

the official newsletter of the pcma capital chapter

Not-So-Distant Shores



Sporting over 11,000 miles of shoreline, the Chesapeake Bay offers an ideal option for quick getaways for families, couples, and weekend day-trippers alike. Not only are the coastal towns of the Upper Bay picturesque and uniquely local, they're close to home.

Chesapeake Beach and North Beach are under thirty minutes from the beltway. You'll find a well groomed beach, public parking, a boardwalk which spans more than a half-mile, a water park, and countless local restaurants and shops. These "twin beaches" offer evening options for a variety of tastes, from the full service Chesapeake Beach Resort to the historic Westlawn Inn with weekly live music and fine dining. To get closer to nature, head to Bayfront Park where the million-year old Calvert Cliffs flank the landscape and fossils wash up on the shore with regularity.

Further north is Sandy Point State Park. A popular day spot for local Marylanders, this beach is likely the most spacious of the Bay beaches. Visitors have ample recreation options from swimming and boating to hiking and that favorite of Bay locals – Crabbing! The park provides equipment rentals and parking for a fee.

For a full weekend getaway, Maryland's Eastern Shore is a short drive across the Bay Bridge. Just over an hour from the DC metro is Cambridge, MD, which sits on the shores of the Choptank river. After spending an afternoon kayaking or paddle boarding on the calm waters, treat yourself to dinner at Stoked, a new wood-fired specialty restaurant. The locals greet each other loudly and warmly in the open room, swirling craft cocktails and sharing their stories of the day with old friends and new visitors alike. If you plan for an overnight, check out Hyatt Regency Chesapeake Bay where you can walk the marina's edge at sunset, enjoy a spa treatment, and create delicious s'mores on the open fire just outside of the lobby.

On the way home, venture off of the main highway for a trip through historic Oxford and a stop at Latitude 38 for a spectacular brunch which starts with homemade coffee cake and ends with lively conversation. At the end of the idyllic town is the oldest privately owned ferry in the U.S., which carries you past picturesque views of the river and shoreline.

St. Michael's is another must-see while touring the Eastern Shore. Quaint local establishments line the main street, while marinas and resorts dot the shoreline. Here you can sample local chocolates, pick up that special gift, and park yourself in the shade for a late lunch or a refreshing ice cream. The shopping options are unique, and the town has an abundance of art for sale. Before you head out, be sure to visit the Chesapeake Bay Maritime Museum for an interactive afternoon of history, cruises, and water-themed scavenger hunts.

The next time you get the urge to be near the water and in the sea-breeze, but don't have time to get to the ocean, remember the Chesapeake and explore the treasures of our not-so-distant shores. •

by Mark Harvey, CGMP, CMP, CMM
Society of Government Meeting Professionals

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
301.963.1805
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

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

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



Message from the Board

John Rubsamen

*Director of Meetings and Events
Americans for the Arts*



Summer time in the City, country, by the river or bay, even the mountains! As members of the Capital chapter, we live and work within a diverse community offering just about every type of lifestyle one can imagine. With summer in full force, the biggest challenge can be taking advantage of all this region has to offer! Summer in the greater Washington, DC area is full of opportunity and activities

for all ages. From the nightlife of the city, to quiet mountain or water front communities that offer the well deserved R&R we all long for between meetings and events. The possibilities are limitless, and in this issue of the Chatter, we hope to give you some great ideas to start your summer off on the right foot!

Let's start with some city fun! Take a Segway tour of the city, one of the best ways to see the monuments along the Mall is via this unique mode of transportation. As you breeze along the mall, you will see every major monument (and some not so major) and learn about the history and significance of each one! Try this during sunset, and catch DC at one of its most beautiful times of day (and coolest!) Afterwards, take advantage of one of the hottest culinary and nightlife scenes in the country! Adams Morgan, China Town, U Street, and the H street corridor to name a few of the neighborhoods in DC that will delight both the pallet and the partier! Work off that amazing dinner and late night with a walk along the Potomac River.

Looking for some quieter times? Take a drive out west and you will be in the Shenandoah Valley, with mountains, some of the best hiking in the country, cave exploration, white water rafting, and amazing Vineyards! More of a water lover? Head east to the Chesapeake Bay and you will be on the beach for some fun in the sun, or a quiet cruise along the bay. Don't miss out on Maryland's world famous Crabs! Just don't wear your Sunday best, as that is one deliciously messy feast!

