



**APPLICATION FORM**  
 2020 PCMA Capital Chapter  
 Committee Chairs & Chair-elect

Please read the instructions carefully and note that you must complete **each** of the required sections in order to be considered. The information requested enables the Capital Chapter President-elect to conduct a thorough review of the qualifications for each candidate, and make the final selection. The President-elect may receive input from the current committee chairs and from chapter board members.

Selected Chairs will be expected to serve one-year in the Chair position. Selected Co-Chairs will be expected to serve two-years, one year in the Co-Chair position and one year as the Chair. The Co-Chair responsibilities include supporting the Chair of the committee and preparing to lead the committee the following year. While it is the President-elect's choice, with approval of the Board of Directors, who will serve as Committee Chair, the Co-Chair will be strongly considered based on their supporting role to the Chair and committee in the previous year.

**NOTE:** This application and attachments must be saved as **one PDF** in this **order**:

Section 1: Applicant Summary

Section 2: Completed volunteer interests and signature

Section 3: Commitment to PCMA Capital Chapter questions (best if typed separately)

The PCMA Capital Chapter Committee Overview is for your information only and need not be included.

**Submit this application and attachments, via email, by 5 pm EDT on Thursday, September 26, 2019, to Lindsay Martin, Chapter Administrator, at [capital@pcma.org](mailto:capital@pcma.org).** All nominees will receive confirmation that their materials were received within 48 hours. **If you do not receive such confirmation**, contact the office at 202-802-9032, and ask for Lindsay or Bea Tijerina.

Questions about the process or being a committee leader? Contact Bea Tijerina, Managing Director, at 202-802-9031 or [capital@pcma.org](mailto:capital@pcma.org).

**1. APPLICANT SUMMARY**

Name & Designation(s):			
Title:			
Organization/Company:			
Address:			
City, State/Providence, Zip Code:			
Business phone:			Cell phone:
Email:			
Category of PCMA Membership: (circle one)	<i>Professional, Faculty, Student, or Supplier</i>		
Member since:			

Are you currently serving on other industry boards, committees, or in other leadership roles? Y/N (circle one)
If you answered YES to the question above, please list these roles here:

**2. 2020 CAPITAL CHAPTER COMMITTEES**

- Communications Committee
- Community Services Committee
- Emerging Professionals Committee
- Government Relations/Advocacy Committee
- Marketing Committee
- Membership Committee
- Professional Development Committee
- Sponsorship Committee

**VOLUNTEER INTERESTS**

With this application, you will be considered for the chair or co-chair position of a PCMA Capital Chapter committee. Therefore, please identify and rank in priority order, all committees or taskforce that you would accept an appointment for.

	<b>Committee Preference</b>	<b>Position Preference (Chair or Co-Chair)</b>
<b>1<sup>st</sup> Choice</b>		
<b>2<sup>nd</sup> Choice</b>		
<b>3<sup>rd</sup> Choice</b>		

**3. COMMITMENT TO PCMA CAPITAL CHAPTER**

1. Please share a brief overview of what you bring to the committee(s) that you have identified. Include any previous experiences within the PCMA Capital Chapter, PCMA National committees/taskforces, or other committee experiences you may have. If you have identified more than one committee, please speak to each committee.
  
2. The volunteer experience is very important to the PCMA Capital Chapter. How would you lead your committee and work with other volunteers so they feel engaged/empowered, and would be considered excellent future chapter leaders?

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Full Name

- My employer has been informed of my interest in serving and agrees that I may take appropriate time to do so if selected to be a committee chair or co-chair.*
- The Fall Leadership Retreat to plan for 2020 is scheduled for Friday, November 1, 2019 (full day). I will make every effort to attend and participate.*

## PCMA Capital Chapter Committee Overview

**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.

**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.

**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 committee also began an internship program in 2018.

**Government Relations & Advocacy Committee** - will review government actions that directly impact 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 committee also plans the annual GMID educational program along with the MPI Potomac Chapter.

**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.

**Membership Committee** - is responsible for retention, recruitment and recognition of our members, as well as the Chapter networking events (including Mix N' Bowl and Rewind). 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 also is responsible for the planning of the Chapter's dedicated networking events, including the Convening Leaders Chapter Reception and the year-end volunteer celebrations event.

**Professional Development Committee** – (PDC) is responsible for the planning and execution of educational events for the Capital Chapter (approximately 4 programs per year). 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.

**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.