

the official newsletter of the pcma capital chapter

The Future of Government Meetings

Over the past few years, the government meetings market has been hit hard with a series of curve balls and negative press reports. First was the Muffingate Scandal in September 2011 with the now infamous \$16 muffin at a 2009 Department of Justice conference in Washington, DC. It made sensational headlines, but in the end, the service turned out to be a full Continental breakfast and the meeting planner took multiple smart steps to minimize overall expenditures. In the immediate aftermath, over 178 articles perpetuated the myth; afterwards, only 37 corrected it.

Then in April 2012, another Inspector General's (IG) report was released regarding the 2010 GSA Western Regions Conference in Las Vegas. This report highlighted issues including excessive spending, lack of controls and poor oversight.

In these examples, no one denies there were multiple missteps and poor decisions made. However, this does not negate the daily efforts by thousands of government meeting professionals who work diligently to produce cost-effective and responsible meetings. It also does not reflect the efforts of our supplier partners to accommodate government meetings and conferences—within per diem and under budget!

Our country is now undergoing continued severe budget battles and significant cut backs to most federal departments and agencies. These budget cuts—in some programs, as much as 20-30%—severely impact travel, training and related expenses. No one can predict with certainty the full impact of the current sequestration and how that will affect our industry in the long term. Based on history, though, the government market always pulls through in tough times. After the economic impact of the 9/11 tragedy and the “AIG effect,” the government meetings market stayed strong and was instrumental in a national rebound. Most industry economic experts suggest the next two years will continue to be challenging and federal meeting budgets will continue



to be reviewed with extra scrutiny. Meeting professionals need to continue to show value by “tooting our own horns” and ensuring the American tax payer receives the best value possible for each and every tax dollar. We also must embrace transparency.

During this time, those of us in the government meetings industry and our supplier partners need to focus on long-term relationships and the guarantees that our market segment brings to the table. We also need to refocus our energies on continual learning, and training our colleagues on best practices. Programs such as the Certified Government Meeting Professional (CGMP) are more important than ever to show commitment and professionalism. Industry associations—such as SGMP, PCMA, CIC—should continue to stress the importance of face-to-face meetings, networking and education. We can be assured that the federal government will keep meeting and those of us in the industry need to do our part to make it happen! •

by Rob Coffman, CGMP, Society of Government Meeting Professionals (SGMP) National President

The PCMA Capital Chapter is where “You Belong”!

Mission: The Capital Chapter of the Professional Convention Management Association (PCMA) delivers breakthrough education, encourages involvement in community-based service programs, and promotes the value of professional convention and meeting management at the local level.

President

Kirsten Olean, CMP, CAE
 Association of American Medical Colleges
 202.828.0479
 kolean@aamc.org

President-Elect

Annette Suriani, CMP
 Conference Direct
 703.261.6562
 annette.suriani@conferencedirect.com

Treasurer

Joy Womack, CMP
 Experient
 703.239.7504
 joy.womack@experient-inc.com

Secretary

Emily Rademacher, CMP
 Nuclear Energy Institute
 202.739.8028
 ear@nei.org

Immediate Past President

Karin Soyster Fitzgerald, CMP, CAE
 International Association of Fire Chiefs
 703.537.4831
 kfitzgerald@iafc.org

Directors

Kristin Gibson, CMP, CHSP, J. Spargo & Associates
 202.422.4815; kristin.gibson@jspargo.com
 Kristen Roget, CMP, Experient
 703.239.7484; kristen.roget@experient-inc.com
 Liz Dane, Visit St. Petersburg/Clearwater
 lizstpeteclear@aol.com
 Jamal Hageb, American Bar Association
 202.662.1001; jamal.hageb@americanbar.org
 Diane Kovats, CMP, International Society for Computational Biology
 301.634.7920; dkovats@aai.org
 Kathleen McAdams, CASE, Los Angeles Tourism & Convention Board
 703.645.0035; kmcadams@lainc.us

Committee Chairs*Communications*

Tanya Barrett, CMP, U.S. Pharmacopeia
 Gail Seawright, Loews Ventana Canyon

Community Services

Amanda Clark, CMP, National Association of Counties
 Regina Rink, CASE, Greater Phoenix Convention & Visitors Bureau

Emerging Professionals

Mary Beth Baluta, Cincinnati USA Convention & Visitors Bureau
 Mindy Halpert, The Optical Society

Marketing

John Rubsamen, Americans for the Arts
 Jamie Rice, Greater Raleigh Convention & Visitors Bureau

Membership

DeVonne Parks, CEM
 GERALYN KRIST, Kansas City Convention & Visitors Association

Professional Development

Stacey Knoppel, Director of Sales and Marketing, Baltimore Convention Center
 Lisa French, Hilton Baltimore

Sponsorship

Mary Gallagher, CMP, Director, Citywide Accounts Eastern Region, San Francisco Travel
 Leah Jones, CMP, Automotive Aftermarket Industry Association

Special Projects

Kim Struble, CMP, Director, Conferences & Meetings, National Association of Counties

Chapter Liaison to PCMA National Board of Directors

Greg O'Dell, Events DC

Capital Chapter: pcmainfo@ascent-management.com

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



Message from the Board

Emily Rademacher, CMP, Secretary



We want to hear from you!