Whatever your pleasure, it abounds right here in your back yard. Make sure to take the time to enjoy all the Greater Washington area has to offer. Don't forget to share your summer adventures with the Capital Chapter via Facebook, twitter and Instagram and #pcmacc to let your fellow members know how you enjoy summertime in the city, country, by the river or bay, even in the mountains! •



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.



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. •

The Urban Waterfront Playground™

When you're here, you'll feel it.

Mind-blowingly cool.

Did you feel that kinetic shift when you entered our atmosphere? Don't worry, the earth's gravity hasn't changed—but everything else has. The Long Beach Convention & Entertainment Center has tilted event planning on its axis with new dimensions of intrigue. Featuring mind-blowing light and sound capabilities and interconnected venues that flow seamlessly from one to another, LBCEC offers a true campus experience like no other special event center on earth. Visit sightsoundlbc.com to see where connection happens.

Long Beach Convention & Entertainment Center's six unique spaces—from sleek to laid back cool.
Bogart & Co. | Pacific Ballroom | Pacific Gallery & Patio | Promenade Atrium | Terrace Lobby & Plaza | Top of the Lot



LONG BEACH
CALIFORNIA

Summer Fun with Potomac Pedalers Cycling Club

Looking for a new adventure? Try cycling with Potomac Pedalers, a non-profit recreational and social club for bicycling enthusiasts. The club is one of the largest bicycle clubs in the US, and the largest in the Metropolitan Washington D.C. area. With over 30 weekly rides to choose from, there are daily rides in DC, Virginia and Maryland. Distances range from 10 to 75 miles, and average speeds range from 8 to more than 20 mph. After work rides are offered each weekday evening during the summer, and one or two weekday evenings during the off-season. There are also several overnight, out-of-town weekend special events and an annual Back Roads Century (with ride distances up to 100 miles).

The rides are classified based on average riding speeds, typical ride distances, and intervals between rest stops. Classifications range from AA (most advanced) to D (inexperienced cyclist). If you are new to the club, it is recommended to try a ride below your cycling ability and then move up a level once you are more comfortable. D and C level rides are more social and the culture of the group is to cycle together, waiting for one another so that no one is left behind. A and B level groups are fast. If you can't keep up, you will get quickly dropped and become a lone wolf on the road.

Here are some things to consider when riding with a cycling group:

- Get to know your bike – gear shifting and breaking. Ride in your neighborhood first to become familiar with your equipment. You don't want to be learning your bike for the first time while trying to keep up with the bicycling pack.
- Become comfortable with your clipless pedals and cycling shoes. It is a "rite of passage" to fall off your bike while attempting to unclip your shoes from the pedals.
- Always wear a helmet and a bright colored top so that other riders and drivers can see you.
- Learn and use hand signals to alert other cyclists and motorists that you are turning left or right.
- Some rides include a social lunch, adding a nice mid-way break. If you choose a ride that includes lunch, make sure to bring a lock.

If you are new to the DC area, Potomac Pedalers is a great way to see new neighborhoods and meet new friends while keeping fit!

Visit www.potomacpedalers.org to see the ride schedules. •

*by Dr. Kim Bercovitz, Ph.D.
President and Chief Exercise Officer, Exercise Bytes Inc.*

Keeping the Fun in the Family Road Trip



I've experienced my share of road trips, and the never ending refrain of "are we there yet?" I survived, and now that my children have kids of their own, I get a

certain amount of pleasure when they text me about how long a road trip is with toddlers. I could laugh and respond "just wait until they are teenagers!" Instead, I shared the following tried and true methods:

1. Make Travel Grab Bags

Split your trip up by the number of hours you will be traveling. Purchase brown paper lunch bags and visit the Dollar Store to pick up snacks, books, little games, and other trinkets. Divide the goodies amongst the lunch bags and assign an hour to each one. Deliver a sack every hour throughout the trip.

2. Create a Family Trivia Game

This activity does not have to be time intensive. Simply come up with some basic questions about family members to keep the kids guessing. This game opens up plenty of opportunities for family conversation and story telling.

