

Summer Fun with Fido!



Bam Bam hiking along Skyline Drive

Are your dogs home alone ruffing it and entertaining themselves all day while you work? Do you want to include them in some of your non-work activities? Thankfully, the Washington metro

area is one of the most pet-friendly areas in

the country with luxury hotels, stores, bars and restaurants offering special events, yappy hours, patio seating, and specially designed doggie menus. Many businesses are realizing that being “dog-friendly” opens up a whole new customer base for them, as more people consider their pets to be part of their family.

With the dog days of summer ahead, there is an unlimited list of activities that you can do with your pups this summer, from more traditional activities such as: hiking, running, beach going and dog parks to more adventurous ones like baseball games, festivals, ghost tours or even a carriage ride in Alexandria. Walk through history on the grounds of the monuments and Mount Vernon and be sure to take photographs of your canine companion touring the nation’s capital!

Like being out on the water? Take your dog along on special cruises out of Baltimore or Annapolis, cruise the DC waterfront or take a historical cruise from Occoquan. Many of the area’s summer festivals are “pet friendly” with many adding special events, contests, and shopping designed for pets. Great Country Meadows Farm in Bluemont, VA, offers peach and pumpkin picking and other activities for dogs. The Washington Nationals, the Potomac Nationals, and the GW baseball team offer select “Bark in the Park” days throughout the summer and what could be more American

than enjoying baseball and hot dogs with your best friend in the seat next to you.

Want to “paws” for refreshments at one of the area’s wineries? There are over a 100 that are waiting to welcome you and Rover for a tasting, and that’s just in Virginia. In addition, many wineries offer special events designed around your canine friends. Each winery does have their own definition of “pet friendly,” ranging from restricting access to outdoor patios and grassy areas to allowing full access throughout the facilities. Check before you visit. Places like Barrel Oak Winery, whose initials intentionally spell BOW, and Pearmund Cellars, where they boast that the only thing the dogs can’t do is drink, will be especially glad to see you and your buddy.

Need more ideas? Check out NOVA dog Magazine, BringFido.com, VAWinedogs.com, and dogfriendly.com, all offer calendar listings, trip ideas, and more, to help you make the most of the summer months!

Before taking your dog to public events, make sure they are up to date on all their shots, are comfortable being around other dogs and people, and are well behaved. Remain aware of what they are doing while at the event and clean up after them. Never leave your pet in the car during the summer and if your dog isn’t behaving, remove them. Don’t spoil these experiences for others. Most of all have a pawositively amazing summer with your dog! •



“Pups in the Park” Washington Nationals Game

by Catherine A. Chenevey, CMP, Project Manager, Events,
American Institute of Aeronautics and Astronautics

The PCMA Capital Chapter is where “You Belong”!

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

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



Message from the Board

By Kristen M. Roget, CMP, Director



With summer comes warmer weather, brighter days, and, for some, shorter work weeks. We take more time for ourselves, spending more time outside and traveling more for fun than for work. This is a time to remember to take care of ourselves both physically and mentally!

If you haven't taken time for yourself, be sure to do so. Event professional is ranked as the 5th most stressful job according to the 2014 Jobs Rated report by CareerCast.com. We carry major responsibilities: budgets, timelines, juggling of priorities, plus keeping everyone happy from our boards, clients, sponsors, attendees and fellow staff members.

Remember to tap into your resources and if you find yourself on your own island at your organization with little resources, PCMA is here to help you! Visit our website, like our Facebook page, engage in the LinkedIn discussions and come to tour education and networking events to get to know more event professionals, expanding your resources. The PCMA Leadership is listed on the second page of every Chatter. We welcome you to call any of us to offer advice or feedback. We would love to hear from you!

We hope this adds a bit of relief and allows you to take some time for yourself and enjoy the fun of summer! •



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, and now you have a new tool to show us your cutting edge exhibit sets and fabulous destinations.



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

Airbnb Presents Opportunities & Challenges for Summer Travelers

As the summer vacation season begins, many families and leisure travelers are now checking their calendars for possible travel options. Typically, this would involve researching airfare, car rental and hotel options and rates. Airbnb, a fast rising company which serves as a liaison between travelers and those interested in renting out their apartments, condos, and homes, should now be added to a traveler's list of options.

I recently experienced my first trial run of Airbnb as I had been searching for various options for an overseas trip this summer. Their home page lists three key items (travel, hosting and safety), along with key neighborhood guides and a main search engine that is about as user-friendly as it gets. Options are everywhere as Airbnb offers rental opportunities in over 34,000 cities and 192 countries.

Upon entering my first search, I was presented with a map feature which showcased pins in various locations displaying all the available properties. Two search filters are available as well (price and room type) to continue narrowing down the options. I was able to find an upscale apartment for just \$131 per night right downtown, which was \$30 cheaper than the hotel rates listed in the area. Other helpful tools included reviews from previous renters and detailed information on the host, whom you can contact directly should you have questions prior to renting. Each property lists a description, amenities and house rules (mine included no smoking or loud noise).

Although the search process was very easy to use and identified several affordable options, there were challenges as well. My total included a \$47 service fee which typically covers taxes and cleaning fees associated with each rental (these fees vary from 6-12%). I also noticed that Airbnb uses professional photographers, so some locations will appear much nicer than they will be in person. Other challenges include the inability to pay in cash, varied cancellation policies and additional taxes for cities having litigation issues with the tax policy. Users must also register on the site and create an online profile before completing any transactions. The "craigslist" vibe is also apparent as you are never 100% sure who you are truly renting from.

