

THE

# Chatter

## FEATURED ARTICLES

### WELLNESS SERIES

Is Your Body Ready to Be Back Onsite?

PG. 4



### DIVERSITY, EQUITY & INCLUSION SERIES

PG. 5



### ADVOCACY CORNER

PG. 7



### GUESS WHO!

Capital Chapter Costumes – Recognize These Members?

PG. 9



PG. 16

### MEMBERS AND THEIR PETS



# Moving Forward Safely



# Moving Forward Safely

The PCMA Capital Chapter is dedicated to the recovery and return of the business events industry as we continue to navigate the evolving challenges the pandemic has caused. The Capital Chapter launched its return to in-person events with our Q3 Spark Education event in August with multiple health and safety measures in place to minimize the risk of exposure to COVID-19.

As we plan for our future events in the final months of 2021, we continue to monitor and evaluate all possible safety measures to ensure we can safely meet in person and provide access to all via the hybrid format. With your health being our priority, we are currently implementing additional measures to ensure the best possible experience for all in environments that help move the chapter and our industry back to what we do best—bring people together.

With that in mind, the Capital Chapter will be instituting a Vaccine Requirement for all in-person participants. Proof of full vaccination will be required and verified prior to entrance to any in-person gatherings through the end of 2021 and most likely well into 2022. Unfortunately, with the current transmission rates we will not be offering in-person access with proof of negative COVID-19 test results for non-vaccinated people. We do invite and encourage anyone to join us via the virtual platform and receive the full content of the event including CE credits.

In addition to this new requirement, we will maintain health and safety measures including mask wearing at events. We will also be limiting the total number of in-person attendees to enable proper spacing in all venues both while seated and standing. Weather permitting, and when possible, all receptions and social functions will be held in outdoor spaces or larger spaces with ventilation. Sanitation stations will be

provided, and it is recommended that each person wash hands frequently.

As always, regardless of vaccination status, if not feeling well we ask individuals to stay home. All scheduled in-person attendees will have access to the virtual platform to ensure if this is the case, you do not miss out on the incredible education content!

We are better together, and we are in this together. With these measures in place and as advised/recommended additional safety measures if needed, we can move the industry forward, safely. Some of these additional requirements are tough decisions to make, however, they are in the interest of your safety, and the safety of all our participants and members.

I look forward to seeing you in the future!

Best,

**John Rubsamen,**  
PCMA Capital Chapter President



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**MESSAGE FROM THE BOARD**

Remember the first day of a new job? You may have been excited, nervous, anxious, but inevitably ready to conquer whatever the new company or job had in store. Then, remember how you felt in the new job after 2 months? You had met new people, joined committees, learned new things, and you were ready for the next challenge. We all feel like we are starting a new year and, in some cases, new jobs after our pause of 16 months. Whether you are back at work, in a new role, at a new job or still waiting to get back to work, it's time to have the PCMA Capital Chapter work for you.

Now is the perfect time to get reconnected in the industry through networking, getting involved and learning or retooling skills. The PCMA Capital Chapter provides a path to accomplish all of this. If you are not a member or if your membership has expired, look at joining or renewing your membership at [membership@pcma.org](mailto:membership@pcma.org). Once you are a member, it is time to get involved. Your membership is only as good as your involvement.

**We have the following nine committees in the PCMA Capital Chapter who would love your participation:**

- Communications
- Community Services
- Diversity, Equity, and Inclusion
- Emerging Professionals
- Government Relations & Advocacy
- Marketing
- Membership
- Professional Development
- Sponsorship

As a volunteer organization, we need your help to continue the success of our chapter. Perhaps you have a special talent that one of these committees would benefit from or maybe you are looking to learn a new skill or sharpen some rusty ones. We all have something we can contribute to make our chapter successful. Be on the lookout for member engagement and committee overviews at our upcoming Q4 Spark and future events. Make sure you check out pages 18-19 of this issue for the full listing of committees and their respective descriptions. Feel free to sign up for one or a few. We have openings for the remainder of 2021, and into 2022.

Welcome back to live events and we look forward to seeing you soon at our October Spark Event and on our committees!

CAPITAL CHAPTER | [capital@pcma.org](mailto:capital@pcma.org)

THE CHATTER | [pcma.capital.comm@gmail.com](mailto:pcma.capital.comm@gmail.com)

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.

Ashley Eubanks  
Board of Directors



## We Are Ready to Host Your Event

**Welcome back to Boston!** No other city offers two industry-leading convention facilities – the Boston Convention & Exhibition Center and the Hynes Convention Center. Each is committed to following safety guidelines set forth by the Centers for Disease Control and Prevention, while offering flexible, world-class exhibit and meeting space, award-winning services and state-of-the-art technology, including free building-wide Wi-Fi. **Boston wants to help you get back to business!**

Schedule a site visit or learn more at [SignatureBoston.com](http://SignatureBoston.com) or 617-954-2373.



## WELLNESS

# The Wellness Series

## Where Has the Time Gone?

We are all excited to be creating experiences for our attendees in person, but how do you make sure that you manage your time well? There has been a lot of discussion on how to administer your work as stress levels rise back to what we used to call "normal".

Having solid time management skills can improve your sleep and decrease your stress levels. While we know you're excited to get planning, it can take a toll on your body as your days get heavier and heavier. Here are some tips to consider when analyzing your work schedule.

