

## the official newsletter of the pcma capital chapter

### Strategy: Generational Workforce Management

Three generations dominate the American workforce:

Boomers: Age in 2013 is 49 to 67

GenX: Age 32 to 48

"First-Wave" Millennials: Age 18 to 31

Millennials are still coming. We don't know when they'll end. For management, training in Generational Workforce Diversity and Management Strategy is imperative. Employers use such training to more successfully (1) recruit, (2) onboard, (3) train, (4) manage, (5) lead, and (6) retain each generation of employees. Trained employers consistently enjoy a competitive advantage over untrained rivals for the best employees.



#### Boomers

- Came of age during "a golden age for kids" – and for America.
- Developed core values of idealism, optimism, empowerment, engagement, ethics, teamwork, activism, and patriotism.
- Work hard, go the extra mile for the good of the organization, demand fair play for all employees, and are bold, accountable, and willing to lead.
- But, might they be getting "set in their ways" and resisting change?
- Most will work long beyond traditional retirement age – full-time, part-time, project work, and consulting.
- **Managing Boomers:** show respect for their track record; let fellow Boomers train them in technology; consider new work arrangements and customized benefits.

#### GenX

- Came of age with divorcing and dual-career absentee parents, disgraced national leaders, and marketers who hustled and tricked them rather than served them.
- But also came of age, thanks to higher household incomes made possible by the women's and civil rights movements, with more material comfort.

- At work: creative, entrepreneurial, independent, self-reliant.
- Not loyal – America's first noteworthy job-hoppers; still wary of "big business" and government.
- Seek a work-life balance and want to "be there for my kids".
- Often more comfortable and productive working alone than in a "group".
- X'er women demonstrate confidence, competence, and focus, while some of the guys are trying to find their identity, focus, and even masculinity.
- **Managing X'ers:** ask them how they prefer to work; give freedom, but within a structure; award individual achievement, not just group; give lots of training; make them accountable; key perks/bonuses are cash and flex-time.



#### First-Wave Millennials

- America's most heavily adult-supervised kids ever.
- Love their elders, comfortable with them on the job.
- Optimistic, idealistic, empowered, engaged, excellent career spirit.
- Have gotten off to a rocky start with employers – relentless job-hopping, flawed sense of entitlement, unrealistic expectations about pay, position, promotion.
- Skilled with technology.
- The Great Recession hit them hard and is sobering them up; they're getting their feet on the ground and realizing they need to truly commit to employers if they want stable employment and income.
- **Managing Mills:** lots of guidance, structure, feedback; share information; be ethical, transparent, and good corporate citizens; give them a voice, truly consider their ideas; don't let them get bored; be alert for their short attention spans.



*Chuck Underwood, founder/principal of The Generational Imperative, Inc., trains American business, government, education, and religion in generational workforce and marketplace strategies. Contact him at [www.genimperative.com](http://www.genimperative.com).*

**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.

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Capital Chapter: [pcmainfo@ascent-management.com](mailto:pcmainfo@ascent-management.com)

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



## Message from the Board

*Jamal Aaron Hageb, Membership Liaison*



If you manage a team, you probably rose through the ranks with some bosses you loved, and some you didn't. Now that you're in charge, how can you lead like your favorite managers? It takes work to become a good manager, however the best bosses understand a few common components of good leadership: TRUST, VISION and EMPATHY.

**TRUST:** A great boss is both trustworthy and trusting. You earn trust by giving employees due credit for their work and ideas. On the flip side, if you want to show your staff that you trust them, don't micromanage!

**VISION:** Leaders inspire others to follow. That means clearly communicating where you're going and your employees' roles in getting there. It's your job to recognize what talents, skills, strengths and abilities you have on your team and to put those to work to reach your collective goals. An effective leader also knows when to direct, when to coach and when to delegate.

