



the official newsletter of the pcma capital chapter

My Experience as the PCMA Capital Chapter's 2018 Intern

In order to graduate with a Hospitality Management degree from James Madison University's Hart School, all students must go through a ten-week internship program. It is up to the student to decide what type of internship; however, it has to be within the Hospitality "umbrella". I was given an opportunity I could not pass up, all thanks to the PCMA Capital Chapter who invited me to participate

in their inaugural summer internship program. In return for this paid internship, I was the Capital Chapter's "guinea pig" and shared with them the inside scoop on the pros and cons of the experience.

During my ten weeks, I rotated through four different organizations. Each one different from the other, yet similar in their own ways. The first organization I visited with was SPARGO,

Inc. SPARGO is a full-service event management company that focuses on providing cost effective event management solutions that support the production of tradeshows, conventions, conference, symposiums and seminars. During my experience I was provided a glimpse into each of their four departments - housing, logistics, exhibit sales and management and registration. I met with just about everyone to learn what they did and how they contributed to the organization. After working at their office and meeting the team I was fortunate enough to work onsite for one of their larger meetings, the American Society of Clinical Oncology's Annual Meeting. With over 40,000 attendees, this meeting brings together oncology professionals from all around the world to discuss new treatments and therapies at the McCormick Place in Chicago. Since SPARGO provides meetings management solutions for ASCO, I was able to work side by side with SPARGO representatives from every department. At first

> it was a little overwhelming, only because I was trying to familiarize myself with everything, but once I got the hang of things it became a really fun process. SPARGO was a great company to intern for, even if it was for three weeks. Everyone was extremely welcoming and were there to answer any questions I had. I made some great connections and I am excited to stay in touch.

My second rotation was with PCMA at the Education Conference in Cleveland, Ohio. I worked alongside

Alison Milgram, director of events, and soaked up every ounce of advice she gave me. Although I was only there for four days, I learned a lot. PCMA is such a fun organization to be a part of and by being on the inside track, I became more appreciative of everything they do for us. This rotation taught me about what an industry organization looks like and how they operate. PCMA has a number of different chapters, but Chicago headquarters is what really keeps it going. It was great to see how close and connected everyone

CONTINUED ON PAGE 6



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.

Vicki Johnson, CMP, Vicki Johnson & Associates, LLC

TREASURER

Kim Allison, CAE, CASE, CTA, Visit Baltimore

SECRETARY

Mariana Gallo, CMP, Independent Planner

IMMEDIATE PAST PRESIDENT

Diane Kovats, CAE, CMP, International Society for Computational Biology

DIRECTORS

Marcus Eng, CMP, American Public Transportation Association Sara Haywood, CMP, National Council for Behavioral Health

Stacey Knoppel, Events DC

Mary Kreins, Disney Destinations

Rosa Mendoza-Friedheim, CASE, CDMP, Greater Fort Lauderdale Convention & Visitors Bureau

John Rubsamen, Americans for the Arts

COMMITTEE CHAIRS

Communications

Tanna Pearman, The Row, Reno, NV Amanda Clark, CMP, National Governors Association

Jennifer Bond, CMP, CMM, American Astronomical Society Brian Chung, Visit Baltimore

Emerging Professionals

Christine Faiman, CMP, Marriott Global Sales Organization Rene McCoy, RCM Services LLC

Government Relations/Advocacy

Christine Frye, National Trade Productions Kelly Ferrante, National Association for College Admission Counseling

Marketina

Kristen Twyman, CMP, Experient Bel Humes-Hanson, International Society for Computational Biology

Membership

Damara Gomez, San Diego Tourism Authority John Malixi, Fast Track Hospitality Solutions

Professional Development

Will Trokey, CMP, Omni Hotels & Resorts - Global Sales Office Dede Walsh, Projection Presentation Technology

Sponsorship

Dan Ketelsen, Associated Luxury Hotels International (ALHI) Geralvn Krist, ConferenceDirect

Chapter Liaison to PCMA National Board of Directors

Neil Brownlee, VisitScotland

Capital Chapter:

capital@pcma.ora

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



If you have ideas for future Chatter Issues, please send them to pcma.capital.comm@ gmail.com - we are also accepting articles for our library to be used for future issues, if you would like to write something, send an email for article guidelines.



message from the board



CHAPTER LEADERSHIP

John Rubsamen Director of Meetings and Events, Americans for the Arts

As the Capital Chapter turns 25, we celebrate the success of our members and the achievements of the chapter and contributions to the business events industry in areas

like professional development, networking opportunities and community building. We have come a long way thanks to the dedicated work of our members. As we look to the future, the key to continued success and growth resides in the emerging generations of event professionals.

