



## SAFETY & SECURITY CORNER

In today's world, safety and security must be in the forefront of every event professional, service contractor and venue manager's mind. We are constantly being challenged with emergencies and crises. At times, we may not know where to start and what the next steps should be.

First, make sure that your organization has an emergency/crisis communication plan in place. If you don't have a plan, there are several different websites that include templates that can help you create one. On the PCMA website, you can find "A Guide to Crisis Communication for Business Event Strategists" created by Davies Tanner in partnership with PCMA. It is available for you to download and customize for your organization and meetings.

Communicating your needs to the facility should be the second step. "Communication should start between the event organizer and the venue in the sales process," states Gerald Wilson, Vice President, Public Safety Division, Walter E. Washington Convention Center. "Establishing your security and safety needs, including event movement, special activations and demonstrations or understanding if the property has a 24-hour command post or mass communication system, should be discussed while on the site selection." Once the venue has been selected, the facility and event organizer should discuss and create an emergency plan, tailored for the event. The meeting should include the facility lead and head of security, a representative from the security company hired for the event and the event organizer. In addition, the service contractor may need to be included as they may have activations in areas that may impact crowd movement. For example, if magnetometers are needed at entrances, registration or exhibits in the same area may have to be adjusted for crowd management. Working together to create a seamless approach is the

main goal when creating an emergency plan. "How you manage public safety will impact the guest experience," says Wilson.

**"Discussing contingency plans will help minimize the unexpected. The attendees will want to see a confident unified plan in place should something happen."**

Supplier partners should have an emergency/crisis communication plan as well. You want your employees to know who to reach out to and how to communicate, if an emergency should occur on show site.

Safety and security are everyone's responsibility. If you see something, say something!

**Stacey Knoppel**  
Director, Convention Management, Events DC



**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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Email if you have comments or suggestions. We are also accepting articles for our library to be used for future issues. If you would like to submit an article, send an email for guidelines.

**message from the board****PCMA CAPITAL CHAPTER  
LETTER FROM THE BOARD****Help spark the #unmissable**

That is the goal of this year's Education Pillar. We want to make sure we are creating unmissable content to stay on the pulse of the industry. Under the leadership of our Chapter President, along with a strategic analysis with input from you, we have refreshed the Chapter's education to be inclusive, well-rounded, and in line with your feedback. With that, we'd like to introduce our SPARK events!

**What is SPARK?**

Quarterly half-day events that will involve all our chapter's committees.

**Each event will feature:**

- An afternoon of CEU Professional Development Programming
- A networking opportunity
- A CSR initiative
- Mentorship and professional development
- Hot Topics from the Hill and beyond

This means that no matter how you're involved in the chapter, you will be involved in our quarterly gatherings!

**So, the only thing missing to make this year unmissable is YOU!**

**We cannot do these new programs without your knowledge and input. How can you get involved?**

- **Know an amazing speaker or a topic we're missing?** – Design programs with the Professional Development Committee!
- **Wizard at words?** – Write Chatter articles with the Communications Committee!
- **Social media king/queen?** – Craft the message with the Marketing Committee!
- **Advocate for our industry?** – Enact change with the Government Relations and Advocacy Committee!
- **Want to engage the next generation?** Mentor with the Emerging Professionals Committee!
- **Passionate about service?** – Volunteer with the Community Services Committee!
- **People Person?** – Join the Membership Committee!
- **Partnership Guru?** – Join the Sponsorship Committee!

Our committees drive the conversation, and that conversation is not nearly as good without you! Join a committee today so you don't miss a thing. <https://capital.pcma.org/committees/>

**Jessica Smith**  
Board of Directors, Education Pillar

# GMID 2020 POSTPONED

## Members, Partners, and Industry Supporters:

After careful and collaborative evaluation and with the CDC's recommendations to limit groups over 50 for the next 8 weeks, PCMA Capital Chapter, MPI Potomac Chapter and our industry partners have decided to postpone GMID 2020.

We are very conscious of the impact these recommendations have and continue to have on our industry. Our top priority is to ensure the safety of our members and venue staff. Please know this is a postponement and not a cancellation!

