

the official newsletter of the pcma capital chapter

Yes, You DO Have Time to Work Out

We all know the recipe for good health – eat a healthy diet, exercise, get 7-9 hours of sleep per night and limit alcohol consumption.

Exercise is a challenge for many of us, with the biggest barriers being time and convenience. With the amount of work hours and travel required in the hospitality industry, finding time to work out is extremely difficult. There is an easy and convenient way to get a work out in though – no matter where you travel. It's called the 7-Minute Workout. There are several variations of the phone app.

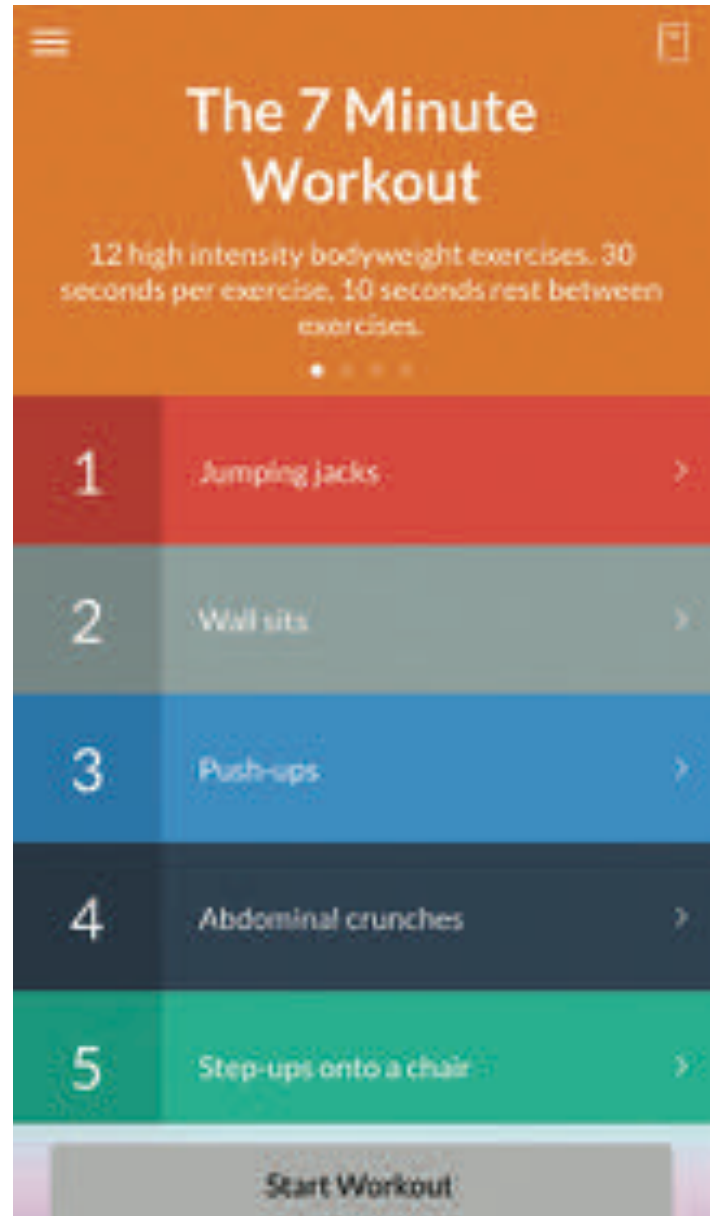
You can do the workout right in your hotel room and you don't even need to pack tennis shoes. The best news ... it's free!

The seven-minute workout is high intensity circuit training. The app takes you through twelve 30-second exercises with 10-second breaks in between. Exercises are: jumping jacks, wall sits, push-ups, crunches, step-ups onto a chair, squats, tricep dips on a chair, high knees running in place, lunges, push-ups and rotations and side planks. The app even has videos of each exercise if you need it.