Do you have a new and innovative idea for an education program, webinar, article or networking event? Have you seen something at another event that you would like to see the Capital Chapter do? We are always looking for the next big thing and our goal is to keep you, the member, informed, educated and innovative.

Have you “liked” our Capital Chapter Facebook page, if not this is a fantastic opportunity to “like” us and post your thoughts and ideas. We are only as good as the members who support us and your opinions matter.

I encourage you to share your views with any of the Board Members, Committee Chairs and Committee Members.

In the meantime, in this edition of *The Chatter* you will find great articles on legal and government meetings. I hope you find them both enjoyable and informative.

We look forward to hearing from you! •



Connect with the Capital Chapter!



Connect is such a common word and so critical to everything we do. It is defined: “To bring together or into contact so that a real or notional link is established,” OR “Join together so as to provide access and communication”.



@PCMACC



You may think, we knew that, thanks for the English lesson! But do we really take the time to connect? The meetings industry is really made up of connection professionals, so let's practice what we preach and connect with each other!

Connect with the PCMA Capital Chapter everyday with one of the following many sources of information: *The Chatter*, What's New, What's Next, Facebook, Twitter, LinkedIn and most importantly in person! •

Impact of Public Perception and Government Regulations on the Meetings Industry

As meeting professionals, we are accustomed to managing meetings and events by focusing on objectives, profile of attendees, budget, program, geographic location, and historical data. Government regulations, taxes, and public opinion must now be added to the mix. We're operating in a period of uncertainty which is dramatically affecting the meetings industry. Business has been affected by sequestration which refers to budget cuts to particular categories of federal spending that began on March 1, 2013 as an austerity fiscal policy.

Our economy is very slowly emerging from challenging economic times. It's been five years since the AIG debacle which has had a widespread impact on how we plan our meetings. As Edward Schmidt, Jr. mentioned in his March, 2013 article in *Meetings Focus*, "The phenomenon commonly known as the AIG Effect, a backlash against meetings and incentives that were viewed as overly luxurious took hold. Companies that had accepted taxpayer bailouts were instantly under intense pressure to justify their meeting and incentive programs." We've learned that perception is reality and that our industry is under intensive scrutiny for waste and abuse. The GSA scandal added to the questioning about the value of meetings. Social media and advanced technology have instantly spread news about excess.

Meeting professionals must be Renaissance people and vigilant about producing meetings which fulfill our objectives and be conscious of getting the best value for our meeting dollar. This is the time for planners and suppliers to partner together for mutual benefit. We must support PCMA for partnering with other meetings associations to demonstrate the value and importance of our industry on jobs and the economy. Contact your elected officials who pass legislation which affect meetings. We must be prepared with public relations representatives who are armed with facts and statistics to overcome negative perceptions and misinformation. •

“ We must support PCMA for partnering with other meetings associations to demonstrate the value and importance of our industry on jobs and the economy. ”

by Bonnie Wallsh, MA, CMP, CMM, Chief Strategist, Bonnie Wallsh Associates, LLC

Must-Attend Events for Industry Experts.



ATTENDEE ACQUISITION ROUNDTABLE

Attendee Acquisition Roundtable (AAR) — April 25 in Chicago, IL — is the workshop for convention and exhibition marketers to meet, network, learn and share how to find, attract and retain attendees with peers and subject matter experts.

For more information and to register, visit
www.lippmanconnects.com/AAR.



LARGE SHOW ROUNDTABLE

Large Show Roundtable (LSR) — June 27 at Kentucky Exposition Center, Louisville KY — is a one-day, facilitated forum for 16 managers of shows with at least 125,000 net square feet to discuss strategic issues with their peers.

For more information and to register, visit
www.lippmanconnects.com/LSR.



Produced and Facilitated by Sam Lippman

Sam Lippman is a trained facilitator and executive-level consultant with 36 years of hands-on experience as a show manager. He is the producer of Exhibition and Convention Executives Forum (ECEFF), Attendee Acquisition Roundtable (AAR), Exhibit Sales Roundtable (ESR) and Large Show Roundtable (LSR).

