

the official newsletter of the pcma capital chapter



## President's Message



Cheers and congratulations to the Capital Chapter for a very successful year! As you will see in this issue, the chapter had a fantastic year with incredibly engaged volunteers and many amazing events.

In 2015, Mary Gallagher's focus was on engagement through involvement and thanks to efforts of this year's leadership team under Mary's fantastic direction we have more than 200 members who have volunteered their time this year. As we move into 2016, I hope to focus on the member experience from our volunteers to those attending our events with a goal of creating authentic experiences that demonstrate the benefits of being a PCMA member. Over the years I've come to realize the importance of succession planning to ensure the future success of the chapter which is only possible when we nurture the development of our volunteers and ensure that they are fulfilled by their experience. In terms of our events, I would like to continue pushing the limits of educational delivery and content as well as providing memorable networking opportunities that will make our events the place to be throughout the year.

I am very pleased to share that the 2016 leadership team is off to a great start in developing compelling educational content and engaging networking opportunities for you in the coming year. The 2016 Board of Directors, Committee Chairs and Co-Chairs met in October to begin planning for next year and I have to say that the energy in the room was contagious and the result was an action plan that encouraged everyone to think differently and try something new.

I am incredibly excited about all that lies ahead for the Capital Chapter in 2016 and thank you for your support and encouragement of me and the 2016 leadership team. I urge all of you to consider joining a committee next year to enhance the benefits that you can reap from your PCMA membership and I also hope to see you at our events throughout the year.

One of the things that I love the most about our industry is the wide range of knowledge and experience that we can share with each other. As we work to provide you with authentic experiences next year, I hope that you will reach out to me to share your ideas and feedback so that we can help you make the most of your membership.

I wish you all a wonderful holiday season and look forward to seeing you at our events in 2016! •

—by Joy Womack, CMP  
Director, Event Management, Experient

## Drum roll please...



Congratulations to the PCMA Capital Chapter's **John Rubsamen** with Americans for the Arts for winning the prestigious Outstanding Service to a Chapter Award from PCMA Headquarters.

Join the PCMA Chapter Leadership in celebrating this honor and see John receive his award at the Convening Leaders luncheon on Tuesday, January 12, in Vancouver. •

**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 promoting the value of professional convention management.

**President**

Mary Gallagher, CMP  
LA Tourism & Convention Board  
571.384.6507  
mgallagher@LATourism.org

**President-Elect**

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

**Treasurer**

Diane Kovats, CMP  
International Society for Computational Biology  
760-522-8805  
dkovats@iscb.org

**Secretary**

Stacey Knoppel  
Baltimore Convention Center  
410-649-7116  
sknoppel@bccenter.org

**Immediate Past President**

Annette Suriani, CMP  
AMS Meetings Solutions  
703.261.6562  
annette@amsmeetingsolutions.com

**Directors**

Kim Allison, CAE, CASE, CTA, Visit Baltimore  
571.970.6041; kallison@baltimore.org  
Marcus Eng, CMP, American Public Transportation Association  
202.496.4874; meng@apta.com  
Andy Falter, Sponsorship Reliance Group  
203-797-9559; afalter@sponsorshipreliancegroup.com  
Mindy Halpert, CMP, Consotium for School Networking  
202.410.2778; mhalpert@cosn.org  
Jim Kelley, PRG Corporate & Tradeshow Services  
404.214.4833; jkelley@prg.com  
John Rubsamen, Americans for the Arts  
202.371.2830x2008; jrubsamen@artsusa.org

**Committee Chairs***Communications*

Shannon Burke, CMP, National Association for College Admission Counseling  
Ryan Barth, CMP, ConferenceDirect

*Community Services*

Beverly Johnson-Hampton, CMP, American Chemical Society  
Peter O'Brien, CMP, CASE, Marriott International

*Emerging Professionals*

Sheryl Brannon, CMP, MBA, Strategic Partnerships International, LLC  
Richelle Wilkins, CMP, American Association of Exporters and Importers

*Marketing*

James Gildea, Omni Hotels & Resorts  
Natalie Sorkin, American Public Health Association