Airbnb recently landed an investment of \$450 million from TPG Capital, proving they are a company that is focused on expanding their portfolio and becoming a much bigger player in the lodging/rental industry. I intend to include them in my search for future travel planning, but with the knowledge that everything may not be quite as it seems when showing up to check-in. •

by Ryan Barth, CMP, Global Account Executive, ConferenceDirect

Making it Work with Unions

My first experience with unions was over 20 years ago where I was working in sales for a hotel that had union staff. Management had a good relationship with the local union and, as a salesperson, I leveraged the advantages (instead of any perceived disadvantages) of being a "union property." The tenure, training, pride and expertise of union labor were transparent, and I happily won a lot of business as a result.

Now, enter a large convention center with numerous unions and regulations. Convention centers are also leveraging that same training and expertise that unions provide. I sat down with Brad Kent, Senior Vice President Sales & Service for Choose Chicago, and Kevin McLaughlin of the United Brotherhood of Carpenters to discuss how things were going in their city since the labor reforms went into effect in October 2012. Both Brad and Kevin travel together along with other unions on sales calls to targeted accounts that may have been weary of the union regulations of the past. They have had success in educating and turning perceptions around, including Dealer Expo, a lucrative annual December event. "It's about communicating a safe, efficient, and cost-effective experience for exhibitors and show management," said Brad Kent. Chicago implemented an Exhibitor Bill of Rights that was supported by the local unions that not only allowed choices for exhibitors, but also reduced costs.

Recently, Philadelphia Convention & Visitors Bureau and the Philadelphia Convention Center have been promoting their new Customer Satisfaction Agreement. I spoke with Bob McClintock, COO of SMG who runs the convention center in Philadelphia and is excited with the renewed spirit. Inspired by Chicago and the need to gain a competitive advantage in the marketplace, the center and four key unions entered into an agreement that specifically puts the customer first. Bob McClintock added, "This is not about a piece of paper, it's about the commitment by the Commonwealth and the good men and women of our local trade unions coming together for the city."

Chicago and Philadelphia are effective blueprints for those cities looking for common ground and a strong union and convention center relationship. For more support in these areas, visit these cities' websites (choosechicago.com or discoverphl.com) or speak to your general service contractor regarding any union regulations at the destination of your next convention. •

by Terence Donnelly, CMP, Vice President, Experient

Energize Your Summer with Superfood Energy and Brain Boosters

I often associate winter with carbs and comfort foods and summer with superfoods that revitalize, slim down the waistline and energize the body and brain. Many people are jumping on the superfoods bandwagon and eating not only healthy foods but nutrient-rich foods that sustain energy levels and keep brains stimulated and alert. Superfoods improve mood, memory, concentration and alertness; they promote healthy brain aging and decrease the risk of cancer, heart disease and digestive diseases. Summer is the season to indulge in fresh fruits, vegetables and fish superfoods.

Food for thought:

Did you know that certain foods stimulate the brain?

Superfoods memory boosters include:

- Blueberries ("superfruit" packed with antioxidants, improves or delays short term memory loss)
- Asparagus (folate-rich, helps with information retention and recall)
- Sweet potato and eggs (contain B vitamins that enhance memory)
- Oily fish - salmon, trout (the best sources of omega-3 fatty acids that boost memory and keep your cognition function 3 years younger)
- Pumpkin seeds (contains zinc that is vital for memory and thinking skills)
- Low fat dairy - yogurt, milk, cheese (produce neurotransmitters that improve memory and alertness)

Examples of superfoods that act as concentration boosters are:

- Chicken (high in B12 for healthy brain function and protein to help stay alert and on task)
- Walnuts, pumpkin, chia and flax seeds (high in omega-3 fatty acids that boost energy and mental performance)
- Whole grains (promote release of serotonin that can enhance ability to concentrate)
- Dark chocolate (antioxidant rich, improves blood flow and brain health)
- Blackcurrants (powerful source of Vitamin C to increase mental agility)
- Broccoli and kale (rich in vitamin K, enhances cognitive function and brain power)

Looking for energizing meals and snack ideas? Try oatmeal with blueberries, buckwheat pancakes, hard-boiled eggs, or fresh fruit with yogurt. Creative snack break superfoods include: baked kale chips, vegetables and fruit, trail mix (with nuts and seeds), quinoa and granola bars, flavored water (with cucumber, orange, or lemons slices, mint leaves

and grated ginger), java coffee, green tea, dark chocolate covered strawberries, and apple slices with yogurt dip or peanut butter.

Eat by Color for the Brain

Different phytochemicals and antioxidants are found in different colors of superfoods. Eat a variety of colored superfoods at lunch and throughout the day to improve brain health and fitness. Be sure to include foods across the color categories below.

People are now welcoming healthy food choices. Eating superfoods will keep you alert and energized, thereby creating a productive and more enjoyable workday. •



SUPERFOODS
EAT BY COLOR FOR YOUR BRAIN

Superfoods are *nutrient-rich foods* that improve memory, energy and alertness



Eat a variety of colored superfoods throughout the day.