Effective Lobby Days: An Investment on the Hill and Beyond



Let's face it. Planning and executing a Lobby Day, either in Washington, D.C. or in a state capital, is a lot of coordination and effort. Therefore, the resources expended to hold the event should be viewed as a business investment rather than as an isolated incident. Here are some tips for ensuring your organization has a positive return on its investment.

Engage the relevant staff in your planning

A fly-in has advocacy, outreach, and communications implications. Engaging the relevant cross-departmental staff in the planning, execution and follow-up is critical for ensuring that you are adding value to the organization as well as staying within the legal requirements of working with public officials and their staff.

Identify the business reasons for holding the Lobby Day

What are the primary and secondary goals? Are they short-term and/or long-term? Is the event about advocating on a bill about to be voted on which impacts your organization's bottom line? OR are you trying to develop a new or motivate an existing core of citizen activists with constituent relationships to elected officials?

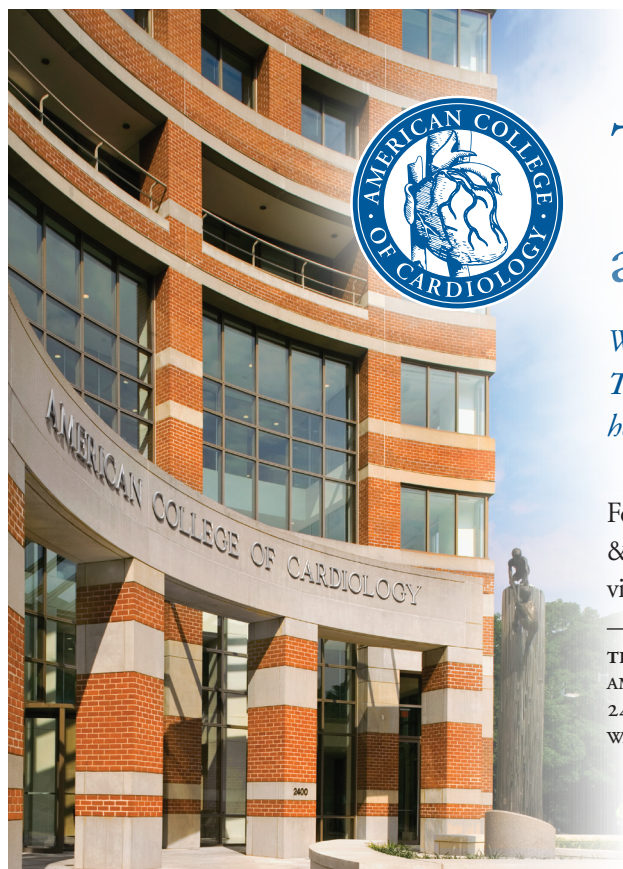
Plan the Agenda Accordingly

Know your audience and the level of experience they may or may not have in the legislative environment. Anyone you send "to the Hill" must be properly prepared to represent you. Of course this means issue education and high profile, interesting speakers. It also means role-playing, protocol, facing opposition graciously, and follow-up.

Feed the Momentum

This is where many organizations fail. You've built momentum; now capitalize on this energy. Make sure the agenda includes a component for staying engaged after returning home. Keep the buzz going with internal and external communications, lobbyist drop-bys, participant's notes of thanks, district meetings and workplace hosted events with legislators and their district staff. Include photographs and testimonials. •

by Anne DeSeta Darconte, Principal of Beyond K Street



The Conference Center at Heart House

*Washington has a preferred venue for meeting conference facilities:
The Conference Center at Heart House, located in the contemporary
headquarters building for the American College of Cardiology.*

For more information or to join us for a tour, contact the Meetings, Events & Logistics Support team at 202-375-6231 or email blong@acc.org and visit us at www.CardioSource.org/ConferenceCenter.org.

THE CONFERENCE CENTER AT HEART HOUSE
AMERICAN COLLEGE OF CARDIOLOGY
2400 N STREET, NW
WASHINGTON, DC 20037

Mention you're a PCMA Member and receive 15% off your next event.
Offer applies to room rental and audiovisual services on events booked by Dec. 18th, 2013.

Looking for a Summer Intern?

Hospitality High School (HHS) was founded in 1998 as a DC public charter school and is primarily funded through the federal and state government, but also supplemented by grants from hotel companies and foundations. HHS requires all students to complete a full academic course load, as well as 4 credits in hospitality courses. Students are exposed to our industry through job shadowing, guest speakers, paid and unpaid internships, as well as summer jobs in local hotels.