Our Chapter has always worked to engage and further the education of emerging professionals, and this year is no exception! The Emerging Professionals Committee launched an innovative internship program that is a first among PCMA Chapters! The cover features an article from our first intern, Brett Woolwine, a Hospitality Management Major at James Madison University. Brett reports on her experience working with our industry partners Spargo Inc., PCMA's Education Conference, The Doubletree by Hilton Crystal City, and The American Association of Colleges of Pharmacy. Thank you to our volunteers and partners for creating this unique opportunity and experience.

Another key program of the PCMA Capital Chapter takes our members to Universities to meet with students. This portion of our "Outreach" program is designed to give students access to engaged hospitality professionals and to create awareness among these emerging professions about the resources available to them through PCMA and our Chapter. Outreach sessions have been scheduled and confirmed for Georgetown University, George Mason University, James Madison University, and Prince George's Community College this year.

The Outreach programs are enhanced by the "Generation: Meet" Blog. This resource provides chapter and industry news, and a search portal for new internships and/or job opportunities.

The Emerging Professionals Committee also developed an interactive session at the Westin City Center titled- "The Art of Building Relationships: Internally and Externally". At this event the committee also launched a mentorship program designed to enhance the chapter's professional career development by connecting mentees with event professionals aligned with their career goals.

As we celebrate 25 years of innovation, I encourage you to get involved with the chapters' incredible programs and explore the amazing opportunities provided for growth, networking, and education. Happy Birthday Capital Chapter, our future is certainly bright!



THE SUMMIT BUILDING, OPENING SPRING 2022 Welcome to a place that blends city life with elements of our natural surroundings to create a space that feels open and light. A place that will soon be home to uniquely local experiences, and awe-inspiring meeting spaces. Book your next event here or at our existing building on Pike Street. Learn more at **visitseattle.org/conventioncenter**

seattle



Happy 25th Anniversary to the Capital Chapter!

Past Chapter Presidents share memories from some of their first chapter events.

"The organizing group was comprised of industry icons (Jo Ann Hoffman, Sally Levy, Sandi Talley, Scott Hunt and Debbie Woodcock among others), and I had a seat at the table. It was an exciting time for industry professionals to get involved with PCMA on a local level and there was an eagerness to volunteer, get involved and network. I have developed lifelong friendships as a result of my involvement with PCMA and this industry." (Lauren Kramer, 1995 President).

"I was a bit intimidated because I had just moved to DC. Joan Cutlip-Spivey came over to me and said hello and welcomed me, and then made it her job to introduce me to others. I have never forgotten that feeling of relief, and the accompanying gratitude that she made me feel like I belonged. It is a good reminder for all of us to look for the new person and help them meet others instead of hanging out talking with the people that we already know." (Bill Reed, 2008 President).

"It was at the Hyatt Regency Crystal City and Sandy Talley and I were at the door greeting members as they came in. Sandy took me aside and convinced me that I needed to join the Communications Committee for the Chapter – I was very new to PCMA but I knew I needed to get involved. The rest is history." (Nancy Getson DeBrosse, 2009 President).

"I attended the first chapter event held by the Capital Chapter. It was exciting and new and there was incredible energy in the room." (Hunter Clemens, 2011 President).

"There must have been a committee fair, because someone convinced me to join a committee right away. This is when I began my journey of volunteering for PCMA, still ongoing today!" (Kirsten Olean, 2013 President).

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





Creating Leadership Opportunities Within the Meetings and Events Industry

Becoming a leader in the meetings and events industry means making the choice to do so. Opportunities for both seasoned veterans and young professionals to take on leadership roles can be created by following these simple, yet impactful steps.

Build A Strong Network That Fosters Relationships.

Learning, succeeding and advancing in the meetings and events industry is largely driven by developing personal relationships. Whether with potential clients, suppliers or industry peers, it's imperative to move beyond the small talk phase of networking and intentionally develop deeper connections. By investing time to grow relationships, the possibility of future opportunities will continue to increase. Additionally, connecting with a mentor or mentee can benefit all parties involved and lead to honest conversations for giving feedback, informing decisions, brainstorming ideas and providing support.

Get Involved with Local Association Chapters.

Volunteering and attending events for local industry groups is a simple way to get your foot in the door and become more

established as an industry professional. For industry veterans, it's important to encourage and empower emerging professionals to keep informed on relevant issues, maintain a presence within the local chapter and step into leadership roles that will propel them forward in their careers. Try contacting a CVB with opportunities that offers volunteer committee positions. Continued and sustained involvement in these roles demonstrates initiative and the desire to advance the industry as a whole.

Lead From Where You Are.

In a recent speech to destination organization professionals, elite soccer star Abby Wambach said, "If you're not a leader on the bench, don't ever call yourself a leader on the field." Regardless of tenure or title, demonstrating leadership qualities early and often can only help advance your career. Building soft skills and emotional intelligence – like communicating clearly, being self-aware, or learning from failure with humility – helps establish leadership-like behavior.