*Membership*

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Rebecca Ramsey, Greater Madison Convention & Visitors Bureau  
Jennifer Erney, FRHI Hotels & Resorts

*Government Affairs*

Terence Donnelly, CMP, Experient  
Tamela Blalock, MTA, CMP, National Association of Wholesale Distributors

**Chapter Liaison to PCMA National Board of Directors**

Kirsten Olean, CMP, CAE, American Society for Microbiology

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

Mary Gallagher, CMP

Director, Eastern Region, Convention Sales

LA Tourism & Convention Board

2015 Capital Chapter President



2015 was a year for the record books! We surpassed the 1,700 member mark for the PCMA Capital Chapter, had three of our members recognized on a national level for their dedication and service, executed 18 successful events, produced our inaugural North American Meetings Industry Day, co-hosted a successful Disney Institute program in partnership with

PMPI, provided high level education, conducive networking opportunities and gave back to the community and the PCMA Education Foundation. This is all due to the support of our incredible members and generous sponsors.

The chapter remains in strong financial standing with sufficient reserves and we are heading into what will be an amazing year with Joy Womack at the helm. I am continuously amazed and inspired by the commitment and dedication of our volunteers who contribute countless volunteer hours to the good of our chapter. Our 11 board members, 16 committee chairs and co-chairs, more than 250 committee volunteers and Pam and Teal at Ascent Management all had an important piece of 2015's success and I am grateful for each and every one of you. I would be remiss if I didn't thank my employer, the Los Angeles Tourism & Convention Board, for their support of my efforts this past year.

Change is constant as are the friendships and partnerships that PCMA offers. It's yours for the taking and I ask that you consider getting involved, attend one more event next year, support the PCMA Education Foundation and no doubt you will reap more benefits than you can imagine! •



### Connect with the Capital Chapter!



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



@PCMACC

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



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



**LET'S GET CREATIVE**

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## Communications Committee Annual Recap

On behalf of the 28 members of the Communications Committee, I am extremely proud of our accomplishments this year in producing another 10 great issues of The Chatter newsletter. Our volunteers contributed a substantial amount of time and effort in putting together each issue by editing, writing and producing various articles which highlight the work of the PCMA Capital Chapter and our industry as a whole. I can't thank you all enough for your contributions. The content this year touched on some great topics and themes such as Travel Wellness, Technology, Social Media and so much more.

We sincerely hope you enjoyed reading the issues this year and continue to support the amazing work of our committee by submitting articles and contributing content in 2016. It is because of our relationships and connections within PCMA that we are able to gather timely content and hear from experts in the meetings and events industry. Our newsletter serves as the model for so many other chapters and it is all due to the hard work of our members.

Our committee likes to think of this newsletter as a summary of the great work of our Chapter and its members each month, 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, Caroline Gardner ([caroline.gardner@destinationdc.com](mailto:caroline.gardner@destinationdc.com)) and Jennifer Haire ([jhaire@ncsc.org](mailto:jhaire@ncsc.org)). We encourage you to get involved if you are seeking credits toward your CMP as well. Writing articles is a great way to earn CEU's. We continually look to our Capital Chapter community to keep us up-to-date on job changes, various accomplishments, awards and industry events to be featured in our "News Bytes" and "Mark Your Calendar" sections.

Thank you so much to every one of our volunteers who contributed articles and edits each month to keep the newsletter looking great. A special thanks to Tracie Howard, Shannon Burke and Carly Bushong as well who made all the magic happen during production.

Finally, the newsletter would not be possible without all of our wonderful sponsors. Thank YOU for supporting the best PCMA chapter newsletter around! •

**Chair: Shannon Burke, CMP**, National Association for College Admission Counseling

**Co-Chair: Ryan Barth, CMP**, ConferenceDirect

# I'm **HERE** for your success!



**Jason Koteff**  
Director  
National Accounts - DC  
Team San Jose  
443.968.5649  
[jkoteff@sanjose.org](mailto:jkoteff@sanjose.org)

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## Community Service Committee



The Community Service Committee had a productive year with several new ventures. We started the year off by helping N Street Village with their N Street Annual Gala in March. We had a gardening event at DC Greens at the K

Street Farm. The committee helped to plant and get the farm ready for the New Year. DC Greens became the charity of the year for the PCMA Capital Chapter Community Service Committee. The Committee helped the Washington Humane Society by stuffing gift bags for the WHS Annual Bark Ball in June.