The Community Services Committee wants to help place HHS students in SUMMER INTERNSHIP's to expose them to an array of industry careers and develop personal work skills and competencies. The program runs 6 weeks—July 1 through August 9, 2013 and requires students to work 20 or 25 hours/week, depending on age. Students are paid through the Department of Employment Services Summer Youth Employment Program. Companies can interview multiple candidates at HHS (4301 13th Street, NW 3rd Floor, Washington DC 20011). HHS provides and completes all time card and payroll processes, conducts periodic site visits, lends HR assistance and advice for intern sites, and provides an evaluation form for participating host organizations.

If you are interested in becoming a host site, please email rrink@visitphoenix.com. •

*by Regina Rink, CASE,
Director of National Accounts, Greater Phoenix Convention
& Visitors Bureau*



2013 Season Pass

Submitted by Stacey H. Knoppel, Director of Sales and Marketing, Baltimore Convention Center

Who isn't looking to get the most bang for your buck these days? The PCMA Capitol Chapter has a fabulous offer for members.

Purchase a 2013 Season Pass for three education meetings and save 15% off a la carte registration prices. Planners pay \$105.00. Suppliers pay \$115.00.

The first education program is scheduled for Thursday, April 4, 2013 at the Hilton Alexandria Old Town and is on the topic of Evaluating and Implementing your Risk Management Plan.

Save the date for Thursday, July 25, 2013 and Wednesday, October 2, 2013 for programs on two of the industry's hottest topics – innovation and leadership skills.

The Season Pass is transferable to allow optimum attendance for your organization.

For information: pcmainfo@ascent-management.com.



Beyond Expectations

Five Specialized Services, One Company
Registration & Exhibitor Lead Management Services
Housing Management
Exposition Sales and Management
Meeting and Special Event Management
Venue Search Services

Reliable, Flexible and Experienced
Customized Solutions
Professional Staff
Innovative Technology
Enhanced Attendee and Exhibitor Experiences
Strong Industry Partnerships

Celebrating 40 Years in the Industry

800.564.4770 | www.jspargo.com

2013 EPC Webcast: Demystifying the CMP Exam for Young Professionals

Like all certification processes, it is critical to understand essential steps and strategies needed to attain your specific industry designation. Earning the Certified Meeting Professional (CMP) designation is no different.

On February 21, 2013, PCMA Emerging Professionals Committee held “Demystifying the CMP Exam” Webcast to 45 enthusiastic young professionals from around the country eager to learn the key strategies to earning their CMP designation.

The webcast learning outcomes identified:

1. What is the CMP Program
2. Benefits of Achieving the CMP
3. How to Attain the CMP

For many of us who have walked the journey of seeking the CMP recognition, we understand firsthand the anxiety of completing the application guidelines. The webcast presented a great platform to engage the young professionals through this process; provide a wealth of information and an opportunity to ask critical questions in an open forum. Based on the many questions fielded through the 1.5 hour presentation, we recognized that this webcast was critical to their success.

With the help of our expert presenters, Ms. Monique Montoya, CMP, Program Manager, Convention Industry Council (CIC) and Ms. Jessica Smith, Senior Meeting Planner, Section of International Law, American Bar Association (ABA) a recent CMP graduate, a unique opportunity was provided to allow each potential candidate to gain greater insight and confidence in completing the CMP application.

While Ms. Montoya laid out critical strategies and direction, Ms. Smith, as a recent CMP graduate, provided her lessons learned, studying approach and key tips she implemented including a template she utilized in tracking her application progress.

On a more personal note, I equally gained a greater understanding and again solidified the importance of earning the CMP designation. Each young professional walked away with a goldmine of information and a stronger foundation that will allow him or her to succeed.

Special thanks to the following sponsors: AVI/SPL, Sonic Foundry, St. Petersburg/Clearwater and the American Bar Association. Because of their commitment to the industry, this webcast was a big success. •

by Sheryl J. Brannon, CMP, MBA, Strategic Partnerships International, LLC



Conveniently located in northwest Atlanta near the intersection of two major interstates, Atlanta's Galleria is just minutes away from downtown Atlanta and Hartsfield-Jackson Atlanta International Airport.

144,000-square-feet of exhibition space

Five ballrooms

More than 50 meeting rooms

2,750-seat theatre

More than 1,000 hotel rooms within walking distance

Complimentary parking

Easy walking to upscale restaurants, shopping and entertainment

Complimentary shuttle service from hotels





Detroit

\$300-MILLION RENOVATION OF COBO CENTER WITH A 40,000-SQUARE-FOOT BALLROOM | 40,000 HOTEL ROOMS | WALKABLE INTERNATIONAL RIVERFRONT

Detroit is on the rise and the momentum is contagious. Don't just take our word for it. Come see for yourself. Be a part of the buzz that is the new and improved Detroit.