By Mary Beth Baluta, Regional Director of Sales, Cincinnati USA Convention & Visitors Bureau, Washington D.C. Office



➤ YOU NEED SPACE AND WE HAVE THE PLACE

- Minneapolis Convention Center with 3,400 fixed-seat auditorium, 475,200 SF of exhibit space, 87 meeting rooms, and a 55,000 SF ballroom
- 9,000 hotel rooms, 5,000 within walking distance of the convention center

YOU'RE ALWAYS CLOSE IN MINNEAPOLIS

- Never much more than a 3 hour flight away with non-stop flights from 150+ locations
- Award winning transit system, including light rail from the airport to downtown
- Compact, vibrant downtown with hundreds of walkable restaurant options

SO MUCH TO BRAG ABOUT IF ONLY WE WERE THE BRAGGING TYPE

- Host to the 2018 Super Bowl LII and the upcoming 2019 NCAA Men's Basketball Final Four
- Enjoy 72 degrees year round: Weather is not a factor in our enclosed skyway system which connects 80 city blocks
- Conde Nast Traveler: "2018 Best Place to Visit"



Blue sunny skies. Bright city lights. Long Beach's latest experiential turnkey innovation, the Terrace Fountains, are surrounded by an expansive outdoor plaza which can accommodate anything from an intimate gathering of 100 on up to 5,000 excited guests. A perfect after-meeting party space to lounge around or play around, this large reflecting pool with its ooh-and-ahh inspiring theatrical dancing water displays can be designed with your personalized colors chosen from hundreds of LEDs. Stylish furniture, professional light and sound design that can save you up to \$100,000 **in rental costs** and set in a highly walkable downtown — it's the hottest new convention event space in the coolest beach city.

Long Beach Convention & Visitors Bureau Wins "Best in the West" 2017 Stella Award | Successful Meetings and Meetings and Conventions





800.452.7829 | MeetInLongBeach.com



Professional Development/Leadership 7

The Bus Stops Here!

As an industry veteran with a long career in hotels, DMC's and DMO's, I thought I had a wide-ranging knowledge of the industry. All that changed when I joined a Transportation Management Company (TMC). A crash course in the business of transportation has opened my eyes to the complexity of the industry at large. I hope what I've learned will help make things easier as you arrange future transportation services.

While transportation may be a secondary consideration it has the ability to leave a lasting impression on your attendees, exhibitors and other guests visiting the event. When submitting your RFP to a TMC, the more details and history you can provide the better. Information to include in your RFP includes:

- Dates & Destination
- Hotels & your contracted room block at each
- Schedule: Hours of operation, AM/PM peak/off-peak
- Off-site event information (dates, times, location and duration)
- Type vehicles requested
- ADA shuttle needs
- Past ridership reports

And some things you might not have thought of, but would be helpful for your TMC to know:

Shuttle Service Intervals: Do you need service in 10, 20, or 30 minute intervals or do you prefer to have set times? The shorter the intervals, the more buses you'll need.

Room Block Ratio: It is helpful for your TMC to know ratios (single, double, triple or quad occupancy) as this will help them estimate load factors from each hotel.

Staffing: Do you need to have staff at every hotel OR boarding location? Can you consolidate walking distance hotels to one pick-up location?

Safety and Security: Including your transportation provider in emergency planning procedures can save precious time and possibly lives in case of emergency. Engage the center, hotels, and transportation providers early in the conversation to minimize the duplication of efforts and ensure everyone is on the same page.

Including your TMC from the beginning will help to move all your attendees in the safest and most efficient manner possible and make you look like the Rock Star you are!

By Danielle Foisy, Director Business Development & Industry Relations, Transportation Management Services

Design Thinking: How to Create Powerful Brand Experiences

As an event marketer, do you struggle to find unique and creative solutions for your event challenges? .

There is so much chatter, making it hard to focus, while balancing ever-tightening budgets and the need to deliver immersive innovative experiences designed to keep audiences coming back year after year.

Event marketing doesn't have to be an impossible task if you have the right tools. Enter design thinking. In a nutshell, design thinking turns the traditional event planning process on its head, focusing first on who the audience is and what it is they want, not just for one event, but for many events to come.

How does design thinking work within events? First of all, design thinking is strategic.

Traditionally, marketers would plan events and then figure out how to get attendees and sponsors interested. Design thinking does the opposite. It requires that you first develop a deep understanding of the people you want to attract:

Who are these people?

- What did they enjoy from past events?
- What are they looking to take away from the next event (and the next one after that)?
- What do they want to learn?
- How do they want to feel?
- Who do they want to meet?

Once you have a clear understanding of the needs of sponsors and attendees, you can begin to coordinate how best to meet those needs and create a deeply memorable experience.

The event industry is more competitive than ever, and both attendees and sponsors are looking for more than "just a show." Get started now by understanding the needs of sponsors and the needs of attendees. Review the data you've collected from past events to better understand your audience's needs. Use that data to form the narrative you create around your event.