The committee held a summer food drive at the PDC/EPC Reboot Program at the Walter E. Washington Convention Center in July. We continued helping DC Greens with another gardening event in October. We held a coat drive at the Kaiser event in October as well. The PCMA Capital Chapter's largest event was Service N' Sync at the Capital Area Food Bank in November. The committee has a contest underway to find different charities to work with in the area. The winning nomination gets a gift card, so stay tuned! The Community Service Committee is honored to have such a great committee and so many volunteers in the PCMA Capital Chapter. •



**Chair: Beverly Johnson, CMP, American Chemical Society**

**Co-Chair: Peter O'Brien, CMP, CASE, Marriott International**

## 2015 PCMA Sponsorship Committee

2015 has been a busy and successful year for sponsorship! Our goal this year was to try and confirm dates and venues at least 3 months prior to the event. This gave us more time to market our events and build attendance, as well as more time for the Professional Development Committee to plan for incredible education that we all appreciate and depend on to keep us up to date on the latest trends. We've also been able to bring in new program sponsors to keep the financial health of our chapter strong.

We started the year off with a bang at Convening Leaders with a themed reception from Fairmont Hotels and ended with a great Chapter Rewind at the Hilton Washington. We've had some fabulous venue sponsors across multiple hotel brands including Omni, Marriott, DoubleTree and Kimpton and unique venues such as the National Press Club, Walter E. Washington Convention Center, Center for Total Health and Pinstripes Georgetown. We continue using hidden gems for our leadership retreats, such as the conference centers located in the offices of the American Association of Airport Executives.

Thanks to our newest Platinum Program Sponsors, Visit Charlotte and Carlson Rezidor Hotels! It is always exciting to bring someone new to our sponsorship family. Continued thanks to Team San Jose, Visit Norfolk and the Greater Fort Lauderdale Convention & Visitors Bureau for their multi-year Platinum sponsorships.

We'd be remiss in not mentioning Gold, Silver and Bronze Sponsors to thank them for their support of our education and networking programs: Visit Denver, Greater Madison CVB, Cincinnati USA, Tourism Vancouver, Miami and the Beaches, Visit St. Petersburg Clearwater and Visit Tampa Bay.

Thanks to all of our PCMA Capital Chapter Sponsors for helping us achieve a fabulous year! •

**Chair: Rebecca Ramsey, Greater Madison Convention & Visitors Bureau**

**Co-Chair: Jennifer Erney, CMP, CASE, FRHI Hotels & Resorts**

## PCMA Rewind Event Recap

The PCMA Rewind event took place at the Hilton Washington. The room was beautifully decorated and populated with drink, delicious food (crab cakes, sliders, tacos, salads, virgin daiquiri smoothies) and silent auction stations. Some silent auction offerings included: Pendleton native American heirloom blanket, "taste of Wisconsin" gift basket, 3 walking tours of DC, Westin New York Times Square 2 night stay, bottles of wine, many hotel/weekend getaway gift certificates, Target cards, Barnes & Noble, Panera and other gift cards and baskets.

The evening culminated with an awards ceremony, starting with the **Committee Chair Recognition:**

♦ Shannon Burke, CMP - Communications Chair ♦ Beverly Johnson-Hampton, CMP - Community Services Chair ♦ Sheryl Brannon, MBA, CMP - Emerging Professionals Chair ♦ Terence Donnelly, CMP - Government Relations/Advocacy Task Force Chair ♦ James Gildea - Marketing Chair ♦ Melissa Tighe, CMP - Membership Chair ♦ Jean Riley - Professional Development Chair ♦ Rebecca Ramsey - Sponsorship Chair

### 2015 Board of Directors Recognition:

♦ Mary Gallagher, CMP - President ♦ Joy Womack, CMP - President-Elect ♦ Diane Kovats, CAE, CMP - Treasurer ♦ Stacy Knoppel - Secretary ♦ Annette Suriani, CMP - Immediate Past President ♦ Kim Allison, CAE, CASE\*, CTA - Director ♦ Marcus Eng, CMP - Director ♦ Andy Falter - Director ♦ Mindy Halpert, CMP - Director ♦ Jim Kelley - Director ♦ John Rubsamen - Director

