

the official newsletter of the pcma capital chapter

GMID 2019, Growing Advocacy Coast to Coast

On Thursday, April 4, the PCMA Capital Chapter (PCMA-CC), in partnership with MPI Potomac Chapter (MPI-P), hosted Global Meetings Industry Day 2019: Growing Advocacy from Coast to Coast, at the Ronald Reagan Building, Washington, DC. This fourth annual day of content and celebration was one of 230 events across 42 countries.

Global Meetings Industry Day (GMID), was created by Meetings Mean Business with support from industry organizations that shine a light on the impact the meetings industry has on businesses, economies and communities. The day of advocacy and awareness brings together those in all roles of the industry to stand up for the importance of the industry.

As the Washington, D.C. Chapters of PCMA and MPI are uniquely positioned next to the Capitol, it was only fitting to add an advocacy element to the GMID program. Over 50 members of our industry went to the Hill to advocate for representatives to co-sponsor two new bills: The Jolt Act (allowing international visitors to gain visas to travel more easily in and out of the U.S.) and The Stop Online Booking Scams Act. Participants heard an interactive training from Bob Van Heuvelen on how to effectively advocate on the Hill, then broke into their appointment teams to discuss real life examples they could use in their meetings. Here is what a few people are saying about their Hill experiences:

“While the Hill visits were an optional portion of the program, this was the highlight of my meeting experience and I encourage others to participate in the future. Not only did our group have several productive meetings with Congressional staffers, we enjoyed a fun afternoon of networking in between our visits on a beautiful spring day on Capitol Hill!” - Jennifer Tomb, Assistant Director, Meetings Operations, American Society for Microbiology

“Participating in the GMID Hill Day made me realize how lucky I am to live in the nation’s capital. To have the ability to sit down with representatives on these important issues affecting the meetings business is something that we can be doing on a more regular basis, not just once a year.” - Carla Hunt, National Sales Assistant Director, Disney Meetings & Events

“If you thought meeting managers are busy, you should meet a Hill staffer. Wow, they are non-stop.” - Cynthia L. Smith Kelly, CMP, Senior Manager, Meetings and Conferences, AASLD

“[Hill appointments are] more approachable than one would think. Don’t be intimidated to have a meaningful conversation with your elected leaders within the House and Senate.” - Ned Blair, Senior National Sales Manager, Visit Charlotte

In the afternoon, attendees first heard from chapter presidents Vicki Johnson (PCMA-CC) and Kaitlin Felix (MPI-PC) on the most recent financial impact of meetings from the Meetings Mean Business report. Some of the most exciting statistics included that meetings have a global economic impact of over \$2.5 trillion and attendees spend around \$1,287 per person in the city of the conference. In the second session, attendees received a condensed version of the morning’s advocacy training from Stephen Ward, as well as an update on the legislation the morning participants were advocating for at the moment on the Hill. In the third session, we heard from Mary Beth Baluta, Donna Jarvis-Miller and Art Shaw about the importance of giving back and advocating for not only issues on the Hill but local charities and projects. They also discussed how you can create a culture of social responsibility in your organization.

Following the programming, those who were on the Hill joined the afternoon program participants for an energetic reception and CSR Project with Give Kids the World Village, where attendees made amenities for the children.

This event would not have been successful without the support and generosity of our sponsors including the Platinum Sponsors, Ronald Reagan Building and Experience Kissimmee, and event sponsors San Francisco Travel, Visit Raleigh, Pike Productions and CMR.

Save the date for the 2020 Global Meetings Industry Day, Thursday, April 2.

**Jessica Smith, CMP, MTA, Senior Manager,
Global, Association Events, MCI USA**

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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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.

CHAPTER LEADERSHIP



message from the board



ADVOCACY, AVOCADOS, AND AVALANCHES...

