

the chatter



September/October 2019 | Vol. XXVIII No. 21

MY EXPERIENCE AS THE PCMA CAPITAL CHAPTER'S 2019 SUMMER INTERN

ALLISON BRENNAN

This past summer I had the honor of representing the PCMA Capital Chapter as their Emerging Professionals Intern for the program's second year. Before applying for the program, I had heard only amazing things about the internship that the Capital Chapter offered following their inaugural implementation last summer. Going into the second semester of my senior year, I had the Capital Chapter Internship program highlighted as an internship to apply to for in order to further obtain my degree credits for my Tourism major. Requirements for obtaining a Radford University degree in Recreation, Parks & Tourism, a student must complete a 12 credit 560 hour internship program. When Femke Morelisse, Emerging Professionals Committee Member, started emailing student members regarding the application process, I jumped at the opportunity to apply. The Capital Chapter internship program is truly like no other internship offered, as it gives the student a view into every facet that the industry offers. I am exceptionally grateful that the Capital Chapter afforded me this opportunity; which has tremendously grown my industry knowledge and experience over the course of one summer. Throughout my time as the Capital Chapter Emerging Professionals Intern, I have built upon my educational background and worked directly with five sponsoring organizations, who have graciously welcomed me to their teams over the course of the internship program.

The first stop of the internship took place with SPARGO INC. SPARGO is a third party event management firm that outsources a variety of event opportunities ranging from Housing, Logistics, Registration, and Exhibit Sales and Management to clients all over the United States. During my time at SPARGO, I shadowed each group not only in the office, but onsite for the American Society of Clinical Oncology, a 42,500 person annual meeting at McCormick Place in Chicago, Illinois. The magnitude of the meeting was something that was new to me. Initially, it was

overwhelming; however, as the week went on I was able to see the meeting from every angle that SPARGO managed. I adopted the same calm and confident energy that each member possessed from day one. While onsite, I assisted the housing team with their daily hotel roundup calls, registration with attendee badges, exhibits on the exhibitor floor, and logistics with room sets and sessions. Each team empowered me to contribute as a true member of their team rather than just an intern, which I greatly appreciated. I cannot thank the team at SPARGO enough for allowing me to be a small part of this exceptional meeting and for setting the tone for the remainder of the summer. Assisting SPARGO onsite with ASCO was an immensely valuable educational opportunity that I will continue to be grateful for as I embark on my career within the industry.

My second rotation of the internship program was with the Omni Shoreham in Washington, D.C. During my time with the Omni, I had the opportunity to work in each department that continues to keep the Shoreham a household name within the industry. I spent my first week gaining a perspective of how each department runs and my second week I was with the sales team. I had a wonderful time getting to know the hotel staff; the front desk and rooms divisions, catering and sales, and the housekeeping departments. I appreciated how generous and kind everyone always was....

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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 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

I will be the first to admit that I let my busy schedule prevent me from being more involved in community service activities. Yes, even the wonderful activities planned by our very own Community Services Committee. Instead of holding off to focus on being involved only during the holiday season, which I tend to do, our communities would benefit from our involvement throughout the entire year.



Being involved brings many benefits to both the organization and the individual. While organizations have regular staff to perform the day-to-day tasks, they still value and rely on external groups such as ours for additional support. As volunteers we can provide that needed support and in some cases offer opportunities for cost savings; we can provide expertise in areas which the organization's current workforce may not currently fulfil; as well as provide more visibility for the organization within the community.

On a personal level, I find that volunteering decreases the risk of depression, helps manage stress, and keeps us more physically and mentally engaged. This creates a win-win for both the organization you are volunteering with, as well as the employer. One surely may feel happier and more confident.

I have established 2019 as a year of being more involved, and it has made me excited to continue doing the same in 2020. Are you ready to commit the time for being more involved? I hope so! Just because you get involved does not mean you have to do everything all the time! Perhaps start by committing to one community service activity a quarter. Certainly, we can all spare a couple hours during one day within a 90-day period for such an activity. The Community Services Committee is partnering with the Humane Rescue Alliance on Oct. 2 from 3-5 p.m. There is always a place to start.

To learn more about the opportunities brought to us by the Community Services Committee, visit <https://capital.pcma.org/community-service>.