### Recognition of Outgoing Board Members who will be missed:

♦ Kim Allison, CAE, CASE, CTA ♦ Andy Falter ♦ Stacey Knoppel ♦ Annette Suriani, CMP

### Committee Star of the Year Awards:

♦ Communications: Mark Harvey, CGMP, CMP, CMM, Director Meetings & Operations, Society of Government Meeting Planners ♦ Community Service: Peter O'Brien, CMP, CASEA, Global Account Executive, Marriott Global Sales Organization ♦ Emerging Professionals Committee: Heather Kyler, Director, Executive

Services, Mechanical Contractors Association of America ♦ Government Relations: Rosa Mendoza-Friedheim, CASE, CDM, Regional Director of Sales, Greater Ft. Lauderdale

Convention & Visitors Bureau ♦ Marketing: Kristen M. Roget, CMP, Director, Strategic Account Management, Experient ♦ Membership: Rebecca Murphy, CMP, Meeting Planner, National Association of College & University Business Officers ♦ Professional Development Committee: Annemarie O'Donoghue, CMP, Manager, Meetings & Sponsorship, American Gas Association ♦ Sponsorship: Jennifer Erney, CMP, CASE, Director, Global Accounts, FRHI Hotels & Resorts ♦ Rising Star: Katharine Gausmann, CMP, Program Manager, Principal Events, National Association Secondary School Principals



The Awards reception concluded with Mary Gallagher's Top 10 List of 2015 Highlights of the Capital Chapter:

- 1,700+ members
- 250 volunteers
- 54 states and countries
- 32 sponsors
- 28+ nominations for National Visionary Awards
- 18 events over the past year
- 8 committees
- National award winners
- Initiatives that support the PCMA Education Foundation
- President's Award: Rebecca Ramsey, 2015 Chair and incoming 2016 Chair of Sponsorship

And finally, the passing of the gavel for PCMA Capital Chapter President goes from Mary Gallagher to Joy Womack. Congrats Joy! •



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## 2015 Emerging Professionals Committee Wrap-Up

2015 was a year of innovation, change and celebration for the Emerging Professionals Committee, and we want to say thank you to all of our volunteers and partners who helped in our 2015 initiatives.

### HIGHLIGHTS:

- Career Center published 83 Jobs opportunities and 8 Internships.
- 13 Mentoring pairs were accomplished.
- Comprehensive mentoring program outline and delivered on our GenerationMeet Blog.
- 10 professional interviews posted on GenerationMeet.com that helps recent grads and emerging professionals take the next step in their career with professional advice and lessons learned from our industry professionals.
- New Shadowing Program Initiative Phase I was developed and introduced at the EPC November 12<sup>th</sup> Capital Classroom. Phase II in 2016.
- 4 EPC members received awards and recognition in 2015.
- 3 EPC members published articles in the PCMA Chatter. "Using Pinterest to Market Your Meetings", "Resources to Use to be an Outstanding Emerging Professional", "Can Social Media Increase Workplace Morale?"

Our Rock Stars, A.K.A. Sub-Committee Chairs, were able to accomplish so much this year and we thank Katharine Gausmann, Drew Squeglia, Malene Ward, Christine Faiman, Heather Kyler, Samantha Moore and Ann Garvey for your time and efforts this year!

Our Champions also should not go unnoticed! Thank you to Jennifer Vaseleck, Alex Plaxen, Beverly Johnson, Jacqueline Nette, Samantha Moore and Melissa Wenczkowski for your hard work in putting together the topics, working with speakers, sponsors and the host venues. You all made our joint program with Government Relations for the newly launched, NAMID program, our joint half-day program with the Professional Development committee and the EPC August and November Capital Classrooms a huge success!

Our partnerships are essential to our success, thank you Mary Beth Baluta, Stacey Johnson and Joy Womack.