**Review the events of your day each morning.** Just as you sit down with your cup of caffeine, look at your calendar. Are you slammed with back-to-back meetings? Do you have time for a lunch or a bathroom break? Take the time to move things around before the day gets going and assess if anything can be delegated.

**Time-block your schedule.** This is especially helpful if you work with multiple accounts. Multitasking is a blessing and a curse and while many of us can multitask, it can sometimes take us away from the small and important things. Blocking out time for yourself will allow you to

reset your mind and come back to a project so the small things are no longer missed. The blocks create a structured environment that gives you needed breaks.

**Could this meeting have been an email?** Assess how you're running your meetings, how long they are and how often they're occurring. If there is anything we've learned from transitioning so much to virtual, it is that none of us can sit for hour long meetings and stay focused. It is important to consider how to keep the energy of your meeting up. Incorporate new elements such as digital whiteboards or display timers when staff are reporting to increase engagement.

Everyone's time is valuable, and it is important that you use every minute productively in your work and personal lives. By doing this, you will have created a more solid balance that leaves you feeling proud of every day.

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

# The Planning Process for a Diverse, Equitable and Inclusive Event Experience Continues

You've promoted your event, folks are registered, dietary and special needs have been captured, and venue accessibility needs have been confirmed. As the clock counts down to your event, be strategic in your speaker prep and communications, collect pertinent data for future DEI planning, and develop your post-event evaluation plan.

## SPEAKER DATA TRACKING:

Once speakers have confirmed availability and accepted your invitation to participate, it is helpful to begin the data collection process. This will be useful as you build your speaker database. Request demographic information for tracking purposes. One suggestion for working this into your process is to add language to your bio/headshot request.

### Here's a great example of a statement to accompany the request:

"As part of our ongoing efforts to build a more inclusive environment, all speakers are being asked to provide us with demographic information, to the extent they feel comfortable sharing that with us. This includes gender pronouns, race or ethnicity, and education level. Please know that this information is voluntarily being collected in order to better track our efforts as part of our organization's DEI Initiative and is not a mandatory requirement for participation". (Columbia Business School's Diversity, Equity and Inclusion Event Planning Checklist).

Also, when sending thank you notes to speakers after the event, solicit suggestions for future speakers and panel content topics to add to your database. Speakers who know your event and your audience can prove to be an excellent resource.

## SPEAKER DATA TRACKING:

To ensure that many perspectives are represented, pre-plan how moderators would prefer to solicit questions/feedback from your audience.

### Provide several options for conducting equitable Q&A such as:

- Two open mics where audience members can line up with questions.
- Pre-submitted questions as part of registration form and/or attendee "know before you go" communication.
- Real-time questions submitted via an app or social media.
- Discuss a process with your moderators to make sure the conversation is posed in an educational and respectful manner.
- Allow the moderator to feel empowered and in control of the discussion. It is at their discretion to allow or disallow questions as they deem appropriate.

## DURING THE EVENT:

- Make sure registration check - in tables, signs and materials are easily accessible and readable to attendees with disabilities.
- Post signage at registration table if any portion of the event is being recorded.
- During the program, have designated reserved seating available for anyone who may need it or request it day-of, being mindful of space and ease of accessibility for those in need (pregnant attendees, attendees with disabilities, older adults, hearing impaired, etc.)

## DATA COLLECTION POST-EVENT:

When developing your post-event survey, be sure to solicit feedback specific to inclusion and accessibility at the event. Questions could include a scale from strongly agree to strongly disagree or offer a yes/no option with space to insert comments.

### Here are some sample questions:

- Were the event speakers/moderators representative and diverse?
- Was there ample time allotted for questions and answers?
- Were your accessibility needs met during the event?
- Did meals and breaks include ample food options and were all items clearly labeled?
- Was there an emergency plan communicated or shared?

Applying these practices of including all members of your audience at every stage provides a thorough approach, leading to an event experience that is equally open to (and built from) a broad array of perspectives.

## RESOURCE:

[Dean\\_DEI Checklist\\_FY21.pdf \(columbia.edu\)](#)

Amanda Clark, CMP, DES

Mark Harvey, CMP, CMM, Principal  
Ethos Meetings and Events



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# Lobbying For Hospitality Professionals

In April 2021, the PCMA Capital Chapter held their third annual Legislative Hill Day during GMID. Attendees had the chance to talk to members of the Senate, Congress, and their staffers about bills written specifically to help the hospitality industry. They learned the background of each bill and its meaning, asked for elected officials to sponsor, gathered facts, and walked away confident they did their part to change the world. Fast forward to October. Where are we now?

Advocacy is a marathon, not a sprint, and if you let impatience take over, there is a real chance your work will go unnoticed. The bills we introduced during our appointments were placed in the same basket as the infamous Infrastructure and Voting Rights Bills. In our industry multitasking is not only encouraged but expected. The difference is that our work isn't constantly followed by the press corps or blasted hourly on cable news. It is entirely too easy to push certain legislature aside for political gain. As an industry, we must do our part to stay active and keep asking, allowing our efforts to keep our agenda top of mind.

The American Hotel & Lodging Association (AHLA) has been at the forefront of lobbying for hospitality professionals. Their mission is being the indispensable resource serving, supporting, and advocating on behalf of the American hospitality industry. A great way to stay involved and up to date on bills sent to Congress is to bookmark the AHLA Advocacy website (<https://www.ahla.com/advocacy>) and make appointments with your local elected officials to explain the importance of each bill.