Tracie Howard, CMP
AcademyHealth

REMEMBERING TWO SPECIAL LEADERS

ROY B. EVANS

Former PCMA president and CEO Roy B. Evans passed away in July. Evans was a leader in the events industry and his contributions helped make PCMA what it is today. Roy significantly impacted the education of event planners by creating the association's magazine CONVENT and establishing the PCMA Education Foundation. He will be missed by the MANY friends made in an industry that he loved.



TERENCE DONNELLY

Terence Donnelly loved our industry and was a big proponent of advocacy and a former chair of the capital chapter and national chapter. The biggest part of Terence was he was always kind and always had time for anyone. He made me a better person and will be missed by everyone who met him.

- Regina Rink

Terence and I worked together at Both Loews L'Enfant Plaza and the Capital Hilton – we both shared the quote, *"days turn into weeks, weeks turn into months, and months turn into years – get it done and don't procrastinate!"*

I will miss Terence and have only fond memories of him and his wonderful and positive energy and outlook on life.

- Peter M. Green, CDS, CMP | Senior Vice President/Team Director
ConferenceDirect



I first met Terence in the early 90's when I joined PCMA. He and I co-chaired what was then called the government relations committee. We became fast friends because of our love for politics and I learned about his dad and what drove Terence. Over the years we worked together on various committees, went to Capitol Hill to support ASAE and IAEE's Hill Days, and, when I was becoming president of the Capital Chapter and wanted to reinstate the government relations committee, Terence was the first person I spoke to to gain support and get his commitment to co-chair it. Through the years and especially after his marriage to Regina, Terence and I often spoke of his happiness and we also discussed politics and religion – two subjects they say are taboo. More recently, he announced when his son was accepted to St. John's University and Terence and I talked about that was the school I went to before moving to VA. He was very instrumental in the first Global Meetings Industry Day (originally called National Meetings Industry Day). Although I didn't see Terence as much as I used to, we kept up on Facebook – I always enjoyed reading his comments after the Bachelor and Bachelorette finale's where, because of Regina, he spent three hours watching and giving commentary. He was just such a kind, genuine guy and my life was enriched knowing him. I know we have another angel looking out for us and I hope Regina finds comfort in knowing how well respected he was and what an impact she had on his life.

- Annette Suriani, CMP | Chief Meeting Strategist
AMS Meeting Solutions

IN MEMORIAM CONTINUED

I hired Terence into Experient in 2005. He came into the interview with that big smile, followed by his patented chuckle. While he was shaking my hand with his right, he handed me a book with his left and said, "Have you read this book "Hope is not a Strategy" by Rick Page?" I had, but before I could respond he immediately busted into his take on the book. He had at me at "Hope." I came from outside of the industry and Terence was the first person I met in the industry that had the same kind of passion for sales strategy and methodology that I did. We were like two peas in a pod. Even though we will never see him again, he will always be in our hearts and minds.

- Jeff Fugate | Senior Vice President, Sales and Marketing
Experient

While I was working at NCA a few years ago we hosted a New Hampshire Congress woman in our offices. She was there to take our questions about her state around some of the more pressing issues like food taxes and drug use.

Knowing Terence lived there, I texted him that she was here and did he have any state-focused questions I could ask her.

Of course he did. He quickly wrote back: "Can you ask her why the locale price of lobsters went up a dollar in the past year?"

He was a man with a clever, dry sense of humor that you could often miss if you were not in full attention. He always kept me laughing and smiling!

- Jenn Ellek | PCM - Digital Marketing | Senior Director, Marketing
Taffy Event Strategies



I remember a very specific time during a PCMA Convene meeting. The two of us were asked to speak during a session but virtually did little or no planning (sorry PCMA). So we met during the event, the day before our session. My memory is the two of us sitting in the speaker room, laughing as we planned it and reassuring each other that it was going to be great. This experience exemplifies the attitude he had toward life. Anything is possible with teamwork, laughter and an optimistic view on how it will all turn out. I will miss my friend – although we did not see each other much lately, he was always quick with a hug, a smile and a deep caring about how family and life was. I am forever grateful for being part of his life.

