

the official newsletter of the pcma capital chapter

2015 President's Message



What drives you? What makes you want to get involved and make a difference? Whether it's in your personal life through volunteering and donating resources or through your professional career in making a meeting experience the best it can be, the Capital Chapter of PCMA is here to help! If you are still looking for that fulfilling and engaging opportunity, I am confident PCMA can assist.

Did you know our eight committees and task force have close to 200 engaged volunteers whose efforts support our Chapter Mission to ensure we are providing innovative education and promoting the value of professional convention management? Our volunteer board is made up of 11 passionate individuals who believe in giving back to the industry, getting involved in the direction of the chapter and listening to feedback so we are meeting your needs.

We recently met for a leadership retreat with the Chesapeake Chapter and had Bob Harris, CAE, discuss board roles, fiduciary responsibilities, and liability. It was productive and informative and our leadership is ready to tackle the challenges we face as a chapter moving into 2015 with creative and innovative solutions to meet our changing times. Your confidence in me means the world and I take this position very seriously.

I hope you will join me in my goal of "Engagement through Involvement". We all benefit from networking with our peers, learning about industry trends and providing guidance to our emerging professionals. Our programming for 2015 promises to be relevant and timely, and we are looking for new ways to get more of our members involved in our events.

I hope you will join me in my goal of "Engagement through Involvement".

Whether it be getting more planners to the forums and education programs, or engaging more members in our Community Service projects, or expanding our social media reach, we have the right leadership in place and are counting on you to get engaged, reap the benefits of your membership and teach others so that we can all advance. If we are not meeting your needs, please let us know or better yet, join a committee to which you feel you can contribute value. You have experience, you have passion, you are committed to our industry and I truly hope that you will get involved and engage with your peers.

Have a great holiday season and we look forward to seeing you at the Chapter Reception in Chicago! •

— by Mary Gallagher, CMP
Director, Eastern Region, Convention Sales,
LA Tourism & Convention Board



The PCMA Capital Chapter is where "You Belong"!

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 promote the value of professional convention management.

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John Rubsamen, Americans for the Arts
James Gildea, Omni Hotels & Resorts

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Geralyn Krist, CMP, Kansas City Convention & Visitors Association
Melissa Tighe, Starwood Hotels & Resorts

Professional Development

Lisa French, Hilton Baltimore
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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

Annette Suriani, CMP
Chief Meeting Strategist
AMS Meetings Solutions



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

As I sit here reflecting on this past year and the accomplishments the Chapter has made, I can't help but think that everything we did was to advance the mission of the Chapter.

When I became president, I had several goals in mind:

1. Align ourselves with the mission of PCMA HQ
2. Be mission-driven and member focused
3. Deliver high quality, compelling education

To this end, we developed a two year strategic plan with clearly defined strategies and added several Task Force Groups to ensure we reach the goals of that plan. We added the Advocacy TF, the Scholarship TF, senior meeting planner's advisory group and one to develop a tool kit that will help with the succession of each committee.

We recently sent out a member assessment to determine the needs of our members. I hope you all participated in it. This is your Chapter and you have a say in the direction in which we go. We increased our collaborative efforts with PMPI, AMP's, GWU, George Mason and ASAE. We will continue growing these relationships and bringing you education and opportunities to increase the value of your membership.

We made great strides in our social media efforts by increasing our presence and using it as a marketing tool to promote our programs, our members and our communications.

We awarded more scholarships to our education programs than ever before and increased the number of planners at all of our events to show more value to our sponsors. We were committed to offering a cost effective ½ day program filled with educational opportunities for planners of all levels. This past summer was our inaugural event and it was outstanding!

As with most associations, we set financial goals, some of which were met while others were not. We allocated resources to support our efforts and the Board took their financial obligations very seriously and I am proud to say that the finances of our Chapter are strong.

The recent Annual Meeting was a celebration of all these successes and the people who helped us earn them. Without their dedication and perseverance we would not be able to achieve them.