## AHLA'S CURRENT LOBBYING EFFORTS:

- **Save Hotel Jobs Act of 2021:** Introduced by U.S. Senator Schatz (D-Hawaii) and U.S. Representative Charlie Crist (D-Florida) this legislation provides a lifeline to hotel workers, providing the assistance they need to survive until travel returns to pre-pandemic levels.
- **Government Per Diem:** At a time when thousands of hotels are fighting for survival, establishing fair per diem rates reflective of hotels' current business situations is critical.

## UPDATES ON GMID BILLS:

- **The Hospitality and Commerce Job Recovery Act of 2021 (H.R. 1346):** Introduced by Representative Steven Horsford (D-Nevada) and has 104 Cosponsors (54 Republicans, 50 Democrats). The bill is assigned to the house Ways and Means Committee and currently has a two percent chance of being enacted.
- **Clean Start: Back to Work Tax Credit (H.R. 883):** Introduced by Representative Darin LaHood (R-Illinois) and has three Cosponsors (two Republican, one Democrat). The bill is assigned to the House Ways and Means Committee and currently has a two percent chance of being enacted.

Free and fair elections matter, because as we've heard for years, "elections have consequences." It is up to us as Americans to do our part, to get out and vote, lobby for legislature that directly effects our lives and well - being and educate those who are inactive. As an industry we are resilient and motivated. What can you do today to set yourself up for tomorrow?

**Anthony Molino, Director of Hotel Sales**  
Choose Chicago

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in between.

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**Stay with us** – a variety of accommodations that feel like home

**End with us** – we celebrate your success



DC Area Convention Bureau Satellite Offices  
[cvbreps.com](http://cvbreps.com)

# All Dressed Up & Finally Somewhere to Go!



After 2 long years, we're back together for the 2021 PCMA Visionary Awards!



What a legend. So great to have Sherrif back in DC. Leading the charge to bring us back safely.



Looking good! We know it must feel good to put on real clothes again.



All we want is good music, great friends, bright lights, and late nights. What a night!



Wine + Dinner - We're all winners!



Happiness is a selfie with friends.



Sparkling Smiles!



What an awesome party. The best Visionary Awards I have ever been to... This was epic.



The Nightowls keeping the energy going!



# Happy Halloween

## Capital Chapter Costumes – Recognize These Members?!

A little Halloween history....

Halloween's origins date back to the ancient Celtic festival of Samhain (pronounced sow-in). The Celts, who lived 2,000 years ago, mostly in the area that is now Ireland, the United Kingdom and northern France, celebrated their new year on November 1. This day marked the end of summer and the harvest and the beginning of the dark, cold winter, a time of year that was often associated with human death. Celts believed that on the night before the new year, the boundary between the worlds of the living and the dead became blurred. On the night of October 31, they celebrated Samhain, when it was believed that the ghosts of the dead returned to earth.

Halloween costumes from the first half of the 20th century were terrifying. Drawing on the holiday's pagan and Christian roots, as a night to ward off evil spirits or reconcile with death, respectively -- people often opted for more morbid, serious costumes than the pop culture-inspired ones of today. Before it evolved into the family-friendly, party occasion we know it as, October 31 was deeply linked to ghosts and superstitions...It was seen as a day 'outside of normal, when you act outside of society's norms.

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

>>>  
**KIM GRAVES, CASE, NATIONAL ACCOUNT**  
**DIRECTOR, TRAVEL PORTLAND**



<<<  
**CHANDRA M. CHAMPION, CONFERENCE AND**  
**EVENTS DIRECTOR, THE NATIONAL WIC**  
**ASSOCIATION**



>>>  
**AMY PETTIGREW, DIRECTOR OF**  
**ADVANCEMENT EVENTS, THE CATHOLIC**  
**UNIVERSITY OF AMERICA**



<<<  
**SHAMEKA JENNINGS, PRINCIPLE AND CHIEF**  
**EVENTS OFFICER, EVENTS NOIRE**



# Member Makers Showcase

## Just Not My Thing

When initially asked to participate in this feature, Alison LaFollette, Director of Sales for Visit Seattle's Washington DC office, explained that do it yourself projects are just not her thing. After a little more conversation, it turned out she did undertake a do it yourself (DIY) project during the quarantine and I believe everyone will agree, she can hold her own in the world of DIY!

While Alison does not feel like she has a very creative mind or artistic view to begin a project, she had no problem stepping up to the plate when her bathroom needed a coat of paint... and the outcome is fantastic. She didn't use any specific DIY hacks, just purchased the paint and went to work.

When her front room needed a refresh, she found the perfect accents and curtains to match the color scheme. Check out the pictures. I think you will agree with the compliments she receives from friends.

DIY projects come in all shapes and sizes! Sometimes it is interior decorating or painting a room and other times it includes tearing down a tree and building something with it or learning to bake amazing treats. No matter the task, if you did it yourself instead of hiring someone...it is a DIY.



Hope is our state motto and our new mantra. It's in everything we do. Taste it in exquisite dishes made by people delighted to be in the kitchen again. See it in vibrant murals and sculptures that dot our downtown. Feel it in meeting facilities that are safe and sparkling and ready to go. It's time to travel. It's time to meet. It's time to have hope.