Jim Kelley

Fern, Past President

During the mid-1700s Benjamin Franklin quoted a proverb in Poor Richard's Almanac that tells about how a tiny nail was lost in a horseshoe, which led to the loss of a horse. The loss of the horse resulted in the loss of the rider, which then led to the loss of a battle. Because of the loss of this critical battle, the kingdom was lost. This proverb is a good analogy for understanding how a very tiny shift in behavior or action through advocacy can have a lasting and meaningful impact.

Regardless of your political affiliation, we have to acknowledge that our elected officials are public servants who have a lot of people vying for their attention as it relates to their issues. They are the recipients of the advocacy efforts of many individuals and organizations. Why do so many people advocate? It is because it works, and it matters. However, it is hard, takes effort, and its success is more evolutionary than revolutionary. Just as the nail in the proverb above eventually leads to the loss of the kingdom. Your efforts in advocating for those issues that impact our industry matter and will make an impact over time. Remember the snow that covers the mountain that results in an avalanche begins with but a single snowflake.

If we are not telling our story, someone else is, and it is most likely not the story we want told. As we advocate for our issues, there is most likely someone else that is advocating for another issue that while not intentional, maybe conflicting and competing with what we want to be done. The PCMA Capital, led by our Government Relations and Advocacy Committee, recently held its most successful program ever as part of GMID. This event was the first snowflake, the first nail and the first avocado used to make that guacamole.

If you are interested in doing more to drive change and make an impact on our industry for years to come, please reach out to **Jessica Smith** at jessica.smith@mci-group.com or **Kelly Ferrante-Land** at kferrante@nacacnet.org.

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-Teddy Roosevelt



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What I Thought I'd Do

Marilyn Atchue-Zuill

Global Account Director, HPN Global



WHAT STARLEETAH GADDIS-PARKER "THOUGHT" SHE WOULD DO

Star has always wanted to help people, she "thought" her path would lead her down the road to becoming a social worker. She went to Trinity College in D.C., and finished at the University of Maryland University College, taking courses in psychology and sociology. What she discovered after taking her work home with her, was sheer respect for those who are equipped to be social workers as her heart was too big for the job. Star had to find a better way to help others and leave her footprint in life.

She took a step in that direction by joining the American Psychological Association as their program coordinator. Star traveled with APA in a support capacity and wondered who put these meetings together and her curiosity grew from there. She got plugged into the industry by joining PCMA and MPI. She wanted to learn as much as she could about conference management and surrounded herself by mentors who helped her find her way. Amanda Rushing was the first such mentor, hiring Star as conference coordinator with the National Association of Elementary School Principals. Star grew in her career and knowledge at the American Chemical Society and as program manager at the American Public Transportation Association with Lenay Gore. In each position, Star always had great mentors to help her find her way. Now she looks for opportunities to reciprocate. Through PCMA she became involved with the Community Service Committee, speaking at Covenant House to disadvantaged youth about getting involved in the industry. She has also joined the Emerging Professional Committee to find ways to mentor others.

Star's course work in sociology helped her understand people; how to relate and how to help them. It prepared her for challenges at show sites and how to communicate on all levels of cultural differences, including the varied cultural backgrounds found with her high international presence meetings. Star's career was not by design and took some uneven paths along the way. Her goal now is to move up the ranks to Director, always mindful of helping people along the way.



WHAT LIZ DANE "THOUGHT" SHE WOULD DO

Hospitality Industry??? Not even in her dreams. All Liz did dream about was the bright lights of Broadway, as her aunt was a Broadway actress, and it was in her blood.

Not one to design her future, Liz's whole life has been "falling into things". She loved acting, but went to Beloit College, Wisconsin to get a liberal arts degree. Two weeks into her studies, she tried out for a play and landed the lead role. She went from a liberal arts to a performing arts/music/theater/dance major. She says she wasn't much of a singer, but dance and acting were her thing! "Why not give it a shot?". Her plan was to go to NY and let her parents support her until she made it big, not a vision her parents shared.