By Lisa VanRosendale, Senior VP of Business Development Freeman and Angie Smith, Head of Event Marketing | Atlasssian

Travel Tips? Nope! Let's Take a Travel Trip...Through Time!

Could a quarter century really change much? OH! MY! GOODNESS!

With the focus on our chapter's 25th anniversary, let's take a trip back in time to the travel experience just 25

years ago. Could a quarter century really change much? OH! MY! GOODNESS!

In the infancy of our Capital Chapter, booking a flight probably meant calling or visiting the airline in an office or visiting a travel agency – making comparison shopping a challenge. There were some discount opportunities such as coupons in the Sunday paper (remember those) or extending your stay to include a Saturday night for a substantially lower rate and even with those efforts, airline tickets were \$200 to \$300 more than today. You were handed, or had to make arrangements to receive, a physical airline-generated paper "ticket" to board the plane. If you lost or forgot your ticket, you had a problem!

Twenty-five years ago, instead of kissing at the curb, your family kissed you goodbye at the gate and waved as your plane took off. You could be met at the gate upon your return which was advantageous since back then few owned cell phones. Speaking of cell phones, they were large, heavy, sold for about \$4,000 and you were charged by the minute.

Today I pack a snack or buy a meal before getting on the plane, 25 years ago, a flight attendant came by to ask for your choice in meals shortly after takeoff. It wasn't gourmet, but it was a meal and free.

Movies were shown from a screen that descended from the ceiling. There was one entertainment selection for everyone on the flight and what you saw depended on the direction of your travel.... Northbound, south, east or west. Earbuds were purchased for \$2 and you could cuddle up to watch your movie with an airline-provided blanket and pillow. Since flights in those days ran at around 50% occupancy, there was a good chance the seat next to you was empty, giving you room to spread out. Seats were an inch and a half wider then than they are today (18.5" vs. 17") and there was more legroom between the rows.

A huge improvement...I mean change is that smoking is no longer permitted. Back in "the day," there were smoking or

non-smoking sections on the flight but the funny thing about cigarette smoke, it "travels" too. In a confined cabin sitting in the non-smoking section, your clothes still managed to smell like an ashtray after you deplaned.

When you were born, Capital Chapter, the biggest security concerns for airlines related to being high jacked. Security measures included metal detectors and X-ray machines (searching for weapons and explosives) but you weren't required to remove your belt, shoes or jacket and you were welcome to bring a bottle of water, bottle of wine or your entire beauty cabinet on board.

A boarding pass wasn't required to pass through security and security was run by private companies whose employees weren't always as security focused as they are now, with government oversight. Most travelers checked their luggage (for free) and checked bags weren't scanned so arriving 30 minutes before a flight, running through security and jumping on the plane was common practice.

9/11 changed all of that! After 9/11, the government took over airport security and one by one, usually following incidences, things like lighters and objects with a blade or point were banned, shoes and jackets were removed and scanned, liquids were relegated to 3oz or less, any devices that couldn't be turned on were confiscated and full body scanners were implemented. Long security lines became the norm.

Yes...travel has changed! Skyrocketing fuel prices forced consolidation of flights, smaller seats and fuller planes. There's been a shift from crowded skies with multiple yearly accidents a year to open skies with fewer crashes.

Flights take longer but air travel is much safer today than it was 25 years ago. Frequent traveler programs have brought more travelers on board and movie screens have been replaced by touchscreen, on-demand entertainment from a seat-back TV. Cockpits are locked to the public and cameras in cell phones are helping to hold people accountable by documenting incidents and bad behavior. Those cell phones show us, too, that travel certainly looks different today than in yesteryears - and it will be interesting to see what the next 25 years will bring.!

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



CALL US IN D.C.

ANAHEIM

Kimberly Mladenik kmladenik@visitanaheim.org Brooke A. Newton, CGMP bnewton@visitanaheim.org

ATLANTA

David H. McAuley dmcauley@atlanta.net Heather Turner hturner@atlanta.net

ATLANTIC CITY

Howard Munves hmunves@meetac.com

AUSTIN

Jim Doherty idoherty@visitaustin.org Kristen Parker, CASE knarker@visitaustin.ora

BALTIMORE

Kim Allison, CAE, CASE, CTA kallison@baltimore.org Laurie Nelson-Choice lchoice@baltimore.org Kireem Swinton kswinton@baltimore.org

BIRMINGHAM

Carman Atchison catchison@inbirminaham.com Steve Pierson spierson@inbirmingham.com

BLOOMINGTON

Rose Dudycha rdudycha@bloomingtonmn.org

BOSTON

Mary Migre, CASE mmigre@BostonCMC.com Caitlin Nagle cnagle@BostonCMC.com Melody Moore Henriquez, CMP mmoore@BostonCMC.com

BUFFALO/NIAGARA

Dionne Williamson, CDMP williamson@visitbuffaloniagara.com Jennifer Gregory, MBA gregory@visitbuffaloniagara.com