**Rhode Island is ready to welcome your group.**

**GoPROVIDENCE.COM**  
PROVIDENCE WARWICK CONVENTION & VISITORS BUREAU



We are looking for one more feature for the November/December Issue of the Chatter – do you have something fun to share?

Let me know [tpearman@meetingsme.com](mailto:tpearman@meetingsme.com)

**Tanna Pearman, Meeting Broker**  
Meetings Made Easy

# The Future of Work: Relationship Rebuilding and Network Connections

If you've been working on Wi-Fi for the last 14 months, a return to the office may be jarring. Association professionals made the pivot from usually predominantly people - centric office spaces to recreate what they could online. Work styles and relationship equity helped many get things done. As we face another change now, in the return to offices, the future of work looks different. It's hybrid, just like the future of events.

A Deloitte study showed 61% of executives are focusing on Reimagining Work: Achieving new or different work outcomes with new combinations of technology and people. That means individuals must manage their own networks and relationships in new ways - with technology and people.

Follow these tips to stay open to human connection work for virtual and in-person situations. Put focus on them now to ease the path for yourself and your staff so they in turn can set the tone for volunteers, members and event participants.

## ACTIVELY SEEK TO CONNECT AND RECONNECT

Keeping an open mind about connecting is paramount. The right times and styles to connect may have shifted, even with people you had considered friends. The nation, the world, has had a joint experience, yes. But within everyone's homes, and hearts, singular experiences occurred. The workmate you used to go to drinks with every Friday may have experienced a deep loss that he has not yet revealed. The colleague who always brought donuts may have experienced a loss in family income.

There are no hard and fast rules about the right times and ways to connect. Communication about that very fact will help pave the way. For member events, be sure to work in time for connections and use tools to aid everyone. At JUNO we encourage clients to think about two different audiences (virtual and in-person) but in three different environments -- virtual, in-person and the blended hybrid spaces combining people and technology.

## KEEP PERSONAL SETTINGS OPEN TO CONNECTION

If the Wi-Fi setting is turned off on your phone, your chance of connecting is zero. Drop your guard around others to show the vulnerability that helps others know it's safe to connect with you. During the work-from-home era, those with messy backgrounds and no makeup earned respect from many for authenticity points. Children and dogs on laps indicated an openness to connecting freely.

As people return to offices, drop their children off at school, and overcome straight up anxiety about moving around in the world, emotions will leak out. Roll with complicated relationship rebuilding.

At events, a slow and measured opening day will help more people build to their ideal comfort level. Specifically recognizing pain and grief may exist will help everyone feel welcome and included.

## RECOGNIZE AVAILABLE CONNECTIONS TO SUPPORT GOALS

Determine who is in your network because it may look different than before. The industry has lost a severe number of people, and their intellectual property along with them. As rebuilding happens for associations and event firms as well, new and energizing ideas will come forth. Technology companies like ours that have entered the space now help expand the skill sets you can access. Certification programs are bound to help event professionals in particular meet this "new normal" so talk to your network about what they have learned during the past 14 months. Remember, the connections you need may not be physically accessible to you but rather in a virtual environment. The future of work is hybrid, as are events.

## DETERMINE WHAT YOU WANT TO DISCOVER

As you review the landscape of your network, you'll find areas where you want to grow. As you re-establish connections, get a bit selfish about how that might benefit you. Get selfish especially about how new connections might benefit your team and boost their growth overall.

It's time to start thinking about accelerating personal growth. Your constituents certainly are. Businesses that have stagnated are re-energizing. Organizations that have been slowed by pandemic and economic forces are bursting out into the new Roaring '20s.

With all your settings open and connections identified, you are ready to roar along the connection highway yourself. Connecting doesn't happen by accident. Even if two humans are brought into each other's spaces accidentally, connection is a conscious activity.

### The effort you make to

- Actively seek to connect and re-connect
- Keep personal settings open to connection
- Recognize available connections to support goals and
- Determine what you want to discover

will support your future goals and that of your organization.

Happy connecting.

**Josh Hotsenpiller, CEO**  
JUNO, Human Connection Expert

# JUNO

# 5 Team Building Activities That Really Work

Did you know that highly engaged teams are 21% more productive, 22% more profitable, 59% less likely to quit, 100% happier? That's the power of team-building activities.

## THE BENEFITS OF A TEAM BUILDING EVENT CAN INCLUDE:

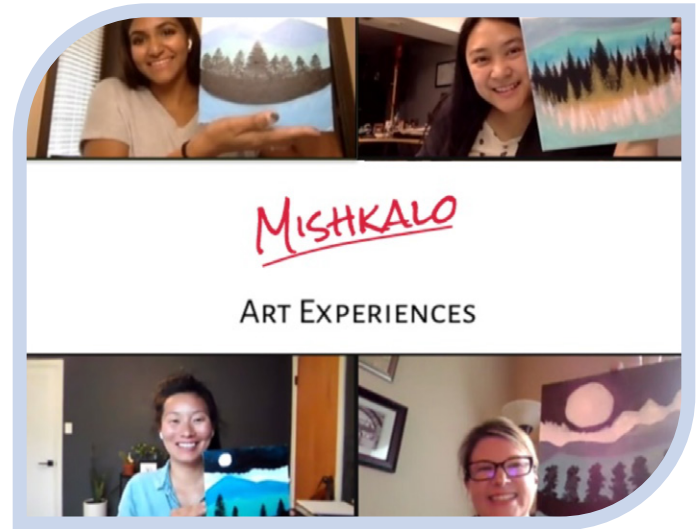
1. Creating a sense of belonging among employees
2. Defining key areas of employee goals, strengths, and improvements
3. Improving your team's skills and leadership qualities
4. Less time spent on training and employee turnover
5. Strengthening communication and participation

## SCAVENGER HUNT

The scavenger hunt is a very effective team building activity because it requires teams to use various soft skills. Teammates must communicate effectively with each other in order to achieve their goals. They also must learn to work together to accomplish tasks where they rely on each other.