- Kati Quigley, Senior Director, Marketing Microsoft Business Applications

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regardless of my many hotel related questions. The employees that I worked alongside had great pride in the Shoreham and their job, which is something that I loved seeing and certainly adds to the overall success of their environment. Ensuring every guest's stay is perfect is not a task that is taken lightly, by anyone on the Shoreham staff. The encounters I had with members of the team asserted the fact that they are some of the hardest workers that I have met throughout my time in the industry. Each department graciously took me under their wing showing me the ropes of either the proper ways to refresh a hotel room, how to properly answer guest calls, checking in new guests for their stay, operating a site visit, conducting a special event, and even partnering with clients for galas. Although I am not yet a seasoned sales professional, I was given the opportunity to work with the Director of Sales, Michael Murgas, and the Director of Rooms, Amanda Burroughs, on two sales products that will assist the team with their techniques within the coming months. As someone who values being on a team, it was great to see the camaraderie and to feel a part of a group working towards a greater goal during my time at the Omni Shoreham. I will always be thankful for the knowledge and lessons that their staff imparted on me during my time with them.

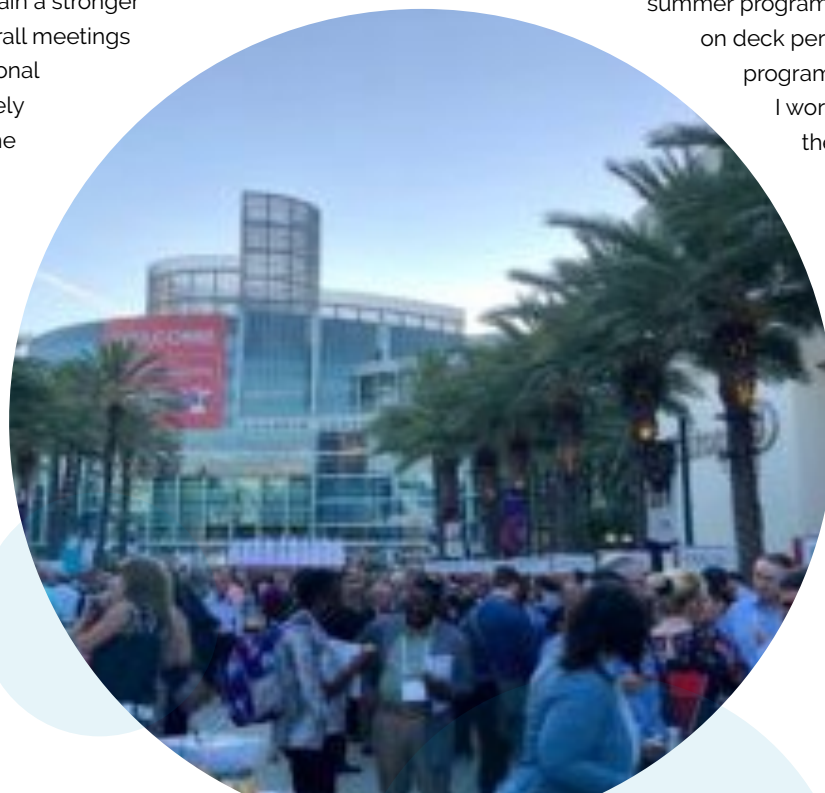
The following rotation I flew out to Los Angeles, CA to work with Professional Convention Management Association's meetings team and to assist with the onsite execution of EduCon 2019. While at EduCon, I worked under the Director of Meetings, Alison Milgram, CMP, and the headquarters team. I assisted wherever the staff needed an extra hand, which helped me gain a stronger understanding of the overall meetings process. From an educational standpoint, it was extremely beneficial for me to see the delegation of work split between the members of the meetings team the meetings for an educational conference specific to the events industry. I enjoyed aiding in vendor setup and was empowered to help attendees with any requests that they

may have had. A portion of my time onsite was spent working with the registration team. Assisting with registration gave me the chance to converse with a variety of attendees from around the globe. Additionally, I had the chance to attend a few evening receptions with current Capital Chapter President Vicki Johnson, CMP. I enjoyed getting to know more about Vicki and her role within the Capital Chapter, as well as, her advice for navigating my way through receptions and industry events. One of my favorite parts about being at EduCon was the attendee interaction and being able to connect with so many down to earth people. The attendees who I spoke with throughout my time at EduCon offered me a variety of advice and their possible assistance if I ever needed anything as I begin my journey within the industry. Everyone's interactions were just another confirmation of how lucky I feel to be going into this field and to be a part of an association with such caring people who desire to see each other do well.

