____ Marketing _____

Membership _____ Professional Development _____

*If you have an interest in serving on more than one committee, please let us know.

What are your goals and desired outcomes for serving on a committee?

Three horizontal lines for writing goals and desired outcomes.

How much time per week or month can you devote to volunteering?

Two horizontal lines for writing time commitment.

Please briefly describe special areas of expertise and/or interest that will benefit the committee(s) for which you are applying. Please include any previous service to PCMA, i.e. committees, chapter, activities, speaker, author etc.

Two horizontal lines for describing expertise and interest.

I understand and accept the responsibility of becoming a committee member as explained under the "Guidelines." (See following page for "Guidelines.")

Signature

Date

Please Return to: PCMAinfo@ascent-management.com Questions? Call (703) 370-7436

PCMA Capital Chapter
3337 Duke Street, Alexandria, VA 22314 * Fax: (703) 342-4311

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Complete and return page 1 of this form to: pcmainfo@ascent-management.com or fax to 703-342-4311.

Term Committee members are expected to serve for at least one year. A new form must be completed each year.

Guidelines

- Committee service is strictly on a volunteer basis, with all incurred costs being your responsibility.
- You must be an Active or Affiliate member in good standing.
- You must commit to attending conference calls/meetings of your committee. Failure to attend may result in loss of committee appointment.
- You must complete tasks/projects you volunteer to do for the committee.
- If your committee is involved with particular programs, show your support by participating in the programs.
- A special effort will be made to include those interested members who have not previously served on a PCMA Capital Chapter committee.

Committee Descriptions

The **Communications Committee** informs, educates and recognizes PCMA Capital Chapter members and promotes and enhances the image of PCMA, the Capital Chapter and the hospitality industry. The committee is primarily responsible for publishing the chapter newsletter, *The Chatter*. Committee members contribute topic ideas, author articles and edit the newsletter.

The **Community Services Committee** is responsible for creating a culture of giving back to the community through volunteerism and charitable contributions. Committee members create and organize volunteer opportunities for members throughout the year.

The **Emerging Professionals Committee (EPC)** is dedicated to the professional development of rising hospitality industry members. The EPC committee maintains the Generation:Meet blog (which highlights internship and job opportunities for rising industry professionals), develops an annual innovative target-specific education program, participates in university outreach programs, and promotes and implements the hands-on Mentorship and Shadowing Programs. The EPC strives to provide the key tools necessary for developing tomorrow's hospitality professionals.

The **Government Relations and Advocacy Committee** will review government actions that directly impacts the hospitality and meetings industry and will educate members on government matters that affect their professional interests. The committee will work to form partnerships on the local level with politically and civically engaged professionals as well as host educational programming and advocacy events to promote the meetings industry.

The **Marketing Committee** is charged with promoting PCMA activities to the membership and the public through marketing and public relations. The committee has oversight responsibility for the chapter website and social media outlets. Committee members write and distribute press releases, contribute to marketing campaigns for chapter events, review the chapter website and assist with coordination of the chapter's Facebook page, LinkedIn community and Twitter account.

The **Membership Committee** is responsible for retention, recruitment and recognition of our members, as well as the Chapter networking events. The committee promotes membership at all programs and works to recruit new members. We recognize active members within the chapter in a variety of ways during the year. All committee members participate in member outreach on a monthly basis to members with expiring membership. The committee is also responsible for the planning of the Chapter's dedicated networking events, including the Convening Leaders Chapter Reception and the year-end volunteer celebrations event.

The **Professional Development Committee** is responsible for the planning and execution of educational events for the Capital Chapter. The focus is on creating high-quality thought-provoking educational opportunities for our local industry.. Committee members oversee and manage the entire event process from content development to logistics, execution, and follow-up for the event. Committee members are required to be active in producing at least one chapter event per year.

The **Sponsorship Committee** develops and sells specific sponsorship opportunities for companies and organizations interested in reaching the Capital Chapter membership. Committee members solicit sponsorships, foster sponsor relationships and liaison with confirmed sponsors before, during and after each event.