Once our new date is announced, if you are unable to attend, please contact our team and we will provide a full refund of any registration fees. We ask your patience on this as we continue to assess the situation and next steps.

We look forward to gathering with you and our industry once we are able to safely return to face to face meetings. Meetings Mean Business and we will get back to our business as soon as safely possible!

Wishing you and your organizations the best during this difficult time.

|| **John Rubsamen, President**  
PCMA Capital Chapter

|| **Anthony Molino, President**  
MPI Potomac

# WHAT WE CALL OURSELVES MATTERS

With GMID giving us the opportunity to demonstrate the business value of our industry, it's the perfect time to reconsider how the terminology we use to refer to our professional roles may impact their perceived value.

Over the years we've seen our industry organizations shift from the term "meeting planner" to "meeting professional" to "business events strategist". MPI made the transition from Meeting Planners International to Meeting Professionals International back in 1994. In much more recent years, PCMA coined the term business events strategist and began working the term into their messaging. Now you'll find on the About section of the website "PCMA is the world's largest, most respected and most recognized network of business events strategist".

Of course, there are occasions when all three of these terms are appropriate to use and each of you holding these roles are the best qualified to make that judgement. Just like in families where nicknames need no explanation and informality doesn't equate to less respect, it's the same within our own industry family as we use all terms interchangeably without meaning any disrespect. Yet like

in our own families where we still often have to explain what we do, those outside our industry may mistakenly interpret the term "planner" as a much more simplistic role than the truly complicated one it really is.

For purposes of our communications through The Chatter, we are going to strive to bring more consistency to the terminology we use. Hopefully, we can assist in improving and elevating how our careers are better understood and valued by those both inside and outside of our industry. Going forward look to see more "event professional" and less "meeting planner" in your Chatter articles.

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



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## WHAT DOES YOUR JOB ENTAIL?

### How ASHA Has Paved the Way for Diversity and Inclusion

In our ever-changing society, event professionals are the ones keeping up and ensuring our meetings and events are adapting. From complying with ADA requirements to accommodating dietary needs, there is a need for change, but who implements these changes? When is it decided that registration needs a different prefix to fit the updating of gender norms? When does a gender-neutral bathroom have to be included for an event and how does location come into play?

While many people think of Diversity and Inclusion as having the same meaning, their definitions are actually very different. Diversity in our industry refers to ensuring people from a variety of backgrounds have career opportunities and can freely participate in meetings and events. Inclusion is creating an environment that welcomes and encourages attendees from those different backgrounds and ensures their perspectives, insight and contributions are integrated into planning and decision making.

Vicki Deal-Williams, MA, CCC-SLP, FASAE, CAE is the Chief Staff Officer for Multicultural Affairs for ASHA (American Speech-Language-Hearing Association) one of the leading organizations for diversity and inclusion. She explained that in the late 1960's, protests from African American members led the Association's leadership to question their responsibility to address social issues. A debate ensued and it was determined that ASHA must ensure appropriate services for all individuals, minority or not.

Vicki, who is a speech-language pathologist by training, and now a diversity practitioner and association executive, has been with the Multicultural Affairs office for 31 out of the 50 years it has been in existence. She also oversees ASHA's professional education, continuing education and meetings teams. She ensures that diversity and inclusion practices are embedded across the board for the Association – whether educating audiologists and speech-language pathologists to work in rural communities, to working with their meetings department to ensure everyone feels they can attend and actively engage in association events. Vicki helps assure that everyone has access to quality speech, language and hearing services so they can function as they'd prefer in their communities and in society at-large. Her day-to-day differs and can include participating in many meetings to collaborating on a variety of issues and answering a lot of

Vicki Deal-Williams >>



e-mails. She is the person everyone goes to for resources, and if she does not know, she is the one to find out. She makes sure those that report to her have what they need to do their jobs while being cost-efficient. For meetings, she works with the department to review who their members are, what their needs are and how to meet them.

Since the 1960's ASHA has continued to evolve. That evolution involves an ongoing review of programs, products and services for members and staff to determine what needs to change related to diversity and inclusion. She works with her team in the Office of Multicultural Affairs to come up a with plan, that they then implement throughout the year. As Vicki explains, diversity and inclusion are not hard to address. It can be as simple as asking the question of what is important to others and recognizing the possibility that ours is not the only way.