## ESCAPE ROOM

Murder mysteries, disaster, survival, jeopardy game, etc., all involve a high level of critical thinking, leadership development and teamwork to succeed and win the game. These games often provide teams with an environment for friendly competition and opportunities to help and encourage one another.



## PIXTORY

To play this game, each participant is given a part of a picture. Think of a jig-saw puzzle. In this case, the participants must describe their picture to unfold the story behind the bigger picture by finding out the right order of the images. To succeed in this game, participants must display strong communication skills such as active listening, asking relevant questions, verifying information, and sharing feedback.

## PAINT AND SIPS

Paint and Sips are one of the most creative ways to facilitate team bonding because it allows people to display their creativity while adding an element of fun.

**Mishkalo Art Experiences** ships art supplies, wine, chocolates, sangria, cookies etc. to your door and an artist will guide you through the process of creating your own masterpiece!

One of the important skills that this event helps develop is 'seeing the big picture.' Creating a painting can be a difficult task sometimes because it involves trusting the process. Often, they start out very different from what they end up, so it challenges your group's communication, teamwork, and problem - solving skills, since they all want to end up with the same final product.

**Charu Swaminathan, Founder/CEO**  
Mishkalo Art Experiences

## SAVE THE DATE

Wednesday 11/17 | 5pm - 7pm

Study for finals!  
Trivia is back and these are the  
**PLAY OFFS!**

More Information Coming Soon  
<https://capital.pcma.org/events/>

# New Members Spotlight



**Chelsea Li**  
Loo Moo Creamery

## WHAT DO YOU HOPE TO GAIN FROM YOUR NEW CAPITAL CHAPTER MEMBERSHIP?

- I'm new to the event planning profession, I'd love to broaden my networks through joining chapter events.

## WHAT ARE SOME TOPICS THAT YOU WANT THE CAPITAL CHAPTER TO ADDRESS IN UPCOMING ARTICLES?

- Post COVID event planning trends
- Most efficient way to market ourselves in the post-COVID world

## WHAT ARE YOU LOOKING FORWARD TO THE MOST IN JOINING THE CAPITAL CHAPTER?

- Participating in the events and meeting new friends.

**Ashley Hinkle, (Pronouns: she/her/hers)(National Sales Manager  
Raleigh Convention Center**



**Ashley Hinkle**  
Raleigh Convention Center

## WHAT DO YOU HOPE TO GAIN FROM YOUR NEW CAPITAL CHAPTER MEMBERSHIP?

- Creating new relationships within our industry. As we have learned over the past year it's the relationships that keeps this industry moving forward.

## WHAT ARE SOME TOPICS THAT YOU WANT THE CAPITAL CHAPTER TO ADDRESS IN UPCOMING ARTICLES?

- Ways to enhance our venues to better the conferences. Things are beyond uncertain and the one thing that we can do is be there for our partners, venues, and clients.
- Upcoming industry trends for virtual, safety protocols, ways to better our venue and service our clients.

## WHAT ARE YOU LOOKING FORWARD TO THE MOST IN JOINING THE CAPITAL CHAPTER?

- Getting involved to help give back to our industry that has given me so very much. Learning from other experts and listening to others' experiences.

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We're all about progress. Since we independently own convention facilities, you can make more moves with less red tape, fewer hard costs, and more flexibility to deliver unique experiences at an incredible value. Plus, all our facilities are GBAC certified, so you can do more here, now. Get after it.

**RenoTahoe**  
VisitRenoTahoe.com/meeting-planners

# Fall Favorites

No matter how well you think you know someone, there's always a new nugget or two to learn! Check out these Fall favorites from three of my long-time Capital Chapter client friends.



**Ken Morton**, Conference/Meeting Manager  
Nuclear Energy Institute

**FAVORITE HALLOWEEN CANDY?**

Candy Corn!! I love it!! Even like the Autumn mix with the Pumpkins!

**FAVORITE THING ABOUT FALL/FAVORITE FALL ACTIVITY?**

The weather. I love cool days in the 60s. Also, it's usually the start of hockey season!!

**COLLEGE OR PRO FOOTBALL FAN?**

Both - New England Patriots fan for NFL, Texas A&M fan for college (my brother went there for a while, and love the tradition)

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



**Desiree Bryant, CMP, DES, Director of Meetings**  
Renal Physicians Association

**FAVORITE HALLOWEEN CANDY?**

Candy Corn

**FAVORITE THING ABOUT FALL/FAVORITE FALL ACTIVITY?**

The changing of the leaves is my favorite thing about Fall. I love to see the colors – the reds, golds, oranges.

**COLLEGE OR PRO FOOTBALL FAN?**

Pro-The Washington Football Team (I'll be so glad when they pick a name!)