The fourth rotation I was with Interel back in Washington, D.C. Interel is the company that manages the Capital Chapter's events and funding. Before my rotation with Interel, I had not known that there were companies who are responsible for managing associations like the Capital Chapter. I was also unaware that there were companies who manage chapters of larger associations like PCMA. Prior to joining the Capital Chapter, I had figured that this process was all done by member committees. However, I now realize the amount of work that goes into a single day of running the chapter and I am very appreciative of this newfound viewpoint. I was with

Interel the week before the Capital Chapter's summer program and it was an all hands-on deck performance to ensure the program would be a success.

I worked with Bea Tijerina, the Director of the Capital Chapter, and Lindsay Martin, Program Manager of the Capital Chapter, to organize email lists, chapter articles, membership emails, badge assembly and registration for the Spark! I also had the pleasure of sitting in on executive



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chapter calls with the past President Jim Kelley, PRG, current President Vicki Johnson, CMP, and President Elect, John Rubsam. Unfortunately, I was unable to attend Spark!, but I am so grateful that I was able to help the program come fruitfully together and to be included on a portion of the event execution.

The fifth and final rotation of the program was with the American Association for Clinical Chemistry. During my time with AACC, I worked in their Washington, D.C. office for two weeks to prepare and assist with the planning of the 21,000 person annual meeting at the Anaheim Convention Center in Anaheim, California. I worked with Jamie Simpson, CMP, Director of Meetings, and her team throughout my three weeks at AACC. I started two weeks before the 71st AACC Annual Scientific Meeting & Clinical Lab Expo and was able to contribute right away helping with BEO and service order confirmations. Over the following week I assisted Jamie with signage and Jackie Nassy, Meetings Coordinator, with vendor orders. I was excited to work on these projects in the office because I knew that I would be able to see the direct results when I arrived onsite to the annual meeting. I felt very confident and comfortable with my ability to positively impact a large meeting thanks to my first internship rotation with SPARGO. The 71st AACC Annual Scientific Meeting & Clinical Lab Expo incidentally outsourced SPARGO to assist them with their Logistics, Housing, and Exhibit Sales and Management, so it was great to round out the final rotation with familiar faces that I had met initially. Being able to see the partnership between SPARGO and AACC from an association standpoint was also a key takeaway that was new to me before I started my final rotation. Previously, I had only experienced an association and third-party relationship from the side of the third party.

I am grateful that I was able to piece together a complete partnership between an association and third party during my time with both AACC and SPARGO. While onsite, I had the responsibility of aiding Jackie with AM and PM roundtable educational sessions. Over the course of my time at AACC I always felt empowered by Jamie and her team to directly assist wherever I could. The trust Jamie and her team had in me to successfully complete the tasks at hand was something that I will continue to be thankful for and valued during my overall time with AACC.

This entire internship experience would not have been possible without the sponsorship of the Capital Chapter, the Emerging Professionals Committee and the five sponsoring organizations. I could not be more grateful for the opportunities offered to me throughout this summer and the encouragement that members across these organizations provided. Additionally, this internship would not have been made possible without Christine Faiman, CMP, my Internship Supervisor within the Capital Chapter's Emerging Professionals Committee. Christine's constant guidance and support, along with her effort to pioneer this program and to assist young professionals starting their career, is something that I hope to be able to pay forward in the near future. I have learned a plethora of information and knowledge from the Emerging Professionals Internship that I look forward to implementing as I continue my career within the events industry.





2019 Feature



What Christina Pino "Thought" She Would Do

Christina had no intentions at all of becoming a meeting planner. From a very young age, she and her best friend fully intended to be graphic designers, working for a magazine and doing all of their graphic editing. When they were 13, a movie, "13 Going On 30" hit the screens. It was about a young geeky girl who, at her disastrous 13th birthday party, wished she was 30. In true fantasy fashion, she was magically transported from 13 to 30, living in a swank Fifth Avenue apartment in New York and working as a graphic editor for her favorite magazine, Poise. That fantasy was going to be Christina and her best friend's reality.

In high school she was editor-in-chief of the high school yearbook. Upon graduation, Christina went to James Madison University in VA as a graphic design major. A close family member, whose identity will remain anonymous, didn't agree with her decision and strongly urged Christina to pursue a degree in business. Christina does not possess accounting genes so, as an alternative, she found that the School of Hospitality fell under the College of Business and it gave her options, i.e. restaurants, events, cruise ships, etc. Christina changed her major to the Hospitality Industry and kept a minor in art. In her sophomore year she was required to intern somewhere but she had no idea where. She was getting down to the wire when she went to a new year's eve gathering at a friend's house. Her friend's mom just happened to be looking for an intern. The mom worked out of her home, 20 minutes away from Christina's house so it was perfect. After graduation, Christina walked across campus and the next day was employed as the Assistant Manager, Conference Logistics for her friend's mom at Stellato Meeting Solutions. She's still there today.