For assistance booking your next meeting in The D, please contact Sheila Neal, Senior National Sales Manager, at (313) 202-1930 or sneal@meetdetroit.com.

1-800-DETROIT (338-7648) | MEETDETROIT.COM

Government Housing Regulations and Hotel Policies



Understanding how government agencies establish hotel rates and hotels handle those rates can be tricky. Government agencies follow per diem regulations. Per diem is the allowance for employees for lodging (excluding taxes), meals and incidental expenses. The General Services Administration (GSA) establishes per diem rates for destinations within the Continental United States (CONUS). The State Department establishes the foreign rates (for example, Russia, Aruba, Bahamas, Europe, etc.). The Department of Defense (DOD) establishes non-foreign rates such as Alaska, Hawaii, Puerto Rico, and Guam. One can find per diem rates at www.gsa.gov/perdiem.

Hotels are not required to honor federal per diem rates. Each hotel has the decision whether or not to offer the rate. Hotels also may or may not choose to extend the rate to other individuals, such as government contractors. Hotels sometimes offer a “GOV” rate, which might be different than the federal per diem rate. If it is higher, government employees need to receive approval for actual expense prior to travel in order to receive full reimbursement. It is the traveler’s responsibility to know the federal per diem reimbursement rates, and should not assume a GOV rate is the same as the federal per diem rate.

When contracting a room block at a hotel, planners should make sure to ask whether the event hotels follows per diem rates or has their own “GOV” rate and how it is determined. When finalizing the room block, make sure to include a mixture of rates, including government-rated rooms based on the needs of your attendees. It is important to ask for a breakdown of rates by type of room (single, double, government rate) and how many rooms will be blocked in each category.

Government standards on this topic can be difficult to understand, but learning the facts and communicating needs to hotel partners can go a long way in meeting regulations. •

by Saira Sufi, Senior Consultant, Booz Allen Hamilton



Member Spotlights

Spotlight on a Supplier

Stephen D. Porter, CMP, Director, Meetings & Conferences, Lakeshore Audiovisual



Stephen was born in Leesburg, Virginia. The family relocated to Fairfax, Virginia shortly thereafter. He is now a Florida resident near Cocoa Beach.

Stephen's father was a television personality and director for NBC most of his younger days. This led to his first career as a broadcaster with the Voice of America and several DC area radio stations. This began as a means of offsetting some of his tuition at American as a weekend announcer at WAMU. ("Another way of saying cleaning person." His words.)

After being introduced to a large production company located in the DC area during a speech he gave for the National Association of Broadcasters Annual Conference, Stephen joined the conference industry.

"I joined PCMA as a means of staying in touch with friends and colleagues. It is also a valuable resource and an enjoyable networking experience."

As for some of the lighter notes, Stephen has been an avid sailor all of his life. He reads the classics, currently Hemmingway. "Actually, I wouldn't mind having Hemmingway over for dinner to inquire about his mindset while writing some of his lesser known works. It would also offer the chance to visit the Keys," said Stephen. •

by Jake Smith, National Accounts Manager, Freeman

Spotlight on a Planner

Natalie Fleet, CMP, Staff Vice President, Meetings, American Association Of Airport Executives



Natalie Fleet, CMP is one interesting lady! She is hardworking in an industry she loves and also takes time for family and friends and personal travel. Natalie is celebrating her 15th anniversary with the American Association of Airport Executives, (AAAE)!

She cites her "rock solid team" of meeting professionals, the AAAE membership, which appreciates the time and effort that goes into planning a meeting, and the opportunity to travel to different destinations as highlights of her work there. "I love working with hotels, working with attendees on site and helping them have a good meeting experience," she says. Natalie has been a PCMA member for more than five years.

For leisure time, she admits to being a "shopaholic" – especially for handbags and shoes. She also loves travel. Her ideal vacation is, "Traveling with friends to a country that is new to me, discovering the culture, and the food and wine of the area."

Family is important to Natalie. Her parents and two brothers live in the area, and her niece and nephews are "the joy of my life." Her advice for balancing professional and personal life: "Don't take work home and compartmentalize your work and personal life." •

by Sara Torrence, CMP Emeritus, President, Sara Torrence and Associates

THE WESTIN
HIVE

FLEXIBLE SPACE
PRODUCTIVE PLACE



Located at The Westin Arlington Gateway, The Westin Hive is a functional, fully equipped plug and play workspace that is available by the hour, where small groups can conduct meetings in a moment.