The workout is intense. There are some exercises where 30 seconds feels like an eternity. I recommend that people start with one seven-minute circuit (you'll be amazed at your heart rate after one workout!) and work up to three-five back-to-back workouts. If you want further intensity, you can add weights or bands to many of the exercises.

Will a seven-minute workout help you drop 10 pounds in a week? No! It will, however, help you find time to work out on the road and might even be the stepping stone to get you back on a work-out routine. Bathing suit weather is coming! •

by Karin Soyster Fitzgerald
Chief Operations Officer
Deputy Executive Director
International Association of Fire Chiefs



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Mission: The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promoting the value of professional convention management.

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If you have any comments, suggestions or would like to write an article for The Chatter, email: PCMAchatter@gmail.com



Message from the Board

Vicki Johnson, CMP

Principal

Vicki Johnson & Associates, LLC



There is no shortage of data and opinion regarding wellness and the effects travel can have on our overall well-being, both physically and emotionally. I believe all of our intentions are to take care of ourselves, eat healthy, exercise, reduce stress and find balance, yet in the industry we each have chosen to be a part of, long hours, countless plane rides,

and multiple breaks in our regular routine can cause havoc on our mind and body.

I, for one, am passionate about eating healthy, walking instead of riding, and attempting to have a routine when I am away from home. Yet even my best intentions have me missing my meditation classes and I am positive the guy at my gym doesn't recall seeing me for extended stints of time. Managing your entire health and well-being is somewhat like looking at a wagon wheel. You are the hub, or axle, and each of the areas we are addressing in this month's Chatter are the spokes of the wheel. Each plays an essential role, not just in how we feel physically, but our outlook on life, in our interaction with friends, family and colleagues, and equally as important, how we feel about ourselves and our self-worth.

I am beginning to learn and come to terms with the realization that I can't be perfect with every one of the spokes. I can, however, make an effort at each, do my best to reflect on how I might find time to do a bit more and to never beat myself up if I "get off track". I realize that being the best that I can be takes a lot of work, and it's not about being perfect, it's about doing enough in each of the areas that the spokes all work together to allow me to feel good, feel strong, and ultimately result in feeling grateful that I can continue to fully enjoy what I do for a living daily. •



Connect with the Capital Chapter!



Connecting with the Capital Chapter is not just about tracking what we are up to. We want to see what you are up to as well.



@PCMACC

PCMA Capital Chapter has become the first PCMA chapter to have an Instagram account because we believe in being creative and having fun with our communication. However, it is only as good as our members make it, so start shooting and posting today!



Follow us @pcmacapitalchapter and remember to tag us in your spring meeting photos as well by adding us into the comments or tag section. •

Chikungunya, Dengue and Zika – What to Know about Viruses!

If you are working on a conference or event in an area impacted by these viruses, it is important to be pro-active and provide education to meeting attendees. Visit the Centers for Disease Control's (CDC) website www.cdc.gov/features/stopmosquitos for important updates and information you can use to communicate with your meeting attendees.

All three of these viruses have similar symptoms: fever, headache, and joint or muscle pain. But many people who are bitten do not realize they have anything more than the flu. There is no vaccine to prevent nor a drug to treat these viruses.

The recent concern seems to be centered on the Zika Virus. At the time of this article the CDC had issued a Level 2 Travel Alert regarding Zika. The alert encourages travelers to practice enhanced precautions and for pregnant women or women thinking about becoming pregnant to consider postponing travel to affected areas (at risk areas can be found on the CDC Website).