3. Write a Story...As a Family!

Begin by starting the story with a single sentence and have each family member add on the next sentence. Go around person-by-person until the story comes to a natural ending, though you may have to help that "natural" ending along.

4. Visit the Web Pages of Cities along Your Route

Come up with interesting information about some of the cities you will be visiting along the route. Talk about all of the different activities offered in the city or a special story - maybe someone famous who lived/lives in the city! If realistic, talk about whether or not this is a city you might want to visit for a future day or weekend trip.

Whatever the angle you take in keeping sanity in your car, try to keep it simple and low key. You will discover what works for you and what doesn't, and I'm sure you'll add your own ideas to this list! Enjoy this time together. Your children are only young for a short time, and one day, they'll be looking to you for advice on how you managed to make family road trips fun! •

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

Keep Summer Fun and Safe!

Warmer weather is approaching and our minds will soon turn from boardrooms to beaches and backyard barbecues. These are a few safety reminders to keep your family happy and healthy all summer long:

Protect

Apply SPF 30 (or above) regularly throughout the day. The American Academy of Dermatology recommends applying at least one ounce (about the amount you can fit in your palm) fifteen minutes prior to sun exposure. Reapply, at least, every two hours or after swimming/excessive sweating. Don't forget your ears, neck and lips (use an SPF 15 or higher for lips).

Hydrate

A cold beer is refreshing; however, it is important to remember your H2O! According to the American College of Sports Medicine, you should drink 16-20 ounces of water two hours prior to exercise and 8-12 ounces ten to fifteen minutes before going out in the heat. Strive to get a minimum of sixty-four ounces daily. Water is especially important in the summer because it acts as both hydration and a coolant.

Stock Your First Aid Kit

Check to make sure you have plenty of bandages, Neosporin, sunscreen, hydrocortisone cream, bug spray, Benadryl, Tylenol, alcohol swabs, tweezers, cold compresses, etc. Also, don't forget to stock personal medications. If your family will be road tripping, create an emergency driving kit in case of severe weather or car trouble.

Pay Attention

Common sense will keep you and your family safe this summer. The following reminders will help to keep you from having to use that first aid kit:

1. Do not leave your grill unattended
2. Children should have adult supervision around water at all times
3. Always keep flotation devices on hand when enjoying the lake, pool or ocean
4. Use caution with fireworks are dangerous and never allow young children to light them
5. Take to the shade at various times of the day. The sun can cause heat stroke even if you are spending most of your time in the water
6. Drink one glass of water between any alcoholic beverage you consume
7. Keep pets on their leash and never leave them in a hot car

The morale of the story is be safe and have a great SUMMER!

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



PCMA / PMPI Disney Quest for Talent program on May 27

“Let’s Go to the Movies”

We all love it when our favorite classic movies find their way into prime time TV, but what if you could watch all the classics, new and old, outdoors in the crisp summer evenings in the DMV? Well you can! Below is a list of FREE outdoor movie “theatres” that the whole family can enjoy! Each “theatre” is linked to show their 2015 movie schedule! So grab a cooler, snacks, a blanket, and maybe even a lawn chair or two, and relax and enjoy the show!

[DC Outdoor Films](#)

[“Dcist” Listing of Outdoor Theatres](#)

Comprehensive Schedule of Outdoor Movies in the DMV

[U Street Movie Series](#) – Harrison Field “Under the Stars”

Address: V Street NW between 13th & 14th Streets |
2015 Theme: “Musicals from Around the World”

[Bethesda Outdoor Movies](#)

Films start at dusk every night July 21-25

Address: 4809 Auburn Ave. | Bethesda, MD

2015 Theme: “Five Nights of Blockbuster Hits”

[Rosslyn Outdoor Film Fest](#)

Films start at dusk (8:30-9 pm), Fridays

Address: Gateway Park | 1300 Lee Highway | Arlington, VA

2015 Theme: “LOL Fridays: Quotable Comedies”

[Crystal Screen](#) | Films start at dusk (8:30-9 pm), Thursdays

1851 S Bell St. Courtyard | Arlington, VA

2015 Theme: “Spark Espionage”

[Movies on the Potomac](#) | Films start at 6 pm, Sundays

Address: National Harbor Plaza near the Gaylord Hotel

Month Themes:

May – “Hero Mania”

June – “Universal Smashes”

July – “Jungle Adventures”

August – “Travel in Time”

September – “Back to School”

[Capitol Riverfront Outdoor Movie Series](#)

Films start at 7 pm, Thursdays

Address: Canal Park | 200 M St. SE | Washington, DC

2015 Theme: “People’s Choice”

[Starlight Cinema](#) | Films Start at 6 pm, Saturday

Address: Trinity Center | 5860 Trinity Parkway | Centerville

*This is an actual Drive-In movie theatre!