CHARLOTTE Jason Koteff

iason.koteff@visitcharlotte.com

CHICAGO

Darrell Baker, CASE dbaker@choosechicago.com Caroline Gardner CMP cgardner@choosechicago.com Anthony Molino amolino@choosechicago.com

CINCINNATI

Mary Beth Baluta mbbaluta@cincyusa.com

CLEVELAND

Jennifer Sullivan jsullivan@destinationcle.org Alexis O'Connor aoconnor@destinationcle.org

COLUMBUS

Kalee Barnhardt (interim) kbarnhardt@experiencecolumbus.com

DALLAS

Erica Critzer erica@visitdallas.com

DENVER

Lester Robinson lrobinson@visitdenver.com

DES MOINES

Maraie Marble margie@catchdesmoines.com

FT. LAUDERDALE

Rosa Mendoza-Friedheim, CASE, CDMP romendoza@broward.org Dion James Zanfordino djames@broward.org

FORT MYERS & SANIBEL

Betsy Bush bbush@leegov.com

FORT WORTH

Melissa Ritchie melissaritchie@fortworth.com

GRAND RAPIDS

Leslie Hastings, CHSP, CASE, CTA lhastings@experiencegr.com

HARTFORD

Krystine St. Michael Bussiere, CMP kbussiere@ctconventions.com

HAWAII

Meredith Parkins mparkins@hvcb.org Kristie Chang krchang@hccaeg.com

HOUSTON

Ron Sipes rsines@visithouston.com Amra Elmore nelmore@visithouston.com

INDIANAPOLIS

Krysten Douglas kdouglas@visitindy.com Kenneth Hemsley khemsley@visitindy.com

KANSAS CITY

Carmen Moses cmoses@visitkc.com

LAS VEGAS

Devin Lewis, CEM, CMP dlewis@lvcva.com

LONG BEACH

Art Scanlon arts@longbeachcvb.org Jeff Poole jeffp@longbeachcvb.org

LOS ANGELES

Debbie Glenn dglenn@LAtourism.org Angie Martin amartin@LAtourism.org Mary Gallagher, CMP mgallagher@latourism.org

LOUISVILLE

Reging Rink, CASE rrink@aotolouisville.com

MELBOURNE

Maria Rivera maria.rivera@melbournecb.com.au

MIAMI

Kathy Semmes, CASE Kathy@amcvb.com

MILWAUKEE

Lauren Hyps lhyps@milwaukee.org Gus Martinez amartinez@milwaukee.ora

MINNEAPOLIS

Kay A. Russell kayr@minneapolis.org

MONTEREY

Liz Kara (interim) liz@seemonterev.com

MONTREAL

Wanda Jackson Lewis wjacksonlewis@mtl.org

NASHVILLE

Andrea McFadden andream@visitmusiccity.com Artrice McNeil, CTA artrice@visitmusiccity.com

NEW ORLEANS

Helen Mesfin, CMP hmesfin@neworleans.com

NEW YORK

Trudy Singh, CMP tsingh@nycgo.com

NORFOLK

Ann Garvey, CMP, CEM agarvey@visitnorfolktoday.com

OKLAHOMA CITY

Keith Talbert ktalhert@visitokc.com

OMAHA

Matt Hock mheck@visitomaha.com

ORLANDO

Faye Memoli faye.memoli@visitorlando.com Barb Herod, CMP Barb.herod@visitorlando.com Ron Keith ron.keith@visitorlando.com

THE PALM BEACHES

Dori Jensen djensen@thepalmbeaches.com

PALM SPRINGS

Michelle Morgan mmorgan@gpscvb.com

PHILADELPHIA

Nevon Whitaker devon@discoverPHI_com

VISIT PHOENIX

Maribel Velazquez mvelazquez@visitphoenix.com Mark Metcalfe mmetcalfe@visitphoenix.com Tom Michalisko, CMP tmichalisko@visitphoenix.com

PORTLAND

Cara Tobias Ingram cara@travelportland.com Tracey Chapman tracey@travelportland.com

RALEIGH

Jamie Rice jrice@visitraleigh.com

RENO/TAHOE

Jennifer Bumbalo ihumhalo@renotahoeusa.com . Jennifer Martini Δhdinoor jabdinoor@renotahoeusa.com

SALTIAKE

Eddie Canaday, CHSP, CHME ecanadav@visitsaltlake.com

SAN ANTONIO

Summer Davey, CTA summerdavey@visitsanantonio.com

SAN DIEGO

Phyllis Bradley Azama, CMP pazama@sandiego.org Michelle Coombs mcoombs@sandieao.ora Damara Gomez dgomez@sandiego.org Debbie Jordan, CASE djordan@sandiego.org Lvnn Whitehead . lwhitehead@sandiego.org