Prevention seems to be the best method and the CDC recommends the following precautions be taken anytime you are traveling to areas prone to mosquito activity:

1. Use insect repellent and apply it regularly. Repellent should contain DEET (Cutter or OFF!), Picaridin, oil of lemon eucalyptus (OLE) or PMD (Skin So Soft Bug Guard Plus, Cutter Advanced) or IR3535 (Skin So Soft Bug Guard Plus Expedition or SkinSmart). The higher percentages of active ingredients, the longer lasting the protection.
2. Wear long sleeved shirts and pants. Thicker clothing will prevent bites; however, it is advised to spray clothes with repellent, too.
3. Avoid contact with mosquitoes. Use air conditioning rather than opening windows where mosquitoes might gain access. Avoid spending time in areas with standing water or in heavily forested locations.
4. The mosquitoes that carry Zika tend to be most active in the daytime. However, caution at dusk is still important. •

*by Tanna Pearman, National Sales Manager,
Silver Legacy Reno, NV*



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Health Eating Is Just a Click Away

Chances are you reading this on your daily commute and the thought of dinner is both delightful and dreadful as you realize you have no food in the fridge and it's already 7pm! You have a few options, stop by the crowded grocery store or eat that box of Girl Scout cookies stashed in your bag. Neither option is quite the healthy alternative you promised your trainer you would follow.

Alas, there's help! The healthy food craze of "farm to table" eating has greatly expanded and there are multitudes of healthy options right on your smartphone. Healthy food delivery services run the gamut from fresh grocery deliveries to online meal kits. Peapod is no longer just an option when you have the flu. From websites such as urbangrocery.com and freshmarket.com to Amazon Fresh, organic groceries can be delivered right to your door. Online grocery shopping, while a time saver can also be money saving. With no aisles to wander down, shoppers are less likely to put things in the cart they don't need, you also will shop off your list instead listening to your belly! Say good-bye to random snack purchases.

No interest in grocery shopping? Just need to get dinner on the table? Order your meals on-line as well. Websites such as Plated, Blue Apron, and HelloFresh offer chef inspired recipes and sends you all the ingredients- all you have to do is pour a glass of wine and cook! For research purposes, I registered myself with www.plated.com, much to my surprise this was an affordable and delicious alternative to dinner for my family. It's so simple! You choose a recipe and they send you the exact pre-proportioned ingredients- you can even schedule ahead to a certain date!! Because you select your serving sizes, there is less waste as well. I ordered 3 dinners for 2 people for a total of \$72, most meals average about \$12 per person. How's that for a time saving bargain.

Healthy eating doesn't have to be difficult. Save time and money with just a click! •

Tiffany Gilliard, The Association of Women's Health Obstetric and Neonatal Nurses (AWHONN)

Four Ways to Reduce Stress While Traveling

You're on the beach, listening to the waves breaking onto the shore, feeling the warm, salty air on your face and arms. Relaxed and at peace, until....BEEP, BEEP, BEEP! Shattering your reverie, you open your eyes to the alarm clock blaring out 4:30 am. Shaking yourself from the dream you spring into action! Shower? Check! License? Check! Luggage, laptop, boarding pass? Check! Check! Check! You're not even at the airport and already you're longing for the beach in your dream. Deep breaths, there are a number of ways airlines and airports are making travel less stressful.

TSA vs. Global Entry

TSA PreCheck screening, which is expanding to airports across the U.S., enhances aviation security while expediting the travel experience for individuals who are selected. At a cost of \$85, skip the long lines at security, leave toiletries and the laptop in your carry-on and breeze through the detector with shoes and belt still in place. <https://www.tsa.gov/tsa-precheck>

Global Entry is intended for frequent international travelers. Along with the perks of TSA Pre-Check, travelers can expedite customs on their way back into the U.S. when flying internationally. Most major airports are equipped with Global Entry kiosks, no longer requiring pesky customs forms to be filled out. Cost for the program is \$100. <https://goes-app.cbp.dhs.gov/main/goes>

Southwest's New Self Baggage Tagging

No more standing in line or tipping the curb-side baggage handlers on your way out of town. Southwest's newest kiosks offer you the option to print your boarding pass, upgrade your seat, tag your own bags on to your final destination

and simply weigh them at the bag drop and go. ID is still required. Plus, two bags can be checked on Southwest for free! Current cities include Dallas (Love Field), Houston (Hobby), Las Vegas (LAS) and Baltimore/Washington (BWI).