Happy holidays to you, our members. Here's to a successful 2015! •

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Communications Committee

Thank you, thank you, thank you to the 20 dedicated volunteers of the Communications Committee. It is because of these amazing individuals that The Chatter remains a newsletter that sets the bar for other PCMA Chapters. Each month we ask our committee members to brainstorm topics, write, solicit and edit articles, and do the production layout.

In the 2014 issues of The Chatter we were able to provide more content in each issue than ever before. This is in part due to the committee's ongoing efforts to reach out to our member community and solicit articles from writers who are authoritative sources on each month's topic. In total, there were 49 authors outside of the committee who provided articles which gave The Chatter content that educated, motivated and inspired our members. We hope you have enjoyed reading each issue.

2015 will prove to be another successful year for the Communications Committee and The Chatter. This is the newsletter of the PCMA Capital Chapter so if you have any ideas for articles or would like to become part of this amazing group of volunteers, please send an email to our incoming chairs, Shannon Burke at sburke@nacacnet.org or Ryan Barth at ryan.barth@conferencedirect.com. Did you know writing an article is a good way to earn points towards your CMP? We also look to our Capital Chapter community to keep us up-to-date on members' job changes, special accomplishments, awards and industry events to be featured in our "News Bytes" and "Mark Your Calendar" sections.

Everyone who was a part of The Chatter this year should be very proud of the newsletter we produced. I need to send a special shout out to my assistant, Taylor Howie (English major extraordinaire). Without her expertise, eagle eye, and final edit, The Chatter would not have been what it was this year. •

*by Chair: Gail Seawright, Loews Ventana Canyon
Co-Chair: Shannon Burke, CMP, National Association of College Admissions Counseling*

Community Services Committee

The Community Services Committee had a very productive year! One of our goals was to get more members involved and I'm very thankful we were able to increase the number of people on our Volunteer List by 30%. We support a wide variety of organizations to try to get as many members interested as possible. These are the charities we supported this past year and how we helped their missions:

N Street Village – For the 2nd year, we assisted N Street Village with their Annual Gala, which raised more than \$760,000! The money will help homeless and low-income women make positive changes in their lives.

Washington Humane Society – We partnered with WHS to assist with the Bark Ball, which is one of DC's premiere balls for people and their four legged friends. We helped raise a record \$625,000!

Capital Area Food Bank – We returned to the CAFB for Service n Sync where 75 people helped sort food for the 700,000 people in DC who are at risk of hunger. We added a Summer Food Drive and collected 162 pounds of food which fed 82 families.

DC Greens/Farm at Walker Jones - DC Greens is an urban farm in the heart of DC that serves the kids, families, and neighbors of the Walker Jones Education Campus, a DC Public School. It also serves as an outdoor classroom, allowing educators to extend student thinking before, during, and after their hands-on work in the farm, while reminding children that the foods we eat are as important as the books we read. It was hard work, but quite rewarding!

Bright Beginnings – We adopted two toddlers for the holidays from Bright Beginnings, a daycare for 186 children whose families are living in crisis shelters or transitional housing. Our little girls will receive an outfit, shoes, coat, hat, mittens, socks, diapers, and a toy.

It has been an incredible pleasure to be the Chair of the Community Services Committee, I cannot give enough thanks to the 145+ people who volunteered their time. I hope everyone will consider getting involved next year. •

*by Chair: Regina Rink, JW Marriott Las Vegas Resort & Spa
Co-Chair: Beverly Johnson, American Chemical Society*

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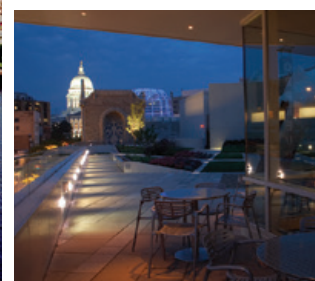
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Emerging Professionals Committee

THANK YOU, THANK YOU, THANK YOU to all of our amazing committee volunteers, champions and sponsors for making 2014 an outstanding year for the Emerging Professional Committee (EPC).