Book online at westin.com/thewestinhive or call 703.717.6200

**As seen in USA Today and CNBC*

starwood
Hotels and
Resorts



Truth

DENVER HAS A STATE-OF-THE-ART CONVENTION CENTER

SURROUNDED BY 8,400 HOTEL ROOMS.



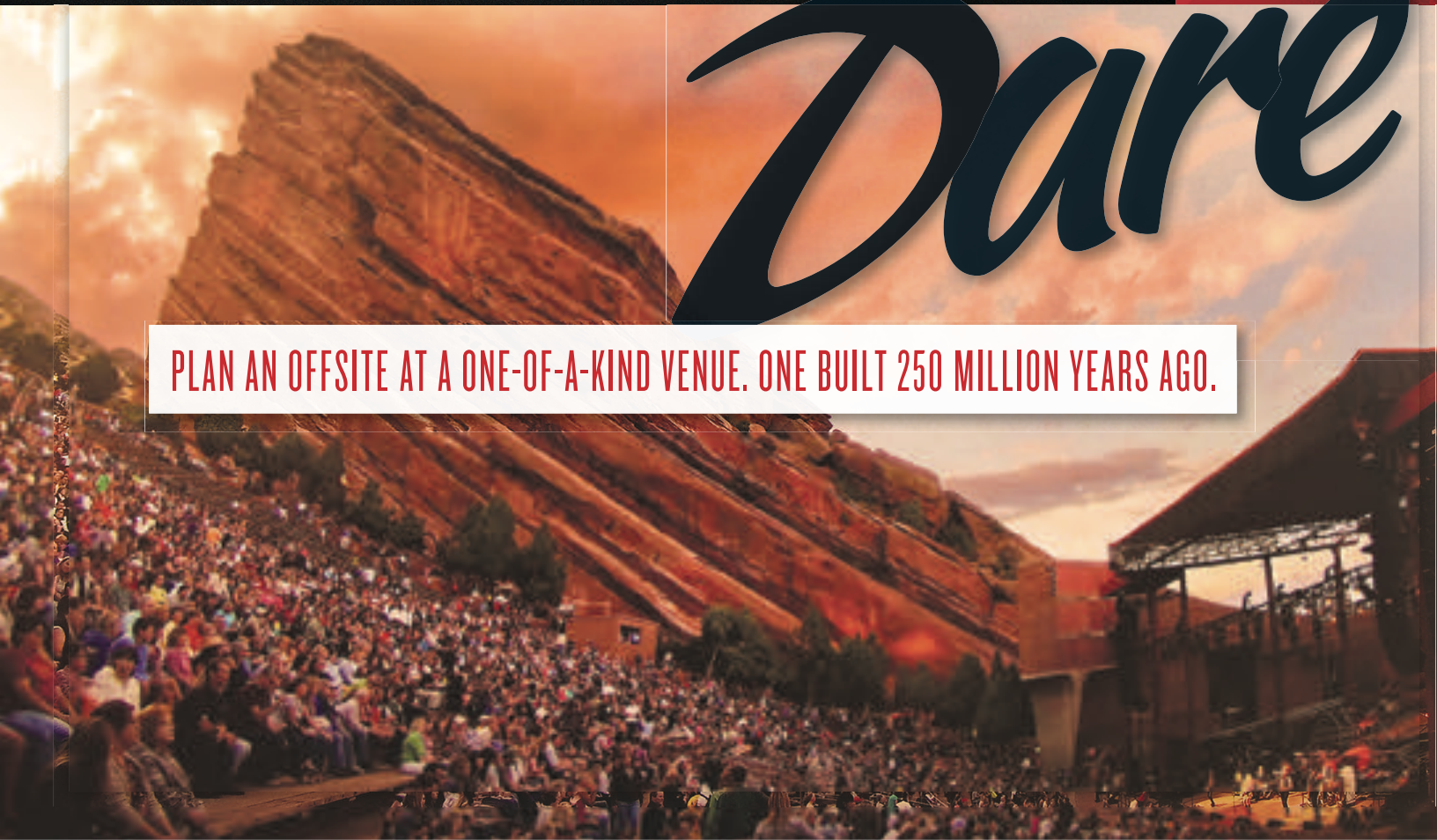
You know about the Blue Bear outside the Colorado Convention Center. But did you know that the building is LEED Certified? You know Red Rocks Amphitheatre is a top concert venue. But you probably didn't realize you can hold a meeting there. We dare you to see Denver in a whole new way at TruthOrDareDenver.com

The Colorado Convention Center's 40' Blue Bear, *I See What You Mean*, by Denver artist Lawrence Argent, has become a Mile High City icon.