**Jason Watkins, CMP, Associate Vice President,**  
Conferences & Exhibits  
National Association of Community Health Centers (NACHC)

**FAVORITE HALLOWEEN CANDY?**

Reese's Peanut Butter Pumpkins

**FAVORITE THING ABOUT FALL/FAVORITE FALL ACTIVITY?**

Football and VA Wineries.

**COLLEGE OR PRO FOOTBALL FAN?**

BOTH! Penn State and Pittsburgh Steelers



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# Star for a Day

If you could pick a motion picture/film to drop into for a bit, which would you choose and why?



**VICKI HAWARDEN**

Operations and Events Manager CMP, GSP,  
Vice President, Exposition Management (E3)  
Entertainment Software Association

**MOVIE:** Mamma Mia

**CHARACTER:** Sophie (the bride-to-be with the hottie fiancée and cool mom!)

**WHY:** Greece is probably number one on my list of places to take a nice long vacation to (I've never been although I got close a few times!). So much sun, food, and culture to experience. Also, I get to hang out in my mom's hotel with people and dance, laugh and sing. And I have three amazing dads (although I might ask daddy Pierce not to sing...). And of course, at some point in my future, I get to meet my wild, lovely grandma!



**DAVID NITKIEWICZ**

Full Time Masters Student, Tourism  
Administration George Washington University

**SITCOM:** Friends

**CHARACTER:** Monica

**WHY:** Monica's attention to detail - she is reliable, organized, loves hosting and pleasing people! She is a cheerleader for her friends and a bit of a perfectionist. She is definitely the glue of her friend group and always roots for her friends!

Britt Jackman, CMP, Conferences & Events  
U.S. Green Building Council

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# Popular Pets

Cats and dogs are easily the most popular pets among the PCMA Capital Chapter members! Therefore, they are the featured pets for this issue. First, we focus on two cats that were "products of the pandemic," so to speak. Their human companions, Leslie Crabbs, Operations Manager, The Bridge Group (TBG), and her husband Tom, sheltered-in-place with an Orange Tabby (Buster) and a Russian Blue (Freckle), who accompanied their owners, Leslie's son and daughter-in-law. After the cats left, Leslie and Tom missed them so much they went on a mission to find look-a-like cats of their own! Her remote office mate Angel is a foster mom at Sister's Kittens, an animal rescue organization in Asheville, NC, (the home of TBG). She was fostering the little snuggle bug George, who looked just like Freckle, so they made the trek to Asheville to pick him up. But George was lonely for some company.

They waited until the next kitten season to find the perfect Orange Tabby, Fred, from Purring Hearts - a kitten rescue in Richmond, VA, through an Instagram feed. The "Weasley twins" want to be "wherever I am," says Leslie. This includes on the computer keyboard, sitting behind the second monitor screen looking out the window or laying on the comfort mat under the desk. George, a Manx cat (without a tail) sits like a dog, balancing himself on his hind legs to beg for food! Little Fred likes to walk along the backs of chairs and railings as if he were on a balance beam. There are friendly battles between the cats as George manhandles Fred into a head lock and aggressively cleans



him! Fred likes to play in the litter box a little too much. Both have filled the empty space left by the pandemic visitors.

Mary Gallagher, Director, Convention Sales with the Los Angeles Tourism and Convention Board, is the proud human companion of Newton, a teenage terrier mix dog whom she adopted from Lucky Dog Rescue in 2007. Newton fools people with his age – they think he is much younger, when they go on walks, which have become shorter as he enters his senior years. He still loves the fresh air but prefers the comfort of indoors, lounging and awaiting a treat. He has Mary's husband Jim Kelley trained very well where treat dispensing is concerned. His favorite place at home is under the dining room table, with the leaves down. "It is his little house, and he feels protected," Mary notes. Will Newton feel abandoned as people return to work after almost two years? It's unlikely, as both Mary and Jim are lucky to work from home.

**Sara R. Torrence, CMP Emeritus**  
Sara Torrence and Associates





# Architect: Determine, Design, Digitize

Our chapter made history on August 11 by putting on our first hybrid event and it was a smashing success! We had 103 people attend in-person and 44 attend virtually. The Cadmium platform and app worked well allowing both virtual and on-site attendees to engage with one another and to ask questions of the speakers.

Advance communications were plentiful and helpful in detailing the process for using the app and web site, attending virtually, and the safety protocols set in place for in-person attendees.

Things kicked-off in style with an excited audience happy to be together, high-energy music and a fun intro from our chapter President, John Rubsamen, and President-Elect, Marcus Eng.

Opening Keynote speaker Justin Boone spoke about the human psychology of the educational experience during his presentation "Reimagining the Audience's Journey." Justin shared that we are all storytellers and when we create event experiences, we are instilling a process of collective memory making. It's our job to ask why, bring perspective and cultivate understanding, determine motivation, define purpose, and inspire outcomes that add value. Boone poignantly reminded me of this year's chapter theme of Recovery, Opportunity, and Innovation when he stated the pandemic has forced us to rethink how we produce events. Human connection is so important, and we should strive to make our audience a contributor to the story we are telling.