Then life happened! In her senior year of college, Liz's mom was diagnosed with a brain tumor and her dad needed her help. At home she worked as a manager for a less than ethical restaurant owner. Her father owned a travel agency and asked a favor of one of his customers, to submit an application for his daughter. That customer??? Woodrow Marriott, brother to the senior JW Marriott. Within 24 hours, Liz was hired at the Washington Marriott in their Management Training Program/restaurants, making her the most unpopular kid on the block (people worked hard for that program). Liz was wearing a blue suit and carrying a "daytimer" not the "role" she had envisioned, but "why not give it a shot?".

Liz says without design, but I'm not so sure. From Marriott to the Capital Hilton in convention services, (a 24/7 job) Liz was promoted to sales, then to the Omni Shoreham in sales. With Omni she moved to L.A. to segue into National Sales, giving her a more balanced life and acting classes. Keeping with National Sales, Liz moved back to D.C. With many different national sales positions, Liz has been through hotels and CVB's, which has led her to her current position with St. Petersburg/Clearwater CVB.

Thanks to her acting "career", Liz is comfortable speaking in front of thousands of people. Someday you might hear her doing voiceover work... "why not give it a shot?".

As Seen on PCMA Catalyst

As Seen on PCMA Catalyst turns its focus to a poignant post from Leonie van Spronsen, Project Manager Business Development for the Netherlands Board of Tourism & Conventions in New York, NY. Leonie recently experienced a 50% last-minute cancellation/no-show rate for an industry event she helped organize. She asked what her organization can do to prevent this situation from happening again.

William F. Reed, FASAE, CMP, Chief Event Strategy Officer for the American Society of Hematology replied, “When I hear things like this it makes me sad for our profession because it casts a dark light on professionalism. Colleagues, we can do better than this and we should be leading by example. If you are invited and say you will be at an event, make sure you show up. Arriving late (because of myriad reasons) is better than not at all! For hosts, my suggestion would be to release the notion that success is defined by a large number of bodies at the event. Why has the measure of success been determined by the number of bodies that show up vs. the quality of the potential to book business with your firm? Better to have a smaller number of highly qualified prospects that have identified matches to your product than to invite the world and hope someone will be interested. Scrutinize your invitation list even further and err on the side of inviting those with known interest and that you have had a previous conversation. It is more difficult to be a no show when you are not a stranger.”

Further advice from Geralyn Krist, Global Account Executive from ConferenceDirect, came in the form of timing consideration. “You may also want to consider the time of day and location you host. We all know everyone is busy, but if you can plan something engaging for 2 hours from 4-6 p.m., people can leave work a bit early to attend and then perhaps miss some traffic on their way home. You may also want to poll some of your most engaged planners to see what their top considerations are when selecting to attend an event. You might find that everyone would rather do breakfast!”

Daily, our colleagues look for recommendations and advice on Catalyst. Here are some recent ‘In Search Of’ inquiries from our colleagues. Visit Catalyst to reply and assist!

- **Ada Phillips, Director of Meetings and CME for the American Academy of Facial Plastic and Reconstructive Surgery in Alexandria, VA is looking for special event venues in San Diego to host a black-tie dinner for 100.**
- **Lauren Kramer, CAE, Founder & Principal of Meeting Priorities seeks a USB vendor in the Metro D.C. area.**
- **Fred Moxley, Senior Meetings Manager for the Association for the Advancement of Medical Instrumentation in Arlington, VA needs a company who can provide a custom wrap or cover that is easy to take on and off of 5-gallon water jugs.**
- **Selina Mirza, Project Manager for the Texas Floodplain Management Association in Cedar Park, TX needs recommendations from meeting professionals who have special event/liability insurance for a fun-run or for a convention facility.**
- **Megan Martin from Denver CO is looking for a good DMC in Nassau, Bahamas.**

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|| **Tracy Blithe**
CMP, Heart Rhythm Society

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Chapter Members and Their Pets

DeVonne Parks
Independent Planner

What kind of pet:

All white Persian cat

What is your pet's name:

Mufasa

How old is your pet?