Rebecca Kane, CMP  
Meeting Manager, U.S. Grains Council

## Formation of Diversity & Inclusion Task Force

In the 2020-2023 Strategic Plan for the PCMA Capital Chapter, diversity and inclusion are two of the six pillars for our values and goals.

While this has been an important conversation for as long as I have been a member of the chapter, it has not been formalized until now. This year, we are forming a Diversity & Inclusion Task Force to ensure our organization is implementing diversity and inclusion into our vision, mission and culture to enhance the member and volunteer experience.

If you are interested in becoming a member of the task force, please inquire at [rebecca.ramsey@eventeq.com](mailto:rebecca.ramsey@eventeq.com) for more information.

Rebecca Ramsey  
Business Development Executive, Event EQ

# Volunteer: How to Get the Best Value and BE the Best Value!

Actively using volunteers is a great way to increase member engagement in an organization. Volunteers help an association meet its mission by serving the community and the industry with a genuine concern for what an organization stands for.

Volunteers represent a diverse range of skills and experience. These differences help an organization to reach new audiences and encourage members, even leaders in the organization, to expand their knowledge and skills. The more engaged members are, the more likely they are to renew their membership.

**Following are a broad range of volunteer examples to engage members:**

## COMMITTEE/TASK FORCE MEMBERS

Serving as a volunteer leader on a board, organizational committee or task force, allows members to have their voice heard and to know they are part of making an impact at a higher level. The different perspectives and experiences shared by committee members help to strengthen an association and, ultimately impact the communities where they serve.

## SOCIAL MEDIA & BLOG CONTRIBUTORS

Having an active social media or blog is an effective way to reach a wide audience, keep members up to date on topics in their field and spark interest for potential members. Using volunteers to create online content engages those members and allows leaders to learn about what members value. Members can serve as Social Media Moderators to help facilitate conversation across social media channels. #MemberMonday is a great hashtag for members to use in social media or blogs to share a "day in the life..." or "Why I Love Being a Member of This Organization."

## CONFERENCE VOLUNTEERS

Encourage registered attendees to get a "behind the scenes" look at the conference by volunteering as bag stuffers, room monitors, registration assistants, or moderators. Conferences require many hands; get attendees involved!

## CONFERENCE SESSION AND WEBINAR LEADERS

Use volunteers to run or provide content for conference sessions or webinars. This allows them to become more engaged by taking the lead on content they find relevant.

As event professionals, we spend a lot of effort to secure the best value for the organizations and volunteers we represent; do we reciprocate that value for PCMA and ourselves? Volunteers dedicate their most valuable asset, time, to help and you can do the same!

Becoming a volunteer for PCMA opens the door to meet/work with others within the industry and from around the globe. Within the last few years, PCMA has restructured their volunteer platform to allow for projects that better fit members' schedules. Visit [pcma.org/volunteer](https://pcma.org/volunteer) to review a current list of open volunteer projects. Click on the dropdown arrow to review the description, responsibilities and time commitment. The goal is to place everyone interested in volunteering on at least one project per year; new projects are posted monthly!

The PCMA Capital Chapter is also looking for volunteers to support numerous committees! Opportunities within the Capital Chapter provide an opportunity to unite with members in the region! The time commitment is to serve for at least one year and while the value of that year is not written, it is instantly discovered as you recognize how your contribution impacts the members and industry you serve.

As a first-time volunteer, special effort is given to pair volunteers with the committee of their choice. Giving of your time is not always easy, but it is truly rewarding to know you are a part of something bigger than yourself.

