

# THE Chatter

## FEATURED ARTICLES

ADVOCACY CORNER

PG. 7



DIVERSITY, EQUITY &  
INCLUSION

PG. 12



PETS & OUR MEMBERS

PG. 15



DIY

PG. 18



## Q4 Spark: Horizons



## Q4Spark: Horizons: **Workplace Innovation in Ever Changing Waters**

"Energetic," "Engaged," "Innovative" are the words used to describe our Capital Chapter's final Spark meeting of the year! This hybrid session staged on-site at **The Garden** ignited with creative networking activities both in person and virtually. From the very start, attendees were primed to take in the knowledge from sessions that lay ahead.

"As these events approach, I struggle with time away from the office and always feel I need to cancel or reconsider attending," says **Dana Johnston, CMP**, Infectious Diseases Society of America. "I am bogged down at work and have a lot going on, but afterwards, I am so inspired that I am re-energized and passionate again and know I can handle what is in front of me." This year Dana has been very impressed by the caliber of speakers our chapter has been able to capture. For example, the discussion between **Tony Scurry**, Q4 Spark Event Champion, and keynote **Michelle Mason**, CEO of **ASAE** The Center for Association Leadership, did not disappoint. "Seeing a minority woman leading ASAE is very exciting." "When she said, 'I'm qualified to be here,' it was validating." Dana received further inspiration from Michelle as she described herself as someone who uses grace in her leadership. "You could tell that she isn't someone who played hardball to get where she is; she did it the right way."

Always a strong contender in previous contests, **Andrea McFadden**, of the Long Beach CVB and a competitor by nature, loved how she felt engaged with the event days before it started. "It got people involved and excited in advance." It also helped give "more recognizable web traffic" to our sponsors who enable us to maintain the high level of education our chapter is used to experiencing. "I was also pleased to see the collaboration offered by bringing ASAE's CEO to our meeting." "I loved that they had multiple speakers offering short sessions". If the topic being presented was not something of interest, there was another session right around the corner that kept your attention - more content to appeal to the varied interests of the audience.

Jasmine Dyson, **The Brand Xperience Lounge** exuded the energy of Q4 Spark and seemed to capture unwavering praise from the entire audience. The consensus is, if you missed her, you need to go back and see her presentation! Jasmine offered powerful stats on the buying power of millennials and how to engage this important segment.

As the meeting came to a close, "look beyond what you see" was the message offered by **Building Momentum's**, Allen Brooks, who led the final session and interactive welding event. "This is something I never thought I would do", **Lauren Chelf**, AOAC International. When our current situation starts to evolve and individuals start going back into the office, Lauren would like to look at this venue and activity as a way to bring her team together.

We started the year with a "Spark" and literally finished the year with a flame. Thank you to the volunteers of the Capital Chapter for taking a year of projected recovery and providing relevant sessions and innovative networking to further bond and elevate our relationships and knowledge.

**Lynn R. Whitehead, Senior Director, Citywide Sales  
Hawaii Visitors & Convention Bureau**



**Lauren Chelf, Director, Meetings  
and Exposition, AOAC International**

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Eric Kincaid, HMCC, Choose Chicago

Dana Johnston, CMP, Infectious Diseases Society of America

Tyra Dyson, CMP, DES, National School Boards Association

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Christine Trimmer, The Society for Cardiovascular Angiography and Interventions Foundation

**MESSAGE FROM THE BOARD**

New roads, new journeys, and new opportunities are the taglines that have been running through my mind lately. When you stare at a new road, you wonder how long is this road? Is it bumpy or smooth? At the start of the pandemic, we thought we were on a short road with a destination where life would return to normal. This summer, we realized this road is much longer, and the destination is not exactly what we had in mind.

So here we are at the beginning of a road that includes stronger safety protocols, the ubiquity of vaccine mandates, and the continuing need for both digital and in-person content. The net result is the value of time at face-to-face meetings has gone up. This is good for business events, but we are challenged, more than ever, to produce content and experiences that justify being in-person. These added dimensions have changed the way your organization makes decisions, making your ability to lead more critical than ever.

As your 2022 President, I am committed to equipping your vehicle as best as possible for the road ahead. This includes innovative programming on health and safety protocols, best practices for omni channel events, navigating the changes in our industry, and leading during a time of profound change. Of course, we are much more than an educational resource. We are a tight-knit community, and I look forward to continuing our Diversity, Equity, and Inclusion work as we strive to make the Chapter a safe and inclusive place for all our members.

We are navigating through a time of great change. The book "The Fourth Turning" by William Strauss and Neil Howe described a breakdown in trust with traditional institutions during times of crisis. With so many uncertainties in our industry, it is essential that we come together to forge a new road ahead. Now is the time to rethink our roles and reimagine our industry. Often during times of crisis, we see great innovation. It is a journey that is fraught with twists and turns, but we can better travel it together. I can't wait for us to start this road trip.


**Marcus Eng, President-Elect**
**CAPITAL CHAPTER | [capital@pcma.org](mailto:capital@pcma.org)**
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## COMMUNITY SERVICES COMMITTEE

For 2021, the goal of the Community Services Committee was to find ways for the PCMA Capital Chapter membership to engage and give back, whether from the comfort and safety of their own home or connecting in-person. And wow, did the committee knock it out of the park!