Niney-three in people years. Otherwise, he's 18 and he only weighs 6.4 lbs.

How did you go about getting your pet? A rescue / breeder etc.? We got him from friends, but he was from a breeder

What does your pet like to do while you're at work?

Since he's very old, he sleeps a lot. He loves to poke his nose through the fireplace screen when the fire is on to stay warm.

What is something funny your pet does?

I call him my spa cat. He LOVES to have a bath and blow dry. I think he enjoys the hot water. He also wants to be wherever I am, so he follows me around the house.

Anything else that you want to add?

My mom just passed away over the holidays, but before she died, Mufasa was the love of her life (besides my late dad). He brought her so much joy! He's a cuddle bug and adored my mom. They were the same age in people years.



What kind of pet do you have?

Pointer-Hound mix dog

What is your pet's name?

Jimmy Chew Eng

How old is your pet?

Six years old

How did you go about getting your pet? A rescue / breeder etc..?

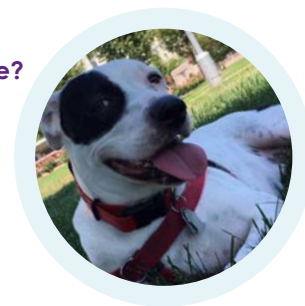
I adopted Jimmy from Humane Rescue Alliance (HRA) when he was 11 months old. His previous owner surrendered him to HRA. He had a tough first couple of weeks at HRA after getting neutered. He was on bed rest for a couple of weeks.

What does your pet like to do while you're at work?

Jimmy camps out on my bed while I am at work and likes to look out the window. We have a ritual before I leave for work where he gets a series of treats (and cheese) so he knows I'll be away for awhile (but back soon). He then patiently waits for his walker to come take him out mid-day.

What is something funny your pet does or anything else that you want to add?

His favorite thing to do is roll around in grass (sometimes other stuff). He loves to play tug of war. He also gets home cooked meals every day.



Marilyn Atchue-Zuill
Global Account Director, Hospitality
Performance Network Global

Marcus Eng, CMP
American Public Transportation
Association



HAVE A PET? TELL US ABOUT YOU AND YOUR PET ALONG WITH A PHOTO TO: DTPARKS2@GMAIL.COM

Editors Note; Sara Torrence's cat, featured in the March/April issue, was indeed named after "Ole Blue Eyes." However, he goes by the name "Sinatra," not 'Frank.'

Share Economy Concept: Is It A Disruption?

Arguments arise regularly over whether share economy accommodations are a help or hinderance to the overall conference effort. Time will tell how attendee response will drive either the coordination or competition that share economy lodging options bring.

And there there's something in between...

On a recent last-minute business trip, I found myself in dire need of a room in a sold-out Austin, TX. Responding to my call for aid, my CVB rep said, "keep an open mind about this option". I complied and landed in a stylishly decorated one-bedroom apartment with a panoramic view of the city, full kitchen with washer and dryer, a Crosley turntable and a small collection of vinyls including Daft Punk and Run DMC. I would say that it had all the comforts of home, but my home isn't this cool.

What's interesting about this concept is that I was clearly staying in a residential building, not a hotel. All communication was done via text, as I was given codes to access the building, operate the elevators, and open my front door. People I had met on the elevator either had dogs or were going to/from work, and all seemed a bit curious about me, as it must have been obvious that I was not a local. There was a new sense of adventure in sharing a building with locals whom I enjoyed meeting.

“

As new and creative options come online, we might expect to be surprised by some disruption in our industry and learn to work with the options to meet our attendees where they are.

”

But this is not really a share economy concept; this is a hospitality company. Disruptive? Yes. Competing with room blocks? I'm not really convinced. The company's website does have a groups section and there appear to be options to book room blocks which perhaps could be part of your overall conference housing plan. In this scenario, planners could offer a housing option which offers the size and possibly cost or share economy options, except you don't have to stay in someone else's house (a big win for me).