**EMPATHY:** If an employee is struggling with an assignment, rather than saying, "You should be able to do this," ask, "What can we do to help you get this done?" If your team isn't offering ideas, they may be threatened by you, so let them know your door is always open. •



### Connect with the Capital Chapter!



It seems that summer is always a time we like to "disconnect", but even while we enjoy summer fun, the Capital Chapter is still working hard to keep you connected! Check out our new YouTube page where we will be posting highlights from our educational sessions and updates on chapter activities! Even YOU could be in pictures! Keep an eye out for the Capital Chapter video team sponsored by Justin Dent at [www.Justindent.com](http://www.Justindent.com)! Stay cool, while we keep things hot! •

# There Is Enough Time!!

Too much to do and too little time? No matter how organized we are, there is only 24 hours in a day. That will never change; but, we can change what we do with the time we have. By managing your time wisely, you can reduce stress and improve quality of life. With just a few simple time management tools, you can always make time for the people you value and for the activities worth doing.

- Plan each day. Write a to-do list, putting the most important tasks at the top. Prioritizing your tasks will ensure you spend your time and energy on those that are truly important. To help keep you on track, turn to a free app called “TeuxDuex”. This to-do app is browser-based and syncs with your iPhone. You can cross out/delete tasks, reorder, drag and drop tasks into different days, and help create a commitment to do it on that day.
- If your list becomes too long, consider the app “Top Three” for the most important tasks. Once those three are done, complete three more.
- Do a quality job. You won’t have to waste time doing it over.
- Avoid procrastination by breaking activities you don’t like doing into smaller parts and doing it a little at a time.
- Limit distractions. Close your door, turn off your phone and devote your full attention to the task at hand. The productivity app “Freedom” can lock you away from the internet for up to eight hours. This app helps keep your online distraction to a minimum for a set period of time.
- Learn to say no. The ability to say no allows you to gain greater control over your life.
- Delegate projects that don’t require your specific attention and free up time to focus on tasks where you can make the best contribution.
- Get plenty of sleep, eat a healthy diet and exercise. A healthy lifestyle will improve your efficiency.
- Maybe the key to finding more time in your day is actually realizing how much time you spend on each specific task. For \$2.99, the app “Time Timer” is ideal for setting time limits, managing transitions and making every moment count. •

“**Avoid procrastination by breaking activities you don’t like doing into smaller parts and doing it a little at a time.**”

*by Gail Seawright, Director of National Accounts, Loews Ventana Canyon*



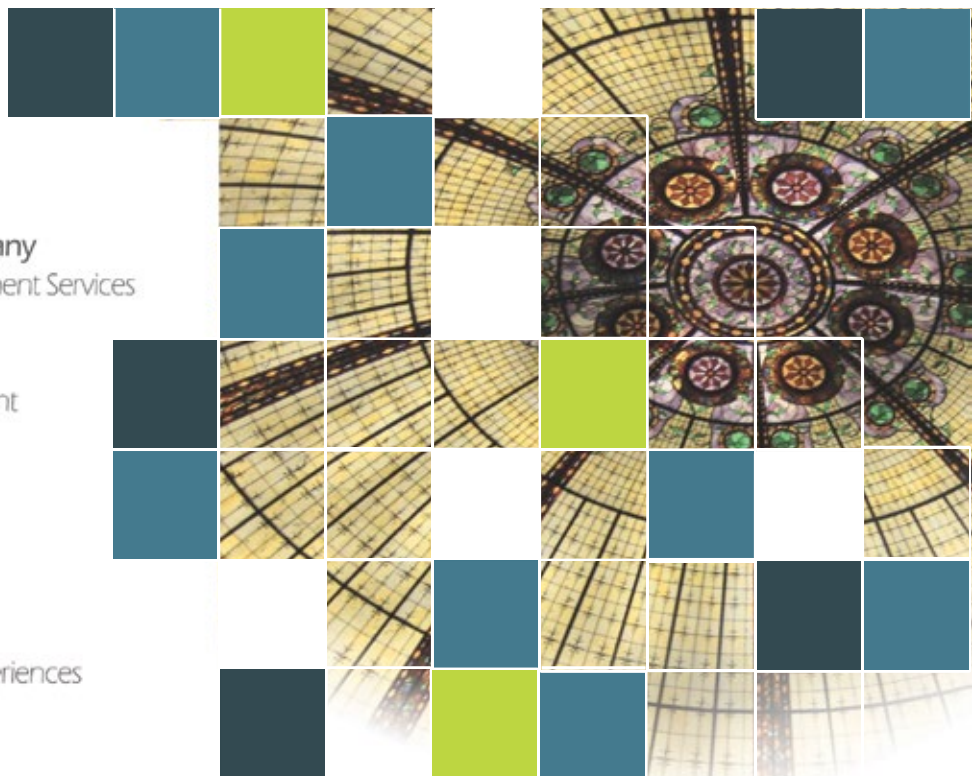
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## Capital Area Food Garden - Thank You Volunteers!