Starting simple, the CSC committee focused on getting the word out to our membership about the variety of ways to give back to the community. The #MakeADifferenceMonday campaign was born and under the dedicated guidance of Erika Rudiger, PCMA Capital Chapter membership learned every Monday about our members making a difference in their communities, their favorite organizations to work with and a multitude of opportunities to give back, and the direct impact was felt! After a focus on animal rescue organizations in February, PCMA Chapter members fostered more than a dozen animals in the next 30 days, all of which have found amazing homes! Now that is Paws-itively outstanding!

Working with our largest partner and 2021 Winner of City Paper's Best COVID-19 Support Service, Martha's Table, the PCMA Capital Chapter worked to ensure every Washingtonian had the opportunity to THRIVE. We kicked it off in May with a Month of Martha's Table, highlighting the many different ways that this single organization serves the greater good of the DC community through education, healthy food access, physical and mental health services and promoting family success. Continuing throughout the

year at in-person volunteer events, SPARK events and through at home donations, members packed grocery bags, prepared warm meals, donated business attire, made sandwiches and donated over \$2,500.

And as if that wasn't enough, the PCMA Capital Chapter hosted the 2nd Annual Meetings Industry Blood Drive in partnership with the American Red Cross and the Madison Hotel, helping to save the lives of 26 people.

The Community Services Committee truly helped our DMV communities flourish in 2021. A big THANK YOU to all the committee members and every Capital Chapter member who gave time, money, and a piece of themselves to help others. You are all rock stars!

**Chair - Cheri Fairchild, CMP, Associate Director of Sales In-Market East Caesars Entertainment Meetings and Events**

**Co-Chair - Emily Parsons, CGMP, Assistant Meeting Planner National Association of Attorneys General**

Looking through the lens of our chapter's 2021 theme ROI: Recovery through Opportunity & Innovation, finding ways to help our members create and strengthen connections through The Chatter newsletter has been a guiding focus of the Communications Committee. By creating our year-long article series format, our team was able to spotlight valuable learnings on important, ongoing topics such as Diversity, Equity, and Inclusion along with Wellness & Mental Health.

As we moved through the year, still craving more connection with each other, we amped up the fun factor with our Member Maker DIY Showcase and Featured Favorites allowing readers to uncover the more personal tidbits we'd been used to finding out during casual in-person chapter reception "chatter". As you saw, our members have many hidden talents!

With the Chatter's move from print to digital delivery, we realized the Chatter was no longer being flipped through in-flight and had joined the many other resources vying for attention in overloaded inboxes. In the innovation category, the team added some new "jump ahead" functionality to the Chatter's cover page to allow readers to select what they have interest and time to consume in bite size pieces.

Our monthly idea sessions with our talented team of volunteers, challenged our committee to rethink our communications strategy

considering the reality of the chapter now having two digital news products. Moving into 2022, we look forward to better utilizing these tools for a more cohesive chapter communications strategy. Look for the Chatter to continue to be the thread that connects us to each other, with an even more increased emphasis on the MEMBERS of PCMA. We have some other innovations up our sleeve to bring back that feeling of flipping pages along with enhanced features to showcase our valuable sponsor partners.

Thank you to our entire team of dedicated volunteers. We've been honored to serve as your co-chairs this past year.

If you missed any of our issues or want to revisit any of the great resources from our team of writers, not to worry, you can still access all past Chatter issues at your leisure here




<https://capital.pcma.org/newsletters/>

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

**Co-Chair - Rosa Mendoza-Friedheim, CASE, DES, CDMP, Vice President  
Global Accounts  
ConferenceDirect**

## MARKETING COMMITTEE

In 2021, we have continued the trend of growing the social media presence of the #PCMACC with followers, more likes, and more posts!!

-  1.4k Facebook followers, 293 posts, 881 reactions, 108 shares, 46 comments, 833 page clicks, and 324 post clicks!!
-  1.3k Twitter followers, 312 tweets, 351 engagements, 256 likes, 70 retweets
-  Instagram...WOW! 1.1k followers, 220 posts, 881 photos, 354 videos, 73 carousel albums!!
-  LinkedIn, drum roll please.....in late September 2020 we relaunched our PCMACC LinkedIn site with 62 new followers in the first 30 days, along with 231 Page Views ( +126%) and 96 unique visitors (+220%) from the initial relaunch date. A little more than a year later LinkedIn now has 464 Followers, 257 Posts, 816 Reactions, 252 Shares, 1k Page Clicks and 915 Post Clicks!!!!

With the Chapter's strong pivot towards providing additional virtual programming and delivering engaging content to our members, the Marketing Committee has been as busy as ever in 2021! Not only have we experienced continued growth and engagement across all of our

social media platforms, but we have also experienced success in the #PCMACCCooks, #MemberMondays, #ThoughtfulThursdays, and #FantasticFridays campaigns partnering with the Community Services Committee and Diversity, Equity, and Inclusion Committee.

We continued our social media graphics to promote the 45 campaigns that have been run throughout 2021. In conjunction with our colleagues on the DEI Committee, we have finalized our first DEI cultural holiday calendar to help us recognize and share important dates and content with our diverse membership community! Thank you for all of your support and engagement in 2021. Keep engaging, interacting, and posting on ALL of our platforms as we prepare to achieve new personal and professional heights in 2022 and welcome our collective return to LIVE EVENTS!