[NoMa Summer Screen](#) | Films start at 7 pm, Wednesdays

Address: Storey Park | 1005 First Street, NE | Washington, DC

2015 Theme: “Dance, Dance, Dance”

[Golden Cinema](#) | Films start at 7:30 pm, Fridays

Address: Farragut Park | Connecticut Ave. & K Street, NW

2015 Theme: “All Worked Up” •

— by *Samantha Moore, Manager, Meetings & Exhibits, CADCA*

2015 Summer Movie Blockbusters

- Magic Mike XXL – July 1
- Terminator: Genisys – July 1
- Minions – July 10
- Mr. Holmes – July 17
- Trainwreck – July 17 (for Amy Schumer fans)
- Poltergeist – July 24
- Pixels – July 24
- Southpaw – July 24
- Mission: Impossible – Rogue Nation – July 31
- Fantastic Four – August 7

— by *Kristin Hanley, Public Affairs Council*

Still Looking for Fun Summer Things to Do Locally?

Check out this link to [DC’s Golden Triangle Area](#)
(Farragut/Dupont)

by *Tracie Howard, AcademyHealth*

Production Editors Needed for *The Chatter*

We need your help in taking the articles and making them into *The Chatter* newsletter we know and love. A great way to get involved with the PCMA Capital Chapter and become a member of the Communications Committee.

Requirements:

- Experience in Adobe Creative Cloud Required, specifically InDesign and Photoshop. *Access to the Creative Cloud provided.*
- 2 -3 issues/months in 2015.
- 6-10 hours per month commitment expected
- Schedule flexibility - production calendar is set, but is dynamic based on receipt of each necessary item.

For more information or to volunteer, email Shannon Burke, CMP at sburke@nacacnet.org.

White Water Fun

I'm a nature girl so put me on a hiking trail, in a river catching trout or sleeping under the stars and I'm literally a happy camper! The beauty of nature fills me with awe! When I want to mix in a "little" excitement with that beauty, I go whitewater river rafting!

River rafting is rated so whether you're the less adventuresome type and want a peaceful easy float down a river (class I), a family with young children (class I-III) or an over-the-top thrill seeker (class V), there is a rafting trip for you. It can be a one-day impromptu excursion, a work related teambuilding event or a well-planned, year-in-advance-reservations-needed trip down the Colorado River through the Grand Canyon. The requirements... bring sunscreen, expect to get wet, leave your wallet, cell phone and real camera behind as they will get wet (a disposable waterproof camera is a great way to capture amazing pictures), strap on your helmet and life preserver and prepare to have fun! Oh... and when you're not busy rolling through the waves or holding on for dear life, open your eyes to some of the most breathtaking scenery imaginable!



Among the top pics for whitewater rafting on the west coast is the Tuolumne River near Yosemite, Rogue River in Oregon, Nenana River in Alaska near Denali, Colorado River running through the Grand Canyon, Salmon River in Idaho and the Arkansas River in Colorado. Moving south and then east you can visit the Chattooga River that runs through South Carolina/Georgia then closer to DC the Yough River in Maryland/Pennsylvania, Kennebec and Dead Rivers in Maine and West Virginia's Gauley River. Most of these rivers offer varying degrees of difficulty depending on the location along the river. For a weekend getaway in Washington DC's own backyard, try camping at Brunswick Family Campground and enjoy whitewater rafting on the Shenandoah/Potomac Rivers at Harpers Ferry, WV (where Maryland, VA and WV come together). On given dates in the spring and fall, water is released from the Savage River Dam and what can typically be a mild, family friendly adventure due to lower water levels transforms into an exciting, heart pounding experience!

