

the official newsletter of the pcma capital chapter

President's Message



As we head into the new year, I wanted to share with you my thoughts, goals and objectives for my term as 'steward' of the chapter. You may wonder why I used the word 'steward' and not President. President is the title that is effectively mandated in our by-laws. 'Steward' is a state of mind, an attitude and an ideology that drives one's approach. Effectively in our role as volunteer leaders we are part of something much bigger than us. My time leading the Chapter is not about me, it is about doing my part to leave the Chapter in a better place than when my time as 'steward' began.

"The true leader is also a seeker—alert to new possibilities, open, listening and ready for whatever develops. True leadership, then is an inner quality as much as an exercise of authority." This quote is from the book *Servant Leadership*, which I would encourage you to get and find the time to read. Knowing the make-up of the Capital Chapter and the numerous leadership roles each of you assume personally and professionally I am confident you will find it of value

Now on to 2018...since this time last year I have been thinking about our Chapter, my year ahead and what I would like us to collectively focus on in 2018. It comes down to three basic areas: CONTENT, COMMUNITY & CARING.

CONTENT: At the core of all we do is content. It is in our mission, it is part of vision and it is sprinkled throughout our strategic plan. Simply put CONTENT needs to be at the foundation of all that we do. We are committed to providing you the highest quality content to help you and your organizations be a little better each day.

COMMUNITY: We are, always have been, and always will be part of a community. We need to act as a community in the spirit of brotherhood and sisterhood as it relates to our peers, the communities we work in and the communities who afford us the opportunity to be a part of this great industry. Remember it takes a village, on many levels.

CARING: We need to take care of each other. We need to be respectful, assume no ill intent, be kind, show compassion and give back as an organization through charity, community service, and mentoring. Choose kindness, it will always pay off the long run.

I am confident if we keep the 3 C's above top of mind in all that we do as a Chapter in 2018, we will collectively leave the Chapter in a better place for the next 25 years. I was once told that 'time is the coin of life, spend it wisely'. Thank you again for choosing to spend your time as part of the PCMA Capital Chapter.

Happy New Year and Godspeed. •



by Jim Kelley, PRG Corporate & Tradeshow Services

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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Membership

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Professional Development

Samantha Moore, American Bakers Association
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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

Diane Kovats

2017 Chapter President

Associate Director of Sales

International Society for Computational Biology



As I look back on 2017, my first thought is that I cannot believe it's over! Where did those 526,600 minutes go? And then I stop and reflect on all the tremendous accomplishments, moments of achievement, learning, networking, and celebration and cannot believe we fit all of that into our time this year. I have always been a proud member of the Capital Chapter, but this year I think has been the proudest of all.

My presidency focused on creating a better volunteer experience and building the necessary foundations to support our volunteers, which would in turn enable us to continue to be the leading PCMA chapter. This included the development of a three-year strategic map, a review of our mission and vision, the identification of our core values and competencies, and ultimately a restructuring on how we manage the communications between the board of directors and committee volunteers. Through the hard work of the board of directors, committee chairs, and committee members, we were to build a stronger foundation to support our Chapter volunteers for many years to come.

I would like to personally thank the committee chairs who jumped in feet first to follow our vision for the year. You expertly executed any challenged issued. I would also like to thank our program champions, who once again delivered top-notch programs, community service opportunities, educated the community on advocacy issues, enhanced our mentoring and shadowing programs, brought event industry experts into university classrooms, and even started the development of an internship program. My sincerest gratitude goes out to ASCENT Management (Pam and Emily) for supporting the Chapter's operations. Finally, I would like to acknowledge the amazing minds who served along side me on the Board. I am so appreciative of your support and honest conversation throughout the year.