**Chair - Carson Edwards Jr. MBA, CASE, CDMP, Global Account Executive  
Marriott International**

**Co-Chair - Shameka Jennings, MTA, CMP, DES, CAE, Principal  
and Chief Events Officer  
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# Resilience, Reflection, and Advocacy

Resilience is defined as the ability to not fold under pressure even if you don't feel calm and confident. When we bid adieu to 2020, we thought most of the obstacles and setbacks that plagued 2020 were behind us. We quickly found out that 2021 would continue to test our resilience.

I have served on the Government Relations and Advocacy Committee (GRAC) for a few years now and have always been interested in politics. I grew up in Richmond, VA, and was lucky enough to have a neighbor who was active in state politics. I remember handing out bumper stickers for one of the gubernatorial candidates (who can resist a bumper sticker from a 5-year-old girl?) In fourth grade, I was the only one in my class that could tell the teacher the name of our governor. I was at the Richmond Marriott the night that Governor Wilder was elected the first African American governor in the history of the United States. I was not even old enough to vote, but I was a part of history.

I signed up to write this article a week after the protest at the Capitol. I remember speaking to a friend the night before the inauguration. Despite whom we happened to vote for, we both were hopeful that the worst was behind us. We were hopeful our country and our industry would start to heal.

The inauguration came, the House voted to impeach the former president, the vaccine became widely available, and somehow our

country seemed more divided than ever. The industry held its breath as events began to rebound. I think some of us even exhaled for a moment. Then the Delta Variant entered the scene. It was like the playground bully had popped our balloon. It was easy to want to give up, but I remember the dedicated members of our Government Relations & Advocacy Committee.

During our monthly calls, we celebrated where we could. Some of us returned from furloughs or started working full-time again. Some flew on a plane for the first time in over a year. Some hosted an event for 100 people!

We discussed important legislature that affected our industry, such as the Restaurant Revitalization Act, Save Hotels Job Act, and President Biden's Infrastructure Plan, just to name a few. We worked on plans for Global Meetings Industry Day, reminded members to vote in state primaries, and educated ourselves with Advocacy Nuggets.

The pandemic has tested everyone's resilience but, together as a committee, a chapter, and an industry, we have proven that we can weather the storm together.

**Amy Durkin, CEM, CMP, DES, Senior Meetings Manager**  
International Association of Chiefs of Police

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# New Member Spotlight

Stephanie Lee  
Paendong



1. **WHAT HAS BEEN YOUR BIGGEST TAKEAWAY FROM THE INDUSTRY AND/OR THE CHAPTER AS THE YEAR ENDS?**

After doing both virtual and in-person events, my biggest takeaway so far is that while some attendees believe that nothing can beat the in-person experiences, others find the safety factor and convenience of virtual experiences more than enough for their needs. When people say that eventually things will have to go "back to normal," I must respectfully disagree because now we are living in a time where various industries have learned that there are opportunities in virtual events, not just in-person or hybrid ones. To me, that means things won't go back to normal, but that there will now be a new "normal." I think more and more in-person events will be held as we attempt to come out of the pandemic, whether it's next year or in the next three years, but I do not see virtual or hybrid events going away so quickly.

2. **WHAT ARE SOME TOPICS THAT YOU WISH FOR THE CAPITAL CHAPTER TO ADDRESS IN UPCOMING ARTICLES?**

It would be great if the Capital Chapter addresses self-development in a professional setting. Personally, for me, who started my career during a pandemic, there haven't been many opportunities for me to learn how I can better assert myself and my ideas when I haven't been involved with my team in-person for long. Articles that guide young professionals or even experienced professionals who have started new jobs in the pandemic to break out of the comfort zone of being "the new person" or the "inexperienced person" would be extremely helpful.

3. **IF YOU HAVE TRAVELED, WHAT HAVE BEEN SOME OF YOUR BIGGEST HIGHLIGHTS AS YOU HAVE STARTED TO TRAVEL AGAIN?**

For several years now, I have made it a personal goal to take one international trip a year. My last international trip was to Amsterdam in March 2020. Since then, I have only done some local travel, which may not sound as extravagant as a trip to Europe, but I discovered some hidden gems in my local area. I probably would not have found if I didn't have the opportunity to focus on travel opportunities near me.

4. **WHAT IS ONE GOAL THAT YOU HAVE SET FOR YOURSELF FOR THE UPCOMING NEW YEAR?**

According to my enneagram, I am a Type 3: The Achiever, which means I am defined by my desire to achieve and advance in the world. I agree with this. In the upcoming year, I want to see myself pursuing new tasks, taking on more responsibility at work, and doing so with a high drive to move along the career path I have planned for myself. Ultimately, this includes a goal of proving my constantly growing knowledge and skills to my association and co-workers, and myself. To know that I can push myself to be more than who I am today will be a constant goal that I strive towards.

Ashley Hinkle, National Sales Manager  
Raleigh Convention Center



## STAR OF THE QUARTER!

Congratulations goes to **Amanda Clark, CMP, DES** from the Communications Committee who is the winner of our Capital Chapter Q3 Star Award! Amanda's deep dive work on this year's DEI series of articles brought needed focus to a key chapter strategic initiative as well as provided a valuable and timely resource for all members on a topic of true importance. When Amanda volunteers for something, she never does the bare minimum. In addition to co-authoring a full year article series, Amanda went above and beyond expectations by loading her plate with additional time-consuming commitments, not only for the Communications Committee, but for several other committees as well.