SAN FRANCISCO

Kenley Moy, CMP kenley@sftravel.com Beth Melanson, CMP beth@sftravel.com Donna Del Gallo donnad@sftravel.com

SAN MATEO/ SILICON VALLEY

Faye Pastor, CMP fnve@smccvh com

SEATTLE

Alison LaFollette, CMP alafollette@visitseattle.org Susan Giambalvo, CASE saiambalvo@visitseattle.ora

SONOMA COUNTY

Barbara Quigley bquigley@sonomacounty.com

SPOKANE

Andre Walker awalker@visitspokane.com

ST. PETE / CLEARWATER

Liz Dane liz@visitspc.com

TAMPA BAY

Kathryn Morgan kmorgan@visittampabay.com

TORONTO

Lina Farrell (interim) lfarrell@torcvb.com

VANCOUVER

Incaueline Kaycak ikavcak@tourismvancouver.com

WICHITA

Heather Eaan hegan@visitwichita.com





Good news! San Francisco's Moscone Center is expanding.

Even better news! The expansion will add 157,000 square feet of usable space, new outdoor terraces, and feature more than 500,000 gross square feet of contiguous exhibit space.

And now for the best news! The transformation of the Center will be complete in January 2019.

Learn more today at: **sftravel.com/meeting-planners** convention-sales@sftravel.com







New Technology Favorites - As Recommended By You!

Staying on top of technology trends can be tricky even for the most tech-savvy. As a self-proclaimed "late-adopter, under-utilizer", I enlisted the help of some fellow Capital Chapter members for their latest technology favorites. From navigating Capitol Hill to guaranteed sleep while on-site, here is what they had to say:

Kelly Ferrante, CMP, Senior Conference and Meetings Manager with the National Association for College Admission Counseling recommends **Advocacy Day Assistant**, an app for government meetings. This app shows your appointments, bills and how they have been voted, along with the status of your issues. She also recommends **Duolingo** for earning the basics of a new language on the go.

Carly Bushong, CMP, Director of Meetings & Events, with the Urban Land Institute is a fan of **Hilton's "Choose Your Room"** feature. "I was able to switch from a parking lot view to an ocean view room (for the same price) during a recent stay, by looking at google earth, then picking my hotel room on the app!" http://hiltonhonors3.hilton.com/en/mobile/digital-check-in-and-room-selection-faq.html

Kristin Foldvik, Senior Global Events Manager with Blackbaud shares her favorite app: **Touchnote**, where you can turn photos into postcards or thank you notes easily.

Ann McLeod, CEM, CAE, Director of Meetings, Marketing & Business Development, with the Society of American Military Engineers recommends the app **Calm** (iPhone only) "I had heard of it as the winner of the best app of the year. While I was at my annual meeting, my mind was going in a million different directions and I could not sleep. I knew I had to do something, and I downloaded the Calm app. WOW did it help! The price is \$39.99 for the year after you do a free trial." www.calm.com

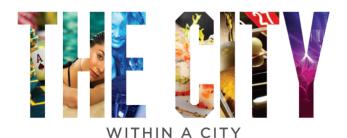
By Kristen Parker, CASE, Director of Eastern Regional Sales, Visit Austin

Learning From Meeting Professionals Against Human Trafficking (MPAHT)

The <u>International Labor Organization</u> (ILO) estimates there are 40.3 million victims of human trafficking globally, encompassing both labor and sex trafficking: 81% of victims are trapped in forced labor, 25% are children (that's 1 in 4), and 75% are women and girls – creating a \$150 billion industry worldwide that's closer than we think.

Would you recognize the signs of human trafficking? Would you know what to do if you saw them where you work, at your event or in your venue?

Thankfully, Sandy Biback, CMP Emeritus, CMM and 30-year industry veteran was moved to found Meeting Professionals Against Human Trafficking (MPAHT) in 2017, a Toronto-based volunteer group made up of planners, hotel sales and audio-visual professionals dedicated to raising awareness about human trafficking. MPAHT has held info sessions, film screenings, and partnered with UK-based Shiva Foundation to deliver training sessions on how to recognize and act when detecting signs of human trafficking.



THERE'S NO BETTER TIME TO HOST A MEETING IN DOWNTOWN RENO!

New Venues, Renovated Rooms and Meeting Space within 15 Minutes of Reno-Tahoe International Airport!

Contact Tanna Pearman to learn what the THE ROW has to offer for your next program.

tpearman@silverlegacy.com | 775-325-7376



Planners and suppliers with U.S. and global brands are also taking action to recognize and eradicate human trafficking within their spheres of influence. Here's how we can learn more and join the efforts:

- Include questions in your RFP asking about local/ regional human trafficking awareness programs and inquire whether staff has been trained to recognize signs of human trafficking.
- Partner with organizations to train employees on signs of human trafficking.
- Commit to launching a company-wide awareness program and create a policy against human trafficking in the workplace.
- Encourage your workplace to sign the <u>Tourism Child-Protection Code of Conduct</u> "The Code" (https://www.ecpatusa.org/code/).
- Help reauthorize the <u>Trafficking Victims Protection</u> <u>Act (TVPA)</u>, the U.S. legislation to end human trafficking and provide assistance to victims (https://www.ecpatusa.org/tvpa).