So I challenge you to find your favorite whitewater, have fun, be safe and love what nature has to offer!! •

by Marilyn Atchue-Zuill, HPN Global

ALLOW US TO WOW YOU.

When it comes to deciding on a destination, don't miss Madison, Wisconsin.

From capitol to campus and renowned restaurants to rooms with a view, our city is ranked repeatedly and booked eagerly.

Find out what everyone's talking about at visitmadison.com/chatter.



PCMA Capital Chapter Community Service Event: Plow & Plant

Mother Nature couldn't give us a better day to have the Plow & Plant event. With such a beautiful day, we planted basil, tomatoes, carrots and a host of other vegetables, as well as pull up spinach and bok choy. We did all of this gardening and hoeing at the K Street Farm, to help our Charity of the Year (DC Greens) get ready for their biggest fundraising gala event on June 2nd. This was the first PCMA Capital Chapter Community Service event of the year, with 21 volunteers coming out on a great Friday afternoon to help. There was a happy hour reception following the event. To learn more about the great work of D.C. Greens, click on www.dcgreens.org. •



Kale, Quinoa and Squash Summer Salad

Here's a superfood salad to enjoy at your summer BBQ!

1. Cook the squash and quinoa:

- 2 roasted squash cut into 1 inch-wide pieces (drizzle with 1 tablespoon oil and season with salt & pepper before roasting in oven at 425 degrees farenheit for 30 minutes; flip once halfway through and roast until squash is fork-tender)
- 1 cup of uncooked quinoa (cook according to package instructions)

2. Prepare kale leaves

- Take 1 bunch of kale, remove stems, tear leaves into 1 inch pieces and place in a salad bowl
- Massage the 4-5 tablespoons of your favorite salad dressing into the kale with your hands until the leaves are coated. Let the kale sit for at least 10-15 minutes so that the dressing can soften the kale leaves.

3. Assemble salad

Add roasted squash and ingredients below to kale:

- ½ cup of diced red onions
- ½ cup of chopped celery
- 2 tablespoons of dried cranberries and/or goji berries
- 2 tablespoons of raw or toasted pumpkin seeds
- ½ cup of candied almonds or pecans
- Sprinkle with cranberry goat cheese for added flavor

Toss and Enjoy! •



by Kim Bercovitz, Ph.D.
President & Chief Exercise Officer, Exercise Bytes, Inc.

Summer Fun Drink Recipes

HIBISCUS MARGARITAS

Ingredients:

- 1 cup silver tequila (it's better with a clear tequila, doesn't have to be silver)
- 1 cup fresh lime juice (or Simply Limeade – near the orange juice in the grocery store)
- 1/4 cup hibiscus syrup
- 4 jarred hibiscus flowers (OPTIONAL)

Instructions:

- Combine tequila, lime juice and hibiscus syrup in a cocktail shaker (shake cocktail with ice)
- Serve over ice
- Garnish with flowers...if you're feeling fancy!

by Tamela Blalock, MTA, CMP, Director, Membership Services, NAW

SUMMER REFRESHER

Ingredients:

- Six limes
- Six lemons
- 1/5 vodka
- 1 can frozen Lemonade
- 1 can frozen Limeade

Instructions:

- In a large jar (similar to Ice tea jar)
 - Squeeze five limes and five lemons, add additional ingredients along with three cups water.
 - Fill the rest of jar with ice and stir. Cut up remaining limes and lemons to float on top as garnish.
 - You can also muddle fresh mint as added flavor and garnish.
- Serve and enjoy!*

*by Tanna Pearman, National Sales Manager,
Silver Legacy Resort Casino*



STRAWBERRY & LIME MOSCATO PUNCH

Ingredients:

- 1.5 liter of Moscato wine
- 1 can frozen limeade concentrate, defrosted
- 1 c strawberries, diced plus 1 c strawberries sliced
- 1 lime sliced
- 2 liter 7 Up

Instructions:

- Puree 1 c. diced strawberries and 1/4 c. limeade in a blender
- Pour into a pitcher
- Add remaining limeade and moscato into the pitcher
- Garnish with strawberry and lime slices
- Chill in fridge
- When ready to serve top each glass with 7 Up

*by Kristin Hanley, Sr Manager, Conference Logistics,
Public Affairs Council*

PINKY FIZZ

Ingredients:

- 1 part Deep Eddy Ruby Red Grapefruit
- 1 part Club Soda
- Lime Juice

Instructions:

- Serve over ice

*by Shannon Burke, CMP, Director of Conference and Meetings,
National Association for College Admission Counseling*

Georgetown Hospitality Management “Collaborative Hub” Recap

On April 30, 2015, the Emerging Professionals Committee partnered with the Master’s in Hospitality Management program at Georgetown University on a “Collaborative Hub” for Hospitality. Panelists included:

- **Malene Ward, CMP, CEM**, Director, Education & Conferences – DMA/Nonprofit Federation & eec - Session Moderator
- **Gayle Dalhman**, Certification Director - Convention Industry Council
- **Ann Garvey, CMP**, Regional Director of National Accounts, Eastern Region Visit Spokane
- **B. Murphy, CEM**, National Sales Manager – Fern Exposition & Event Services
- **Rhonda Walker**, Senior Account Executive – Marriott International Mid-Atlantic Global Sales Team
- **Thaddeus Weber**, Director, Global Accounts Corporate & Trade Show Services - Production Resource Group

These experts in the industry shared their knowledge and thoughts on such topics as:

- “Day in the Life”, the What, How’s, Why’s and When of our Day
- Needed Skill Set
- Certification and its Importance
- The Importance of Membership to Professional Organizations
 - Education
 - Networking
- Mentoring/Volunteer Opportunities

Gayle Dalhman, Certification Director, shared with attendees a broad overview of the CMP Program and how it’s evolved over the last several decades to become a respected global certification. Not only does it enhance the needed skillsets for our industry, but also has significant positive professional growth implications.

We all elaborated on the memberships and professional organizations; PCMA, IAEE, AMPS, HIP, and PMPI, to name a few, and how these organizations have provided additional avenues of growth both professionally and personally. It was the overwhelming sentiment of the panelists that mentoring young professionals provides industry stability, and in many cases our next generation of emerging leaders.

We closed the session with a few words from Gray Shealy, Executive Director, Master’s in Hospitality Management program at Georgetown University School of Continuing Studies. Gray shared the uniqueness of this advanced degree program at Georgetown. •

by Richelle Wilkins, CMP, Director of Meetings and Events, American Association of Exporters and Importers (AAEI)



Capital Chapter at PCMA Education Conference, June 14-17 in Fort Lauderdale, FL



Capital Chapter Mid Year Board Retreat, held on June 1 at the Hotel Monaco, Washington DC

Dining Al Fresco

DMV (District, Maryland, and Virginia) is not known for fabulous weather. Going from one extreme to another, we typically skip right over Spring. However, there is a growing desire to dine outside, and most establishments are trying to capitalize and accommodate outdoor or “al fresco” dining.

After informal polling (thank you, Facebook), additional research, and my own opinions, here are the top five DC patios.

1. Chez Billy: Try out this Petworth patio. Recently made the Thrillist (trend website) and WTOP list of best new patios.

2. 1905: Located in the bustling 9th/Union Street corridor. Small intimate restaurant. Lovely rooftop patio for gathering after hours or summer afternoon drinks.

3. Poste: Escape the craziness of Chinatown/Penn Quarter. Duck into the “secret” patio at Poste. Wonderful restaurant well-paired with the Hotel Monaco. Can be classically inspired with a bit of whimsy.

4. American Ice Co.: Tucked away and easily missed, AIC is a great location for drinks/ BBQ. Looking for a casual hang out or quick bite before a Club concert? AIC is the place to go.

5. Barcelona: Wonderful offerings of cheese, charcuterie, and other tasty tapas. Well-appointed patio area, just steps off the crazy 14th corridor, allows you to wind down with a glass of wine while watching the world go by.

Not to neglect the V of the DMV, I had some strong suggestions, primarily from our Virginia- based colleagues:

Northside Social – A wonderful jewel between Clarendon and Ballston. Cross between coffee house and wine bar, with unbelievable pastries and food items. Any DC resident will want to abandon the District for a leisurely afternoon of amazing happy hour specials.

Lake Anne Plaza – We got a couple of big shout outs for this lovely area. Provides many options including restaurants, movies during the summer, and a new brew house. Extra special bonus: the area is pet-friendly.