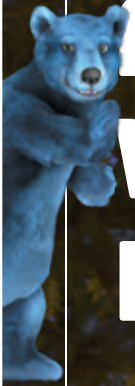
It has been an honor to serve as your president. I know the Chapter will continue to flourish and improve under the leadership of your incoming president, Jim Kelley. My sincerest appreciation goes out to the many members who have supported and mentored me over the years. I encourage you to get involved. I can testify that being a volunteer is one of the most rewarding experiences one can have! •

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Capital Chapter Selected Interel/AMG for Management Services

The Board of Directors is pleased to announce the selection of Interel/AMG for full service and management. As part of the strategic analysis of the Chapter, the Board of Directors issues a rigorous RFP process for full service management. Six organizations submitted proposals and three organizations were interviewed and assessed by a special task force, resulting in the selection of Interel/AMG.

Bea Tijerina, MBA, has been appointed as our managing director. She has over 10 years of association and event management experience in the Washington, DC area. Before her career in the association management field, Bea worked in international development and micro-finance management. She recently joined us from the American Bar Association where she supervised their in-house conference center. Bea has a Master's of Business Administration degree in Nonprofit Management from The Atkinson School of Business at Willamette University and a Bachelors of Arts degree in International Business from St. Mary's University and is a member of PCMA.

Our heartfelt gratitude goes to ASCENT Management for serving the Chapter for over a decade. Pam Valenzuela has expertly guided the organization over the years and helped us to grow into the strong, thriving organization that we are today. We appreciate everything they have done and continue to do as we transition to a new organization. •

Interel/AMG - 8400 Westpark Drive, 2nd Floor, Mc Lean, VA 22102, capital@pcma.org, 703-610-0265

Communications

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!

We are happy to be passing the torch to two new amazing chairs this year. Tanna Pearman and Amanda Clark. 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 the committee or contribute in any way, it would be welcomed! We encourage you to get involved if you are seeking credits toward your CMP and 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: Jennifer Haire, CMP, National Center for State Courts; Co-Chair: Caroline Gardner, CMP, Choose Chicago

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Community Services

2017 was jam-packed with various initiatives that allowed everyone in the PCMA Capital Chapter to engage in a wide range of methods and levels to support our local community. As a committee, we challenged ourselves to create awareness throughout the year and achieved our goals with the overwhelming support of everyone who participated, helped plan and/or attended the various programs we supported. Our efforts included:

- **The Humane Rescue Alliance**-what a tremendous turnout for this first-time event! We made toys for several of the dogs and cats so that the animals can continue to be engaged during their time at the facility. HRA takes care of over 60,000 animals annually, so our efforts at raising awareness were not only important to our community but also resulted in spending lots of fun time with the animals. Our efforts resulted in FOUR animals being sponsored which helps cover their stay prior to adoption.
- **Raffle drawings**-this year for the first time, we reached out and secured countless raffle prizes that we then raffled off in various creative ways at each educational event. This initiative was vital in increasing funds for both Bread for the City, the designated Charity of the Year, as well as the PCMA Educational Foundation.
- **Disaster Relief Fund**-every year there are natural disasters we encounter that affect our community at large, but 2017 seemed to impact our industry time and time again in ways we had not faced previously. The community services committee, with specific guidelines from the Chapter Board of Directors, were engaged in the review process for all industry related requests. We are thrilled that each time, we were able to extend funds to various hospitality related funds.

The Community Services Committee has not completed our work for 2017, where we will shortly continue to offer much needed assistance and support for our Charity of the Year, Bread for the City. Our success is only a reflection and outcome of the entire Chapters commitment and desire to give back, in which we are incredibly grateful. •

Chair: Vicki Johnson, CMP, Vicki Johnson & Associates, LLC; Co-Chair: Jennifer Bond, CMP, CMM American Farm Bureau Federation

Emerging Professionals

PCMA Capital Chapter's Emerging Professionals Committee (EPC) 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 2017 and look forward to furthering our efforts together in 2018; following are highlights of this year's accomplishments:

- Introduced the EPC Collaboration Champion whose responsibility was to be our teams main point of contact with PMCA CC's Marketing and Professional Development teams ultimately allowing our team the ability to post opportunities for Emerging Professionals via PCMA CC's FB, LinkedIn and Twitter accounts
- Presented PCMA Capital Chapter's August Capital Classroom which once again exceeded its budgeted goal in planner and supplier attendance.
- Published 177 rising industry professional job and/or internship opportunities (up from 60 published in 2016 and to a goal of 100 for 2017) on our GenerationMeet blog
- Connected five rising industry professionals with five industry veterans through our Mentee/Mentor program
- Presented a panel of four industry leaders to college students at GMU, GWU, PGCC, and JMU as well as high school students at the Hotel & Restaurant Management Academy at Applications and Research Laboratory

We are most appreciative of EPC's board liaison, Malene Ward as well as our EPC Champions: Jessica Baker, Ronny Coombs, Enrique Juarez, Heather Kyler, CMP, Rene McCoy, Femke Morelisse, Jennifer Vaseleck and our committee members: Jayne Carmona, Rachel Chadderdon, Nicole Contrino, Jill Gately, CMP, Bernadette Davey, Jill Ferguson, CMM, Dot Hewitt, Beverly Johnson, Amy Motyka, CMP, Jacqueline Nette, Christina Pino, CMP, Jessica L. Smith, CMP, MTA, Marisa Sterling-Abram, Kristen Treadwell, Erinn Tucker, Ph.D, MBS, MS.

*Chair: Christine Faiman, CMP, Marriott International;
Co-Chair: Jennifer Sullivan, CASE, Destination Cleveland*



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Government Relations & Advocacy

The Government Relations & Advocacy Committee would like to thank our volunteers for all their hard work throughout the year. As Christine Frye prepares to Chair the committee for 2018, with Kelly Ferrante as Co-Chair, the committee continues to grow and evolve! Special thank you to Annette Suriani, GMID Champion, and all the volunteers for making the 2017 event so successful! As meeting and hospitality professionals, it is incumbent upon each one of us to support the initiatives of the Meetings Mean Business coalition. Built upon three tenets: **Personal Connections**: through personal connections and conversations, information is shared, discussed and tangible outcomes are derived. **Positive Business Outcomes**: when companies provide travel for their employees to attend conferences and tradeshow, the tangible benefits they come back with far outweigh the costs. **Building Strong Communities**: the economic impact to local communities is huge. It creates jobs, generates commerce and creates far-reaching community impact. We'd like to beat our record number of 326 attendees. Mark your calendar now for GMID 2018 on April 12.

The committee was extremely honored to have Joe Maloney, Partner, Locust Street Group as our presenter at the REBOOT event this year. In addition, one of our newest efforts was the launch of a letter-signing initiative against discriminatory legislation that has been proposed in six states with major meeting destinations. The committee received direction and full support of the chapter board and PCMA HQ in this endeavor! We launched the initiative at the PCMA Educational Event, October 16, 2017 with a presentation and face to face call for signatures. We hope this will inspire the Chapter and will evolve into more robust types of advocacy initiatives moving forward.

Remember, there are plenty of ways to participate in advocacy, including ASAE Hill Day, March 21-22, 2018 and IAEE Exhibitions Day! We hope you will keep our voices strong! Special thank you to our PCMA Capital Chapter Liaison, Mary Beth Baluta, for her support and guidance this year! • *Chair: Rosa Mendoza-Friedheim, Greater Fort Lauderdale CVB; Co-Chair: Christine Frye, NTP Events*

Marketing

Your Voice on Social Media!



In 2017 our committee continued to be the social media voice for the Capital Chapter; brainstorming and publishing monthly campaigns covering a range of topics from the importance of diversity and inclusion at events, health and wellness, the impact of random acts of kindness, career hacks and so much more! We hope you find the articles we posted helpful, relevant, and easy to read from your phone or tablet!

Our committee also designs the graphics you see for all our events, with 11 unique event graphics created in 2017! We also create additional graphics as needed to promote our campaigns, programs, and save the dates. We also post pictures on our social media channels and help create videos... did you see our Year in Review video? If not, visit our Facebook Page and check it out!