Security Priority Lanes

Take advantage of your A-List, First Class or Member status with your favorite airline and bypass the long lines at security. Many airports are offering priority lanes specifically for frequent travelers, allowing you to arrive at the airport closer to your boarding time.

Airport Services

Long layovers are becoming less of a waiting game with airports offering more upscale dining and shopping options, spa services such as 10-minute manicures, meditation areas and massage as well as cardio trails through the concourse for exercise enthusiasts. For more information on services offered, visit the airport websites on your itinerary.

Wishing you safe travels!. •



*by Phil Rappoport, VP, Chief Marketing Officer,
AgendaPop Mobile App*



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Staying Healthy On The Sidelines

It's SPRING SEASON when I become obsessed with the details of my weekend road warrior life. Not for work, for a change, but for my kids travel sports, logging miles as far as New York to Florida. Hunkering down at fields and hotel lobbies, seeking hydration, nutrition, heat or AC, directions, electrical outlets for phone charging, and of course, cheering as my main priorities! My kids play baseball and softball, while some of you are ruled by soccer, lacrosse, hockey, dance or other passions, but we are all the same. Daunted by schedules and your player's needs and for those spectators that move less, how to not add those unwanted pounds before beach season. So here are some tips:

1. Join The Cooler Parade: A cooler on wheels with a drain, that doubles as a seat/side table is a must have! Packed with ice, water, sports drinks, cut up veggies, fruit, salads, sandwiches, and lean proteins like cubed chicken breast, turkey, string cheese, nuts, spreads, and high fiber items. Store food in sealed containers and bring extra zip lock bags. Bottom line – DON'T BRING JUNK FOOD, otherwise you will risk over indulging in the monotony and others will thank you for averting temptation.
2. Plan a Team Meal: When the tournament schedule is released, our softball team pin points a break to collaborate on a meal. We post a sign up for everything from food to a folding table, using an app like TeamSnap or SignUpGenius. Everyone loves the results. It's healthier, cost-effective, less to pack, and great team bonding. Leftovers never go to waste and the abundance feeds extended family and fans. Example menus: Chicken Caesar Salad, subs, wraps, and even crock pot meals.
3. Move When You Can: Finally, we all know sitting is the new smoking, and most of our weekday is spent commuting and desk jockeying. So start a walking group with other fans, stand up and cheer, stretch, and just plain move during and between games. Remember, your kids are watching and will remember your example when it's their turn on the sidelines. •

*by Jennifer Abdinoor,
National Convention Sales Manager
Reno Tahoe USA*



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Coloring Inside The Lines

The coffee table in my living room is covered with colored pencils and a partially completed mosaic of intricate shapes and vines. Five years ago, you would probably have assumed I was a mother, or maybe a babysitter. Now, there is another option. I am the newest participant in the trend of adults who own coloring books, not for the kids in their lives, but for themselves.

It's not surprising that adult coloring books have recently become popular. They are reminiscent of a time when life was simpler. They appeal to us for the same reason we are intrigued by adult grilled cheese with tomato soup shooters. They are whimsical and fun, with just the right amount of nostalgia. But adult coloring books offer something else as well. They are a new, creative alternative to reducing stress and increasing mindfulness.

Coloring in the lines requires focus and care. It forces you to be present and slowly tackle a situation one piece at a time. As the color slowly spreads across the page you have tangible proof of your success and progress. In the crazy world of events where you constantly have one eye on the clock and are always thinking ten steps down the road and two weeks out, coloring is a great way to regroup yourself and be in the moment.