**Visit [capital.pcma.org/committees](https://capital.pcma.org/committees) for a list of committees along with their mission and vision statements. Fill out the interest form and if interested in how The Chatter is developed, check off the Communications Committee on your form! We welcome your participation!**

**Shameka Jennings, MTA, CMP**  
Director of Meetings and Partnership Development,  
National Coalition of STD Directors

**Christina Pino, CMP**  
Conference Logistics and Design Manager,  
Stellato Meeting Solutions

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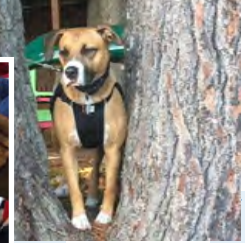
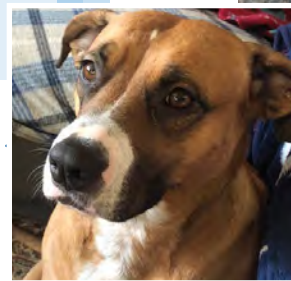


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## 2020 special feature



### Chapter Members and Their Pets

Magic came into our lives 14 ½ years ago. We thought adding a puppy to the mix would be a great idea and better prepare us for non-fur children (we already had a cat). Well, in the two weeks we had to wait to pick her up, we found out we were expecting our first child. Fast-forward several years and baby #3 was now six months old, my husband was deployed, and our cat had passed away.

It was a crazy few months and Magic was spiraling into a depression because she missed the cat. I decided to adopt a two-year old shelter dog we lovingly named Bandit because he would sneak up and steal the kids' toys and want them to chase him.

Our military family, with 3 kids and 2 dogs, moved another 3 times (welcome to military life) before being assigned to Washington DC. The kids were a bit older, we thought we'd be moving less frequently, and I was ready to go back to work full time. I was fortunate enough to find a position that was 100% remote and I love my job! The only downfall? I am a people person and working remote can become very lonely at times. How lucky am I to have the best two 'office mates' a girl could ask for though?

They spend most of their day in my home office. They sleep under my desk and make excellent feet warmers. They make me take a stretch break every morning around 10:30 for a quick walk. It makes me stand, stretch, step away from the screen and grab some fresh air coming back refreshed and ready to tackle more email. The best part though, is getting to spend every day being able to give them a scratch behind the ear or a rub on the tummy while working. Best daily morale booster ever!

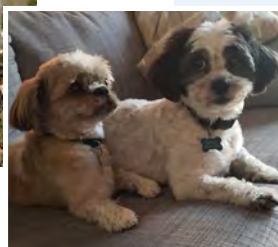
**Belinda 'Bel' Humes Hanson, CMP, DES**  
Operations and Programs Senior Manager,  
International Society for Computational Biology (ISCB)

Everyone meet Latte! Although I am a self-professed coffee junkie, I did not choose her name. That is the name the rescue gave her when they found her on her kill day at a shelter in Tennessee. I took the name as a sign, she was meant to be mine!

Latte is a giant, pain in the butt, lap dog who stole my heart 4 years ago and loves her Mommy as much as her Mommy loves her. She is part boxer, part hound, who knows what else. She likes to give the saddest "hound" eyes you have ever seen when she doesn't get her way, which isn't that often because as soon as I see those sad eyes, I give in.

Latte definitely has ME trained! If she could, she would spend all day laying outside in the sun or playing fetch – that is when she is not sleeping, which is often. She loves treats, cheese and squeaky toys that her Daddy likes to buy for her. I am thankful every day that she is part of our family and so glad we checked out the adoption event happening on that cold January morning. #LoveYouLatte

**Anissa L. Ladd, CASE**  
Director of National Accounts, Go Providence

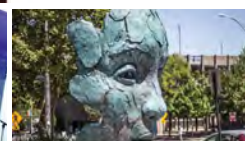


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## Voting is Not Just a Right It's Your Obligation

Did anyone watch the ABC show *The Connors* on Tuesday, February 11? It was a night of firsts for them. First, it was shown live on both the East and West Coasts. That in itself was important because of the time difference. The second important milestone was that it reported the outcome of the New Hampshire Primary in real time while the actors responded to the results in real time.

There, in the middle of the Connors living room, was a big screen TV showing George Stephanopoulos reporting live from New Hampshire. As you could see and hear George in the background, the actors were talking to one another about the issues and the candidates' stances on education, healthcare, and human rights. Of course, they did it in a humorous way, but the point was not lost in the comedy.