The Emerging Professionals Committee is proud to provide the tools, resources, and programs needed for our next generation to thrive in this industry. We are looking forward to another great year in 2016, and welcome Katharine Gausmann and Christine Faiman as Chair and Co-Chair! •

**Chair: Sheryl Brannon Lewis-EL, CMP, MBA, Strategic Partnerships International, LLC**

**Co-Chair: Richelle D. Wilkins, CMP, FitLife Events, LLC**

## Governmental Relations Task Force - Looking Forward to a New Administration

Two years have passed so quickly in the Reboot of the GR Task Force. Terence and I take great pride in what this committee has accomplished with great support from the PCMA CC community.

The highlight of our year was the National Association Meetings Industry Day (NAMID)\* held on April 16, 2015 at the Omni Shoreham Hotel in Washington, DC. What was so inspiring is that this event really became a unifying effort with several key industry organizations including but not limited to: Convention Industry Council, US Travel Association, Events DC, DMAI, Visit Baltimore, Atlanta CVB, GWU, US Green Building Council and 360 Live Media. In a day that included a general session panel, several breakout sessions and concluded with a celebratory industry rally, we as a collective decided to unite and celebrate the value that our industry brings to the local, regional, national and international economies.

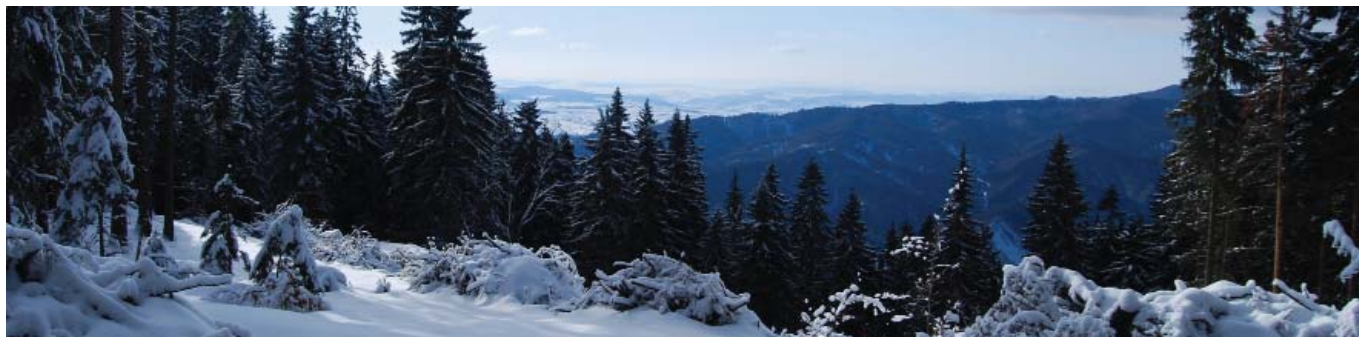
If you were impressed with the 2015 NAMID Day, you will be blown away with the 2016 GMID event!

As Terence and I get ready to pass the torch to 2016 Chair, Annette Suriani, and Co-Chair, Rosa Mendoza, we are so grateful to the support that we received from the PCMA Capital Chapter. Special recognition to PCMA CC leadership as well, Mary Gallagher for being a consistent champion of all things GR, and Bill Reed for saying yes when we needed the gravitas of national leadership. A huge THANK YOU to the EPC Committee led by Sheryl Brannon. There is no NAMID/GMID without your efforts, partnership and strategic leadership. To Pam Valenzuela, we give you the Pam Valenzuela award. When we were a committee of 3 people, you provided so much admin support. Marketing team – thanks for being great partners! Marcus Eng – thank you for taking a chance on us and for your immeasurable patience. To the 2014-2015 GR Task Force Committee Members, you are all amazing! To Annette and Rosa, thank you for all your efforts thus far and for being wonderful leaders. We are so proud of you! •

\*Note: NAMID is now known as GMID (Global Meetings Industry Day).

**Chair: Terence Donnelly, CMP, Experient**

**Co-Chair: Tamela Blalock, MTA, CMP, National Association of Wholesale Distributors**















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## Marketing Committee Year in Review

PCMA Capital Chapter members are the most active in our industry and as your marketing team we strive to not only communicate what PCMA is doing to you, but also highlight your great work. In this regard, the 2015 PCMACC Marketing Committee was the strongest team that we have had the pleasure to work with.