Passion Fish – A staple of the Reston Town Center. Patio area with fire pit that accommodates up to 50 people. Amazing menu and new space. Isn't it time to rediscover an old favorite? The M in the DMV didn't give me much to work with, except Lauren Chelf, AOAC International, generously offered to welcome us to her own private patio. Not sure what her family will think! A non-industry friend who lives in Bethesda suggested Urban Heights from RW Restaurant Group.

Take time this summer to explore one of the growing outdoor dining options and report back. Or, just find a new one and share with a fellow PCMA member. •

by Will Trokey, CMP, Visit Charlotte

Wolf Trap & National Mall Summer Event Schedules

The Summer Concert Season at Wolf Trap in Vienna, VA is now underway with a packed schedule of outstanding live musical performances. Here's a quick rundown on some of the highlights:

WOLF TRAP

July 9 (8:00 pm) – Frank Sinatra, Jr. – Centennial Celebration
July 16 (8:00 pm) – Guster
July 19 (8:00 pm) – Patti Labelle
July 22 (7:30 pm) – Brandi Carlile
July 25 (8:00 pm) – Diana Krall
July 28 (8:00 pm) – Indigo Girls
July 29 (8:00 pm) – Jill Scott
July 30 (7:30 pm) – Ben Harper & The Innocent Criminals
July 31 (8:15 pm) – Rufus Wainwright
August 1 (8:30 pm) – Star Trek w/ Natl. Symphony Orchestra
August 2 (7:00 pm) – David Sedaris
August 6 (8:00 pm) – The Piano Guys
August 10 (8:00 pm) – Culture Club
August 12 (8:00 pm) – Jim Gaffigan
August 13 (7:30 pm) – Counting Crows & Citizen Cope
August 14 (8:00 pm) – Lyle Lovett
August 15 (7:00 pm) – Little Big Town
August 16 (8:00 pm) – Abba – The Concert Tribute
August 18 (8:00 pm) – ZZ Top
August 19 (8:00 pm) – Frankie Valli and The Four Seasons
August 20 (7:00 pm) – Sugar Ray, Uncle Kracker, Better than Ezra & Eve 6
August 21 (8:00 pm) – Disney in Concert w/ the Wolf Trap Orchestra
August 22 (8:00 pm) – Gladys Knight & the O'Jays
August 23 (3:00 pm) – The Beach Boys
August 25 (7:30 pm) – Santana
September 5 (7:00 pm) – Damien & Stephen Marley
September 6 (8:00 pm) – Rodrigo y Gabriela
September 11 (8:00 pm) – Jackson Browne
September 12 (7:00 pm) – Kelly Clarkson

[Click here](#) for the full season schedule.

The National Mall in Washington, DC is not just a sightseeing mecca for tourists. It is also the hub for many great concerts and events throughout the summer season. Here are a few festivals to add to your to-do list this summer season:

NATIONAL MALL

July 1-5 – Smithsonian Folklife Festival
July 4 – Independence Day Festivities (National Symphony Orchestra @ 8pm and Fireworks @ 9:20pm)
July 21, 28 & August 4, 11 – Screen on the Green Film Festival Series
September 26-27 – Landmark Music Festival (featuring Drake, The Strokes and more than 40 artists) •

by Ryan Barth, CMP, ConferenceDirect



Member Spotlights

Spotlight on a Planner

Alison McIntyre
Director of Meeting Services
American Bar Association



Can you imagine starting in this industry as the lead on planning the news maker events, securing hotels and orchestrating transportation for a political convention? Well that is exactly what Alison McIntyre, VP of Events for the American Bar Association, did in 2000 for US News and she's never looked back. Her experience includes planning events and doing PR for the Los Angeles

Times in the Washington bureau, director of meetings for American Physical Therapy Association for seven years and now she is enjoying her new position with the American Bar Association.

To keep a work life balance, she believes "You have to shut work off at some point. This is tough since we are a 24/7 industry but the world will continue to spin on its axis if someone waits more than 24 hours for an answer." In her spare time, she catches up on the stack of New Yorker magazines on her nightstand, enjoys cooking and spending time with her husband, Jason, and playing with her son, Peter.