### THE OTHER WELL-DESERVING NOMINEES WERE:

**ERICA GORDON-HYMAN – MEMBERSHIP COMMITTEE**

**LEAH JONES – PROFESSIONAL DEVELOPMENT COMMITTEE**

**ANTHONY MOLINO – GOVERNMENT RELATIONS & ADVOCACY COMMITTEE**

A huge thank you to each of you for your time, dedication, and commitment to the Capital Chapter!



The Membership Committee, a team of 20 industry professionals within both the event professional and supplier community, kicked off the year by hosting the chapter's virtual reception during PCMA's 2021 Convening Leaders virtual conference, led by our networking champions, Lee Callicutt and Damara Gomez. Although we were not able to be with one another in-person, together we enjoyed delicious Grazing Boxes, by The Pampa's Fox Catering team, while partaking in Scavenger Hunts alongside dance party music provided by DJ Carson Edwards.

Throughout the year our team maintained a keen focus on ensuring the recognition, recruitment and retention of our members. We also supported the Professional Development Committee and look forward to hosting Re-Unite, our annual end of year event honoring the chapter's achievements, its members, and its volunteers, this year.

Our New Member Welcome team, spearheaded by Brock Bradley, personally contacted each of the newest members of our chapter. Our Outreach team, spearheaded by Sue Stemley, personally reached out to each of our current and lapsed members, ensuring they knew that we/the Membership Committee are here to support them during these complex times. Additionally, our Recognition team, spearheaded by Marilyn Atchue-Zuill, recognized our chapter members by sending e-birthday cards to

members on their special day as well as sending e-Anniversary cards to members celebrating their 5/10/15/20/25+ years of membership with PCMA. This team also manages the quarterly recognition of our committee stars, nominated by each committee, and voted on by our chapter's board of directors.

Our Member Orientation team, spearheaded by Erica Gorman Hyman, partnered with our Professional Development Committee in hosting member orientations, both in-person and virtually, at our SPARK events.

Our Re-Unite team, spearheaded by Annette Suriani, Chandra Champion, and Eric Commodore, look forward to welcoming those who are able to join us in-person while also providing a virtual experience for those who are unable to be with us on-site.

We sincerely appreciate the consideration, effort, and time each of our committee members extended our chapter and its 1,189 members. We hope that each of you remain happy, healthy, and safe.

 **Chair - Christine Faiman, CMP, Global Account Executive**  
Marriott International

 **Co-Chair - Marilyn Atchue-Zuill, Global Account Director**  
HPN Global

## EMERGING PROFESSIONALS COMMITTEE

The Emerging Professionals Committee gratefully acknowledges the time and energy of the volunteers who make the effort to meet monthly and plan a variety of activities to engage the rising leaders in the meetings and events industry. New members are always welcome and can apply to serve by visiting [capital.pcma.org/committees](https://capital.pcma.org/committees).

**Below are a few things the committee accomplished this year:**

**Virtual classroom visits** to universities in the region allowed panelist volunteers to share their insights and strategies with undergraduate and graduate students. For more information about becoming a panelist in an upcoming virtual classroom visit, email **Malene Ward** at [malene@phoenixplanninggroup.com](mailto:malene@phoenixplanninggroup.com).

**Coffee + Conversations** is an expert exchange virtual discussion with industry leaders. The speakers will share their professional journey and story with success tips that have allowed them to achieve their dreams. The committee developed this new recurring monthly initiative this year, and it will begin soon.

**Resume review, LinkedIn profile guidance, interview skills,** and more were made available during the live Spark programs in quarters 3 and 4 this year. The same services are available to emerging professionals with 1-5 years of industry experience through the mentee program. Sign up today for assistance or to serve as a mentor, [generationmeet.com/mentorship](https://generationmeet.com/mentorship)!

**Industry job postings** are organized and displayed on the committee's website. If you have a position to post or know an emerging professional seeking a new role, please visit [generationmeet.com](https://generationmeet.com).

**Mentor and mentee opportunities** for volunteers were organized for rising professionals in our industry and a high school program in Washington, DC, through the American Experience Foundation. You do not need to be a committee member to mentor. Visit [generationmeet.com/mentorship](https://generationmeet.com/mentorship) to get started!

**Get involved!** Are you passionate about the next generation of meeting and events industry professionals? Do you want to impact the careers and lives of students and emerging professionals with 1-5 years of experience? The committee is actively seeking volunteers who can commit five hours a month. Apply to serve by visiting [capital.pcma.org/committees](https://capital.pcma.org/committees).

Read more about the [benefits of volunteer work](#).

 **Chair - Eric Kincaid, Convention Sales**  
Choose Chicago

 **Co-Chair - Dana Johnston, CMP, Senior Manager, Convention**  
Operations and Meetings  
Infectious Diseases Society of America

 **Co-Chair - Tyra D. Dyson, CMP, DES, Senior Meeting Planner**  
National School Boards Association

Thank you! Thank you! Thank you!

Saying thank you to our sponsors during a pandemic seems incredibly inadequate, but without the support of our generous sponsors, our chapter would not be able to provide such amazing programs and events.