PCMA Capital Chapter Community Service volunteers at the Capital Area Food Garden on June 5th.

Courtesy of  
chuckFAZIOphotography

Thank you Volunteers: Syreeta Jones (Champion), Kim Allison, Nicole Bertrand, Stacey DeClue, Katharine Gausmann, Tamera Gayden, Diane Gleason, Bonnie Greenspan, Shano Kapadia, Karla Kelly, Mary Long, Elaine McCubbin, Katia McKennon, Samantha Moore, Kirsten Olean, Kristen Pumphrey, Brian Snyder, Kate Sullivan, Annette Suriani and Katie Thorne! •

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## Calling All Coaches: Real and Want-To-Be

Coaching is moving someone from good to great. There is no greater reward than contributing to somebody else's self-worth and success.

Mentoring is a form of coaching. Most hospitality industry veterans mentor others so they learn to love and support meetings and events as much as we do!

Coaching is a key component in any manager's tool kit. When used, it can distinguish a competent manager from an exceptional manager. Competent managers address day to day issues, meet goals and keep things going. Exceptional managers do that, plus develop their staff for a higher level of performance – be it for their next job or their next opportunity. Great managers recognize something in someone who may not see it in themselves. Coaching helps develop that broader perspective.

When should you coach? When a need (present or future) is identified, it's time to coach. Perhaps your organization's new growth or change requires more of a specific knowledge or skill, or maybe the requirements call for something totally different. Do you have an employee that is ready to take the next career step?

Is one of your staff getting “antsy” in their job? It's time to coach. By acknowledging their thoughts and dreams you are showing them that you are committed to their development (and willing to lose them for the sake of it). Some managers think about coaching as they are setting clear developmental goals in preparation for the annual performance review.

Are you as committed to your staff's development as you are to your own? Are you demonstrating that commitment by actively coaching your staff?

Recognize another's potential, devote time and effort to coaching them, and demonstrate a belief in them as well as the end result. You will both reap rewards. •

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*by Jacqueline K. Mongold, CMP, Assistant NRA Secretary, National Rifle Association of America*

## Capitol Hill Blues – Friends or Foes to the Hospitality/Meetings Industry?

### MEETINGS MEAN BUSINESS.

Since the infamous Muffingate controversy and the scandal involving a GSA employee in a hotel bathtub, more and more hospitality/meetings industry professionals have become more attuned to how the federal government is framing the conversation and discussing federal spending as it relates to our industry. We have participated in texting, email, and phone call campaigns to Congressman and Senators about the JOLT (Jobs Originated through Launching Travel) Act of 2013 – H.R.1354 and the Taxpayers' Conference Overspending Prevention Act – H.R.859. These were good efforts and we should be proud of our strong actions.

However, would you be surprised if I told you that between January 1 to April 30 of this year, 15 bills have been presented to congressional committees that have involved our industry? Some were friendly to our industry, others not so friendly. For example, in the National Blue Alert Act of 2013 – H.R. 180, there is language to prevent hosting a conference focused on the Blue Alert program using federal funds. This is a shame because as the sister of a police officer, I support the Blue Alert program which is an Amber Alert system for police officers who have been seriously injured or killed. I just do not understand why having a conference to educate any partners would be viewed as negative federal spending.

We must stay alert and vigilant of legislation that involves our industry. Not all bills will be as bright and obvious as the JOLT or Conference Overspending Acts. The good news is that PCMA Capital Chapter is here to support you with a monthly update in *The Chatter*.