Christina's best friend did go on to become a graphic designer for Zappos and it took Christina a really long to get over the giving up of her dream. But did she altogether give up her dream?? In her position with Stellato Meeting Solutions, she uses her creative side of the brain when helping customers review their conference logos, registration structures, props, sets, etc. When she runs an awards show, advertisers submit their campaigns. As she reviews them, it gives Christina an opportunity to keep up with current trends. She finds that the industry is so broad that she's constantly challenged.

Christina went to her friend's New Year's Eve party and her career was launched. Coincidentally that friend also works for his mom keeping the books. It wasn't what she had dreamed about as a child but what Christina does today is perfect!!

Marilyn Atchue-Zuill
Global Account Director, HPN Global



What Sara Torrence "Thought" She Would Do

Sara had every intention of going into the Foreign Service. At SMU she studied Political Science with an emphasis on International Relations. In those days they were very discriminatory against women having careers, so when she met with consultants and interviewers from the Department of State, they suggested she marry a bright young foreign service officer. Naturally, that didn't go over well with Sara.

Around this time, however, Sara's father was diagnosed with cancer and she didn't want to leave him for a faraway place. She enrolled in the Katharine Gibbs School in New York in a special course for college women. She knew if she were to get a job she would need secretarial skills. After graduation, she came to Washington to find a job in government, which was her ambition. She went to work at the Department of Commerce in the Office of the Assistant Secretary for Science and Technology. Her Supervisor was the public affairs officer who thought she was under employed. He recommended that she go to the National Bureau of Standards (NBS) for a "professional" position he knew was vacant. He introduced her to the person in charge of special activities, under whose umbrella fell conferences, special events, tours, public relations and the employee newsletter. Sara was hired to handle the newsletter. Because her boss handled conferences, she was often asked to help with the conferences and registration. It soon became apparent to her boss that Sara was very good at conference, so when a vacancy came up, Sara was given the job. She took to it like a fish to water, never realizing that this was an actual profession.

The first large educational conference Sara attended was an MPI conference in Chicago. She learned so much from such speakers as Leonard Hoyle with ASAE and Bruce Harris with Conferon. It was there that she learned about the CMP designation. She applied for that, studied and passed the exam on the first try. She joined PCMA as soon as they expanded their membership from healthcare industry associations to add science and technology organization meetings.

This may be a departure from being in the Foreign Service, but Sara has handled many international meetings, often hosting the meetings rather than going abroad. In those days many used interpretation devices, but her division also paid for her to take French so she could converse in what was then the universal international language. Thanks to a discriminating supervisor, Sara has successfully made a lifetime career as a meeting planner.

Marilyn Atchue-Zuill
Global Account Director, HPN Global

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THAT ARE UNMISTAKABLY CINCINNATI



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AS SEEN ON PCMA CATALYST

Summertime is winding down, but posts on Catalyst are up! The show must go on – and on we go into another planning season. But not without the help from industry colleagues around the globe.

QUINTUPLE PLUS: THE NEW PLUS PLUS

I was intrigued by the subject line of a post by Eli Gorin, CMP, CMM, Managing Director of Far Horizons Tourism in Hollywood, FL: Catering Charges – Is the “Quintuple Plus” new? I can emphasize with Gorin, who recently received an event quote that included fees for service charge, tax on service charge, food and beverage tax, an event fee, an event fee tax, and room rental. As a result, his \$55 lunch ends up being an astounding \$79 per person.

This seems to be a theme in recent years – fee increases plus additional fees besides the plus plus. Have you experienced this? Visit Gorin’s post on Catalyst to empathize. Take action by sharing your negotiating skills, or instances where you have just said “no” and walked away or sought another venue or option. The word “Catalyst” can mean “a person or thing that precipitates an event or change.” Let Gorin’s post be the Catalyst for Change.