One of the characters was just old enough to register to vote but seemed very apathetic to it. It was her gender nonconforming brother who wasn't yet old enough to vote that made a case for her to realize the awesome right and responsibility she has not only to register to vote but to

exercise that right. Even if it is for a totally selfish reason, every US citizen 18 and over is obligated to understand this unalienable right. However, not all citizens utilize this right or understand civic engagement – the young Connor sibling made a case of the importance of working to make a difference in the civic life of one's community and developing the combination of knowledge, skills, values and motivation to make that difference.

**The 2020 US primary elections are upon us. If you aren't registered, you can't vote. Deadlines to register to vote vary by state.**

Please check <https://www.usa.gov/register-to-vote> for your state's deadline and be sure to register to vote.

|| **Annette M. Suriani, CMP**  
Chief Meeting Strategist, AMS Meetings Solutions

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## PCMA MIX 'N BOWL 2020

This year's Mix 'N Bowl was another huge success for the PCMA Capital Chapter! Held for the 5th straight year at Pinstripes Georgetown on January 30th, 2020, the event hosted 24 bowling teams and 8 Bocce teams.

### BOWLING AND BOCCE TEAMS INCLUDED:

Freeman, Visit Anchorage, Destination DC, Destination DC/ Events D, Destination Niagara USA, Visit Milwaukee (Three City Collective), PSAV, Greater Boston CVB, Accor, Meet Atlantic City, Visit Indy, ALHI, Fern, Preferred Hotels & Resorts, Preferred Hotels & Resorts (Salamander), Detroit Metro CVB, The Wink Hotel, Baltimore Marriott Waterfront, PSAV, Business Events Toronto, Louisville Tourism, Hyatt Regency Jacksonville, CNTV, Projection Presentation Technology, PSAV, Boston CMC, Freeman, Disney, Baltimore, Experience Grand Rapids, EPNAC

### MIX 'N BOWL WINNERS:

Highest Team Score Bowling: Destination Niagara USA

Highest Team Score Bocce: EPNAC

Team Spirit Award: Boston Convention & Visitors Bureau

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**A BIG Thank You to all of the attendees who joined us for the 2020 Mix 'N Bowl!**

**Rosa Mendoza-Friedheim, CASE, CDMP**  
Director, Global Accounts, Omni Hotels and Resorts

## AS SEEN ON PCMA CATALYST

I had the distinct honor of using PCMA catalyst in the early beta-test days and am very proud to see how far the resource has come. The discussion board is an amazing brain trust of industry professionals. A place to seek answers and to help colleagues.

Following is a sampling of topics discussed in the first part of 2020!

Ada Phillips, Director of Meetings and CME for the American Academy of Facial Plastic and Reconstructive Surgery, asked for help finding a location in Boston for a Black Tie Event. Responses included the JFK Library, Boston Public Library, The Hampshire House, Isabella Stewart Gardner Museum, Hampshire House and Fenway Park.

Amy Willis, Meetings and Exhibits Manager, Association, Innovation and Management Inc., asked "How do you reimburse speakers and staff for expenses?" Several event professionals shared their processes and welcomed a connection for further discussion about their processes. The answers ranged from paying a flat fee (so no expense sheets are needed) to using expense platforms designed to make reporting easy.

There were conversations about Coronavirus and contingency planning, a recommendation for an independent graphic designer and a great conversation about dogs at events.

Take time to read what other event professionals are saying and provide in-put or ask a question. This is a great way to be involved and all without getting in an UBER or navigating the treacherous waters of a networking event!

**Tanna Pearman**  
Business Development Director, THE ROW Reno



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# As Seen on PCMA Catalyst

## DEEP DIVE

2020 special feature



To Add or Not to Add, that is the Question - Including or Excluding Pronouns on Name Badges

Pronouns -- A pronoun is a word that refers to either the people talking (like "I" or "you") or someone or something that is being talked about (like "she," "it," "them," and "this"). We use them in everyday conversations.

With society changing, many organizations are struggling with not offending attendees when displaying pronouns on conference badges. Nothing may be more personal than the way in which people refer to us through our name and pronouns. Using a person's chosen name and desired pronoun is a form of mutual respect and basic courtesy. The experience of being misgendered can be hurtful, angering, and even distracting. The experience of accidentally misgendering someone can be embarrassing for both parties, creating tension and leading to communication breakdowns across teams and with customers and does not foster a community of inclusiveness. Many organizations are making efforts to offer attendees ways to signal their pronouns alongside their name and institutional affiliations.