Dare

PLAN AN OFFSITE AT A ONE-OF-A-KIND VENUE. ONE BUILT 250 MILLION YEARS AGO.



Congress Talks Conferences



On February 27, the Committee on Oversight & Government Reform held “The Road Less Traveled: Reducing Federal Travel and Conference Spending.” The value of the meetings industry has come under the microscope in Washington, D.C. before, and it’s no surprise that lawmakers are revisiting the topic now. With dramatic sequestration budget cuts looming over the nation’s capitol, Republicans and Democrats

alike are looking for opportunities to reduce spending.

While the hearing did revisit the infamous GSA scandal of 2012, the tone was much more friendly. “This is not an indictment of conferences or travel,” Representative Blake Farenthold (R.,Tex.), Chairman of the Committee, said. “What this is is an investigation into how the public money is spent.”

Rep. Farenthold continued to say that his district includes Corpus Christi, Texas, home to many conferences. He wasn’t the only voice that seemed to empathize with the value of face-to-face meetings, either.

In prepared testimony, Rep. Rush Holt (D., N.J.) proved to be a strong advocate of the value of meetings. While Rep. Holt has been a member of Congress since 1999, his experience involves plenty of non-legislative meetings and conferences. “As a scientist, I know firsthand how important scientific conferences and meetings are,” Holt said. “The informal conversations, as well as the formal presentations and poster sessions that go into a conference among scientists from different institutions, lead to new collaborations that have the promise of new discoveries.”

Rep. Holt agreed that smart spending should be a priority for government travel, but that should not overshadow the real benefits of bringing people together to exchange ideas and solve problems. “As we work to ensure oversight on travel expenditures, we also should work to preserve the many benefits of appropriate travel, which can promote collaboration and innovation,” Holt said.

Holt pointed to the nation’s lawmakers as an example, posing a rhetorical question to the committee: should all 435 members of Congress work remotely and cast their votes via email? “It could save hundreds of expensive trips each week to do that, but don’t you think that the country would be worse for it?” Holt asked.

The conversation seems to paint a hopeful picture for meeting planners and suppliers. “It seems that members of Congress now understand the importance of face-to-face meetings,” Johnnie White, executive director, Center for Education, Cardiovascular Research Foundation and Chairman of the Board, PCMA, says. “We are making progress.”

However, White stresses that meeting professionals must continue to raise more awareness of the benefits of face-to-face meetings and conferences both within their organization and with their representation in the capital.

Those efforts are essential to the future of the industry. While the members of the committee did indicate a respect for the value of meetings and conferences, there are lingering concerns that some government officials haven’t been following the orders to keep a close watch on their travel budgets. “I am concerned that the culture isn’t catching on,” Rep. Farenthold said while citing the recent news of the US Postal Service spending \$2.2 million on the National Postal Forum. •

A version of this article appeared in the March 2, 2013, ThisWeek@PCMA, which is published by the Professional Convention Management Association. Reprinted with permission.

*by David McMillin,
Staff Writer, PCMA*

Certified Government Meeting Professional (CGMP) Designation

The Certified Government Meeting Professional designation (CGMP) – conferred by the Society of Government Meeting Professionals (SGMP) – is designed for planners and suppliers whose work is governed by the rules and regulations of the federal government. It is the highest designation available specifically for government meeting professionals.

The content for the CGMP program assumes that applicants have worked in the meetings management industry for at least one year and have a basic knowledge of industry terminology and acronyms. The current eligibility requirement to take the course is to be an SGMP member in good standing for six months. The registration fee includes a three-day training session, all course materials, and the exam that is administered on the morning of the fourth day.

The course teaches recognized industry practices cited in the Convention Industry Council (CIC) Manual. Included in the course material are specific lesson plans with thorough instruction on ethics, the federal budget and appropriations, acquisition and contracting, federal travel regulations, RFPs, risk management, and protocol.

Opportunities to participate in the CGMP program are offered year-round across the country. One program is always takes place in conjunction with the annual SGMP National Education Conference in the spring.

After earning the CGMP designation, meeting professionals must recertify every three years.

For further information, contact education@sgmp.org. •

*by Sara Torrence, CMP Emeritus,
President, Sara Torrence and Associates*



News Bytes

Email your news: PCMAchatter+news@gmail.com

DANIELLE BAARMAN is now an Account Director with Starwood Hotels & Resorts Worldwide, Inc.