- **BLUE/PURPLE** Blueberries, Grapes, Plums, Black Currants, Blackberries
- **GREEN** Broccoli, Spinach, Seaweed, Kale, Edamame, Asparagus, Avocado, Swiss Chard, Kiwi, Green Tea
- **WHITE** Eggs, Cauliflower, Onion, Low Fat Dairy (Yogurt, Milk), Coconut
- **BROWN/BEIGE** Dark Chocolate, Nuts and Seeds, Whole Grains (Breads, Cereals, Pasta, Rice), Legumes (Lentils, Chickpeas, Beans, Split Peas)
- **RED** Strawberries, Raspberries, Goji Berries, Tomatoes, Red Peppers, Beets
- **YELLOW/ORANGE** Lemons, Oranges, Peaches, Pears, Pineapple, Mangos, Squash, Sweet Potatoes, Pumpkin, Yellow and Orange Peppers

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

Starting a Hospitality Internship Program

With hospitality programs becoming more popular in colleges, many students are looking for hands-on experience to have on their resume once they graduate. As professionals who work in this industry, it is our responsibility to prepare future generations to enter the work force. By creating an internship program, you are allowing them to have a better transition into the “real world,” build their network, and increase their confidence.

Here are the top five things to do when starting an internship program:

1. Understand the Unpaid Internship Laws

The Fair Labor Standards Act has clear guidelines for internships. It is important for you to familiarize yourself with these laws. The key points of the Act regarding internships include:

- The training given by the employer should be similar to what is given in an educational environment.
- The experience is for the benefit of the intern.
- The intern does not displace regular employees.
- The employer and the intern understand that the intern is not entitled to wages for time spent in the internship.

2. Set Goals and Create a Program Plan

Create projects that allow the intern to work on different areas of the business. As meeting planners, we have to know what every person in the company does and how their roles affect our meetings. By allowing the intern to work with different departments, they will have a better understanding of how a

company runs and how each department affects the other.

3. Provide a Handbook or Event Website

Whether in paper booklet format or presented as a special section on your website, a handbook serves as a guide for students, answering frequently asked questions and communicating the “rules” in a warm and welcoming way.

The handbook will also be good for interns to learn acronyms and terms such as BEO, attrition, and ROI.

4. Give Them Real Assignments

Interns are looking for real experience, not just the tasks you don't want to do like faxing and filing. If you are planning a large event with a smaller event component, such as a dinner or off-site event, it may be beneficial to have the intern plan the event. It is important to give them real assignments so they understand all that it takes to do your job.

5. Conduct Exit Interviews

An exit interview is an excellent way to gather feedback on the student's experience and to assess their interest in coming back. Having the students fill out an exit survey and bring it to the interview gives some structure to the conversation.

Remember to make sure the interns are fitting in with your culture. Have weekly update meetings to make sure their experience is rewarding; this is your opportunity to shape our future industry leaders! •

*by Richelle D. Wilkins, CMP, Director of Meetings and Events
American Association of Exporters and Importers*

2014 FIFA World Cup Brazil– All In One Rhythm

The 2014 FIFA World Cup starts on June 12 and ends with the final on July 13. The 31 countries that qualified over the last 3 years will play a total of 64 matches in 12 cities across Brazil.

At the previous World Cup in 2010 in South Africa, the United States won their group but lost in overtime in their first game of the knockout stage. Led by new coach and former World Cup winner, Jurgen Klinsmann, the US will hope to improve on this showing, but to do so they will have to overcome a difficult “group of death.” In their first game, the US faces Ghana, a team they know well after Ghana knocked the US out in 2010 and effectively sent them home in the group stages of the 2006 World Cup in Germany. They will also face Germany and Portugal, currently ranked #2 and #3 in the world.

Despite the shock exclusion of aging US World Cup star Landon Donovan, the US boasts a strong core of veterans in goalkeeper Tim Howard, forward Clint Dempsey and midfield engine Michael Bradley as well as some very exciting young players in fullback DeAndre Yedlin, midfielder Julian Green, and forward Aron Johannsson who may offer a glimpse of the future.

Follow all the matches

http://resources.fifa.com/mm/document/tournament/competition/01/52/99/91/2014fwc_matcheschedule_wgroups_22042014_en_neutral.pdf

<https://www.youtube.com/watch?v=6pjiE37ENY>•

*by Marie Fredlake,
Global Conference Manager, ConferenceDirect*



MainEventCaterers.com 703 820 2028

Get Your Summer Groove On

After a long, cold winter it's time for warm weather and sunshine! Grab your blanket, pack a picnic basket with your favorite food and beverage and take advantage of the sounds of summer for FREE! The Washington DC metro area has lots of options to enjoy a variety of live music. From jazz to rock and everything in between, there's something for anyone. Here are a few options:

Washington, DC

National Gallery of Art Sculpture Garden located at 7th St. and Constitution Ave, NW. Jazz in the Garden is held every Friday evening.

Hill Country's Backyard Barbecue located at the National Building Museum Lawn, 401 F Street NW Enjoy Texas-style barbecue and live music every Thursday through Saturday evening.

Music on the Mall located at 7th and Jefferson Dr., NW Lunchtime concerts are held on the National Mall on Tuesdays throughout the summer.

Art Soiree Sunset Rooftop Concerts located at the Beacon Sky Bar, 1615 Rhode Island Ave NW Thursday evenings at 8 p.m. Local musicians and bands of various genres perform.

Maryland

National Harbor

Enjoy free jazz concerts along the Potomac River on Friday evenings.

Bethesda in the following locations: Veterans Park, Norfolk and Woodmont Avenues

On Thursday evenings, you can find concerts from a wide range of music including jazz, rock, blues, international and swing.

Downtown Frederick at Baker Park

The summer concert series features musical performances in a variety of genres and styles on Sunday evenings.