Everyone's great ideas, enthusiasm, energy, and time contributed to achieving our mission of delivering superior and innovative education and professional development opportunities to students and professionals with 0-5 years of experience in the hospitality and meetings industry.

Our key focus this year included: Education, Outreach, GenerationMeet.com Blog, Career Center, and Mentoring.

Highlighted Accomplishments:

- In January, our very popular annual CMP Webcast outlined the importance of certification and investing in your career.
- A record-breaking 78 people registered to attend the August Capital Classroom: The Importance of Engaging the Conference Attendee and Addressing Their Specific Needs.
- In July, we had a great joint program with the Professional Development Committee. The EPC Track focused on Audiovisual 101: Do You Know Your AV basics? and Producing a General Session: Telling the Story.
- The participants in the 7 Mentor/Protégé Pairings will gain mutual support and guidance by learning from each other's experience.
- Over six Outreach visits occurred this year, spreading information about the resources of PCMA and careers in hospitality to area universities and high schools.
- Six blogged "BloggedIn" Interviews on GenerationMeet.com helped give blog followers an in-depth look at different career paths and perspectives of some of our PCMA members.
- 38 Jobs, 10 Internships, and 4 scholarships posted in the GenerationMeet.com Career Center helped recent grads and emerging professionals take the next step in their career.

We look forward to another successful year in 2015 and welcome Sheryl Brannon as Chair and Richelle Wilkins as Co-Chair!

*by Chair: Mindy Halpert, Consortium for School Networking
Co-Chair: Sheryl J. Brannon, CMP, Strategic Partnerships International*

Inaugural Year of the Government Relations Task Force (ReBoot)

We are proud of our inaugural year of the Government Relations Task Force. The main source of pride is that Terence and I were given the opportunity to revive a committee from our not too distant past and find its relevance in our 21st century world.

We as a chapter are very fortunate that the meetings industry as a whole has been focused on civic engagement with our federal lawmakers showing that “Meetings Mean Business,” and is actively sharing through the Meetings Mean Business Coalition (MMBC) created in 2009 by the U.S. Travel Association. During the past 5 years our industry has evolved to proactively supporting our value to the national and global economy rather than reactively defending misconceptions in the news.

The highlight of our year was the partnership with Programs Committee for the half day summer conference: Meeting Industry Reboot via ART: Advocacy, Relevancy & Technology. Task Force Co-Chair, Terence Donnelly, was able to secure the keynote speaker, Erik Hansen, Senior Director of Domestic Policy at USTA. Erik served as the keynote speaker and held a government relations breakout session.

As successful as the USTA speaker was, the most impactful moment occurred off of the main stage. During a planning session for the upcoming conference in July, Terence scheduled a conference call with Erik that included many of the PCMA Capital Chapter volunteer leaders. The exchange during that conference call was really powerful. The lead focus of the USTA has been on international and domestic travel in general more so than meetings specifically. During that conference call, Erik was able to hear the economic case for the importance of meetings as its own focus area. The diversity of viewpoints on that call (association/corporate/government planners, hotels, dmcs/cvbs, a/v companies, etc.) relayed how “meetings” are a very important focus point within the greater conversation of travel and hospitality lobbying.

In closing, to be more successful next year we need to grow the committee. I know many of you are passionate about this topic. We look forward to working with you in 2015! •

*by Chair: Tamela Blalock
National Association of Wholesale Distributors
Co-Chair: Terence Donnelly, Experient*