ALCOHOL POLICY FOR EVENTS

In reply to **Renee Lewis’** post in search of an alcohol policy for her event where attendees are under the age of 21, Kyle Jordan, Director of Conferences and Meetings for the Financial Planning Association in Denver shared some advice: “. . . I would encourage you to connect with the following associations and/or review their respective policies:”

- > Association of Fraternal Leadership and Values (AFLV)
- > National Association for Campus Activities (NACA)
- > National Association of College and University Residence Halls (NACURH)

Jordan also attached a few policies and bylaws documents from the above-referenced organizations. Way to help an industry colleague out, Kyle!

IN SEARCH OF – HERE’S HOW YOU CAN HELP

Barry Schieferstein, Catalyst’s most active member and Senior Manager, Conferences, for American Society of Nondestructive Testing in Columbus has been “tasked with finding a location to hold a board retreat/strategic planning session. The requirements are a warm weather in January location that doesn’t give the overt appearance of being a vacation spot, noted Schieferstein.”

Cynthia Mitchell, Program Manager, Membership & Events for CHF Canada in Ottawa is looking for polling options for event participants who don’t have smartphones. She wants to integrate it with an event app for those who do. Let Mitchell know if this is even possible.

Cindy Myers, Manager of Meetings and Exhibits for the Entomological Society of America in Annapolis needs recommendations for an affordable voice over company.

Josh Coe, Exhibits and Meetings Manager for the American College of Chest Physicians in Glenview, IL is “looking for a reception location in Madrid for a group of 50-100 people. Ideally it would be within walking distance from the convention center (IFEMA Feria de Madrid) but I’m open to a short drive under 10 minutes. The hotels within walking distance are booked so those are not an option.”

I’ve learned a lot this month from the Catalyst Forums and I was able to make some meaningful connections as well. You will too! If you have not already, take a few moments between projects and check out this great resource and member benefit from PCMA!

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



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Connecting With The Local Community Through Meetings and Events

When organizing a meeting, most planners look for itinerary items that will make the event memorable and keep attendees coming back year after year. One of the most impactful ways to accomplish this is by incorporating local community efforts as part of the overall meeting experience. The value and support a meeting can bring to a destination and its community is incredible and allows for an opportunity to make a difference. That is why it is worthwhile to maximize these efforts and turn a business meeting into a powerful, positive imprint on a community.

INCORPORATE A TEAM BUILDING ACTIVITY THAT GIVES BACK TO THE LOCAL COMMUNITY

As meeting professionals, it is imperative to ensure networking opportunities throughout the program to allow for business conversations and collaboration, team building activities is one option to include into meetings. Team building activities can vary from volunteering at local food pantries, hosting a local community group to facilitate an interactive activity, or helping to beautify the destination. Incorporating a give-back event with a local community organization can be rewarding for participants, impactful for the destination, and provide those memorable and formative moments.

GET INVOLVED WITH INDUSTRY ORGANIZATIONS THAT CAN PROVIDE TOOLS AND SUPPORT THESE EFFORTS

Join industry groups to learn about the different types of team building and corporate social responsibility (CSR) programs available. For example, PCMA offers opportunities quarterly throughout the country on a chapter level with local give-back activities at educational and networking programs. These programs can be incorporated into large- and small-scale events.

CONNECT WITH DESTINATION CVBS

When planning a meeting or event, you can depend on the destination CVB to provide complimentary services and support for connecting with local community efforts, team building options, and unique opportunities that will enhance the meeting participant's experience and leave a positive impact on the destination. Destination CVBs are the local experts and can help connect you with organizations that match your programs focus.

Cassandra Ruelle
CMP, HMCC, Meeting Sales Manager
Experience Kissimmee

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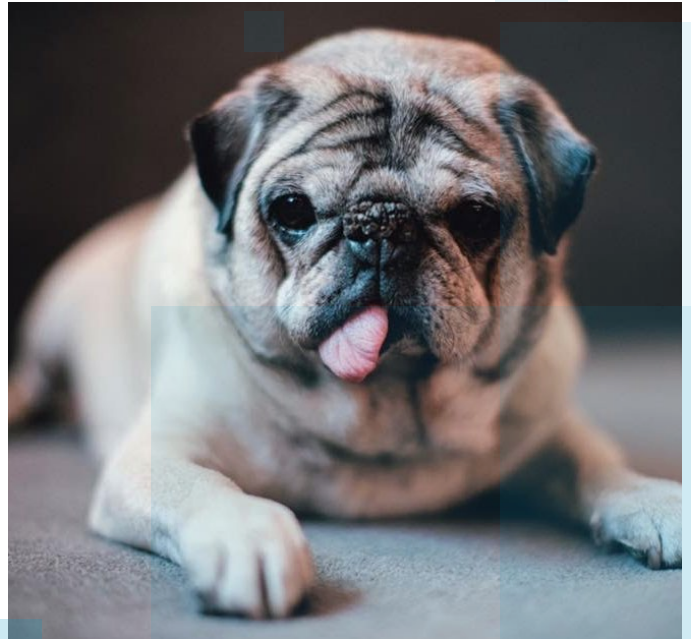