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I would like to take this opportunity to not only share my gratitude to our partners but also to some of the rock stars on the Sponsorship Committee including Anissa Ladd, GERALYN KRIST, NOREEN COURNOYER, and SHERRI THADEUS.

We are working on the Sponsorship Prospectus for 2022 and would love the opportunity to showcase your hotel, unique venue, renovated ballroom, etc. Please contact me if you are interested.

**Regina Rink, CASE, Sales Director In Market -DC/Mid-Atlantic/Northeast Destination Toronto**



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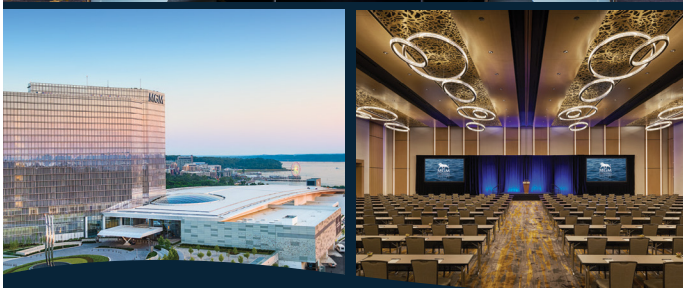
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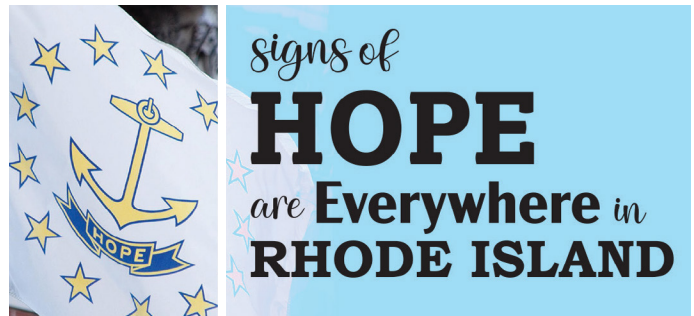


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2021 was a year of rethinking, reinvention, and recovery for our industry, the Capital Chapter, and the Professional Development Committee (PDC). From taking on the new frontier of hybrid meetings, to reinventing ways to engage virtually after coping with Zoom burnout in 2020, to managing new on-site expectations with social distancing and vaccination mandates, our committee has been busier than ever blazing the trail to bring events back to meeting safely in person.

We started the year off strong with our Virtual Lunch and Learn series taking place every other month. Each with a different presentation format to keep things fresh with topics ranging from innovative ideas for virtual and hybrid events to managing relationships between event professionals and suppliers during this time of uncertainty. This year, we started implementing a casual Unplugged Session after each presentation to give attendees a chance to reflect on the content and have a voice to share their own experiences and knowledge with the group. These sessions have been great for virtual networking and oftentimes end up being the highlight of the event!

PDC has continued to plan our signature Capital Chapter Spark quarterly half-day programs to bring the community together for thought leadership, education, networking, and fun. Our Q2 Spark event in June was fully virtual and featured high caliber speakers on the topic of leadership including Carly Fiorina, Former CEO of Hewlett-Packard, and Michael Dominguez, President and CEO of ALHI. We experimented with fun ways to engage virtually throughout the program with events

like our Sip and Sketch closing reception. Q3 Spark in August was the chapter's first hybrid program and focused on redesigning events to adapt to hybrid models. We shared perspective on how to adapt your events' sponsorship and exhibits, legal considerations for meeting in-person, and real-life case studies from safely held in-person events.

Finally, our October event was all about innovation and even featured a unique venue where our on-site attendees learned a new fun skill at our Wine and Welding reception! The speakers did not disappoint. We learned about how to keep our events and workplaces on the forefront of innovation from Michelle Mason, the new President and CEO of ASAE, our panel on workforce diversity, and our lightning-style case studies for real life success stories on innovation in action. Each Spark event gave us the opportunity to experience new virtual and hybrid platforms and engage creatively with the Capital Chapter's other committees to execute fun and unique programming each quarter.

Our committee has learned together, grown together, and succeeded together in trying new things and bringing innovation to the forefront in the event strategy and design for the Capital Chapter's education programs. I am so proud of the work accomplished by our impressive PDC volunteers and thank each of you for your contributions to another successful year!

**Leah Lewis, CMP, DES, Director of Meetings**  
American Gear Manufacturers Association

## Star for a Day

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



**JIM DOHERTY**  
Director of Eastern Regional Sales  
Visit Austin

**MOVIE: Singles**

**CHARACTER:** I'd play Cliff Poncier (Matt Dillon)

**WHY THIS FILM?:** Terrific coming of age film about friends and relationships, centered around the early 90's grunge music scene in Seattle directed by Cameron Crowe. Cliff is in a fictional band with three members of real-life Pearl Jam, that would be quite fun to be in a band with Eddie, Stone and Jeff. This superfan got to see them twice this fall in NJ & CA.

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

# From Task Force to Committee!

This year has been an opportunity to learn what makes our chapter unique and seek the ways in which we can celebrate that. Since its inauguration, the task force has sought out ways to educate and engage. Through the hard work of the entire committee, we accomplished the following in 2021:

## ADDITION OF 'EQUITY' TO OUR CHAPTER'S MISSION:

Recognizing the difference between equality and equity has been crucial in how we conduct business. Adding equity to our mission statement ensured that we were cognizant of the ways in which we set the framework to be equitable.