Marketing Committee

2014 has ushered in a new wave of excitement and growth for the PCMA Capital Chapter Marketing Committee. We started the year off by being the first PCMA Chapter to have its own Instagram feed! We launched this during PCMA Convene in Boston with a contest for members to post and #pcmacc your photos to win a contest awarding free education! From there the Marketing team, made up of a broad spectrum of seasoned meeting planners and suppliers to emerging professionals, worked with each of our committees, and task forces to promote and tell the story of the Capital Chapter in many different mediums to provide information in the format that YOU, our members, like to receive it. This includes more than 7 different methods of communication including the Chapter website, E-mail, Facebook, Twitter, Linked in, Instagram, Google+ and more! With so many methods of communication for our chapter, it became clear we needed a tool to help centralize our media announcements so they could be scheduled with custom messages for each channel of communication. With this, we launched a tool called Hoot Suite. This allows the chapter to manage all media from one central location and allows us to monitor the success of our messaging so that we can continue to improve as trends change.

Today we have over 750 industry professionals following us on Facebook, and often our reach goes into the thousands when items are shared, viewed and beyond. All communication tools together we have over 2,000 people following, interacting and receiving the latest information on the chapter via social media outlets alone.

The Marketing Committee works hard to develop a community that not only informs people about events and activities, but also tells the story and history of our chapter and its members! In the future, we are working on exciting new marketing methods that will continue to grow the exposure of your chapter by working with visual tools! Look for our Youtube Channel as we launch into the video arena in 2015!! •

*By Chair: John Rubsamen, Americans for the Arts
Co-Chair: James Gildea, Omni Hotels & Resorts*



Membership Committee

Your Membership Committee was tasked with three initiatives this year - to Recognize, Retain and Recruit new members. With a chapter of over 1,600 members, this was no easy task but the Membership Team of 25 talented individuals was ready for the challenge.

Who does not like a birthday card? This was just one small gesture that the Recognition Sub-Committee handled this year. We recognized our members in a variety of ways, including birthday and major milestone anniversary dates for PCMA membership (5, 10, 15....) We also awarded quarterly "Star Awards" to outstanding members as well as recognized the Star of each Committee at The Event and our Rising Star of the Year.

Our Retention Sub-Committee handled the momentous task of making sure that our members stayed members. Every month this team did outreach to all of our members whose membership was going to expire that month to encourage them to renew. This is a lot of telephone time! This sub-committee handled the task like pros and I am happy to report that the Capital Chapter is 3rd for all chapters in retention!

Every organization loves new members and perhaps none more than the Capital Chapter. Our Recruitment Sub-Committee worked hard to make sure that every new member felt welcomed with an email introduction and letter from the President. New members come from a variety of ways - Scholarships; the Member-Get-A-Member Campaign and new members joining after attending an education meeting. Perhaps the best way to get new members is when our current members talk about PCMA and all the advantages of being a member. With over 200 new members this year and counting, we all do a lot of talking about our chapter!


Membership involves everyone...not just the committee but the chapter as a whole. So, thank you to all of you who talked about PCMA this year and encouraged your friends and colleagues to join. We could not have done it without you! •

by Chair: Geralyn Krist, CMP, CTA - Visit KC
Co-Chair: Melissa Tighe, CMP - Starwood Hotels and Resorts



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Excellence, Brought to You by the Professional Development Committee

The PDC got 2014 off to a great start during the Capital Chapter Reception at Convening Leaders in Boston last January. At the event hosted by Fairmont Hotels we had over 700 attendees which is the largest turnout in history! We focused on different ways of utilizing technology in the first part of the year with “Big Data: Transforming Meetings and Events with Better Intelligence” for the Education Event in February and the presentation by Corbin Ball, “Tablets, WiFi & Social Media..Oh My!” at the April Planner Workshop.

Mix n’ Bowl was also a great success with a complete sellout for teams within two hours of sending out the registration. Our signature achievement happened in July with the Chapter’s first Half Day Education Event. “Meetings Industry Reboot via ART: Advocacy, Relevancy & Technology”, covered a variety of topics that provided ideas and solutions to everyone from our newest planners to the senior members of the Chapter. Erik Hansen, Senior Director, Domestic Policy from USTA was the opening session speaker and gave us an overview of how we can influence our congressional representatives to increase recognition and funding for the meetings industry.