Members and their pets

THE DOG I NEVER KNEW I WANTED

In October 2010 a little dog walked into our lives, literally. I pulled in to my garage and there was a little black faced pug. I could not find anyone around who knew who he belonged to and brought him in to my house, for just that one evening. That was nearly ten years ago! The next day my husband, then fiancé, and I scoured the neighborhood, web pages and could not find anyone missing a dog. We took the dog to the vet where they didn't find a chip. The vet told us he was at least 8-10 years old and asked us if we would like to get his shots on record. We agreed and did not look back. We named him GUS for God Loves Us, he sent this gift we didn't know was needed. GUS has been a comfort, friend and filled our home with laughter. We often wonder if GUS cares for us or we care for him; one thing is for sure, when it comes time for him to depart there are going to be many tears!

Tanna Pearman
Business Development Director
THE ROW Reno



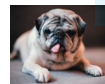
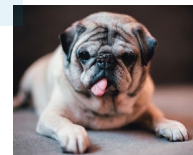
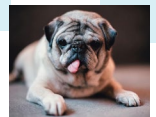
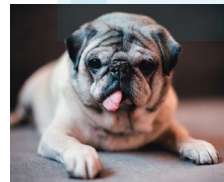
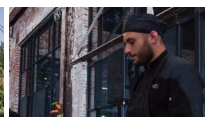
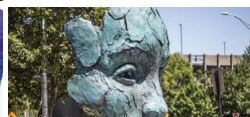
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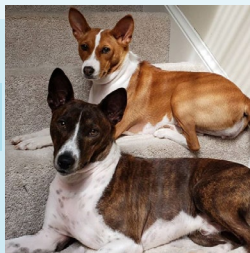
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Despite being allergic to dogs, I had wanted a dog for years however the life of a constantly-traveling meeting planner had my now-husband hesitant to agree. After doing a ton of research and months of convincing, we came across the basenji, known as the "barkless" dog. After meeting a basenji, we heard about another looking for her forever home and that is how Shelby, ended up accepting us as her fur parents. A week before we were married, we found another basenji who was being re-homed and we welcomed Toddy to the family. Just a week apart, Shelby and Toddy will turn three this December. We often joke that our dogs go back and forth between acting like an old married couple and siblings who fight and whine over toys.

Basenjies are not a common breed, we have had fun discovering their quirks and unique traits. Shelby thinks fetch means tossing a toy down the stairs, running at lighting speed to catch it, and repeating the process over and over again. But if we toss a toy for her, she just stare at us like "what are you doing? This is not your toy." All Toddy wants in life is belly rubs and sleeping under blankets. Our basenjies hate the rain, snow, wind, and all other forms of adverse weather which make walks and bath time such an adventure. They both think their idea of helping me get ready for trips is laying inside the suitcase, bringing me a toy to pack, or hiding under the bed every time my Uber is about to arrive. They do let me indulge by dressing them in costumes from time to time.

A great organization to learn more about the breed is Basenji Rescue and Transport (BRAT). If you want to see more pictures of these two crazy kids in all their diva-ness, check out Shelby and Toddy's Instagram account (@shelby.toddy.thebasenjies).

Tiffany Melton

CMP, Vice President, Strategic Meetings Management
SPRAGO, Inc.



WHAT ARE YOU READING?

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

Psycho-Cybernetics by Maxwell Maltz, MD, FICS

Written in 1960 it's considered the basis for the modern professional/personal development industry. Particularly relevant to business event professionals is Chapter 13 on turning crises into creative opportunities. Two takeaways include: 1) performing well in a crisis has less to do with intelligence and aptitude, and more with how you react in the situation. Thus, excellent crisis management can be learned by anyone with enough practice; and 2) evaluate a crisis in its true perspective, not as you imagine it to be. More often than not, these so-called moments of crisis are really opportunities to improve the bigger situation if you look closely with an objective eye and change in attitude.

Tiffany Melton

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