## SOCIAL MEDIA AWARENESS AND ADVOCACY:

We utilized social media to engage and educate our audience on DEI issues and applicable conversations. Notably, our **#ThoughtfulThursday** Series, spearheaded by committee member, Amanda Clark, was a highlight of the year. This series included information on statistical data, DEI conversation starters, and cultural awareness.

There are so many goals we have yet to achieve; however, as the conversation continues, we look forward to leading the efforts of DEI within the DC business events community.

I look forward to creating more ways to engage our members through content curation and events in 2022 and beyond!

Chair - Connie Samuels, CMP, DES, Director, Events & Education  
National Association of Professional Employer Organizations

## COLLABORATION WITH OTHER COMMITTEES:

We are not greater than the sum of our parts, and that rang true through the collaborations with other committees. Through the appointment of Spark Liaisons as well as Marketing Committee Champions, our committee had the ability to have representation in all stages of Capital Chapter events.

## TASK FORCE GAINING COMMITTEE STATUS:

Lastly, as of September 2021—the board voted to recognize the task force as a chapter committee; allowing for the expansion of activities and overall goals for the foreseeable future.





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The chapter is fortunate to have a dedicated and active Government Relations and Advocacy Committee. Each year, the committee strives to grow in our service to the chapter by strengthening the chapter's advocacy activities and educating the membership about opportunities for civic engagement and advocacy.

After the unfortunate cancellation of GMID in 2020, the committee enthusiastically hosted Global Meetings Industry Day (GMID) virtually in April 2021. GMID included both a robust education program and Hill Day. The education program boasted speakers from the US Travel Association, the Events Industry Council, Destination DC, and the American Hotel and Lodging Association.

The committee coordinated 25+ virtual meetings with congressional representatives and 40+ meeting professionals. To expand our broader geographic reach, the team recruited the representatives from our partner PCMA chapters around the country, specifically the Midwest, Power, Gulf States, Heartland, Northern California, and Rocky Mountain chapters.

Since our industry is historically the first to be hit and the last to recover, the committee selected the legislative asks around recovery, which included:

- **Co-Sponsor HR 1346:** Hospitality and Commerce Job Recovery Act of 2021
- **Co-Sponsor HR 883 Clean Start:** Back to Work Tax Credit
- Clarify support for meeting venues & non-traditional restaurants in the American Rescue Plan Act of 2021

After GMID's success, the committee felt inspired to document the planning process to share with other chapters. In October 2021, the committee published a white paper to spread the word about how to conduct advocacy activities in these uncertain times.

With member education as a primary goal, the committee organized one Spark education session and one Lunch and Learn in 2021. The topics included:

- **Virtual Lunch and Learn:** Navigating Critical Times with Advocacy
- **Q4 Spark Innovation Session:** PCMA Government Relations & Advocacy Committee White Paper

Additionally, the committee submits an article for the Advocacy Corner of The Chatter for each issue. The committee partnered with the Marketing Committee to promote our member's civic engagement by hosting Get-Out-The-Vote social media campaigns in the Spring and Fall.

Next year, the committee is excited to continue and grow in its service and advocacy to the chapter. We welcome you to join in this important work.

**Chair - Christine Frye, CEM, Conference and Event Planner**  
ICF Next

**Co-Chair - Robin Troutman, Deputy Director**  
National Association of Councils on Developmental Disabilities



# Meet on the Potomac

<b>8</b> Hotels	<b>3,400</b> Guest Rooms	<b>1,996</b> Guest Rooms at One Hotel	<b>1,135,800</b> Square Feet of Meeting Space
<b>15</b> Special Event Venues	<b>160</b> Stores	<b>40</b> Restaurants	<b>EVERYTHING</b> In One Place - Minutes from D.C.

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 Jamie Rice, Director of Sales & Tourism | [jrice@nationalharbor.com](mailto:jrice@nationalharbor.com)

Dawn Delventhal, Senior Manager, Conferences & Events, The Humane Society of the United States, has rescued/adopted two dogs and one red-fronted Macaw. She and her husband met at a dog rescue in Washington, DC, while both were volunteering.