Her mentor shared these words of wisdom and Alison continues to live by them: "It takes 20 years to build a reputation and twenty minutes to lose it. Speak and act carefully and graciously." Alison certainly abides by this mantra and when asked to share some advice for someone just getting into our industry, she suggests: "Be kind and grateful. Everyone in our industry works really hard. Don't forget about the bellman, housekeepers, servers and cab drivers. The folks behind the scenes are the backbone of your event's success". It's easy to see why Alison is so successful as she truly embodies these approaches to her daily life, on and off the job. •

by Mary Gallagher, CMP
Director, Citywide Accounts
Los Angeles Tourism & Convention Board

Spotlight on a Supplier

Don Neal
Founder & CEO
360 Live Media



Starting his career at Hallmark Cards in retail and branding, Don's entire career has been spent in marketing, advertising, communications, media and branding. Four years ago, Don started looking at events, meetings, conventions and tradeshows through the lens of a media platform and founded 360 Live Media.

What motivates Don as an entrepreneur? "I've always been inspired by the saying, 'Don't wait for your ship to come in, swim out to it.' When I created 360 Live Media, I was able to swim out to my own ship and chart my own destiny. My goal in building this business was to create a culture that attracted the best people and clients. I'm also proud that 360 Live Media has just been recognized as one of Washington, DC's Best Places to Work by the Washington Business Journal."

What does he love about what he does? "I'm able to be my most authentic self at work. I'm not bound by anyone else's culture or values. We live by the sword and die by the sword. Every day brings new, exciting challenges and opportunities for us to help solve in collaboration with our clients."

An outdoor enthusiast, Don hikes the Billy Goat Trail in Great Falls National Park. "It's the antidote to the craziness of the Washington lifestyle." The beach is his favorite place, and Laguna Beach, California is a favorite travel destination.

A University of Maryland alumnus, Don teaches in the Georgetown University graduate program.

Don joined PCMA "because of Deborah Sexton – and because PCMA sets a gold standard for the industry. It provides insight, inspiration and a sense of connection. I was drawn to the community because of the people."

Don's words to live by – "If you want to be interesting, be interested." •

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



News Bytes

Email your news: PCMAchatter+news@gmail.com

RICHARD B. GREEN HAS JOINED VETTED SOLUTIONS

ERIC COMMODORE, CMP, CEM IS NOW THE DIRECTOR OF MEETINGS & EVENT PLANNING AT NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION (NRECA)

RICHELLE WILKINS, CMP IS NOW SALES SOURCING EXECUTIVE, MEETINGS EXPERT AT AMERICAN EXPRESS



Mark Your Calendar

CAPITAL CONNECTION

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

7/30 Capital Chapter Reboot 2015
Education Program: 1:00pm – 5:00pm
Reception: 5:00pm – 7:00pm
Walter E. Washington Convention Center
& The Carnegie Library

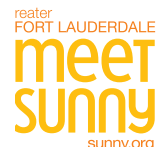
It's Time to Reboot!

Summer is here, half the year is behind us, and it is time to Recharge, Reconnect and Reboot with your colleagues. Please plan to join us Thursday, July 30th at the Walter E. Washington Convention Center for the Capital Chapter Mid-Year Half Day Educational Event.

We plan to jump start the event with a special session on Cyber Integrity led by Michael Robinson, Cyber Threat Analyst. Learn how to protect your meetings and your attendees. Following the general session, we will have a number of dynamic concurrent sessions ending with a reception across the street at the Carnegie Library. We hope to see you there to reboot the year!

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

Chatter Info...

The Chatter is published by the
PCMA Capital Chapter
Attn: Pam Valenzuela, CAE
3337 Duke Street, Alexandria, VA 22314-5219
Phone: 703.370.7436 x700, Fax: 703.342.4311
Email: PCMAinfo@ascent-management.com

Issue Editors...

Marie Fredlake
ConferenceDirect
Marie.fredlake@conferencedirect.com
Sam Moore
Community Anti-Drug Coalitions of America
Smoore@cadca.org

Production Editors...

Shannon Burke, CMP
National Assn. for College Admission Counseling
sburke@nacacnet.org
Carly Bushong, CMP
Urban Land Institute
carly.bushong@gmail.com

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