Downtown Silver Spring in two locations: Ellsworth Drive and Veterans Plaza

Enjoy summer concerts featuring a variety of musical styles from swing, jazz and soul to Latin, rhythm and blues, and rock and roll.

Virginia

Potomac Overlook Regional Park located at 2845 N. Marcey Road, Arlington; Concerts held on Saturday evenings.

Historic Leesburg located at 25 West Market Street Saturday night free outdoor concerts are performed on the front lawn of the Leesburg Town Hall.

Fairfax County Parks

A wide variety of free concerts are offered in a number of Virginia parks. Performances range from children's puppet shows to big band, jazz, bluegrass, rock, classical and world music.

Herndon Town Green located at 777 Lynn Street, Herndon Friday Night Live! presents free outdoor concerts every Friday night.

For more listings of free concerts in the Washington DC Metro area visit http://dc.about.com/od/concerts/a/summerconcerts_2.htm.

If you don't mind paying, visit <http://www.dclivemusic.com/> for a full list of live music venues in the DC metro area. •

by Desiree Bryant, CMP
Director of Meetings, Renal Physicians Association

DC's Hottest Summer Tickets

Washington Monument

Opened in spring 2014 after repairs from a 2011 earthquake, the 555-foot-tall Washington Monument showcases a bird's eye view of the National Mall. Take the elevator up to the top level of the tallest structure in DC and behold some of the 193 commemorative stones inside.

When:

9 a.m. to 5 p.m. Last tour begins by 4:45 p.m. Summer (Memorial Day to Labor Day): 9 a.m. to 10 p.m. Last tour begins by 9:45 p.m.

How to book:

Get tickets one of two ways, either line up early at the nearby ticket window on the same day for free or get advance tickets for a \$1.50 service charge per ticket from nps.gov/wamo.



U.S. Capitol Building

One of the most iconic buildings in the nation, the U.S. Capitol is just as astonishing on the inside as it is on the outside. See where lawmakers conduct their business and learn about the building's storied history on a tour.

When:

Mondays through Saturdays, 8:50 a.m. to 3:20 p.m.

How to book:

It is strongly recommended to reserve tours in advance on visitthecapitol.gov, where you can book a U.S. Capitol Visitor Center-operated tour or a staff-led tour through your Representatives or Senators.

White House

The White House, 1600 Pennsylvania Avenue, the commander-in-chief's DC residence – it's the most famous house in the United States and it's only in DC. Go on a behind-the-scenes tour of the White House, a home that every president since John Adams has occupied, from the East Wing to the main residence.

When:

Tuesday through Thursday, 7:30 a.m. to 11:30 a.m.; Fridays and Saturdays, 7:30 a.m. to 1:30 p.m. (Excludes most federal holidays. Hours are subject to change based on White House schedule).

How to book:

Public tours must be booked through a Member of Congress online at house.gov or senate.gov or by phone at 202-224-3121. Requests can be submitted up to six months in advance but no less than 21 days in advance. Valid IDs are required and many items are not allowed on premises like food, backpacks, handbags and more. •

by Michelle Petrelli,
Executive Sales Coordinator, Destination DC

Truth

DENVER HAS MORE THAN 43,000 HOTEL ROOMS IN THE METRO AREA.



You know Denver is one of America's most active cities. But you probably didn't realize just how close you are to a Rocky Mountain adventure. It's no wonder *Lonely Planet* rated the city as a top ten destination. There's more to Denver than you can imagine. A lot more. We dare you to see the city in a whole new way at TruthOrDareDenver.com

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



Dare

AFTER YOUR MEETING, CREATE AN AGENDA OF YOUR OWN.



Try Something New for Summer Fun: Nordic Pole Walking!



Nordic or urban pole walking or “exerstriding” is fitness walking with specially designed poles. It combines the aerobic and strength building benefits of cross-country skiing with walking. This full-body, low impact, cardiovascular exercise engages the arms, back, stomach and legs. Developed as a summer training method for Finnish cross-country skiing and winter-biathlon teams, the activity is popular in Scandinavian countries and growing in popularity worldwide because it is easy, fun and convenient. Pole walking is suitable for people of all ages and fitness levels, and can be performed on any terrain.

Health Benefits

- Burns up to 46% more calories than exercise walking without poles or moderate jogging
- Engages 90% of all body muscles compared to 40% while walking without poles
- Reduces stress on hips, knees and ankles through the support of the poles
- Reduces pain in the neck, shoulders and upper back
- Improves posture, balance and stability

Equipment needed

Poles



There are 2 types of poles in the marketplace: with straps and without. I prefer the strapless ergonomic handle because of its shock absorption feature that minimizes vibrations in the wrist, elbow and shoulder joints. Walkers can loosely and comfortably grip the handle and position the hand and wrist in a natural yet functional position.



Pole tips


Rubber boot tips are used for walking on hard surfaces. If you are walking on soft surfaces (grass), remove the rubber tips and use the carbide steel tip of the pole. Snow baskets are used for winter walking.


Pole Walking Technique

The pole walking technique mimics your natural walking style but with the support of 2 poles. The grip on the handle should be loose and comfortable. When walking, swing your arms as you normally do, swinging opposite arm to leg. Walk tall and proud. The poles are planted behind with each arm extension. Some common errors to avoid are: dragging the poles and keeping arms flexed rather than extended when swinging the arms. As beginners become more comfortable with the technique they will learn to “push” the poles into the ground to propel themselves forward. This increases the resistance to your arms and shoulder muscles.