Coloring is also a unique meditation technique because it pairs well with a passive activity like watching Netflix. We are trained to be continuous multitaskers. Rarely do we just watch TV. We watch TV and respond to emails or check into flights on our smart phones. Our minds are overflowing with competing thoughts and ideas and it can be hard to actually relax. If I am doing something with my hands like coloring while watching a show, the combination of focus and repetitive motion with TV is just the right amount of stimulation to keep me from grabbing my phone and allows me to truly unwind and not let in the other stressors in my life.

So the next time you feel stressed and need a mental break, consider picking up a coloring book and indulge yourself in one of life's oldest and purest pleasures, and remind yourself to tackle life one step at a time. •

*by Amber Kirtley
Sales Manager, Quest Drape*



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K Street Garden Spring Planting Party

On a beautiful recent Friday afternoon, over 20 Capital Chapter volunteers rolled up their sleeves in support of our “Charity of the Year” DC Greens, in preparing the K Street Garden for Spring planting. It was a fun farming & networking event, with major weeding and soil turning to awaken the farm from Winter! The afternoon was capped off with a “happy hoeing hour” of food and drink, courtesy of the Renaissance DC Hotel. Learn more about the great work and contributions of DC Greens @ www.dcgreens.org •

— by Peter O'Brien, CMP, CASE - Global Account Executive
Marriott International, Inc - Global Sales Organization



Capital Classroom

Over 70 industry professionals of planners, suppliers, and students joined us for our first Capital Classroom of the year, “Food Trends & Allergies.” The panel included the Executive Chef, General Manager, and the Convention Services Manager at the Hotel Monaco, which also served as our host for the evening’s festivities. They shared many tips about food allergies, what foods are the most cost effective for planners on a budget, and what they have seen trending in the world of food presentation. All attendees were heavily engaged in the conversations, and the highlight of the evening was the roundtable conversations where planners got to share their best practices with each other. The first Capital Classroom was a success thanks to all those who participated. •

— by Tyra D. Dyson, CMP
Department of the Treasury
Conference, Event & Meeting Services (CEMS)

Advocacy Isn't Just One Day

Hopefully you were able to attend the joint Global Meetings Industry Day with PCMA Capital Chapter and PMPI. There was lots of content to help you understand not just the economic impact your meetings have locally, nationally and globally, but also the social, scientific and spiritual impact they have. Let's keep the momentum going by sharing this information with our colleagues, our families and most importantly our members.

So next time someone asks you what you do for a living, I suggest you tell them that you contribute to one of the most important industry's in the world. Hospitality!

If you haven't already done so, you should download the Meetings Mean Business app from your app store and visit www.meetingsmeanbusiness.com to check out the tool kit and all the other cool information that is available. You're in this business to stay. So you should advocate for your profession and be proud of the good we offer a platform for. •

— by Annette M. Suriani, CMP
Chief Meetings Strategist, AMS Meetings Solutions

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Wellness At the Office: Are You Sitting Down For This?

We have all heard the new mantra that 'sitting is the new smoking', so I was standing as I wrote this article. It is one of the small steps I have tried to incorporate into my workday to combat long hours often spent sitting in front of a computer. According to the Washington Post, the average office worker sits for approximately 10 hours a day at work alone and I am sure I easily fall within that spectrum. Although recent studies have disputed the claim that standing desks are the answer to our sedentary work habits, there are a number of key benefits realized by working at a stand up or, better yet, a treadmill desk.

Standing burns twenty percent more calories than sitting. Higher metabolism is a great benefit that can be achieved by standing at work more often. According to livestrong.com standing four hours per day can add up to losing 8-20 pounds per year. After years of sitting all day at work it is recommended that you alternate between sitting and standing to build up to four hours standing.

Standing increases blood flow and our cognitive abilities. A recent study by the Department of Environmental and Occupational Health at Texas A&M, reported that "continued use of standing desks was associated with significant improvements in executive function and working memory capabilities". I can personally account for this benefit. In the afternoons I often feel less energetic and focused, however, standing gives me an extra boost of energy without the use of caffeine or sugar. Lower blood glucose levels, triglycerides, lower total cholesterol and higher levels of good cholesterol, which are important factors to combat heart disease, have also been cited as benefits when replacing just two hours of sitting with standing per day.