Our Social Media Subcommittee has been more active and has enjoyed greater interaction with our members, and the results show in our growth of followers across all of our social media platforms. We added 114 facebook friends, 193 twitter followers, 42 LinkedIn connections, and 51 Instagram followers (a 121% increase!!). The more interaction that we can have with you, the better and these numbers tell us that you want to not only hear what PCMACC has to say, but you also want to tell us what you think. This is a fantastic way to increase engagement among our membership.

The Events Marketing Subcommittee's work is mostly behind the scenes, but their work on scheduling updates and creating content to make sure everyone has the information they need when they need it is invaluable. The process of rebranding our Reboot and Rewind events was a fantastic team effort that we believe will pay dividends for years to come. Change can be refreshing, no?

As a whole, our committee has had a great year of interaction with all of our fellow Capital Chapter committees. Government Relations and Membership were two that were more active with us than previously who created great synergy and growth for us. We are looking forward to serving you and hope to hear from you on our social media channels. •

**Chair, James Gildea**, Omni Hotels & Resorts

**Co-Chair, Natalie Sorkin**, American Public Health Association



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## Membership Committee Recap

THANK YOU to all the membership committee members and all of YOU for being a member of the best chapter of PCMA! We hope the work we do has made you even more proud to be a member of the Capital Chapter. The 25 Membership Committee volunteers set out this year to Recognize, Retain and Recruit new members.

As a chapter of nearly 1,700 members, the Recognition subcommittee has been busy at work to ensure all members are recognized on their birthday and on major milestone anniversary dates with PCMA (5, 10, 15...). The committee also recognized our outstanding members earning their CMP and CAE's this year. New members were welcomed by the subcommittee and a board member.

We understand there are many great industry organizations, so our retention and recruiting subcommittees never take their eye off the ball. You've probably each heard from one of our committee members reminding you to renew your membership. The committee made over 700 renewal outreach calls and their efforts have not gone unnoticed. The Capital Chapter is 3rd for all chapters in retention!

Not only are we focused on maintaining our current members, but new members are critical for the growth of our Chapter. New members come from a variety of ways- Scholarships; the Member-Get-A-Member Campaign and new members joining after attending a chapter event. Perhaps the best way to get new members is when our current members talk about PCMA and all the advantages of

being a member. This is why we initiated our very own Capital Chapter "Member Get a Member" Campaign in 2015. For each new member that was brought in, they had a chance to win a \$200 gift card. Who doesn't like money? We ran the initiative twice this year, and the winners were Shannon Burke, National Association for College Admission Counseling and Angela Christophe, National Alliance for Public Charter Schools. We not only focused on recruiting new members, but also ensuring new members could confidently attend our events and feel right at home. With so many seasoned members, a reception can be overwhelming for a new member. This year we re-energized the Buddy program, partnering a new member and a board member for a chapter event.

Membership requires more than the 25 superstars on the committee making calls, sending cards, etc. It requires all of you, talking about PCMA, bringing a friend to an event and encouraging your colleagues to join. THANK YOU, we could **not have done it without you!** •

**Chair, Melissa Tighe, CMP, Starwood Hotels & Resorts Worldwide**

**Co-Chair, Ned Blair, Visit Charlotte**

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# Professional Development Committee: A Year in ReView

The Professional Development Committee (PDC) focused this year on great education and collaboration. Through the efforts of a group of very committed members, PDC was able to fulfill the commitment to quality education that is the cornerstone of the PCMA mission.

The first joint PCMA/PMPI Education Forum, “The Quest for Talent” sponsored by Disney Institute, provided more than 200 planners and suppliers with a foundation to seek out, hire and train only the best staff.



The PCMA Capital Chapter Reboot was the largest half-day education event to date for our chapter. Anchored by a vibrant program, the PCMA Capital Chapter Reboot was attended by all levels of planners and suppliers. With more than 20 professionals to speak on a wide range of topics attendees were reminded to ReBoot, ReThink and ReEnergize their knowledge.