According to Ana Flores, Senior Manager of Inclusion, Education and Engagement at the Human Right's Campaign, "Asking about pronouns goes a long way to a transgender, non-binary and gender non-conforming person." She also noted, it's totally appropriate to ask attendees for pronouns when they register and not print them on their name tags or badges ahead of time. Instead, provide stickers or pinback buttons or something that attendees can apply themselves on the day of the event.

### **This helps many different people including:**

- **Genderfluid attendees, who might use different pronouns at different times. They can't necessarily know which pronouns they'll use on the day of the event, and they might change the ones they use throughout the day.**
- **People whose pronouns change between registration and the event. For example, someone who publicly comes out as trans after registering might now have a different name and use different pronouns. (Be sure to let people change the name on their badge the day-of!)**
- **Folks who aren't sure if they'll feel safe, and closeted folks.**

Robin Troutman, Deputy Director for the National Association of Council on Development Disabilities, in Alexandria, Virginia, writes her organization purchases nametag ribbons that indicate the pronoun and leaves it up to the attendee to choose their pronoun.

Heather Reid, Founder & CEO of Planner Protect offered a list to consider when developing registration forms and badges:

1. **If you are asking for pronouns - please do not use the wording "what are your preferred pronouns?" - preference is applicable to what you want in your coffee in the morning but not applicable to pronouns. Your pronouns are your pronouns.**
2. **If you provide a list of common pronouns for delegates to choose from, always include an open option where folks can provide ones that are not provided.**
3. **Try to find a different word for "other: \_\_\_\_\_" No one likes to be "othered"**
4. **Do not make the identification of pronouns a required question - there may be folks who are uncomfortable identifying them outside a personal conversation**
5. **If you want to print pronouns on name badges - please ask the attendee specifically for that permission. There may be folks that want you, the organizer to know their pronouns so they can be addressed respectfully but may be uncomfortable having it displayed on their name badge. Safety may be a concern.**
6. **If you have a team, consider having some with pronouns printed on their name badges and some without, so that attendees who do not want them identified in that manner do not feel conspicuous.**

If you do choose the route of pronoun buttons or ribbons, start off with obtaining buy-in from your organization's leadership and staff. Include information on the purpose and reasoning for the pronoun buttons/ribbons in your staff's "Know Before You Go Training." This will prepare staff for dialogue around this subject during the conference. To encourage attendee buy-in, ask all staff to wear their pronoun buttons/ribbons at the conference and announce your organization's commitment to these efforts during the opening general session. If everyone wears them, it helps remind attendees that pronouns shouldn't be assumed, and that we should respect the pronouns other people use. When everyone at an event has a pronoun button, no one needs to assume anyone else's pronouns, and that's a good thing!

For more information and resources on the usage of Pronouns, please visit the Human Rights Campaign's website at [hrc.org](http://hrc.org).

|| **Chandra Champion, MSSA, CNM**  
Conference and Events Manager, National WIC Association

# When the President Comes to Call

You have invited the President of the United States (POTUS) to your event. The White House has confirmed attendance but has not confirmed the hour or the day. You know this will be an exciting experience for your attendees, and certainly unique to your organization!

**Now, what to do?** Here's some advice from three event professionals who have been there!

Beth Ellis, Executive Director, Conventions and Expositions and Katie McCormick, Director, Meetings both with the National Electrical Contractors Association (NECA) and I suggest the following:

## INITIAL CONTACT WITH THE WHITE HOUSE

In your invitation, include the purpose of the event, a description of the audience, and the content to be addressed. You might also request that this not be styled as a political event. Even though you request a preferred time to best suit your event schedule, be forewarned, the event will be on the President's timeline.

Someone in your organization should be designated the key contact with the White House. This individual might be staff in your CEO's office, your Vice President of Government Affairs, or a consultant.