Next, we heard from Jennifer Kerhin, MBA, CEM, CMP who presented "State of Affairs in Event Sponsorship and Exhibits". Jennifer is CEO of Sponsorship Boost, and her presentation sparked a lot of activity in the app, prompted questions, and provided a plethora of amazing takeaways. Most of her stats came from the Center for Exhibition Industry Resource, [www.ceir.org](http://www.ceir.org) – a resource I definitely plan to keep handy. We must rethink our financial model and redo the ROI. There are benefits to virtual that should be at the core of your sponsorship model. For instance, content doesn't expire and makes a great sell to a potential sponsor; attendee numbers are typically significantly higher, and the international audience is more prominent.

## CONSIDERATIONS:

- Be prepared to explain the platform in detail and provide demos to potential sponsors. Sponsors need to trust the platform.
- Keep your financial model simple – best for selling and best for reconciliation / steer away from add-ons.
- 30 and 60 second commercials are big sellers!
- Sponsored content = thought leadership
- Show that you value your sponsors' investment by including time for them on the program.

After Jennifer's presentation, we heard from Nisha Thakker, Esq. on the topic of "Legal Considerations for the Future of Meetings". Nisha's discussion covered reevaluating existing hotel contracts and creating new contracts in our current climate. Consider which contract provisions will ensure your group is protected and include on-site protection for your attendees.



## CONSIDERATIONS:

- **What can be done to alleviate attrition:** suggest a room block review with options to reduce or increase as needed. Make sure attrition rates align with adjusted numbers.
- Include a mitigation clause and rebooking clause.
- Deposit upfront 5-10% of total contract value. Develop a deposit schedule whereby the hotel can collect some revenue immediately, but exposure is manageable for the group.
- Include a bankruptcy provision as well as change in brand/management – both parties cancel without penalty.
- Show that you are not acting negligently as the host by including liability waivers verified by staff, speakers, vendors, and attendees – do not leave anyone out.

**Our final session of the day was titled "Tale of Three Meetings with a panel comprised of:**

**Ashton Hald**, CMP, DES, Senior Meeting Manager, Association Headquarters

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

**Greg Morris**, CMP, DES, Director of Meetings, Destinations International

**Annette Suriani**, CMP, CFMP, DES, Business Events Strategist, AMS Meetings Solutions

Hearing about recent experiences of executing in-person events, the challenges faced with ensuring participant safety and establishing and enforcing protocols was invaluable!

## KEY TAKEAWAYS:

- Practice business intelligence – know your audience, start there before determining protocols.
- Make a plan and stick to it – overcommunicate!
- Following guidelines of CDC, state, local (city/county) and venue can be daunting. Work with the CVB to determine who is managing what.
- Have legal counsel review all waivers and forms.
- Create an internal communication plan and include how to respond to attendee questions and how to manage pushback.
- Hire an on-site physician to conduct screenings, serve as a resource and to police mask wearing.
- Hire extra security and have procedures in place for attendee removal if necessary.

**DON'T MISS THE NEXT SPARK EVENT ON WORKPLACE INNOVATION TAKING PLACE OCTOBER 14TH AT THE GARDEN IN ALEXANDRIA, VA.**

**REGISTER HERE**

Amanda M. Clark, CMP, DES

# 2021 Committee Volunteer Information

## COMMUNICATIONS

**CHAIR: Kristen Parker** ([kparker@visitAustin.org](mailto:kparker@visitAustin.org))

**CO-CHAIR: Rosa Mendoza-Friedheim**  
([rosa.mendoza@conferencedirect.com](mailto:rosa.mendoza@conferencedirect.com))

The goal of the Communication Committee is to tell the story of our chapter members, activities and events as well as provide resources on relevant industry topics through The Chatter newsletter.

### What We Do:

- Create and curate content and manage production schedule for 6 Chatter issues per year
- Interview chapter members for feature articles
- Collaborate with all chapter committees to communicate activities and accomplishments

### How You Can Volunteer:

- Contribute topic ideas
- Write an article for The Chatter
- Assist with editing an issue of The Chatter
- Volunteer to be interviewed for a feature

## COMMUNITY SERVICES

**CHAIR: Cheri Fairchild** ([cfairchild@caesars.com](mailto:cfairchild@caesars.com))

**CO-CHAIR: Emily Parsons** ([eparsons@naag.org](mailto:eparsons@naag.org))

The Community Services Committee is responsible for creating a culture of giving back to the community through volunteerism, charitable contributions, education, and community involvement.

### What We Do:

- Create and organize volunteer opportunities for members throughout the year,
- Provide education and networking opportunities while giving back to the community

### How You Can Volunteer:

- Join Monthly Meetings
- Participate in Chapter-wide Community Services Events
- Attend Spark Events and participate in the Community Service Activation

## DIVERSITY, EQUITY & INCLUSION

**Connie Samuels** ([csamuels@isri.org](mailto:csamuels@isri.org))

The DEI Committee is responsible for the ongoing support and implementation of chapter DEI initiatives.

### What We Do:

- Educate and inform the chapter on topics that help us to be more intentional contributors to the events industry through both activities and our social media platforms.
- Maintain 'best practices' for the chapter as they are applied in how we plan our meetings, vendors we select, and speakers we contract.
- Collaborate and support other committees with DEI efforts

### How You Can Volunteer:

- Join us during our monthly meetings
- Share your ideas!
- Be an advocate! Our work goes beyond the task force group; it is a chapter-wide effort to ensure all voices are heard and are in the room.