Both Planner Workshops, “Ripped from the Headlines: New Trends facilitated” by Peter Hanley and “What Do You Do When the Circus Comes to Town: Contingency Planning for a New Millennium” facilitated by Joan Eisenstodt, provided planners with a forum to discuss topics of special interest and collaborate with their peers.



Chapter Networking Events provided members with fun and exciting opportunities to meet new people and rekindle old relationships. Starting with the Capital and Chesapeake Chapter Reception at the Fairmont in Chicago held during PCMA Convening Leaders, continuing with the Mix and Bowl and the joint PCMA/PMPI Oktoberfest, the networking events are always a roaring good time.



Kaiser Permanente was the backdrop for an interesting education forum focused on infusing health and wellness into your meetings. Several experts from the staff at Kaiser Permanente provided suggestions on getting you and your attendees walking more and switching to healthy meals and snacks to energize them.



The finale of the event season was held at the Washington Hilton. The PCMA Capital Chapter Rewind gave all members an opportunity to celebrate the year’s accomplishments, say thank you to the outgoing board and welcoming our new 2016 board. This year, the Capital Chapter’s most prestigious award, the President’s Award, was presented by Mary Gallagher to Rebecca Ramsey. Rebecca is a long time active member and chair of the Sponsorship Committee in 2015 and 2016. Congratulations, Rebecca!



Thank you once again to all the venue sponsors, program sponsors and volunteers for making these events successful! •

**Chair, Jean Riley**, American Institute of Aeronautics & Astronautics

**Co-Chair, Sara Haywood, CMP**, Association of American Geographers

All pictures courtesy of Christie’s Photographic Solution.



## Member Spotlights

### Spotlight on a Planner

*Angela Christophe*

*Senior Director of Programs*

*National Alliance for Public Charter Schools*



Angela is a proud product of New Orleans, with its rich culture and amazing food! Growing up there was fun and meals were in-and-of-themselves a cultural event. In high school, she worked at the Hilton (school hospitality program), experiencing all departments. Her favorites: kitchen, working with the chef and the concierge desk. This was Angela's first exposure to her career-to-be.

Howard University brought Angela to DC and with a Business Management degree in hand, Angela helped establish non-profits for a startup company. The National Alliance for Public Chartered Schools was one of the non-profits and they asked her to plan their national conference. With the help of contractors, Angela accepted the challenge and became the third person hired by NAPCS. She loves her job because it's constantly changing, is always challenging her and she's been able to create a great team.

In her position, Angela has met many famous people. Stand outs are rapper Pitbull, Bill Gates and Bill Clinton, all very different personalities! Pitbull so nice and genuine, Bill Gates made her nervous and Bill Clinton was incredibly intelligent. She really liked Pitbull; however, Bill Clinton was Angela's favorite.

Angela loves

- Traveling, cooking, eating and hanging out with her husband of 21 years.
- Visiting foreign countries without speaking the language. Friendly people a must!
- Her most memorable experience was traveling with 15 family members to France to meet French relatives (30 of them)

Angela's dedication for our chapter and our membership is evident by recently winning the PCMA "Member Get a Member" campaign. Be sure to congratulate Angela the next time you see her! •

*by Marilyn Atchue-Zuill,  
Global Account Director, HPN*

### Delta Airlines Member-Get-A-Member Winner

Guess who won PCMA National's Member-Get-A-Member Campaign brought to you by Delta Air Lines? The Capital Chapter's very own Monica Russell, Director Meetings & Member Services from the American Association of State Highway & Transportation Officials! She'll receive a complimentary registration & hotel accommodations for Convening Leaders 2016 in Vancouver along with 2 roundtrip Delta Air Lines tickets! Congrats Monica on your recruiting efforts! Overall, PCMA had 269 members competing in the contest and gained 311 new members!

### Spotlight on a Supplier

*Denise C. Benyak, CGMP*

*Director - Global Sales*

*Wyndham Hotel Group*



Raised by the Golden Rule, "Do unto others as you would have them do unto you", Denise Benyak has grown from the local Dairy Queen to Director of Global Sales at the Wyndham Hotel Group. It's a practice that comes natural to her, she passes down to all her teams and has kept her in the hospitality business for over 30 years! Denise has worked at the Omni and Wyndham hotel groups in her 31 years and it's her customers and colleagues energy that keeps her going. "I know it sounds cliché, but it's the people that I love about this industry. No matter where I go I have established

relationships that I'll have forever."