Once NECA learned the President had accepted their invitation, their CEO, COO, two staff from Government Affairs, along with Ellis and McCormick met twice a day. Ellis was the point of contact with the White House Advance Team. NECA hired two consultants to make the process run smoother. "It was worth the extra money to have these consultants work with the Secret Service, AV, Convention Center, etc.," explained Ellis.

## GOVERNMENT OFFICES YOU WILL DEAL WITH

The Secret Service will detail requirements for the President's protection – including arrival and departure patterns; pipe and drape to enclose the President's movements; the names, SSN's and birthdates of all coming in close contact with the President; information on any other groups in the facility; and placement of magnetometers for screening. You will likely deal with the Secret Service staff in your host city.

On the day of the event, key staff will receive special identifying pins allowing access to secure areas. No one else will be permitted in that space after the area has been "swept" for security threats.

## WHITE HOUSE ADVANCE AND COMMUNICATIONS TEAM

The White House Advance Team handles logistical arrangements before and during the event. They will choose locations for the POTUS' Green Room, Secret Service and space for staff. The team will walk through preparations for the event, including timing

and any special requests from the President. The White House Communications staff, who will specify requirements for the media, may also accompany them.

## BAND AND COLOR GUARD

You may choose to involve a color guard and military band. If your event is held in Washington, DC, contact Ft. Meyer in Arlington, VA. If you are in another city, contact a near-by U.S. military base. Provide a room with chairs for the band and color guard prior to the event. If you do not have a band, you may be asked to play a recording of the National Anthem and "Hail to the Chief." This direction will come from the Communications Team.

## THE MEDIA

You will need to reserve space in front of the stage for photographers to sit on the floor. Additionally, you may be asked to provide risers for live feed or recorded video. The risers are typically placed in the middle of the ballroom. NECA worked with the Secret Service for placement of the media.

## COORDINATING WITH YOUR HOST FACILITY

If your facility has hosted the President previously, be sure to request staff with this experience. Your Convention Services Manager and the Chief of Security are important members of your team. They know the facility and can offer valuable advice. Your host property may even have a Green Room with a secure entrance for this type of high-profile event.

## HOW YOUR EVENT WILL BE AFFECTED

Attendees, speakers, exhibitors, as well as your schedule will all be affected by the President's appearance. Other groups in-house will likely be impacted, as docks may be closed and entrances secured, disrupting their shows.

Attendees must go through magnetometers to enter the function room and be in their seats one hour before the President's arrival. Their departure schedules may have to be rearranged. For example, the President may be late or take extra time meeting with your leaders. Communicate all that is expected of attendees and exhibitors as far in advance as possible.

Most who have hosted the President believe it is worth the extra effort. "We definitely saw this as an opportunity, both for our members and our Association, as it was the first time, we have had a sitting President at our event" said Ellis and McCormick.

|| Sara Torrence, CMP  
Emeritus, Sara Torrence and Associates



PCMA Capital Chapter's Emerging Professionals Committee (EPC) is excited to continue preparing the next generation of leaders by providing them with a variety of professional development, mentoring, and networking opportunities in 2020.

The Emerging Professionals Committee understands the importance of equipping future leaders with the right tools to succeed in our industry.

**THIS YEAR, AS A COMMITTEE, OUR GOAL IS TO CONTINUE TO OFFER THESE MEANINGFUL PROGRAMS:**

◦ **MENTORSHIP PROGRAM**

The mentorship program is an opportunity where like-minded industry professionals can join together one-on-one and make a difference.

Learn more: <http://generationmeet.com/mentorship/>

◦ **SHADOWING PROGRAM**

The shadowing program supports students and emerging professionals to obtain targeted real-world experience through structured "shadowing" opportunities within the meetings & events industry.

Sign up as a Shadowee or submit an opportunity as a Host, please visit <https://generationmeet.com/shadow-2/>

◦ **UNIVERSITY OUTREACH**

The EPC is very active in visiting local universities and creating relationships between students, professors, and PCMA. Interested in sharing your experience and speaking to future leaders about the meetings industry and PCMA at local universities? Please contact [info@generationmeet.com](mailto:info@generationmeet.com).