We tried something new in September by joining forces with PMPI to sponsor a joint networking event. Oktoberfest was tremendously successful and the two groups are working together to do this again next year.

Our fall Planner Workshop offered advice on “Navigating the Waters of Professional Speakers”. Our final Education Event of the year was a fascinating presentation on “Modern Leadership: Leading Teams by Influencing Partners”. Attendees were still discussing what they had learned during the reception afterward sponsored by Kaiser Permanente Center for Total Health which offered healthy appetizers, a dark chocolate and wine bar and even a farmer’s market where the attendees took home fruits and vegetables to use with the recipes that were offered to us. •

*by Chair: Lisa French, Hilton Baltimore
Co-Chair: Jean Riley, American Institute of Aeronautics
and Astronautics*

Sponsorship Committee

2014 was a very busy year for the sponsorship committee. We were very fortunate to partner with amazing and unique sponsors to help host all of the PCMA Capital Chapter events. We kicked off the year with the Capital and Chesapeake Chapter Convening Leaders Reception which, at over 700 registrants, is by far the largest chapter reception held during Convening Leaders.

Throughout the year, we introduced our membership to a few new unique venues that generously partnered with us as well. We held events at new conference centers in Tyson’s Corner (just one week shy of the silver line opening...drat!) as well as the Union Station area. We even had the board hold their mid-year retreat on a docked ferry boat! This past year the sponsorship committee was also very excited to partner with PMPI on the very successful Oktoberfest event ...Wunderbar!

It was an extremely rewarding year and Rebecca and I personally want to extend our gratitude to our fantastic sponsors and also to the amazing sponsorship committee members as well. This committee has their hands in just about everything the chapter offers – events, scholarships, media advertising, giveaways, the list goes on and on. None of these fantastic opportunities could be available to the chapter without the very generous support of the sponsors and the dedicated time and commitment from our committee volunteers. We offer each and every one of you our sincere appreciation. •

*by Chair: Leah Jones, Auto Care Association
Co-Chair: Rebecca Ramsey,
Greater Madison Convention & Visitors Bureau*

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2014 Committee Stars

In our Capital Chapter we have “All-Stars” and, like the Academy Awards, we love to honor them. Our stars perform within committees and excel in the tasks given to them. Each committee chair has the pleasure of awarding that person who shines brighter than all others as their “2014 Committee Star of the Year”. We applaud the following “2014 Committee Stars” for their accomplishments:

- **Terrance Donnelly**, Government Relations Task Force: Secured keynote speaker and conducted prep call with speaker and Capital Chapter leaders to ensure relevant government regulations were imparted. He also opened dialogue between meetings and USTA lobbying team.
- **Sara Torrence**, Communications: Always reliable, contributes great ideas, and volunteered to be the spotlight champion for the year making it a point to highlight members who actively contribute to the chapter.
- **Peter O’ Brien**, Community Service: Always willing to give a helping hand, instrumental in success of Food Bank/Food Drive, helped organize DC Greens and CAFB.
- **Heather Kyle**, Emerging Professionals Committee: Created the “Blogged In” interview series for the purpose of jumpstarting student and new professionals’ careers, using the experiences of established professionals.
- **Jim Kelley**, Professional Development Committee: Jim goes the extra mile to ensure events are timely, relevant and enjoyable. He has offered his production services for events and secured a scholarship fund for planners unable to afford educational program fees.
- **Donna Del Gallo**, Sponsorship: Tirelessly went after renewal and prospective sponsors and took initiative to help in ad sales. Efforts brought in over \$10K to the chapter.
- **Katharine Gausmann**, Membership Committee: She has been persistent in keeping the team engaged and on task resulting in higher renewal/recruitment numbers.
- **Brian Knaack**, Marketing Committee: Marketing, Messaging, Social Media Guru-creating a true hub of information and Hoot Suite to manage it all. He shows a true passion for making the chapter the best it can be.
- **Jennifer Erney**, Rising Star Award: New to the Sponsorship Committee, she saw an opportunity to make the benefit servicing process more efficient and effective and implemented a new benefit tracking system. Due to her dedication all of the chapter event sponsors been appropriately recognized. •

—by Marilyn Atchue-Zull, Global Account Director, Hospitality Performance Network Global

Silent Auction Recap

On Tuesday, November 18th, The Event: Capital Chapter Annual Meeting and Silent Auction tradition continued with over 300 attendees filling the Hard Rock Café.