Meetings Mean Business Note: The US Travel Association commissioned a business travel study conducted by Oxford Economics which showed that for \$1 invested in business travel, US companies make \$9.50 in revenue and \$2.90 in profit.

(Source: <http://www.usatoday.com/story/hotelcheckin/2013/05/07/business-travel-spending-hotels/2140347/>) •

*by Tamela Blalock, MTA, CMP, Manager, Consulting Services, Courtesy Associates*

## Must-Attend Events for Industry Experts.



### ATTENDEE ACQUISITION ROUNDTABLE

Attendee Acquisition Roundtable (AAR) — September 19 in Washington, DC — 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](http://www.lippmanconnects.com/AAR).



### EXHIBIT SALES ROUNDTABLE

Exhibit Sales Roundtable (ESR) — October 24 at Washington, DC — is the forum for exhibit sales and service professionals to learn best practices with peers and subject matter experts on how to strengthen their exhibits and sponsorships.

For more information and to register, visit  
[www.lippmanconnects.com/ESR](http://www.lippmanconnects.com/ESR).



#### 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 (ECEP), Attendee Acquisition Roundtable (AAR), Exhibit Sales Roundtable (ESR) and Large Show Roundtable (LSR).

## Your Chapter Sponsorship Committee Needs You!

To our dear supplier partners, it's not too early to think about adding a PCMA Capital Chapter Sponsorship opportunity to your budget for 2014. To our planner members, thank you for supporting the PCMA sponsors of the current and past years.

Did you know that it is through the generosity of our supplier members that our Chapter is able to host relevant and timely education programs as well as great and engaging networking events in accessible and attractive venues? The efforts of the Sponsorship committee include securing program sponsors, venue hosts and speaker sponsors as well as relying on our annual partnerships for audio-visual (AVI-SPL), photography (Chuck Fazio Photography), signage (Freeman), videography (Justin Dent), scholarships (PRG) and our rebranded Innovation Awards (VisitDenver). You can see a list of our sponsors on the back page of this issue as well as on our website. Information on sponsorship can be accessed at <http://www.pcma.org/connect-and-grow/chapters/capital/advertise-sponsor/sponsor>. And don't forget to check out the advertising opportunities for our *Chatter* Newsletter (10 issues published annually) and the e-newsletter, What's New What's Next? We are the largest PCMA chapter at 1500+ strong and sponsoring of the Capital Chapter at any level is a wise investment and enhances a service provider's visibility. If you have any questions on sponsorship opportunities for 2014, please reach out to Mary Gallagher ([mgallagher@sanfrancisco.travel](mailto:mgallagher@sanfrancisco.travel)) or Leah Jones ([leah.jones@aftermarket.org](mailto:leah.jones@aftermarket.org)). •



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

## Vendor Management: Creating a Win-Win Environment



Whether you are planning for 2,000 or 20,000 attendees, vendors are critical to the success of a meeting. While there are similarities between managing vendors and internal staff, there are also clear, distinct differences. How can you successfully manage your vendors to create a win-win environment?

First, successful vendor management is about more than emails, calls, and meetings with vendors. Just as you're kept abreast of your vendor's latest developments and improvements, are they aware of yours? Your vendors should be aware of the latest programs, membership benefit enhancements and legislative efforts within your organization. Tools such as Outlook distribution lists and group email accounts, shared Dropbox folders and FTP sites also allow you to efficiently and strategically keep your vendors informed.

Second, remember to manage expectations. With internal staff, work performance is typically measured by the achievement of defined objectives for a particular review period. Do you have clearly-defined milestones and performance objectives established in your vendor contracts? Successful vendor management is not about reviewing the day-to-day work of your vendors, but rather defining and managing to mutually agreed-upon expectations.

Third, remember you are the coach and your vendors are the players. Successful vendor management is about harnessing the collective talents of all of your players and guiding them to victory as their coach. This is where a detailed timeline, function book and production schedule shared with all of your vendors is critical. Each vendor should know what the other players are tasked with. In addition, onsite daily vendor meetings and post-meeting debriefs are other tools to help create a win-win environment.