◦ **GENERATION: MEET BLOG**

**Follow the Generation:** Meet blog; a place for students, emerging professionals, and lifelong learners to share information about the meetings industry as well as serve as a central posting place for local job/ internship opportunities and career resources.

Learn more at [www.generationmeet.com](http://www.generationmeet.com).

◦ **EMERGING PROFESSIONAL SPARK EDUCATIONAL CONTENT**

The EPC plans to offer education specific to emerging leaders at each of the PCMA Capital Chapter Spark events.

|| **Eric Kincaid, Emerging Professionals Committee Chair**  
National Account Director, HMCC, Destination DC

|| **Samantha Cribari-Starr, Emerging Professionals Committee Co Chair**  
Director of Professional Development, HSMIAI, MCI Group

If you see yourself as an aspiring emerging leader or want to help support the future of our industry, consider participating in one of our EPC program offerings or contact us at [info@generationmeet.com](mailto:info@generationmeet.com) to see how you can help.

**pcma** Capital Chapter

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<https://capital.pcma.org/event/2020-all-access-education-pass/>

**THE ALL ACCESS PASS INCLUDES:**

- **APRIL 14<sup>TH</sup>:** GLOBAL MEETINGS INDUSTRY DAY
- **JUNE 11<sup>TH</sup>:** Q2 SPARK HALF DAY PROFESSIONAL EDUCATION
- **AUGUST 27<sup>TH</sup>:** Q3 SPARK HALF DAY PROFESSIONAL EDUCATION
- **OCTOBER:** Q4 SPARK HALF DAY PROFESSIONAL EDUCATION
- **NOVEMBER 19<sup>TH</sup>:** CELEBRATE YEAR END NETWORKING AND AWARDS

# 2020 Call for Speakers

The PCMA Capital Chapter Leadership is introducing a new education and event model for 2020. Reducing the quantity of educational gatherings to four (4) quarterly "Spark" style programs, allowing us to delve deeper into a topic, appeal to a broader demographic and skill levels, and create opportunities for meaningful exchanges for our members.

This year's theme is "Unmissable". We are looking for speakers to give fresh, innovative talks that will challenge us and spark actionable ideas for the attendees. We have divided each event under different categories.

DATE	TOPIC
<b>Q2 – June 12</b>	<b>DESIGNING EXPERIENCES</b>  Step into an immersive room ready for the general session of another association and all you can think about is how much it costs or why didn't I think of that. These are two of the most frustrating crossroads planners face each year. We want to do something bold and new, but we don't always have the budget for it. In comes Spark. Let PCMA Capital Chapter's second quarter event help with the dilemma. We will explore how to design on a dime, showcase new technologies, rebrand an event and much more. You'll hear not only from industry experts, but other event professionals who have faced the same struggles. We look forward to seeing you there!
<b>Q3 – August 27</b>	<b>LEADING THE INDUSTRY</b>  What characteristics define an industry leader? Who decides who leads an industry? Is it based on someone who is most effective? But most effective at what? The PCMA Capital Chapter is seeking speaker(s) who can deep dive into this topic to help define what makes an industry leader. A simple definition of leadership is the art of motivating a group of people to act toward achieving a common goal. In our industry, this can mean several things based on your position. Can someone be considered an industry leader if they aren't inspiring the industry to take a specific action? Who decides what that action is? Or is it taking action in general?
<b>Q4 – October</b>	<b>MAKE LEARNING FUN</b>  Information sharing doesn't have to be mundane. Let's explore different ways we can also entertain! The focus will be on non-traditional educational opportunities. From the methods, such as gamification and hack-a-thons, to A/V options such as AR/VR, our goal is to highlight new, different and effective ways of learning.

Each Spark program will have a keynote session and multiple breakout sessions.

Please note that a submission does not guarantee a speaking engagement at a Chapter event. All speaker submissions will be reviewed and approved by the PDC Committee.

**To suggest a potential speaker or submit a speaker form visit:** [capital.pcma.org/chapter-news/2020-call-for-speakers/](https://capital.pcma.org/chapter-news/2020-call-for-speakers/)

**Questions?** Contact Danielle Foisy, Professional Development Committee Co-Chair at [dfoisy@TMS.com](mailto:dfoisy@TMS.com)

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