We strive to elevate our #PCMACC community by bringing the conversations online and featuring you, our members! Thank you for interacting with us! Tell us what you think, share your photos, stories and participate in our contests. We look forward to serving you and hope to hear from you using #PCMACC on our social media channels. •

Chair: Kristen Twyman, CMP, Experient
Co-Chair: Phil Rappoport, AgendaPop

Professional Development

The Professional Development Committee (PDC) is tasked each year to deliver top-notch industry education for the chapter and local professionals and without a doubt, the committee delivered and achieved that task this year. The committee produced three Capital Classroom learning events and the most successful annual educational Reboot event this year. From Jamie Murdock's Hackathon to PCMA Best-In-Class speaker, Andrea Driessen, The committee strived to incorporate innovative learning styles and room sets to engage the audience and provide real life examples of how members/attendees can replicate similar styles back at work. Like other committees, none of these amazing learning opportunities would be possible without the support from the Capital Chapter Board, our leading lady Mary Kriens, Pam and Emily from Ascent Management, other Chapter committees and the dedicated Professional Development Committee volunteers. As the chairs of this committee we would like to publicly thank our volunteers for ALL of the hard work, PowerPoints, scripts, speaker wrangling and logistics - here's to you all! Thank you!

Chair: Samantha Moore, CMP, American Bakers Association;
Co-Chair: Dede Walsh, CMP, CTS, Projection Presentation Technology



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Member Spotlights

Spotlight on a Planner

Meghann Kinney
Meetings Manager
SPARGO, Inc.



Meghann Kinney, who joined SPARGO, Inc. eight months ago, has a warm and friendly phone voice as you would expect from any woman who grew up in Tennessee. After completing her University of Tennessee degree and returning home, Meghann felt the urge to move to somewhere new – to make it her own. While she toyed with moving to New York City, she realized that Washington was somewhat closer to her family.

Once in the DC area, she landed her first hospitality job at the Gaylord National Resort and Convention Center as a Convention Services Assistant. This is where she really caught the meeting bug. With this new position, she thought it would be a great learning experience for planning weddings - her original dream. However, with some real world experience Meghann quickly realized that it was the production and organizational aspects of the events that she really loved and she wanted to apply these skills to conferences and meetings.

Now, her next job with the Cystic Fibrosis Foundation really allowed her to learn a broad range of industry skills – logistics, audio visual, housing, site selection, sponsorships, etc. She spent 3 1/2 years at the CFF learning from a great team.

She is excited about her new role with SPARGO, Inc. where she'll continue to grow. Since Meghann lives close to work in Fairfax (where she avoids traffic), she is also close to the outdoors, another passion. Living in Virginia gives her access to the great trails in the Shenandoah Valley and Great Falls.

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

Spotlight on a Supplier

Jill Buckley
Sales Manager
GES



Jill grew up in Laurel, Maryland and graduated from Wesley College. Working for a nonprofit, she enjoyed meeting planners and exposure to the “coolest job ever” – business lunches (thank you Ron Sipes!). Following 9/11 she joined the Charlotte CVB. She also enjoyed a stint at ConferenceDirect before connecting with GES.

Jill is a NASCAR fan and actually met Coach Joe Gibbs on the infield during a race. She reports that, “His Super Bowl ring is very heavy.” Growing up near the ocean, she loves relaxing on the beach with a fruity drink. And being very family oriented, Jill loves watching her nephews play lacrosse and spending time with them. When asked who she would like to have dinner with: “I would like to have one more dinner with my father.”

Something that PCMA members may not know about Jill is that she has an identical twin. Growing up, they used to wear uniforms to school and the teachers couldn't tell them apart. Following their freshman high school year the school ensured their schedules were different – they thought they might be cheating. To that Jill says, “If you saw my grades you would know how funny that is!”