Congratulations to **SANDY GAUDET** who is the Director of National Accounts for the Loews Miami Beach.

After 25 years with Hilton, **RAKESH (ROCKY) GUPTA** is now the Regional Director of Sales, Mid-Atlantic for Choose Chicago.

BARB HEROD, CMP is now the Vice President, Association Sales at Experient.

ALLISON MARRERO, CMP has changed jobs from Senior Sales Manager at Hyatt Regency Savannah to Director, Strategic Accounts, Hyatt Hotels Corporation.

ROY MCGRATH of the National Association of Chain Drug Stores (NACDS) has been promoted to Vice President, Business Development & Conventions.



Mark Your Calendar

CAPITAL CONNECTION

Please join us for these upcoming events. Visit our chapter website for details and to register: www.pcma.org/connect-and-grow/chapters/capital

- 4/25 PDC/EPC Planner Workshop: A Generational View of Technology**
8:30 am – 10:00 am
National Press Club
529 14th St NW, Washington, DC
- 5/8 Washington Nationals Baseball Event: Detroit Tigers at Washington Nationals Stadium**
5:00 pm - 6:45 pm Reception
7:05 Game
11500 South Capitol Street., SE,
Washington, DC
- 7/25 Education - SAVE THE DATE!**
TBD Education and Reception
The Willard InterContinental
1401 Pennsylvania Avenue NW,
Washington, DC

WE SALUTE OUR SPONSORS!

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors





Capital Chapter of PCMA
3337 Duke Street
Alexandria, VA 22314-5219

Chatter Info...

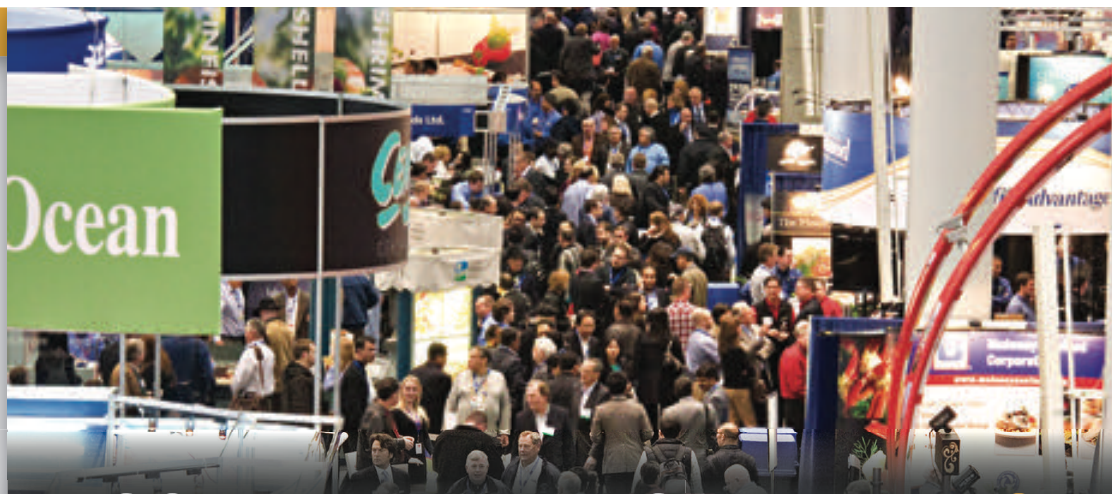
The Chatter is published by the
PCMA Capital Chapter
Attn: Kara LaMay
3337 Duke Street, Alexandria, VA 22314-5219
Phone: 703.370.7436 x401, Fax: 703.342.4311
Email: PCMAinfo@ascent-management.com

Issue Editors...

Samantha McKenney, CMP
American Association of Blood Banks
smckenney@aabb.org
Sara Torrence, CMP Emeritus
Sara Torrence and Associates
saratorrence@att.net

Production Editors...

Karl King, CMP
National Defense Industrial Association
kking@ndia.org
Shannon Burke, CMP
National Assn. for College Admission Counseling
sburke@nacacnet.org



RECORD ATTENDANCE HAPPENS HERE

MAKE IT HAPPEN IN BOSTON

One destination. Two unique convention centers that offer access to the largest and most qualified attendee base in North America. But it's more than accessibility that draws attendees to Boston in such high numbers, it's the appeal of our destination. If you're ready to break attendance records, make it happen in Boston.

Arrange a site visit today. Call 877.393.3393 or visit www.AdvantageBOSTON.com
BOSTON. MAKING CONVENTION HISTORY.



MCCA The Massachusetts Convention Center Authority owns and operates the Boston Convention & Exhibition Center and the Hynes Convention Center.