Nordic pole walking is not just walking with poles. It provides a complete body workout. Either individually, with a partner or group, the poles can be used for breathing, mobilization, strengthening, stretching and flexibility exercises, hiking and hill climbing and interval training. •

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

**PRG** we're about



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You're Never too Old to Learn New Tricks



With the arrival of summer comes the search for fun things to do outdoors while possibly obtaining that “beach body” I’ve dreamed of having for, oh, about 20 plus years....or not. Either way, running in the heat of summer and with the impact on my knees and back is nothing short of horrifying! What could be a fun activity to do this summer, outdoors with a little workout combined?

On one of the first warm days of spring I went to Haynes point with my husband to take a walk along the water and get some well-needed fresh air. As we strolled the banks of the Potomac, a clan of suited-up inline skaters whizzed by. Eureka!!! I instantly envisioned us gliding ever so gracefully down the many trails in the DC area passing by the struggling joggers drenched in sweat (suckers!!) How hard could it be to strap a set of wheels

to your feet, put on some pads and be off like the wind? Reality check- IT’S HARD, at first!!!! (hence the workout part). Now we were determined to make this our newest challenge and fun adventure for the summer!

Where do you start? Good question, I had no clue, so off to the internet to do some research! Before investing in all the equipment, the search engine gods guided me to take a few lessons first, get the basics and, if still committed, invest in the equipment. There are a few options locally for certified skate instructors, group or private, beginner, refresher or advanced lessons AND many have rental skates and safety gear, sometimes at no extra charge! Off to the races!

Lesson one- grassy areas are your friend! Our training was at a local schools grass lined track. We geared up and our teacher had us stand up. Piece of cake! (on the grass) and after some instruction we learned how to step onto the pavement. At first the effort needed just to stand, steady and get used to this feeling of, well, total lack of control, can be scary, but with instruction and practice, suddenly I was on the move....slowly, but none the less rolling. Lesson two- DO NOT try to hold onto someone else that has not yet gotten their balance! (Thank god for knee and elbow pads!)

As challenging as this all was, we noticed as lesson one and two flew by, we were starting to get the hang of it. Practice makes perfect and so we committed to finding a safe (and flat) location to practice each weekend. Each week we get a little better and we are having a blast! Mind you, that original vision of whizzing by suffering joggers has yet to come to reality, but we are working on it! Lots of laughs, a workout and bonding time has made for a great new adventure. I highly recommend it! And if you see me on the trails of DC, probably a good idea to get out of my way...I’m still learning how to break!

Keep rolling!•

by John Rubsamen, Director of Meetings and Events, Americans for the Arts

Segue to a Segway

What has 2 wheels, is self-balancing and battery operated? Maybe just the most fun getting around DC, that’s what! Segways rely on a gyroscope that allows the Segway to self-balance in response to the rider’s movements, you lean forward and the Segway moves forward, stand erect and it slows to a stop. They are easy to maneuver and a fun way to tour the sites of our Nation’s Capital.

Here in DC, there are several options to partake in the experience including, dc.citysegwaytours.com, www.capitalsegway.com, www.segway.com (none endorsed by PCMA Capital Chapter of course, just a reference point). My husband, Luke, and I recently bought a discounted Segway tour through Groupon and it was a great way to see the National Mall, monuments and memorials. We were in a group of 8 and our guide provided a 15-20 minute introduction to practice maneuvering the Segway prior to heading out. The tour itself was just under 3 hours, however, there are 2 hour options. Prices range from \$65-\$75 per person, reservations are needed and riders must be at least

16 years of age (and between 100-260 pounds). If you refuse to wear a helmet or are pregnant, this is not the activity for you. Putting vanity aside, helmets are provided by the operators and tours operate in rain or shine. Riders can stop at all the sites and take pictures and there are history lessons learned along the way as well from the informative tour guides. Gratuities are typically added for groups of 6 or more and it’s OK to tip your guide, just like any other service provider. If you want to cover more ground getting around DC, have tourists notice the pack of 8 wheeling by and experience this amazing city in a fun new way, definitely try a Segway experience! And next year, YOU can write about your experience in our summer fun issue of The Chatter! Roll on! •

*by Mary Gallagher, CMP
Director, Citywide Accounts, San Francisco Travel Association*

Cool Summer Fun Ideas with the Kids

NOW WHAT? What do we do with our adorable, full of energy munchkins over the summer months? Here are a few fun ideas.

I love pairing learning with fun and kids. Museums, especially the hands-on kind, are great places for kids of all ages to discover the world... past, present and future. My daughter to this day says her passion for history was born during a vacation to DC and Boston where my two learned about American history, natural history, air and space, the Declaration of Independence, wars, battles and soggy tea. They brought home flash cards from the Jefferson Monument and a \$1,000 bag of confetti money from the U.S. Mint and became a huge hit in elementary school during show-and-tell.

The oceans and their inhabitants are full of fascination for young and old. Whether exploring tide pools at the beach, visiting Sea World (FL to CA), having a sleepover with the animals at the Georgia Aquarium, seeing underwater life from a glass bottom, or taking a whale watching excursion, kids of all ages are fascinated by the majesty of the underwater world.

Plant a garden with the kids and watch it produce fun well after the summer is over. Decorate the garden by having your little ones paint rocks of their favorite bugs, people, or whatever captures their imagination. When the "pickings" are ripe, enjoy the fruit of your labor with a kid-friendly recipe, using the items from their garden. Even the fussiest eaters will love their own creation.

