

the official newsletter of the pcma capital chapter

PCMA Convening Leaders 2018 Nashville – Road Trip to Amplified Engagement!

This year's theme of Amplifying Engagement was front and center throughout the week. You can't get more amplified than The Mix, a 65-foot long video wall with live streaming content featuring interviews, ideas and an opportunity to see content attendees might have missed!

After 14 years attending Convening Leaders, it is still my favorite industry event. PCMA continues to take risks and try new things while the sense of community remains constant. There's a feeling that we're all in this together. With no tradeshow, it takes mutual effort for face-to-face engagement and every year, I'm grateful to clients who say "yes" to meet over coffee or sit together at lunch. This takes more commitment on their part than a well-intentioned promise to stop by a booth.

Attending PCMA Convening Leaders is a "not-to-be-missed" privilege for me and how I kick start the year. So, when flight cancellations threatened an industry friend's and my attendance, we teamed up for an 8-hour road-trip. Talk about amplified engagement! Kristin Foldvik, Senior Global Event Manager with Blackbaud, isn't just any industry friend, she's my first "PCMA friend", a more than fitting driving buddy! We met in 2005 as Convening Leaders first-timers in Honolulu. A casual conversation turned into a lunch in Virginia, contracts, a shared realtor, and a personal friendship. When open to engagement, you never know where the PCMA road will take you!

Many of us have similar stories of great friendships born of our PCMA involvement. For those just starting out, take



those first steps to get involved and you will find yourself with new friends in no time.

Our Nashville hosts brought their "A" game with amplification! Known for hospitality and music, from their warm airport welcome to Little Big Town's generous farewell, attendees were impressed with Nashville. Representing a past host city, I can attest to the huge undertaking of executing a site visit for 4500 of your peers and clients. The Live Music Capital of the World tips our hat to Music City – well done Nashville!

Convening Leaders 2018 celebrated Deborah Sexton's achievements as the leader of PCMA. As we say farewell to Deborah, we appreciate all she did to amplify our organization and now, we turn it up to the next level as she would expect us to! •

By [Kristen Parker, CASE, Director of Eastern Regional Sales, Visit Austin](#)

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.



message from the board

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One of my favorite things about January is starting the New Year with PCMA Convening Leaders. It was wonderful to see such a great turnout from the Capital Chapter in Nashville. Our Chapter Reception was a big hit at The Bell Tower, it was nice to kick off Convening Leaders with great friends and colleagues.

I'm sure everyone had their favorite session, mine was the *PCMA Business School: Everybody Wants Innovation (But No One Wants to Change)* led by Professor David Owens from Vanderbilt University. The takeaway was looking at the 6 most effective ways to stop innovation – and how not to squash your ideas! A great topic as we look forward to the opportunity that a New Year presents to renew and refresh ourselves while we make those New Year's resolutions!

If you weren't able to make the session or the trip to Nashville, you can catch this session along with others with a [PCMA Premium Content Subscription](#). For as little as \$10.99 per month you can have access to all of PCMA's cutting-edge sessions and research. You can subscribe per month or per year, whatever works best for you!

You can be sure that in addition to a PCMA subscription, your Capital Chapter Professional Development Committee is hard at work ensuring that our members enjoy premium content and education in this year's programs! Be sure to join us for a year of great programming!

Cheers to 2018!

I'm sure everyone had their favorite session, mine was the *PCMA Business School: Everybody Wants Innovation (But No One Wants to Change)* led by Professor David Owens from Vanderbilt University. The takeaway was looking at the 6 most effective ways to stop innovation – and how not to squash your ideas!



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If you have any comments, suggestions or would like to write an article for *The Chatter*, email:
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8:27 AM

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† Sunday arrival bonus varies by hotel. Please ask your hotel representative for details.



Happy 25th Anniversary to the Capital Chapter! Honoring our members who were there from the beginning.

Did you know the chapter is celebrating its 25th Anniversary in 2018?

As the largest PCMA chapter, the Capital Chapter is known for its thought-provoking educational programming, impactful community outreach, amazing networking and more! We're excited to honor members who have been part of the chapter since the beginning. You'll meet these fine folks in the 2018 issues of the Chatter and will see them on chapter social media postings as well.



Joan Eisendstodt

“It took years before I could join PCMA -- until they broadened the membership categories. With gratitude to the late (and dear) Ed Polivka, I got involved. Our chapter has allowed me to grow and help others grow. My mission - personal and professional combined - has always been to learn and help others learn. My hope is our chapter will build on education and increase the ability for many more to make this industry stronger for the future .. so that robots don't take our jobs!”