## EMERGING PROFESSIONALS

**Chair: Eric Kincaid** ([eric@washington.org](mailto:eric@washington.org))

**Co-Chair: Tyra Dyson** ([tdyson@apic.org](mailto:tdyson@apic.org))

**Co-Chair: Dana Johnston** ([djohnston@idsociety.org](mailto:djohnston@idsociety.org))

The Emerging Professionals Committee is responsible for engaging emerging professionals and hospitality students to develop future leaders of the chapter.

### What We Do:

- Classroom visits
- Emerging professionals educational programming
- Mentor + Mentee opportunities

### How You Can Volunteer:

- Become a classroom visit panelist
- Become a mentor
- Plan student centered educational programming and events

## GOVERNMENT RELATIONS & ADVOCACY

**Chair: Christine Frye** ([christine.m.frye@gmail.com](mailto:christine.m.frye@gmail.com))

**Co-Chair: Robin Troutman** ([robins Cheryl@gmail.com](mailto:robins Cheryl@gmail.com))

The Government Relations & Advocacy Committee is responsible for setting the legislative and advocacy priorities for the chapter.

### What We Do:

- Plan and execute the education and Hill Day event  
Global Meetings Industry Day
- Promote the importance of voting each fall with #PCMACCVOTES campaign along with the National GOTV campaign
- Set the advocacy priorities for the chapter and work alongside coalitions to promote issues that affect the meetings/events industry

### How You Can Volunteer:

- Participate in monthly meetings
- Share posts on social media related to GOTV and our advocacy priorities
- Help to provide content for GMID

## MARKETING

**Chair: Carson Edwards** ([carson.edwards@marriott.com](mailto:carson.edwards@marriott.com))

**Co-Chair: Shameka Jennings** ([shamekajenningscmp@gmail.com](mailto:shamekajenningscmp@gmail.com))

The Marketing Committee is responsible for being the digital voice of the chapter for messaging, activities, and all appropriate communications as well as a source of industry information

### What We Do:

- Digital Marketing
- Measure analytics
- Social selling

### How You Can Volunteer:

- Partner with other chapter committees and board members to cultivate and amplify PCMA related messaging and activities via social media platforms
- Help to measure the social media analytics of the campaigns
- Serve as potential committee liaisons to strengthen cross-committee objectives

# CONTINUED

## 2021 Committee Volunteer Information

### MEMBERSHIP

**Chair: Christine Faiman** ([christine.faiman@marriott.com](mailto:christine.faiman@marriott.com))

**Co-Chair: Marilyn Atchue-Zuill** ([matchue-zuill@hpnglobal.com](mailto:matchue-zuill@hpnglobal.com))

The Membership Committee takes the lead on planning the Convening Leaders Capital Chapter Reception, the Fall Networking Event, the Annual Awards Event and Member Orientation at the June, August, and October Spark events.

#### What We Do:

- We recognize members with an e-card on their birthday, special membership anniversaries (5/10/15/20/etc.) and becoming a new member. Quarterly recognition is given to all nominees and the winner of the Star of the Quarter award.
- We reach out to all members by phone or email when they join and again at 6 months to ensure they have what they need from the chapter.

#### How You Can Volunteer:

- Become a champion or part of the co-committee for one of the yearly events
- Join the member recognition team to send out e-cards to all members on their special occasions
- Assist the outreach champions in contacting new members and checking in on members at their 6-month anniversary.

### SPONSORSHIP

**Chair: Regina Rink** ([rrink@destinationtoronto.com](mailto:rrink@destinationtoronto.com))

**Co-Chair: Anissa Ladd** ([aladd@goprovidence.com](mailto:aladd@goprovidence.com))

The Sponsorship Committee is responsible for financially supporting the education mission of the chapter by recruiting and retaining venue and program sponsors.

#### What We Do:

- Create sponsorship opportunities for organizations interested in reaching the Capital Chapter membership

#### How You Can Volunteer:

- Solicit cash and venue sponsors for our Spark Programs and Networking Events
- Find companies who want to advertise in The Chatter and E-newsletter
- Connect with confirmed sponsors before, during and after a chapter event

### PROFESSIONAL DEVELOPMENT

**Chair: Leah Lewis** ([lewis@agma.org](mailto:lewis@agma.org))

**Co-Chair: Melissa Peticolas** ([MPeticolas@vistacs.com](mailto:MPeticolas@vistacs.com))

As the committee responsible for coordinating the chapter's education events, we get to think outside the box and experiment with different learning styles, technologies, and engagement experiences to bring our community together and inspire our members when planning their own events.

#### What We Do:

- Oversee planning and execution of chapter education events. This includes coordination of the quarterly half day Spark programs and monthly Virtual Lunch and Learns with tasks such as content and theme development, speaker management, coordination of chapter content, script and slide development, promotional and marketing efforts, supporting operations and logistics including the virtual platform, supporting sponsorship deliverables, and facilitating networking functions.
- Support other chapter committees with event programming and content development for events such as GMID, Student Insight Series, other chapter and PCMA HQ events.

#### How You Can Volunteer:

- Serve as a micro-volunteer on-site at a chapter event. Roles include working the registration desk, monitoring Q&A or chat for virtual events, greeting or directional support, etc.
- Serve as a Champion for a Spark event. There are many roles available including overseeing the platform logistics for virtual or hybrid events, coordinating speakers and content, or serving as the Event Champion and overseeing the event alongside the Chair and Co-Chair.
- Serve as a Lunch and Learn Champion and take the lead as an individual or team to coordinate the content for the interactive monthly series of virtual programs

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