Although there is no golden egg for perfect health, making the small switch to standing versus sitting has many benefits. It is easy to incorporate, especially when many workplaces will now cover the purchase of an adjustable desk.

by Kyla Knudson, CASE, Cts, Travel Alberta



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PCMA Capital Chapter Remembers Marisa Federico

Today we say goodbye to a cherished PCMACC member. On Saturday, March 26, Marisa Federico lost her courageous battle with breast cancer at the age of 37.

Marisa was part of the Signature Bost team that helped to open the Boston Convention & Exhibition Center. In 2009, she became the Director, National Sales for the DC market. Marisa was known by her customers for her extensive knowledge of the convention centers, her professionalism, and her kindness.

A native of Braintree, Massachusetts, Marisa loved to travel, enjoyed the outdoors and actively supported many charitable causes. But her family was her greatest passion, especially her two nieces and nephew, whom she adored. Marisa's unwavering strength and eternal optimism has been an inspiration to all whose lives she touched. Her family has asked that those who wish, consider a gift in Marisa's memory to the Dana-Farber Cancer Institute, Program for Young Women with Breast Cancer.





Member Spotlights

Spotlight on a Planner

Pamela Henry

Deputy Executive Director

Water Environment Federation



To say the name Pam Henry almost instantly brings another name to mind, Water Environment Federation. Pam first started with Water Environment Federation (WEF) 29 years ago this past December. Talk about staying power...and would you believe it all happened by accident? Pam originally started in the for profit world until one day when she found herself in the midst of company-wide layoffs. Seeing an

ad for an Exhibits Assistant at WEF was just the beginning. From there she moved up the ranks, learning along the way until she reached her current position as Deputy Executive Director.

A few things that you may not know about Pam: she was born in Washington, DC, raised in Northern Virginia, and now currently resides in DC with her husband of 12 years. She is most proud of raising her three sons as a single mom in this industry and as equally proud of her seven grandchildren, ranging in age from seven to twenty-one.

A special thing Pam started doing for her grandchildren on their 16th birthday was to take each child on a trip to a city of their choice. A gift that keeps giving, "a memory that will last forever," and a bonding experience for life.

When asked why she has stayed with the same organization for 29 years, one could also look to why she has lived so long in the same area – it's home. She has an awesome staff and members that she gets to work with each day, she continues to grow and learn, and she has never once watched a clock. When asked for her best advice for balancing one's personal and professional life, she will say "Family First." For as much as she loves her job and it is a part of her life, her motto is "always find time for family, for they are irreplaceable." •

by Caroline E. Gardner, CMP, Destination DC

Spotlight on a Supplier

Carol Motley

Director of Convention Sales

Destination DC



Carol Motley is all about DC! She loves the museums, her sports teams, and the mind-blowing transformation that has taken place in DC over the past 15 years. DC is home and Carol is passionate about it!

A Communications graduate of the University of Virginia in Charlottesville, Carol went into modular furniture sales after college until a

family member suggested she had skills for the hospitality industry. Carol took her advice and never looked back. Her well-crafted career path took her from a hotel front desk in Phoenix, AZ to convention sales in such destinations as Baltimore, Chicago, Orlando and now DC. Each position was a highly beneficial stepping stone to the next. She loved them all...but selling DC is tops!

Carol has met many famous people: Eddie Murphy, Denzel Washington, and Halle Berry among them. However, her all-time favorite was President Clinton, complete with a Kodak moment. Looking historically, Carol would have loved to sit down with Martin Luther King, Jr., to hear his vision for world peace and how we can do so much more "together" to be a better nation and world.