To get help or report suspected trafficking, call the National Human Trafficking Resource Center at 1-888-373-7888 or text BeFree (233733).

Resources:

- Impact Report: No Vacancy for Child Sex Traffickers (https://www.ecpatusa.org/novacancy/)
- Sex Trafficking in the U.S.: A Closer Look at U.S.
 <u>Citizen Victims</u> Polaris Report (https://polarisproject.org/sites/default/files/us-citizen-sex-trafficking.pdf)
- <u>Myths & Misconceptions</u>, National Human Trafficking Hotline (<u>https://humantraffickinghotline.org/whathuman-trafficking/myths-misconceptions</u>)
- Training Resources: polarisproject.org or traffickingresourcecenter.org

By Helen Gineris, CMP, Director of Operations & Client Relations Event Photography of North America Corp. (EPNAC)

My Experience as the PCMA Capital Chapter's 2018 Intern

CONTINUED FROM COVER

on the execution team was, especially when someone needed help. During my time there, I was not assigned to a specific task, but just helping wherever needed. I liked that because if I saw something that looked off, or someone had a question- whatever it may be, I was able to step up and help. I was also given the opportunity to attend the networking events scheduled during the conference and Christine Faiman, CMP, Chair of PCMA Capital Chapter's Emerging Professionals Committee, was with me at each event. I give all props to Christine as she helped me to step out of my comfort zone and introduced me to some amazing people. People who were so willing to hand me their business card and say, "If you're ever interested in something like this or have any questions, please contact me." This just goes to show that PCMA has some great members! I was thrilled to have been a part of this experience and work with such a cool group of people.

My third rotation was at the DoubleTree in Crystal City. When I first arrived at the hotel, I was greeted by a warm welcome from the Human Resources team. My first day was spent being introduced to various departments. On my second day, I spent a significant amount of time with the Housekeeping department. The team in this department are some of the nicest people I have ever met. They are so appreciative and happy to be at work! They speak so highly of the hotel and the tenure of employees

was humbling - some of them have been working there for over 30 years. Following Housekeeping I was welcomed in to the Sales and Catering team where I was able to see so many things come to life that I learned about in class. I learned how to create a BEO, how to review and prepare contracts, how to close a sale, the interworking of revenue management, and how a hotel operates. It takes a special type of person to work at a hotel, and for those who do, props to you. It can be stressful at times and no one day is ever the same, which I found exciting. I came across some interesting challenges and I was only there for two weeks. One can only imagine what it would be like to work at a hotel full time. It taught me how to keep calm under pressure and come up with creative solutions and bring to resolution quickly. It is extremely beneficial to have some hotel experience when getting involved in events, especially if you are planning to host your event at a hotel. It gives you some insight on what to expect. I was encouraged by how personable and welcoming everyone was and am incredibly thankful for the opportunity at the DoubleTree.

I learned more than I could ever imagine, met some amazing people, and made connections I never thought in a million years I would have the opportunity to meet.

My fourth and final rotation was with the American Association of Colleges of Pharmacy (AACP). Before getting into the Hospitality program, I didn't even know that associations really existed, let alone had a Meetings Planning team. I was a little hesitant going into this, mostly because I wasn't sure of what to expect and to my surprise, I actually loved it. I worked with this team for three weeks and went to their annual meeting in Boston. During my time at ASCO, I rotated between each department, learned the ins and outs of the operation and met some really great people. While in Boston, I helped mostly with registration, but got my hands in a few other things. We had to unpack and organize everything we shipped, I had to familiarize myself with the schedule of events, set up and make sure everything was good to go, and soaked up every piece of information that was given to me. I was on a team with three women who did a phenomenal job of showing me the

ropes. They weren't afraid to give me tasks and hand me a good bit of responsibility, even though I was their intern. I felt like I was actually helping and contributing, and that felt good. What I really loved about ASCO was that their CEO was extremely hands on and everyone in the office knew each department, everyone's names, and took the time to actually get to know me. Along with association, their members and they entire association are some of the nicest people and it was a pleasure to work at a great organization.

So, as you can see, I've had a really busy summer. I learned more than I could ever imagine, met some amazing people, and made connections I never thought in a million years I would have the opportunity to meet. PCMA's Capital Chapter did a great job in finding organizations that not only allowed me a wonderful experience; but were also, incredibly welcoming and fun to work with. Going into this internship at the beginning of the summer, I was lost and wasn't able to tell anyone what I wanted to do once I graduated. However, this has taught me so much, not only about myself, but about what I could potentially be doing as a career. This internship has made me a lot more comfortable, confident, and pushed me to step out of my comfort zone even when it may be awkward. Thank you to the PCMA Capital Chapter, SPARGO Inc., DoubleTree in Crystal City, and AACP for all you did for me this summer and for giving me an experience I wouldn't trade for the world.