The best education sessions and networking events are two reasons that Jill joined PCMA. If you are quick-witted, funny or intelligent, be sure to seek Jill out because you are one of the folks that inspire her. And if you possess none of these characteristics, seek her out anyway because she loves people in general and always has a ready smile!

by Jacqueline K. Mongold, CMP
Assistant NRA Secretary, National Rifle Association

Membership

2017 was certainly a fun and exciting year for the Membership Committee. At the outset, we were given some new "Challenges" by our President, Diane Kovats in adding some events like the Mix N Bowl, MPI-PCMA Joint Reception, Rewind and the Convening Leader's Reception in Nashville, TN for 2018.

For the Mix N Bowl, Rebecca Murphy, CMP was recruited, who was formerly from NACUBO now with SCAI. We encountered some hiccups organizing the event, but Rebecca true to her being a professional, rose to the occasion and orchestrated the event to perfection. Later in the year, we helped with the successful MPI-PCMA joint reception at the Spirit of Washington that had great participation. For Rewind, another very professional planner, Ella Gonzalez, Director of National Accounts of the Providence Warwick Convention and Visitors Bureau, along with Linda Worthington, Manager of Global Accounts- Helms Briscoe, was in charge of soliciting our silent auction items orchestrated a beautiful and successful event held November 6, 2017.

When PCMA National updated their Renewal Portal in the middle of the year, the membership committee experienced some hiccups, but was able to achieve a 78.3% year-to-date recruitment based on our goal of 1,650.

Aside from the different events, our committee identified the Star of each Quarter, planner scholarship for the PCMA Education Conference, and Convening Leaders scholarship for three deserving Capital Chapter members.

Chair: Kathryn Morgan, Visit Tampa Bay; Co-Chair: John Malixi, East Track Hospitality Solutions

Sponsorship

As with 2015 & 2016, 2017 was a busy and successful year for sponsorship! We were able to confirm dates and venues with plenty of time prior to the event to market the event and plenty of time to plan our stellar education. Additionally, we exceeded our budget numbers on program sponsorships to help keep the financial health of the chapter strong.

The PCMA Capital Chapter Reception at Convening Leaders was a great way to start our year held at Trinity Hall in Austin and sponsored by Accor Hotels. We tried several new venues this year including Sheraton Tysons Corner, Sphinx on K, Spire Conference Center, Embassy Row Hotel, Fairmont Washington, DC and Westin Alexandria. The Reboot Half Day Education Program in July was a success at the Omni Shoreham! For the second year in a row the Mix 'N Bowl was held at Pinstripes in Georgetown with Bocce as well as bowling. Kimpton Hotels showcased their Donovan Hotel by hosting the Leadership Team in June. The Marriott Wardman Park is a strong supporter of the PCMA Capital Chapter, continuously sponsoring our larger events. In 2017 they again hosted our Rewind Event which is so important to us as we celebrate our chapter volunteers.

Some of the sponsors who pitched in to help make our events that much better and keep us on budget include PSAV at the Marriott Wardman Park & Sphinx on K, The Expo Group for the Convening Leaders Chapter Reception in Austin, and EventEQ for the Rewind event. Big thanks to Geppetto's Catering who is a repeat sponsor for several years.

We have four amazing annual sponsors who work with us year round to ensure our success. Thanks to Freeman for providing us with signage and going above & beyond for GMID, Christie's Photographic Solutions for taking some amazing pictures of our members, Performedia for its support as our Event Video Services Provider and PRG for providing planner scholarships as well as the AV at Rewind.

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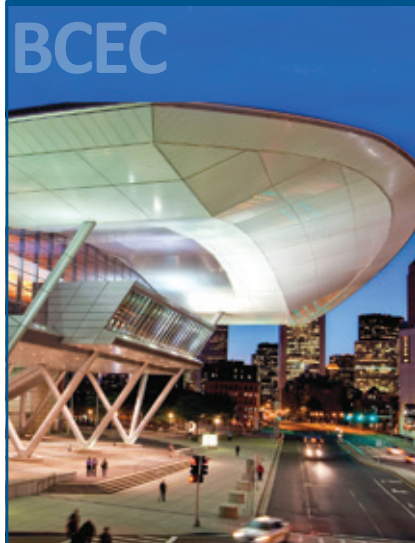
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