The day’s events began with Silent Auction bidding, and awards of excellence distributed by Annette Suriani. Delicious hors d’oeuvres were served by Hard Rock Café, our host venue. Thank you to VisitNorfolk, the Hard Rock Cafe, PRG and Greater Miami and the Beaches, our evening sponsors. Great job to Jim Kelley and the PRG team for their excellent job providing lighting and AV, so all facets of The Event, PCMA Capital Chapter’s Annual Meeting could be thoroughly enjoyed by all!

The Silent Auction included more than 30 generously donated gift baskets, excursion packages and many great products and services. Over \$4,000 was raised with a portion of the proceeds going to N Street Village; a community of empowerment and recovery for homeless and low-income women in Washington, D.C. N Street Village helps women achieve stability and make meaningful gains in their housing, income, employment, mental health, physical health, and addiction recovery. An additional percentage of proceeds also benefited The PCMA Education Foundation.

Congratulations to all the winning bidders, and the evening award winners! Please look for opportunities to donate for next year’s auction during “The Event” in November 2015. •

—by Linda Worthington, National Sales Manager
Richmond Region Tourism

PCMA Capital Chapter Members Going Above and Beyond

Everyone is busy these days. We all do more with less. I believe that is our “new normal” and as much as we don’t like it, it does not seem to be going away anytime soon. However, we have some Capital Chapter Members that, despite their busy schedules, found a way to complete an important career move....studying for and passing the CMP exam. As a 1999 graduate of the CMP exam, I know how much time and effort it takes to complete this and, on behalf of the Capital Chapter, we offer each of you a huge round of applause!

Caroline Arrington, CMP	Kaitlyn Palatucci, CMP
Rebecca Bullard, CMP	Jeanne Procope, CMP
Elizabeth Dean, CMP	Amy Robinson, CMP
Katherine Faherty, CMP	Laura Romaine, CMP
Amy Harris, CMP	Erin Schechter, CMP
Molly Hoyt, CMP	Sabrina Siso, CMP
Anna Hudson, CMP	Patricia Smith, CMP
Mary Lovgren, CMP	Ushma Suvarnakar, CMP
Alicia Massey, CMP	Andrias White, CMP
Heather McCue, CMP	Alexandria Zapple, CMP
Jean Middleton, CMP	Charlotte Zike, CMP

—by GERALYN KRIST, CMP, CTA, National Account Manager
Visit KC



Member Spotlights

Spotlight on a Planner

*Jean Riley, Senior Event Planner
American Institute of Aeronautics and
Astronautics*



Jean Riley knew years ago that she wanted to be a meeting planner. While most of us say we fell into our profession, Jean made calculated moves early in her career to get her to where she is today, the Senior Event Planner at the American Institute of Aeronautics and Astronautics (AIAA). After graduating from the University of Wisconsin with a major in Spanish,

she began her career in reservations at the Hyatt Regency in Milwaukee. She moved through the ranks with Hyatt and eventually ended up in sales where she learned much more about what she needed to know to become a meeting planner. Her first meeting planning position had her working with the MCI Heritage Golf Tournament. From there she went on to the National Automobile Dealers Association and then to AIAA where she's been for the past 16 years.