Karen Batman

“Congratulations, PCMA Capital Chapter on your 25th! Happy to be a part of your history from day one! You have evolved and developed into an organization with the utmost in standards, leadership, education, advocacy, and community, and I know that I am where I am today largely because of you and your Membership. So thank you and here is to the next 25 years!”





Pam Sherfesee

“The PCMA Capital Chapter means a lot because first and foremost, my respect for the entire PCMA organization. The Capital Chapter is a strong chapter and has given me the opportunity to be as involved as I can living in Colorado. Congratulations to the Capital Chapter for being a leader in our hospitality industry for 25 years.”



Madeleine Sellouk

“PCMA’s Capital Chapter has provided me with great networking opportunities and relevant information on how to do my job better.”



By Amanda Clark, CMP, Associate Director, Office of Meeting Management, National Governors Association

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PCMA Convening Leaders Recap

When asked to describe my first experience as an attendee at PCMA Convening Leaders, the first thought that came to mind was ‘Whirlwind’. Simply put – my experience in Nashville was motivating, educational, and – most significantly – reaffirming.

Having heard about the adoration colleagues have for Convening Leaders, I knew attending would be a significant opportunity to connect with others in the field, expand my knowledge of event management, and have some fun too. Thanks to the Capital Chapter and its scholarship program, I was able to experience all that Convening Leaders has to offer.

One of the greatest takeaways I had from my time at Nashville was one I had not anticipated – the realization that the folks in the events industry are willing to give advice and introduce me to their industry colleagues. Everyone was so passionate about what they do - and that passion was contagious.

By Jacob Suprenand, Manager, Event Operations, Biotechnology Innovation Organization



A new president and CEO combined with a strategic plan means a fresh direction for PCMA. It was exciting to attend my first Convening Leaders during this time of transition.

Throughout the conference, the sessions were insightful and interactive, and the highlight for me was attending the PCMA town hall. This was a look at where we have been, where we are currently, and a look into the course for the future of the organization.

The tremendous growth under the leadership of Deborah Sexton was deservedly recognized by all present. Sherrif Karamat, who is taking over the governance of PCMA, then expanded on the vision surrounding the strategic plan. At the end of the discussion, the floor was opened

to questions, and I had the opportunity to ask how the plan was going to be rolled out at the chapter level. Nods and smiles all around, but especially from the PCMA leadership, who emphasized they are working to involve and enhance our chapters.

I am grateful I was able to be in Nashville this January to see this energy and focus firsthand and I look forward to being involved in the future direction of PCMA and the Capital Chapter.

By Jennifer Lichty, Senior Manager, Curriculum and Training Programs, Council for Advancement and Support of Education (CASE)



Travel Smart Travel Tips

My two primary reasons for joining the hospitality industry eons ago was due to a passion for people and travel. Granted, travel “back then” was simpler than it is today; however, it can still be a fun and affordable adventure, especially when you know the tricks! So, let’s get started on our journey . . .

When to Buy and When to Fly

On Thursdays, I always receive a text message from JCPenney with great deals that go through the weekend. Guess what? The airlines do the same except their “specials” day is Tuesday and specifically around 3 p.m. Eastern time. Airline sales are announced on Tuesday morning and by 3 p.m., other airlines are in competition mode. Best practices should have you checking prices on a flight comparison site like Kayak which doesn’t directly sell tickets, or like my JCPenney text messages, you can sign up for “Fare Compare” alerts and have the latest fare deals sent right to your smartphone. I like the sites that compare the best fares days prior to, and following, my chosen date; especially if I’m flexible with my travel schedule. Consistently, I find that Tuesdays, Wednesdays and Saturdays offer better airfares while Fridays and Sundays are the most expensive days to fly.

Be careful not to wait too long to buy a ticket unless you have money to burn. Rule of thumb for domestic flights is to purchase 1-3 months out and for international flights, 1½ to 5½ months prior to your trip.

Like many of us, I have an awesome credit card where I earn points for all purchases and I can use the points on any airline at any time. I DO use my points... ALL THE TIME! We pay off the credit card every month to avoid credit card fees; otherwise we’d be paying for those points, and we only use the points for airline miles, never magazines or other purchases. Some say that if a flight is under \$250-\$300, buy the ticket or you’re wasting points; however, my plan gives me great flexibility so even if the ticket is \$100, I use my points. The “point” is . . . know the value of your credit card plan or even shop for the best card to make your frequent flying . . . FREE!