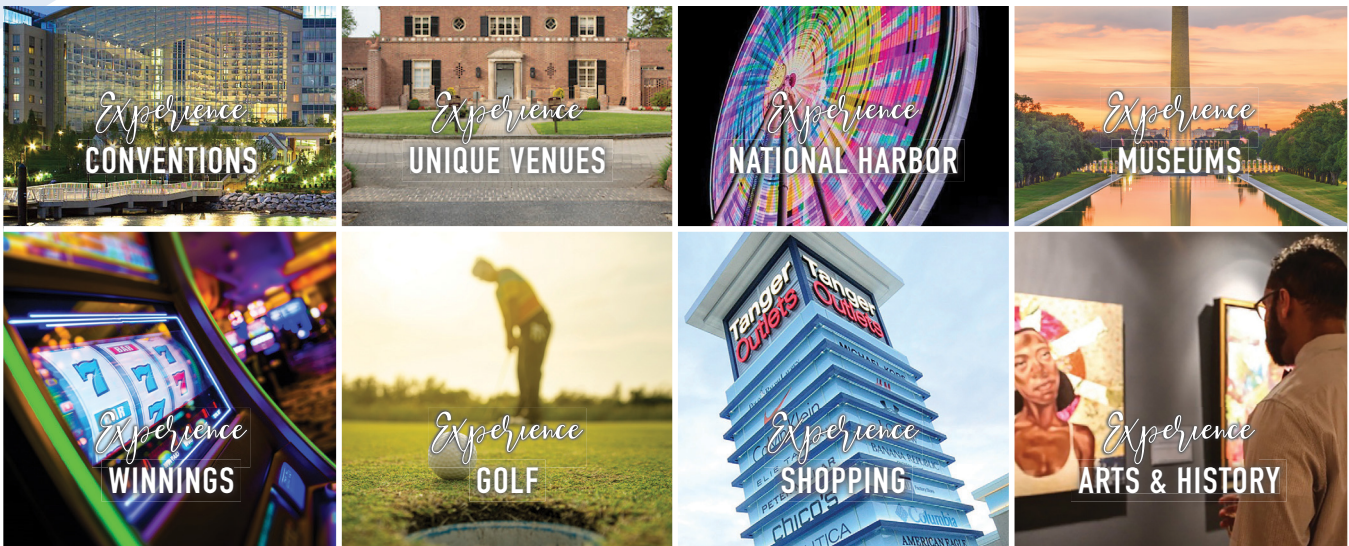
Ben (Benjamin Franklin) is a Golden Retriever mix adopted from Golden Retriever Rescue Club of Charlotte 9 years ago as a puppy (the patriot puppies because his litter was born on the 4th of July) thus his very patriotic name. Elsa is a true mutt of mutts – she is a Cocker Spaniel mix adopted from the Neuse River Golden Retriever Rescue in Raleigh 7 years ago as a puppy after she was abandoned in a corn field with her one littermate. Elsa is named for the character from Frozen since Dawn's daughters were obsessed with the movie at the time they adopted her. Both dogs participate in regular camping trips with the family!



Athena is a 10-year-old Red Fronted macaw Dawn recently rescued and adopted in May from a local family that could no longer care for her. Athena speaks about seventy words or so. When Dawn is on the phone, Bird Bird (as she is affectionately called) likes to chime in on the conversations with loud screeching. Needless to say, Dawn must exit the room in order to continue her conversation.

Dawn is a proud parent to a teen and pre-teen which keeps her busy with their school and extracurricular activities. She has not been able to volunteer as much as she used to, however, she still occasionally fosters adoptable pets.

Rosa Mendoza-Friedheim, CASE, DES, CDMP, Vice President, Global Accounts ConferenceDirect



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This issue's Featured Favorites gives us a sense of our fellow chapter members' "holiday habits" as well as how they are feeling about 2021 as we wrap up the year.



**Deborah Young, CMP, CEM,**  
Assistant Executive Director,  
Conferences & Exhibits,  
National Association of Elementary  
School Principals



**Robert DeSando,**  
Contract Director,  
CMR – Convention Management Resources, Inc.



**Rhonda Walker,**  
Interim Director of Sales and Marketing,  
Experience Prince George's

**FAVORITE HOLIDAY TRADITION**

Thanksgiving Day 5K Turkey Trot

Day of The Dead (Día De Los Muertos) Celebration. I love the bold, white, skull face makeup and costumes, throw in a black top hat. No need to worry about that fading summer tan!

Thanksgiving Family Gathering. Every year after dinner we gather around, and each person shares 1-2 things they are thankful for.

**FAVORITE DECEMBER ACTIVITY**

Playing games with a "very competitive" family after Christmas dinner. Monopoly, Uno, Phase 10, Jenga

Nights of A Thousand Candles - Brookgreen Gardens, South Carolina. Acres and acres of gardens, illuminated for the holiday with thousands of candles and lights is magic.

Decorating the house for Christmas and Hosting Christmas Eve Family Dinner and playing board games

**FAVORITE 2021 "WIN"**

My "Move Strong" tribe. We met through our mutual love of exercise. During the pandemic, our workouts were by Zoom, and we're grateful to now be back together outdoors. We're all different ages, sizes, and races. I love this group unconditionally.

My favorite "WIN" for 2021 is being a member of our TEAM, successfully supporting and producing in-person conventions this October.

My favorite 2021 win was receiving the "Supplier of the Year" award from the MPI Potomac Chapter. Surviving 2021 despite the impact of the pandemic and caring for loved ones, to supporting those who lost jobs or where furloughed, to managing multiple roles in my current position, I'm learning to overcome each challenge with grace and gratitude by maintaining hope, faith, love, and encouragement in every area of my life. It has been a rough year personally and professionally, but this too shall pass!