Jean joined PCMA about five years ago, but didn't become actively involved in the Capital Chapter until three years ago when she volunteered on the Professional Development Committee and planned the Capital Chapter Annual Event in 2012. As the incoming Chair of PDC, Jean is delighted to be in the thick of things. She believes PDC's role is key to carrying out the mission of the Capital Chapter by bringing quality education and networking events to our members.

When she has some down time, Jean enjoys traveling domestically and internationally, skiing, scuba diving and going to live concerts with her husband of 31 years, Tim. Jean and Tim have one daughter who was married a year ago and in an effort to fill their "empty nest", they adopted Flash, their Silky Terrier.

Multi-tasking is something Jean has mastered. We even did our interview while she was on her evening commute! Of course she has "hands free" in her car. •

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

Spotlight on a Supplier

*Gail Seawright
Director of National Accounts
Loews Ventana Canyon*



Like many of us, Gail Seawright, "fell into the hospitality industry." She had moved to Palm Springs from Chicago, and saw a posting for an assistant to the president of a corporate incentive company. When she was hired, she didn't know that there were even such companies, but she was a fast learner. By the end of three months her boss said, "I'm wasting your talents, I am going to make you a project manager." "He taught me so much," Gail remembers, "especially to document everything." Her first hotel sales position was at a 122-room Holiday Inn, and from there to the Palm Springs Riviera Resort, where she worked for Mike Dominguez, Director of Sales. "Mike was another great mentor; I've been very fortunate in that regard," Gail says. When she and her husband moved to Tucson, she joined the Loews Ventana Canyon sales team and has been with them for 15 years.

What does she like most about her job? "I have been handling the D. C. market for 18 years, and I really value the relationships I have formed with planners and suppliers in the Mid Atlantic." She joined the PCMA Capital Chapter Communications Committee six years ago because it was a committee she could contribute to while living in Tucson via conference calls and writing and editing articles. This year she had the honor of chairing the committee.

Life is not all work for Gail. She has been married to her husband, Jon, for 26 years and they have two furry, four-legged "kids" – goldendoodles, Bisbee and Lulu. In her leisure hours, she enjoys making jewelry, her "therapy." As to balancing her personal and professional life, "I don't take work home." What is this road warrior's idea of the perfect weekend? "Not having to leave the house. I love cooking, having time for my beading, being with my husband and dogs, and swimming in our pool." •

—by Sara Torrence, CMP Emeritus
Sara Torrence and Associates



News Bytes

Email your news: PCMAchatter+news@gmail.com

CONGRATULATIONS TO **DEE CLEMMONS, CMP**, VICE PRESIDENT, MEETINGS, EDUCATION AND PARTNERSHIPS WITH AIRPORTS COUNCIL INTERNATIONAL-NORTH AMERICA FOR WINNING PCMA HEADQUARTERS MEMBER-GET-A-MEMBER PROGRAM BROUGHT TO YOU BY DELTA AIR LINES! THANKS TO DEE FOR HER DEDICATION AND COMMITMENT TO OUR INDUSTRY AND EXPANDING THE REACH OF PCMA!

USHMA SUVARNAKAR, CMP, MTA, IS NOW DIRECTOR OF MEETINGS AND CONFERENCES AT THE AMERICAN ANTHROPOLOGICAL ASSOCIATION.

LINDA MINOR, IS NOW MANAGER, MEETINGS AT THE ENDOCRINE SOCIETY.

ELAINE POWELL, CMP, IS NOW THE DEPUTY DIRECTOR, CONFERENCE AND MEETING SERVICES WITH AMERICA'S HEALTH INSURANCE PLANS.

ALEX PLAXEN, IS NOW DIRECTOR OF MARKETING WITH EVENTREBELS.



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

CAPITAL CONNECTION

1/11/15 **PCMA Convening Leaders**
1/14/15 **Chicago, IL**
www.conveningleaders.org

1/11/15 **Capital & Chesapeake Chapter Reception**
PCMA Annual Meeting
5:30 PM - 7:00 PM
Fairmont Chicago Millennium Park
200 N Columbus Dr, Chicago, IL

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