The moment that has made Denise most proud was having the opportunity to build a team for a "black sheep" hotel. She started from scratch and has since been able to witness her newbie team go on to be leaders in the industry, and all it took was one simple rule.

Hospitality has always felt like her second family, but as a new grandmother Denise enjoys spending time at the beach with her family. The tranquil and serene environment at Emerald Isle, North Carolina is a favorite spot that allows her to relax and focus on family. This holiday season Denise will be with a camera in hand documenting her granddaughter Charlotte's first Christmas and passing on to her the golden rule. •

*by Marie Fredlake, ConferenceDirect*

### In Memoriam...



PCMA Member John Hyland passed away on November 22, 2015 after a battle with prostate cancer. He is survived by his wife of thirty-two years, Hilary and daughter, Haley. A true hotelier, John began as a bellman with Marriott and was quickly promoted to sales and marketing where he flourished. He worked for Hyatt Hotels and Resorts for twenty-five years as Director of Sales and Marketing, Hyatt's Washington, DC Global Sales Office. He won numerous

honors and awards and especially proud that he and his staff won Hyatt's "Sales Team of the Year" award three times. He was top sales producer with Experient, Inc. (division of Maritz Travel) and won recent trips to Italy and Mexico. John was on many boards and was a "Fellow" with the American Society of Association Executives. A fun-loving, consummate gentleman, he cherished his customers becoming friends with many. He'll be deeply missed by the many people whose lives he touched. David Giger with Hilton Worldwide remembers John as "a true professional and kind soul - one that no one could ever say anything bad about, and one that never had anything bad to say about anyone. One of those long time industry great ones." •





## News Bytes

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

### 20 in their 20's Recognition

Congrats to Capital Chapter members **Noreen Leahy** (National Association of Attorney Generals), **Alex Plaxen** (Alex Plaxen Media), and **Claire Repass** (Social Tables) for being named to PCMA's 20 in their Twenties! They will be honored at Convening Leaders in Vancouver in January. We're proud to have you as a part of our chapter!

### Star of the Quarter for Q3, 2015

Congrats to **Marilyn Atchue-Zuill** with HPN Global! Thanks for your dedication to our chapter and making sure our members are recognized for membership, birthdays and milestones!

Congratulations to **Angela Christophe**, Senior Director of Programs with the National Alliance for Public Charter Schools for winning on behalf of the Membership Committee as well! We rely on our members to recruit new PCMA Capital Chapter members and gained 21 new members over the last 6 months! Our winner will receive an AMEX gift card to recognize her efforts!

### Donations

Thanks to our generous members and non-members alike, the following donations will be made for the calendar year 2015:

DC Greens, our charity of the year will receive \$5,349.75, The Capital Area Food Bank, our Service in Sync project will receive \$2,100.00, and The PCMA Education Foundation will receive \$2,958.25.

We appreciate your support of our community service efforts including the silent auction held at the Annual Capital Chapter Rewind and your participation in the community projects throughout the year!

### Job Change

**Heather Kyler**, Meeting Manager, American Society for Cell Biology



## 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)

### 1/10 Capital & Chesapeake Chapters Reception at Convening Leaders

Location: Fairmont Hotel Vancouver  
900 West Georgia St  
Reception: 4:30 PM - 6:00 PM

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

#### Chatter Info...

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PCMA Capital Chapter  
Attn: Teal Griffey  
3337 Duke Street, Alexandria, VA 22314-5219  
Phone: 703.370.7436 x600, Fax: 703.342.4311  
Email: PCMAinfo@ascent-management.com

#### Issue Editors...

Ryan Barth, CMP  
ConferenceDirect  
ryan.barth@conferencedirect.com  
Shannon Burke, CMP  
National Association for College Admission Counseling  
sburke@nacacnet.org

#### Production Editors...

Carly Bushong, CMP  
Urban Land Institute  
carly.bushong@gmail.com  
Tracie Howard, CMP  
AcademyHealth  
Tracie.Howard@academyhealth.org

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