**THANKSGIVING SPEED ROUND "WHAT'S YOUR PICK?"**

Mashed Potatoes or **Stuffing**  
**Apple Pie** or Pumpkin Pie  
Main Meal or **Leftovers**  
"Can't live without" menu item? **Sweet Potato Pie – from the Best Cook ever – my mom!**  
Are you a Traditionalist, sticking to a tried & true menu or a Culinary Creative, trying out new recipes? **I like to give my family plenty of delicious options. That's why I do a big holiday spread.**  
Prefer to **Host** or be a Guest

Mashed Potatoes or **Stuffing** (if you add oysters I'll swoon)  
Apple Pie or **Pumpkin Pie**  
Main Meal or **Leftovers** (mine, yours, anyone willing to share theirs)  
"Can't live without" menu item? **King Salmon**  
Are you a Traditionalist, sticking to a tried & true menu or a Culinary Creative, trying out new recipes?  
Prefer to Host or be a Guest **Both, I know that's not a choice, but it's true!**

Mashed Potatoes or **Stuffing**  
Apple Pie or **Pumpkin Pie**  
**Main Meal** or Leftovers  
"Can't live without" menu item? **Crabs**  
Are you a Traditionalist, sticking to a tried & true menu or a Culinary Creative, trying out new recipes?  
Prefer to **Host** or be a Guest

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



# 7 Key Questions to ask Your Hybrid Event Technology Partner

Presenting content, connections, and commerce opportunities to virtual and in-person audiences simultaneously can reap great benefits for member-driven organizations. To do so across those environments requires software that enables specific actions, collaborations, and processes.

Asking the right questions of a hybrid partner will help your team explore the possibilities and even shape the user experience within your hybrid events.

For years, at many large and small events, the second screen was billed as a way for attendees to connect deeper with content while onsite, and iPads would be passed out for audience response, or a QR code would point people toward apps where they could ask questions, download slides and comment. Now we know the second screen is often the first, and the digital migration of society will play out at events as well. The infusion of technology into every aspect of our daily lives means all events are hybrid.

Participants onsite are going to be on their mobile devices unless you plan to ban them, and those logging in from home or office will be on their phones, too. Almost 90% of TV watchers are also on their mobile devices, many times for activities that enhance their viewing experience.

That second screen, the app, creates a cross-channel opportunity to drive connections and further enmesh content and branding in the participants' minds. Serving participants in the hybrid environment requires technology support and sometimes onsite service.

Find out how potential event tech software helps serve the cross-channel connections demanded in a hybrid environment.

**Start with these 7 questions for your hybrid event tech partner:**

1. Does your digital platform allow for interaction between onsite and online participants?
2. Does your platform create exhibitor matches across environments?
3. How are digital poster halls structured and displayed online and onsite?
4. Does your companion app help those onsite find better matches?
5. Can cohorts or teams be set up to perform challenges across in-person and virtual?
6. Will your app support introverted learners onsite with chat and Q&A?
7. Does your solution support future needs in our organization-wide digital strategy?

Learn more and download the whole workbook at [junolive.com/hybrid-event-workbook](https://junolive.com/hybrid-event-workbook)

**Dana Freker Doody, VP of Marketing & Communications**  
JUNO



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# Wrapping It up!

Kate Anthony, Senior Director of Group Sales for the Mid-Atlantic Region of Preferred Hotels, shares the perfect segue to end our DIY Member Feature.

Kate started her wrapping passion over twenty years ago when she was asked to design packages for friends in college. What started out as a way to make a little money has become a cathartic space to channel Kate's creative nature.

Kate gets inspiration from many places and has created masterpieces using everything from holiday ornaments to candy. She explains that using "quality paper" as your base is the most important aspect of building a foundation for design. From there, you can find embellishments in just about any store and even natural resources. Use double-sided tape and wire ribbon to secure items to your package. Kate encourages others to do something different as she explains, "the sky is the limit, and you really can be so creative."

Check out these pictures of Kate's masterpieces and get some inspiration to wrap up your gift-giving season a little differently. Kate says the smiles and gratitude from recipients make every minute worth it!

Thanks to everyone who took the time to share their passions this year. We look forward to what next year's highlight feature might focus on. If you have some ideas, please share them with the Communications Committee. Remember, DIY comes in many forms and experiences!



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

 **Meet Minneapolis**  
City by Nature

# TOP 8

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**#4** 9,000 ROOMS DOWNTOWN - ALL BRANDS, ALL BUDGETS



**#7** CITY BY NATURE: TOP PARKS, 22 LAKES & THE MIGHTY MISSISSIPPI



**#2** DELTA AIR LINES HUB, COMPACT CITY - EASY TO EXPLORE



**#5** UNIQUE MEETING & EVENT VENUES



**#8** INCENTIVES: GET MORE FOR LESS IN MPLS



**#3** AWARD WINNING MINNEAPOLIS CONVENTION CENTER



**#6** GREAT BITES, BREWS & FUN FOR EVERYONE

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# 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@napeo.org](mailto:csamuels@napeo.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** ([ekincaid@choosechicago.com](mailto:ekincaid@choosechicago.com))

**Co-Chair: Tyra Dyson** ([tdyson@nsba.org](mailto:tdyson@nsba.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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**ISSUE EDITORS**

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

**Rosa Mendoza-Friedheim, CASE, DES, CDMP**  
Vice President, Global Accounts, ConferenceDirect

**CONTENT EDITORS**

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

**Stephanie Santini, CMP, DES, Senior Director,  
Education and Events**  
American College of Osteopathic Surgeons

**PRODUCTION EDITORS**

**Anna Genova**  
Senior Creative, GNV Design



**CAPITAL CHAPTER OF PCMA**

673 Potomac Station Dr., #801  
Leesburg, VA 20176