For the burgeoning Michelangelo, spread an old white sheet on the lawn in your yard, add paint and brushes and watch the kids



create a work of art to be treasured forever. You can do something similar for those up-and-coming bakery chefs, baking cupcakes and laying out a large table with frostings and cake decorations. Beware though, if they're anything like my grandson, JJ, there may be more frosting squirted in the mouth than on the cupcake.

Nature scavenger hunts will take the kids outdoors and let them discover the beauty of nature at the same time. The list can be as simple as find something red, green, brown, yellow, etc. for the little ones, recording birds chirping, photo of a sunrise/sunset, bark from a tree, categorizing leaves, etc. for older kids. Add a twist by putting out letters of the alphabet, have each participant pick a letter and then find an item that starts with the letter they've selected. Can't wait to hear what you find for "X"!

Fountains! You know the kind that kids get to run through at some malls and outdoor parks? Tons of fun!

You'll want to take a picture of this last one and maybe make it an annual summer event. Have your little ones lie down on the patio and draw an outline of their bodies with chalk. They can color in their eyes, hair, etc. Then let them dress up their own chalk dolls with their own clothes and shoes. You may discover a budding fashion designer that you never knew existed.

Whatever the activity, enjoy the summer time with the munchkins in your life. They are so precious! •

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

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Your PCMA Capital Chapter leadership met June 2nd for the mid-year retreat. Over 20 of your volunteer leaders strategized to ensure that we are inline with our National and

Chapter PCMA Mission Statements, as well as created a strategic plan and roadmap for the remainder of 2014 and beyond. Committee Chairs, co-chairs and the board are working hard to ensure our members see the value in participating in PCMA events, are encouraged to give back to the industry and seeing the ROI for their membership. We appreciate our members. We also appreciate our sponsors! Visit Charlotte shared fun updates on all Charlotte has to offer...and it's A LOT! Thanks to Ned Blair and Will Trokey for their support and participation. Kudos to Melissa Richey with the Alexandria CVA who was able to find our perfect venue aboard a Potomac Riverboat Company vessel, and Main Event Caterers for providing the delicious lunch. A great day was had by all!

Tired of All That Traveling? Consider a “Staycation!”

Has your year been full of travel to conventions and meetings as well as site visits to future venues? Are you tired of the hassle of air travel, with the long lines at security and all the extra add-on charges? Do you just want to rest and spend some quality time with friends and family? Then, consider a “staycation” this summer!

Fortunately, the Washington area is replete with interesting things to do! That’s why the area is a favorite tourist site, with the many free museums, the monuments and other world-famous sites. But, for this staycation, consider seeking out some of the hidden gems in the Washington area—some you may have never heard of!

Hidden Gems

Franciscan Monastery of the Holy Land in America

1400 Quincy St., NE, Washington, DC

Founded by Franciscan friars in 1899, the Monastery has stunning Byzantine-style church replicas of Holy Land shrines, the Lourdes Grotto and catacombs, a beautiful cloister and gardens with more than 1,200 roses.

Frederick Douglass National Historic Site

1411 W St., SE, Washington, DC

This National Historic Site preserves the last residence of Frederick Douglass, one of the most prominent African-American leaders of the 19th Century. Tours are available, but reservations must be made if you are coming with more than 10 people.

Kreeger Museum

2401 Foxhall Rd., Washington, DC

This museum showcases the art collection of Carmen and David Kreeger, and includes works by such artists as Picasso, Monet, Van Gogh and Miro. Reservations are required during the week; the museum is open without reservations on Saturday.

President Lincoln’s Cottage

Upshur St., NW, at Rock Creek Church Road, NW, Washington, DC

President Lincoln lived at this site to escape the heat of Washington summers and the clamor of downtown Washington. He was living here when he drafted the preliminary version of the Emancipation Proclamation. Open Year Round.

National Arboretum

3501 New York Ave., NW, Washington, DC

This beautiful 446-acre site features gardens, collections, a bonsai museum and herb garden and the original columns from the Capitol. There are seasonal weekend tram tours.

Sandy Spring Museum

1790 Brantley Road,
Sandy Spring, MD

This museum showcases the history of this community made up mostly for the Religious Society of Friends, or Quakers. It also features an art gallery and has resident artists.

Lilypons Water Gardens

6800 Lily Pons Road,
Adamstown, MD

Get away from the city and visit this aquatic garden center just south of Frederick, MD. With lovely landscaping, it is also a great site for bird watching. Buy some products and spend the rest of your staycation building your own water garden.

Civil War Trail

Nearby Lilypons Gardens is the Monocacy Battlefield of the Civil War. Since we are observing the sesquicentennial of the Civil War, consider taking day trips to nearby battlefields in Pennsylvania, Maryland and Virginia. Just Google “Civil War Trails” and a host of websites are available, with information not only on the battlefields, but also on the dates of observances, concerts and reenactments.

For the Active Staycationer

Consider hiking or biking the Chesapeake and Ohio Canal, which extends from Rock Creek Park to the DC boundary and into Maryland. The National Historical Park headquarters is located in Potomac, MD, just off of Falls Road. I personally have friends who have the goal to hike or bike the entire length of the canal!