Be careful not to wait too long to buy a ticket unless you have money to burn. Rule of thumb for domestic flights is to purchase 1-3 months out and for international flights, 1½ to 5½ months prior to your trip.

Packing Right Means Packing Light

Okay . . . I admit it! I’m the worst at packing and it’s often because I start the process the night before and end up packing everything but the kitchen sink. The trick to strategic planning is to plan ahead and make a list. If you’re going to a beach or golf resort, the destination warrants lighter, brighter colors and layers to go from warm days to potentially cooler evenings. If traveling to New York, think darker colors. Wherever the destination, check the 10-day weather forecast and stick with one color scheme that mixes and matches with everything. This will give you more outfits with fewer clothes. Accessorize to dress up or down and start “rolling” your items. If a business suit is warranted, chose one to mix and match, pull one arm of the jacket into the other then fold and roll. Pants or skirts can be rolled around the jacket and placed in the bottom of the suitcase along with other rolled heavier items. Roll lighter items and place on top to alleviate wrinkles. Shoes take up the most space in your suitcase - by keeping your wardrobe in a coordinated color pallet, two pairs of shoes should do the trick. Slide one shoe inside the other or put smaller items like socks inside your shoes. Then slip shoes into a travel bag to protect clothing. Undergarments can be kept separate in a small bag and daily medications can be organized into a pill box. Fill just enough makeup or creams into a small container or a contact lens case and put them and other “necessary” travel size toiletries into a transparent plastic zipped bag. Ditch the large toiletry bag! If you don’t need it, don’t bring it! All packed? Great! We’ll see you at the airport!

Shoes take up the most space in your suitcase - by keeping your wardrobe in a coordinated color pallet, two pairs of shoes should do the trick. Slide one shoe inside the other or put smaller items like socks inside your shoes.

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



PCMA's National Outstanding Service to a Chapter Award

The Capital Chapter's Rebecca Ramsey, Vice President of Association Sales for Production Resource Group (PRG), was awarded PCMA's National Outstanding Service to a Chapter Award. Each chapter recognizes leaders within their individual organizations and a winner is selected from that chapter's pool of volunteers. Rebecca's dedication and commitment stands out and everyone at the Capital Chapter benefits from her continued involvement within our organization. Congratulations Rebecca!



Twenty in Their Twenties

The **Twenty in Their Twenties** program is designed to recognize and engage emerging leaders within the business event industry. The Capital Chapter is proud to announce that four of its own rising stars were recognized at this year's PCMA Convening Leaders Conference in Nashville, Tennessee!

Alexandra Adsit, CMP, CEM

Meeting Planner
AAMC

Erica Critzer, CMP

Regional Director of Sales
Visit Dallas

Sara Stehle, CMP

Conference Specialist
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Star of the Quarter

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We recognize **Marilyn Atchue-Zuill, HPN Global**, for her outstanding work on the Membership Committee, Recognition Subcommittee, Chair. Marilyn is the woman behind your birthday messages and leads administrative efforts for our recognition endeavors.

So, you want to be a Sales Professional

Colleen Diaz, Director of Sales, Marketing and Events, Hyatt Regency Miami, FL

I'm excited to have the opportunity to share my thirty-six years of experience (in various hotels in FL for Hyatt Hotels) with Sales Professionals seeking to further their career; following is a list of those traits I find most important for all professionals:

Sales is a skill:

A good sales manager will produce, despite any negative market conditions, product or rate deficiencies. They must be able to generate business and deal with clients' objections. It is important to receive detailed and expert training to insure profitability in every market climate.

Product knowledge is key:

Knowing your hotel product from strengths to weaknesses are key. A clear offer strategy will place the salesperson in a position of strength in convincing a customer to book your property over the competition.

Know your customer:

Practicing active listening should be part of the sales training on every property. Uncovering client's needs and level of importance will enable the sales manager to keep

the customer focused on those needs.

Keep your customers:

The ability to maintain a relationship with a customer is as valuable an indicator of a good salesperson as their ability to find new business.

Balancing relationship and financial responsibility:

An advanced sales manager who can leverage his relations will gain trust from the client and fulfill both satisfaction and market needs.

Continue to grow and develop:

With ever changing technology and market conditions, staying current must be part of a sales team routine. Follow hospitality associations, get familiar with trends affecting the sector, and network locally.

By staying connected, informed, educated and plugged in, you will enjoy a long career in this wonderful industry.