Lastly, we all know a million things occur while planning a meeting; some you know about and inevitably some you don't. Unfortunately, vendors often solve problems without informing you there was ever an issue. (Not shocking, right?) To create a win-win environment, you must be kept informed and work together toward a solution. Often, a simple fix on your end or a quick brainstorm with a vendor can solve a problem that's created resource, time, and/or cost implications. •

*by Tiffany Melton, CMP, Director, Meeting Logistics, J. Spargo & Associates, Inc.*



## A “Decision Tree” for Every E-mail You Receive

Busy professionals are considering the idea of declaring “E-mail Bankruptcy.” This is when a person completely loses control of his or her e-mail account, and sees no option other than shutting down his or her existing account and starting over. Thousands of old e-mails (both read and unread) clog their inbox destroying productivity.

By using a “decision tree”, you can quickly determine exactly what to do with each and every e-mail received, take the designated action, and move or delete e-mails out of your inbox.

1. Follow a “One Look” rule with each e-mail received. Before you move on to something else or close that e-mail, determine what the embedded task(s) are, any deadlines and how long it will take for you to complete the task.
2. Use the Three-Minute Rule. Determine if the embedded task is something “quick and little” meaning something you can get done in three minutes or less. Don’t save it for later - **DO IT NOW!**
3. If longer than three minutes, **PRIORITIZE**. Add the task to your task list (on paper, or in Outlook or some other task-planning software). Give it an appropriate due date, and fit it in with the other key projects and tasks. You could also print the e-mail, and stack it with the most important and/or urgent tasks on top.
4. Once you either **DO IT** or **TASK IT**, file or delete it! Why are you keeping e-mails in your inbox that you’ve either gotten done (3-minute rule) or that you’ve added to your task list? Re-reading a “done” e-mail is a waste of time! Have subfolders in your e-mail software tool where you move or file messages that have archival value.
5. If you don’t have a file for the message you want to keep, **CREATE IT!** Have a smart file folder structure to move messages. •

—Randy Dean, MBA,  
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**Please send your birthday and/or anniversary date to: [marilyn.atchue@ihg.com](mailto:marilyn.atchue@ihg.com).**



## Member Spotlights

### Spotlight on a Supplier

*Andy Falter, Director, Association Sales, Walt Disney World Swan and Dolphin Resort*



Andrew "Andy" Falter was born in Las Vegas, grew up in Arlington Heights, Illinois and graduated from Michigan State University- Hospitality Management. His career began with the Hilton Professional Development Program. He then moved to Hilton Direct in Dallas, New York Hilton, Pittsburgh Hilton, Waldorf Astoria and back to the New York Hilton. His next adventure was Wyndham National Sales where he met his wife, Amy. Since 2002 Andy has been Director of Association Sales at the Walt Disney World Swan and Dolphin Resort.

Andy stays in the business because it's the personal friendships built over the years. He loves the team at the Swan and Dolphin. "You can deal with the bad days when you know you have close personal relationships with your clients and team".

Andy's family loves to travel, particularly cruises. They recently toured Jackson Hole, Wyoming seeing buffalo, bears, and coyotes! They also enjoy movies, exercising and entertaining at home. Favorite hobbies of Andy and his son, Alex, are cooking together and collecting sports memorabilia – like an 1888 baseball card! An interesting fact is that Andy's dog, Astro, knows about 50-60 human words! •

*by Tamara L. Jones, Director of National Accounts, Hiltons of Chicago*

### 25+ Year PCMA Member

### Spotlight on a ^ Planner

*Jack Chiasson, CAE, Chief Executive Officer, NAILBA*



**How did you get involved in PCMA?** In 1987 Jack joined a department of 3 people. One belonged to ASAE and one belonged to MPI, so Jack joined PCMA. He developed a passion for the organization and the opportunities it provides for education and networking and started working as a volunteer in 1992. Jack volunteered in many capacities and was the Capital Chapter president in 2001 and then was nominated to the PCMA Board of Directors.

**What else you are passionate about?** Travel and dogs! Jack and his partner, Chris, (they've been together almost 18 years) volunteer at a homeless animal shelter and love it. They walk the dogs and try to give them some of the love and attention that's missing from their lives.