As new and creative options come online, we might expect to be surprised by some disruption in our industry and learn to work with the options to meet our attendees where they are.

Mark Harvey

CMP, CMM, Principal, Ethos Meetings and Events

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What Are You Reading?

Ongoing library of books/quotes handled by
Kristen Parker, CASE, Director of Eastern Regional
Sales, Visit Austin

BECOMING BY MICHELE OBAMA

A strong recommendation and a must read for all women! Whether you are a professional meeting planner or a professional domestic engineer, this book helps remind us of the power we all hold within our families, our workplace and inside ourselves. We all have contributions to make and Michele uses her personal story to encourage us to get out there and make a difference!

CHRISTINA CHILDS, SENIOR MEETINGS MANAGER

NTCA-The Rural Broadband Association

THE CORPORATE SPONSORSHIP TOOLKIT BY KIM SKILDUM-REID

This book was recommended to us by Velvet Chainsaw during our strategic planning process. I'm hoping it will help me tailor packages to meet unique corporate sponsor needs and help us grow an underutilized base of support.

Angela Christophe

Producer National Charter Schools Conference
National Alliance for Public Charters Schools

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BEACON TECHNOLOGY AT YOUR MEETING: MAKING THE CASE!

Wearable beacons enable show organizers to track the journey of an attendee throughout an event, providing data to show organizers to send notifications in real time during the show to analyze and understand the data post show; and to help design and implement change for upcoming shows pre show.

REGISTRATION

Asking the right questions during registration before your show is the most important aspect of setting yourself up for success after your show. As attendees check into an event, they are matched with a badge beacon that transmits a unique number. Receivers track the number as the attendee moves through the event space. It's important you have information such as career level, job title, and first time attendee collected.

HEAT MAPS

Beacons can be used to create heat maps of your event and help measure traffic volumes. This information can be helpful to monitor registration lines and alleviate long wait times, help see what activities at your event are the most popular, and even identify sessions or activities that are not well attended and can be left out next year.

You can increase your ROI potential by gaining a better understanding of where your exhibit hall hot spots are and update your booth pricing (and food placement), based on location. You then have the data to justify any increases.

CUSTOMIZE THE JOURNEY

Some beacon system providers use different mobile apps. When someone with that app loaded on their phone passes by, s/he receives a customized message or media experience. This is an excellent opportunity to provide more visibility for exhibitors, and to help attendees connect content to product and services.

Wearable beacons can be used to provide a mobile view of other attendees in the area or send an alert when a potential match is nearby. This facilitates networking and creates more meaningful connections for your attendees.

Use wearable beacons as a sponsorship or marketing

opportunity. Since alerts can be sent based on location when using wearable beacons, offer sponsors or exhibitors the chance to purchase an alert inviting attendees to visit their booth when they are close by. This helps to increase event revenue and drive traffic to the exhibit floor.

PRICING AND WHERE TO FIND

The pricing can vary depending on how far in advance you order your beacons, how many you need and how large your conference is (how many transmitters will be placed throughout your space). Get in touch with your audiovisual provider or event management company to see how you can leverage your business event intelligence for the greater good of your show.

Ashley Sarris

Meetings Manager, American Society for Cell Biology



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mark your calendar

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

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Los Angeles, CA

SPARK
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1:00pm - 7:00pm

Watch Social Media and the next issue of the Chatter for more details

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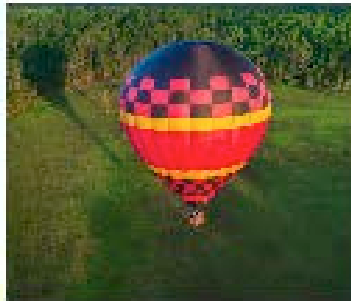


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