In her own words, Carol is blessed! Maneuvering successfully through this industry and becoming a trusted advisor and resource to people is a joy, and PCMA's face-to-face meetings and forward-thinking environment designed to keep us all relevant has fed her along the way. Her most amazing accomplishment, however, is successfully raising – by herself – three beautiful children who have become successful young adults. In this she is truly blessed! •

by Marilyn Atchue-Zuill, HPN Global



News Bytes

Email your news: PCMAchatter+news@gmail.com

DAN KETELSEN IS NOW DIRECTOR OF SALES WITH ASSOCIATED LUXURY HOTELS INTERNATIONAL (ALHI)

LISA SIMPSON IS NOW THE SENIOR DIRECTOR OF MEETINGS AND EVENTS WITH THE AMERICAN STAFFING ASSOCIATION



Mark Your Calendar

Please join us for these upcoming events. Visit our chapter website for details and to register:

www.pcma.org/connect-and-grow/chapters/capital

4/14 Global Meetings Industry Day

Joint event with PMPI
2:30 PM – 5:30 PM
Omni Shoreham Hotel
2500 Calvert St NW, WDC

4/19 USO Pack for the Troops

8:00 AM – 1:00 PM
USO Fort Belvoir, 9th St, Fort Belvoir, VA

4/27 PCMA Visionary Awards

5:45 PM – 10:00 PM
Marriott Marquis
901 Massachusetts Avenue NW, WDC

5/9 That Was Then...Is It Still Now?

3:00 PM – 6:00 PM
Mason & Rook Hotel
1430 Rhode Island Ave NW, WDC



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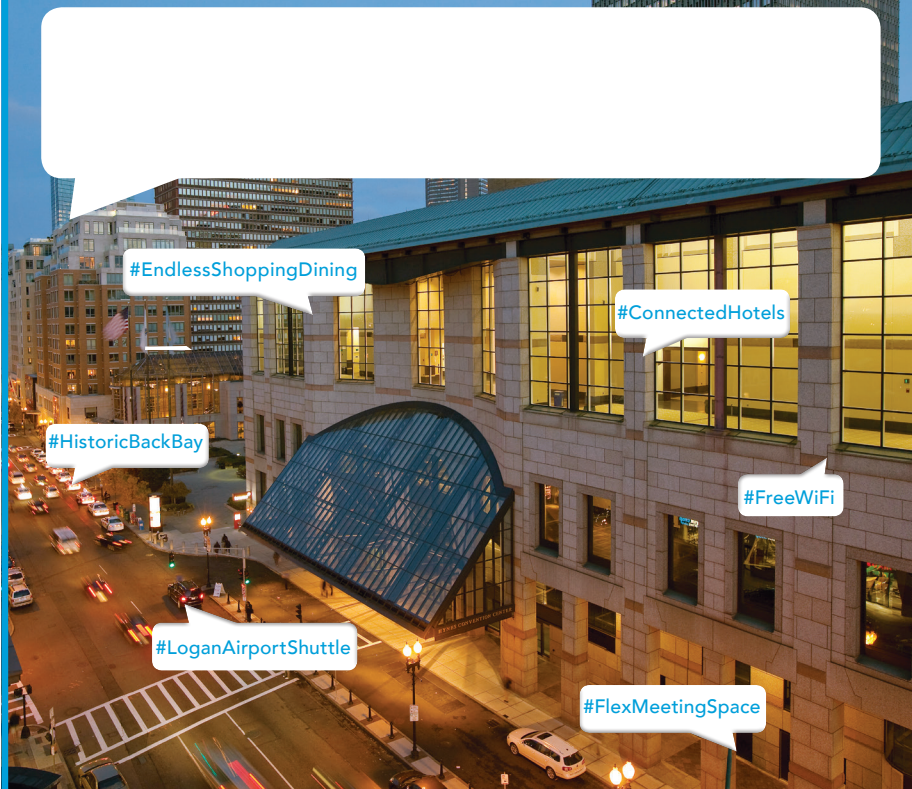
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