Help in Planning Your Staycation

Whenever I am planning any vacation—whether long or short, I always take advantage of the local CVB website. That should be no different when planning a staycation! Use local CVB websites to learn of nearby restaurants, attractions and events for additional ideas on how to make your staycation perfect! •



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

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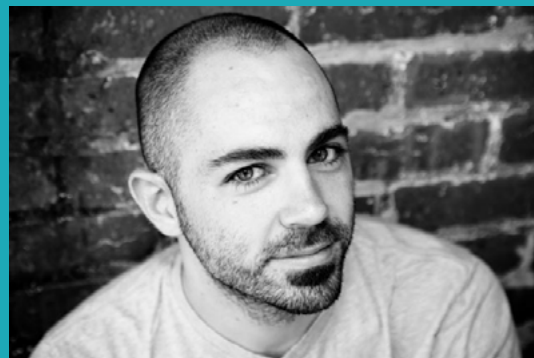
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Brian Knaak

Meetings Coordinator, U.S. Pharmacopeia
Marketing Committee

Hunger Does Not Take a Vacation

Do you know DC has the 2nd highest rate of food insecurity in the US? Thirty percent of children under the age of 18 are living in food insecure households which means they have limited availability of nutritionally adequate and safe foods – especially in the summer when they do not have access to free and reduced school lunch programs. The Community Services Committee is helping to reduce this problem with a Food Drive in conjunction with the PCMA Capital Chapter education program on July 21st to benefit the Capital Area Food Bank. The following items are their Most Wanted: Canned tuna, canned vegetables, canned fruit, rice, pasta, cereal, canned or dry beans, apple sauce cups, raisins, granola bars, peanut butter, and 100% fruit juice.



If you are not attending the program on July 21st, we have the following drop off points available:

Alexandria, VA: The Monaco, 480 King Street

Arlington, VA: Experient, 4401 Wilson Blvd, Suite 500

Washington, DC: San Francisco Travel, 1730 M street NW, Suite 807

In the hospitality industry, we are extremely fortunate to attend numerous receptions, lunches, and FAM trips, but we can help by donating to those in need. Please bring your canned and non perishable items to the July 21st program or at one of the drop off points. Donations will be accepted at the drop off points until Wednesday, July 23.

by Regina Rink
Chair, Community Services Committee

One Person's Junk Is Just That, Junk... Or is it?

Estate sales are like a box of chocolates – you never know what's inside until you open it and that's part of the allure. Some can be disappointing but often the treasures you find, like vintage linens, hats, aprons, etched glassware, Lenox china and even the homes themselves and the stories of the people who owned them make it a wonderful adventure.

I've never been one to attend garage sales, flea markets or visit consignment shops, however, after my father's death, I was determined to help my mom find fun things to do outside the house, allowing her to visit with people other than just me. I was telling my friend, Linda, about this and she immediately suggested taking Mom to an estate sale. Linda had been a regular at estate sales for 20 years. Being a "pro" so to speak, Linda researched options via the internet, determined our route and plugged the addresses into the GPS. When we picked Linda up for our outing, she was wearing a flowered bonnet purchased at a past estate sale which I thought was a little quirky but my mom loved it! Off we went to a house in Arlington that Linda referred to as a tear-down, an older house that would soon become a multi-million dollar home. My expectations were set low and I was ready to walk out shortly after arriving but my mother said, "Annette Marie, have an open mind!" While I was seeing one person's junk as being just that... junk, Linda was purchasing a hat and some other items and my mother was purchasing drinking glasses that fit nicely into her delicate hands. Their day was a success and my mission was accomplished!



The other intrigue with estate sales is the people and the homes they live in. From her first estate sale 40 years ago, Linda had learned that the woman who lived there fell down the steps and died. It piqued her interest in the people and the houses so when she finds an exceptionally interesting house, she looks up the address on the internet, finds who owned the home, its age and value. You can Google the owner, find obituaries and, in short, satisfy your curiosity about the inhabitant of the house. Houses range from small to very large, turn of the century to modern, lower income to multi-million dollar homes. Linda's favorite home was built in 1939. It was so large that the estate sale took 2 weekends and very little about the house had been changed. It was truly a step back in time. With my "one person's junk... theory", I have decided that for me to visit an estate sale the house must be valued at one million or above so that if I end up buying someone else's "junk", at least their junk is more valuable!

Over the years estate sales may have changed in character and, with the aging suburban sprawl population, location. And where they once were true estate sales from a death, they now include downsizings, divorce and even some glorified garage sales. There is a science to them so Linda has shared her tips to help make your experience more enjoyable and successful. Happy shopping!!!

How to Shop an Estate Sale:

1. Estate sales run Friday through Sunday. On the last day items are usually 50% off. My philosophy is that if you see something you really don't need or think the price too high, go back on Sunday and get it at half price. Sometimes it's there and sometimes it isn't.
2. Check out your local newspaper's classified ads on Thursday. You can look under Estate Sale, Garage Sales or even Moving Sale.
3. When an estate sale company is hired to conduct the sale, they typically have a website you can go to and learn about the company to see what types of sales they normally conduct. Some of the items may be previewed as well.
4. Arrive early so you can see the items before things get moved around, sold or broken (from so many people touching them).
5. If you are a serious buyer, have a plan. If you're looking for bedroom furniture, go right to the bedrooms. If it's family room furniture you want, go straight to the family room.
6. Keep your hands free. Linda made it a point to use a bag that went over her shoulder. This way she could have two hands to touch and explore.
7. Bring handiwipes. Touching things that haven't necessarily been cleaned in years makes you feel awfully gritty. Carry handiwipes with you so you can clean up after each exploration.
8. And as with any activity, hydrate, hydrate, hydrate. Keep bottled water available so you can quench your thirst as you continue to quench your desire to poke around. •

*by Annette M. Suriani, CMP, AMS Meetings Solutions
with the help of Linda Rodeffer, Retired County Government Employee*



Member Spotlights

Spotlight on a Planner

Malene Ward, CMP, CEM

Director of Education and Conferences, Direct Marketing Association (DMA)



Malene fell into her career in the education/conference industry 14 years ago when she moved from Massachusetts to Maryland and began working as a temp for an association. Her career evolved strategically as Malene moved up the ranks at various associations, from temp to manager, assistant director and now director, acquiring CMP and CEM designations along the way.