**Favorite vacation?** Jack's most fabulous trip was to Australia where he and Chris climbed the Harbor Bridge in Sydney – a once in a lifetime experience! New Zealand is next on Jack's bucket list.

**What is something about you that not many people know about you?** Jack comes from a family of 8 kids – he's the oldest! •

*by Kristin Gibson, CMP, Vice President of Sales & Industry Relations, J. Spargo & Associates*

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# VISIT DENVER Innovation Awards – Recognize those that inspire!

Is there an individual that wows you with their creativity? Was there an event or an organization that inspired change within your own? The PCMA Capital Chapter Innovation Awards, sponsored by VISIT DENVER, were developed to recognize those forward thinkers within the chapter's membership.

These awards will distinguish those entities that are creating, developing and producing cutting-edge industry-advancing ideas and/or programs within the meetings industry.

The Innovation Awards will be divided into the following three categories:

**INDIVIDUAL INNOVATION (EITHER PLANNER OR SUPPLIER)  
SUPPLIER ORGANIZATION/EVENT INNOVATION  
PLANNER ORGANIZATION/EVENT INNOVATION**

## Criteria:

### Organization Innovation:

This can be based on either the organization as a whole or an individual event produced by the organization

In the entry describing the reasons for consideration, please be sure to address the following aspects:

- Describe the overall objectives of the organization or event
- Describe the important factors meaningful to the success of the organization or event
- Describe the impact of the innovation – How did it affect the organization or event? What were conditions prior and post the introduction of the innovative aspect? Did this improve staff productivity, attendees' involvement, organization's profile, etc?
- Describe the measurable benefits of innovation – Please include quantifiable results such as attendance numbers, environmental savings impact, media hits, survey results, post event analysis, etc.

### Individual Innovation:

This can be awarded to any PCMA Capital Chapter member of a supplier's or planner's organization.

In the entry describing the reasons for consideration, please be sure to address the following aspects:

- Describe the role of this individual to the organization.
- Describe how their actions or efforts have affected the organization.
- Describe the measurable benefits of this individual's involvement – Please include quantifiable results such as fiduciary impact, environmental impact, etc.

## Application Process:

Please provide a written explanation, touching on the above criteria specific to the desired category, for either yourself, your organization/event, or on behalf of another as a nomination.

Applications should no more than 4 - 5 pages.

The deadline for application submissions is Friday, October 11, 2013.

Please submit form to DeVonne Parks at [dtpparks21@gmail.com](mailto:dtpparks21@gmail.com).

Applications will be reviewed by representatives from the PCMA Capital Chapter Membership Committee along with input from the Innovation Awards sponsor, Visit Denver.



10 (ten) Points will be assigned based on the criteria above with the focus of the judging on two areas: business impact and innovation.

Winners will be announced at the 2013 PCMA Capital Chapter Annual Meeting in late November.

Read more: <http://www.pcma.org/connect-and-grow/chapters/capital/about/awards>



## News Bytes

Email your news: [PCMAchatter+news@gmail.com](mailto:PCMAchatter+news@gmail.com)

**ROBIN V. HAYES, CMP** is pleased to announce her new position as Senior Director, Conference Planning & Professional Education for the American Counseling 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](http://www.pcma.org/connect-and-grow/chapters/capital)

### 8/14 **Key Tools to Enhance a Successful Meeting**

3:00-5:00 - Roundtable Discussions  
5:00-6:00 - Reception  
Hotel Palomar  
2121 P Street, NW, Washington, DC

### 9/11 **Planner Workshop & Networking Event**

3:00-5:00pm - Education  
5:00-7:00pm - Reception  
Four Seasons Hotel  
2800 Pennsylvania Avenue NW,  
Washington, DC

### 10/2 **Program with Joanne L. Smikle**

3:00-5:00pm - Education  
5:00-7:00pm - Reception  
Marriott Wardman Park  
2660 Woodley Road NW, Washington, DC

*Look out for more details on these events!*

**November - Capital Chapter Annual Meeting**

**December 5 - Capital Classroom**

**January 12-15 - PCMA Convening Leaders**

Boston, MA  
Registration to open mid-September



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