Dress Codes Then and Now

Ladies, who remembers panty-hose, close-toed shoes, clear nail polish and earrings no bigger than a dime? Gentlemen, miss full suits and ties every day? Remember taking a vacation to grow in a beard fully? A walk down memory lane circa 1993 for those that lived it or a glimpse into hospitality fashion history. Navy and black reigned supreme, solids trumped patterns, and rarely did you hear of "Casual Fridays".

Having started my first non-uniform hotel position in 1992, I have clear memories of this time-period. Leaving my waitress uniform behind for an "office job", I felt like I was winning in the fashion flexibility department. However, looking back at my "then photo", it seems my flashiest accessory was a big bow barrette!

While there's still an expectation of dressing professionally, I've seen standards relax and allow more room for individual expression. 25 years ago, I never would have predicted I'd be wearing jeans to an industry event as I am in my "now photo"! In part, I believe this corresponds with our cultural shift from valuing consistency in product and services, to

seeking unique, distinguishing features and local experiences that truly reflect the personality of a destination.

These days as events have become more creative, so have the suggested attire descriptions. It used to be a small range of categories from "Resort" casual to "Black Tie" optional that were easily interpreted. Now it's not unusual to see "Festival Chic" or "After-Glow Glam" along with a link to a style "look book" to help you plan your packing!

I think we've arrived at a time in our industry where it's possible to both represent your employer professionally and still show your personality. In her recent article, "What to Wear to Work for a Hospitality Job", Alison Doyle offers the advice, "Make the customer stand out, not your clothes". Whether working the front desk, tradeshow booth, annual meeting registration counter, or just mirroring your client's more casual site travel attire, this is a great perspective to keep in mind.

By Kristen Parker, CASE, Director of Eastern Regional Sales, **Visit Austin**



BRIDGES. BEER. ARCHITECTURE AND ART — MEET IN CINCINNATI AND FEEL THE VIBE

Plan a meeting where your attendees will make connections that they will remember long after they return home. They will experience scenic river views, a cityscape that is both historic and cosmopolitan and five entertainment districts all connected by a downtown streetcar. Book your meeting in the city that The New York Times has named one of the hottest in the country.



Check out our website for special offers. CINCYUSA.COM/20180FFER



Duke Energy Convention Center

▲ DELTA

mark your calendar

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

NOVEMBER 13

REWIND! A Year in Review

TIME: 5:00 P.M. – 8:00 P.M.

NATIONALS PARK

BE SURE TO VOTE FOR YOUR FAVORITE

MASCOT ON OUR FACEBOOK PAGE

NOVEMBER 28

Community Services Event

TIME: 5:00 P.M. – 7:00 P.M. THE CHILDREN'S INN AT NIH

Chapter events provide education, create stronger relationships and celebrate our chapter. We look forward to seeing you at our next gathering!

PCMA CAPITAL CHAPTER is MOVING on Oct. 12, 2018!

NEW ADDRESS & CONTACT INFO: 1420 New York Ave, NW, Washington D.C. 20005 (202) 802-9032

Potomac and Capital Chapter Get Hooked











September 26, 2018



WE VALUE OUR SPONSORS!

DIAMOND



RAFFLES Fairmont LEGEN SO SOFITEL M PUllman swissôtel

PLATINUM





















GOLD











SILVER





BRONZE









SAVE THE DATE

Capital Area Food Bank 4900 Puerto Rico Ave NE Washington, DC 20017

Tuesday, December 11 1:00 P.M. – 4:00 P.M.







Capital Chapter of PCMA

1420 New York Ave, NW, 5th Floor Washington D.C. 20005

THE CHATTER IS PUBLISHED BY

PCMA Capital Chapter

Attn: Bea Tijerina 1420 New York Ave, NW, 5th Floor Washington D.C. 20005 Phone: 202-802-9032 Email: capital@pcma.org

ISSUE EDITORS

Bethany Christian

Director of Event Planning National Tank Truck Carriers

DeVonne Parks, CEM

Director Meetings and Events Association for Information Science and Technology

PRODUCTION EDITORS

Leslie Boppert

Senior Graphic Designer Interel US CHATTER INFO



Boston. A Beacon for Extraordinary Conventions.

Steer the crowds straight to your event – in Boston. The Boston Convention & Exhibition Center and the Hynes Convention Center are just minutes from Boston Logan International Airport and close to major highways, railways, and public transportation. And they're surrounded by world-class hotels, restaurants, shops, historic sites, and an easily accessible city that your guests won't want to leave.

Schedule a site visit or learn more at SignatureBoston.com or 877-393-3393.

Boston. Bringing Great Events to Light.