What inspires Malene about her work? Helping people by providing information, “to make their lives and jobs easier.” Malene is passionate about learning what makes DMA tick and then figuring out how to make it bigger and better through expanded educational programs and services for its members.

Perks that Malene enjoys most about the industry are meeting great people and traveling. She’s even had her mom and grandmother accompany her to meetings, enabling them to visit and experience new cities. Malene gives back to the community by mentoring colleagues through their CEM and CMP journeys and volunteering on PCMA community service and emerging leaders committees.

During whatever little spare time this busy bee has, Malene loves to see movies and see friends and family. Her dream vacation is 3 weeks in Europe and her ideal vacation is a “staycation” – staying at home and relaxing! •

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

Spotlight on a Supplier

Lynn R. Whitehead, CMP, National Sales Director, Citywide, San Diego Tourism Authority



Lynn grew up in Norfolk, Virginia, graduating from Randolph Macon Woman’s College with a degree in Communications. However, after working at TV and radio stations throughout college, she was pretty sure she wanted to do something different.

Her boyfriend (now husband Jeff) lived in Atlanta, so Lynn moved there to be closer, not knowing what career path she wanted to pursue. One of the girls she roomed with worked at the Ritz Carlton and told her she should get a hotel job. Lynn’s first hospitality job was Sales Secretary at the Downtown Atlanta Holiday Inn. After four months on the job she was promoted to Sales Manager.

Four years later Jeff’s company moved them to San Diego. Lynn’s parting shot to her then-boss in Atlanta was, “I think I might pursue something different.” Her boss said, “Look me in the eye...you will never leave this industry.” Sure enough, twenty-four years later, Lynn is a hospitality industry veteran! Lynn

says, “It’s like an addiction. I love finding solutions for people, and I like making them look good.”

What keeps a veteran motivated? “Things are always changing, always evolving, and you need to keep reinventing yourself. Volunteering helps me extend myself, meet new people and learn new things.” PCMA’s January Convening Leaders is Lynn’s “rejuvenating” meeting. She looks for sessions that will inspire her, and of course it’s a great time of year to start fresh.

What would Lynn tell a young professional just entering the industry? “Find a mentor immediately—someone you think is successful. This person will get you on the right path and help you do things the right way.”

When asked what she liked most about PCMA, Lynn replied, “PCMA has been the one organization that I have always felt on the same level with all of my industry colleagues. It is a collaborative, productive and inspiring organization which consistently helps individuals to stay on top of key industry issues and developments.” As a bonus, she thinks it was a PCMA meeting in Los Angeles where she danced with Robert Shapiro. Yep, Lynn knows what organization ROCKS!!

After twenty-two years of marriage, two children and four assorted pets, Maine is still Lynn’s favorite place to vacation. She loves the outdoors and the water. She also loves getting dirty, camping and even “roughing it” (as long as she’s in an environment that is meant for only minimal basics).

You don’t have to go all the way to San Diego to meet Lynn. She works in Alexandria and is an active member of PCMA. Look for Lynn at Capital Chapter events and get reacquainted or introduce yourself, because Lynn’s favorite job is selling San Diego, of course! •

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



News Bytes

Email your news: PCMAchatter+news@gmail.com

SANDY GAUDET HAS JOINED THE SAN ANTONIO CONVENTION & VISITORS BUREAU AS THE SENIOR SALES MANAGER MANAGING THE NATIONAL ASSOCIATION MARKET. SHE WILL BE BASED IN WASHINGTON, DC.

JANEÉ PELLETIER, M.B.A., CMP HAS BEEN APPOINTED TO CHIEF OPERATING OFFICER AT CONFERENCE & LOGISTICS CONSULTANTS, INC.



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

- July 18** **Deadline to submit mentorship program application**
Send application to Samantha Moore at samanthamoore5119@gmail.com. You may call Samantha at 301-514-1218 with any questions
- July 21** **Inaugural Half Day Education Event Meetings Industry Reboot via ART: Advocacy, Relevancy & Technology**
Everyone needs ART in their lives! Join PCMA Capital Chapter on July 21st as we come together in the East Coast's Silicon Valley for a half day discussion on the latest in Industry Advocacy, Trends and Technology!
1:00-5:00PM Education
5:00-7:00PM Reception
Location to be announced
- July 24** **PCMA Capital Chapter Board Meeting**
9:00AM
DMIA, 2025 M Street, NW, Suite 500, Washington, DC
Meetings begin with 15 minute open forum, which members are invited to attend. All are welcome to stay for the remainder of the session, but must be quiet. Should the Board go into Executive Session, members will be asked to leave.
- Aug 20** **PCMA Capital Chapter Capital Classroom**
3:00 PM – 5:00 PM Education
5:00 PM – 6:00 PM Reception
Hotel Palomar, 2121 P St NW, Washington, DC
- Aug 28** **Capital Chapter Board Meeting**
9:00AM
Experient, 4401 Wilson Boulevard, Suite 500 Arlington, VA
- Oct 22** **Educational Event for Planners and Suppliers - More Details to Follow**
3:00 – 5:00PM
Center for Total Health, 700 Second St. NE Washington, DC

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