By Colleen Diaz, Director of Sales, Marketing and Events, Hyatt Regency Miami, FL

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newsbytes

Kyla Knudson, CASE, CIS
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noteworthy items for NewsBytes via email
pcma.capital.comm@gmail.com



mark your calendar

Mark your calendar and check the
capital.pcma.org website for updates
regarding these upcoming events:

MARCH 21, 2018
Mix and Bowl

APRIL 12, 2018
**Global Meetings Industry
Day**

MAY 2, 2018
**PCMA Foundation Visionary
Awards**



committee highlights

Communications Committee Needs You

The Communications Committee has the primary responsibility of creating the content found in the Capital Chapter Newsletter the Chatter!

Our committee works together providing content, sharing information, celebrating our chapter members and highlighting chapter achievements. This is an exciting feature of our community and we encourage interested PCMA Capital Chapter members to join us.

The committee is great for members located in remote positions as we primarily communicate via email and Google.Docs; however, we have plenty of committee members who reside in the DMV as well.

If you are interested please, reach out to Tanna Pearman, Committee Chair, or Amanda Clark, Committee Co-Chair to discuss how to be involved (our email address appears at the end of this article).

Following are the roles available:

Editors - edit articles submitted through Google.Docs.

This is a shared responsibility with an editing team and editors only sign up for times when they are going to be available (busy meeting planners and sales professionals can identify periods of time when they can assist).

Writers - write articles and submit based on a timeline.

Our committee brainstorms via Google.Docs to organize articles for each of the six issues. Writers can sign up for articles based on their availability. Timelines are provided and volunteers sign up based on their schedule.

Brainstorming Champions - we brainstorm during a two-week period on Google.Docs to come up with content for the following issue.

We look forward to discussing your future involvement and will be meeting face to face in April for anyone who would like to consider joining us. Send an email to learn more!

Tanna Pearman, tpearman@silverlegacy.com or Amanda Clark aclark@nga.org

By Tanna Pearman, Business Development Director, Eldorado Resorts, Inc. and Amanda Clark, Associate Director, Office of Meeting Management, National Governors Association



Government Relations and Advocacy 2018 Kick Off

2018 promises to be an exciting year for the Government Relations and Advocacy committee and the Capital Chapter. The committee is starting off the year strong by planning the greatly anticipated 2018 Global Meetings Industry Day (GMID). The chapter is partnering with MPI-Potomac to rally the Washington DC meetings industry for a day of education and advocacy. So mark your calendars for April 12, 2018 to show the world that Meetings Mean Business! Learn more at MeetingsMeanBusiness.com.

During the rest of the year, the committee will create more education and advocacy tools for our members. We will continue to host an education session at Reboot and launch an advocacy initiative in the Fall. In addition, the committee will actively track issues to provide timely and relevant advocacy resources for the chapter.

For example, we are following the newly formed Visit U.S. Coalition. Launched in January 2018, the coalition unites several travel and hospitality industry associations to call attention to reports that in 2015 and 2016 the United States experienced a 6% decline in international visitors. This decline stands in sharp comparison to reports that global travel volume actually increased by 7.9% over the same time period. According to the coalition, if the U.S. had maintained its 2015 market share, its economy would have gained:

- 4 million additional international visitors
- \$32.2 billion in additional spending
- 100,000 additional jobs

With this research by the US Travel Association and the Department of Commerce, the coalition aims to partner with President Trump and Congress to increase travel spending by international visitors and achieve the administration's goal of a 3% increase in GDP.

The launch of the coalition caught the attention of several major news outlets including Bloomberg, CNBC, NPR, and more. Our committee plans to monitor the coalition over the year and report out any important findings to the chapter members. Learn more at VisitUScoalition.com

Keep checking back to each issue of *The Chatter* for updates on industry initiatives from the Government Relations and Advocacy Committee!

By Christine Frye, Government Relations and Advocacy Chair, PCMA Capital Chapter

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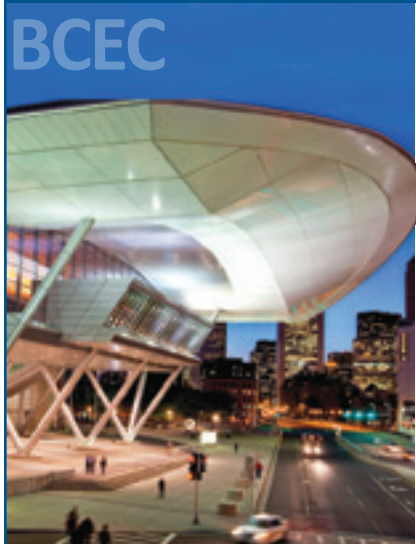
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