

the official newsletter of the pcma capital chapter

Fitting Fitness into Your Business Travels

According to *Forbes* magazine, “event coordinator” is among the top 10 most stressful jobs of 2014. Meeting planners work long hours, travel extensively and consume delicious foods and beverages. There is limited time to exercise, de-stress, and burn off the extra calories.

The American College of Sports Medicine’s guidelines for exercise are as follows:

- Minimum 150 minutes of moderate-intensity aerobic activity every week,
- or
- Minimum 100 minutes of vigorous-intensity exercise every week
- and
- 2-3 days per week of muscle strengthening, stretching and neuromotor exercises

Sounds exhausting? Overwhelming? You don’t need to do your exercises all at once. Try breaking activity into several 10-minutes increments throughout the day. Still too much? A little exercise is better than nothing. Every minute or step matters—so get moving!

Here are some ways to “fit” fitness into your travel schedule:

At the airport:



- Take a brisk walk while waiting for your flight.
- Walk between terminals instead of taking the train.
- Do some stair or escalator climbing.
- Purchase a day pass at the airport hotel or airport fitness center if you face flight delays or long layovers.

On the airplane:

- Stretch your legs at your seat (e.g., heel raises) or while waiting to use the restroom.
- Walk up and down the aisle to increase blood flow in your legs and prevent blood clots.
- Stretch your neck and shoulders to relieve tension from sitting hunched over when reading or working on the plane.



At the hotel:

- Use the pool or gym before or after your event.
- Walk and climb stairs wherever possible throughout the day.
- Wear a pedometer to measure your activity level as you strive to achieve 10,000 steps per day.

In your hotel room:

No time for or interest in the hotel gym? Self-conscious about being seen by your colleagues in workout clothes? Exercise in the privacy of your own hotel room. Here’s how:

- Use your body as your strength training gym: Do push-ups, sit-ups, triceps dips, planks, squats, lunges, etc.
- Add some cardio and interval training: run in place, simulate rope skipping, do jumping jacks and plyometrics.
- Incorporate stretches, yoga or tai chi to complete your workout.
- Use a smart phone exercise app as your virtual personal trainer.

Finding the time for fitness—even in small doses—is enough to re-charge your body and mind, and change your travel experience. •

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

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

Diane Kovats, CMP, Director



Health and wellness mean the ability to live life fully with vitality and meaning. Wellness is optimal health and vitality, encompassing physical, emotional, intellectual, spiritual, interpersonal and social, and environmental well-being (Fahel, Insel & Roth, 2007). It is a balance that at times feels impossible to achieve in our hectic everyday lives, especially when you add travel into the equation.

We in the hospitality industry know first hand how easy it is to be derailed from our set health goals and daily regiments. Our industry thrives on showcasing the outstanding food options that are available to us in the amazing destinations where we plan meetings. In turn, we as planners want to pay it forward by giving our attendees the ultimate experience of the region or area we are visiting, which often involves showcasing the food and libations.

We pride ourselves on providing our members and customers with an amazing experience, working long hours to provide the highest level of customer service and memorable take-aways, going on adrenaline and coffee, and forgetting the importance of taking care of number one—me.

Luckily, we now live in a world filled with solutions. Virtual classes being offered via Skype and access to hundreds of online workout videos give us the opportunity to get our sweat on at any time of the day. Fitness and calorie tracking apps and customized weight management programs enable us to track and be aware of what we are eating and how it measures up to our goals. And lastly, the customizable food options that many restaurants, hotels and convention centers are able to offer afford us the opportunity to stay on our set paths.

This issue of the *Chatter* is filled with additional tips, tricks and advice. Enjoy the articles ahead, and next time you are feeling the stress rising, take five and focus on you. •



Connect with the Capital Chapter!

Travel is an unavoidable part of our business, and while it can be tiring and frustrating, we here at the PCMA Capital Chapter also believe that it can be a great time for you to connect with your fellow members, leaning on the massive collection of experience, ideas and camaraderie that come with being an active member of the largest chapter of PCMA. So don't let that middle seat get you down, log on, check in, hashtag and connect with the Capital Chapter. Learning and working together will make us all stronger. •

Tipping and Traveling



By carrying any one of a number of smart phones available in the marketplace today, we now have more computing power in our pockets than the government had during the Clinton administration. Clearly, mobile technology continues to change the way we live our lives—how we communicate, shop and travel. Planning a trip in 2014? There's an app for that.

Many have been drawn to the meeting and events industry to take advantage of travel opportunities, experience different destinations and learn the local customs. Being a good ambassador for your organization means investing time before an upcoming trip to familiarize yourself with the customary practices of your destination. In your travels, you are sure to interact with service industry workers; understanding how tipping works in your destination can be an area of confusion. As an industry, we know better than most that many hospitality and service professionals depend on tips as a key component of their wage. Not sure who to tip, or how much to give? There's an app for that, too.

A quick search in the app store yields a variety of options for tip suggestions and calculators to help you navigate travel to any destination in the world. Websites like TripAdvisor or BusinessInsider also serve as resources to brush up on your traveling tipping etiquette. Here's a quick reference for the next time you're packing your bags within the US:

Valet parking	\$2-\$5
Room Service	15%-20% of the bill
Sky Cap	\$2 for the 1st bag, \$1 for each additional
Hotel Housekeeping	\$2-\$3 per night, up to \$5 in more high-end hotels or for multiple occupancy
Taxi Driver	15%-20%

As an industry, we continue to make known the economic impact of face-to-face meetings through our "Meetings Mean Business" campaign, which reminds us of the importance of every \$2 tip you hand out. The next time you're researching how much to tip on your smart phone, remember that no technological advancement can replace the small but vital interactions that characterize the travel industry, and don't forget to take care of those who take care of you! •

—by Drew Squeglia, Account Director, Group Sales – North America, Starwood Hotels and Resorts Worldwide, Inc.

VICKI JOHNSON & ASSOCIATES

- Strategic Advisors
- Creative Service Providers
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- Exhibit & Sponsor Specialists
- Site Selection Experts
- Meeting Professionals

"For many years, we have worked with Vicki Johnson and Associates and are continually impressed with their work. Their highly professional team of consultants take the stress and chaos out of planning and managing beautiful, well-organized events. When Vicki Johnson & Associates is involved, I don't have to worry about anything except enjoying the event and interacting with attendees."



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Jennifer MacKellar, M.Sc. | Program Manager
American Chemical Society
Green Chemistry Institute

Opportunities to Give Back

With busy lives, it can be hard to find time to volunteer; however, the benefits of volunteering are enormous to you and our community. The right match can help you find friends, meet new clients, learn new skills, and even advance your career. The Community Services Committee is planning four quarterly events where we hope you can find the time and desire to give back. Since everyone is busy, we want to provide the upcoming dates to add to your calendars.

Wednesday, April 9, 2014 – N Street Village's 40th Anniversary Gala

N Street Village empowers homeless and low-income women to increase their quality of life by offering housing, income, employment, mental health, physical health and addiction recovery. Their Annual Gala is their largest yearly fundraiser. PCMA will help with their registration, silent auction, greeting guests, etc. Last year we provided 17 volunteers and this year we are looking for 20.

Saturday, June 14, 2014 – 27th Annual Bark Ball

The Washington Humane Society's Annual Gala is the only black-tie event where you can bring your dog as your date. WHS has been the area's leading voice for animals since 1870 and provides comfort and care to over 43,000 animals each year through sheltering, adoption, and low-cost spay and neuter. The Community Services Committee is very excited to provide an opportunity to support our four-legged friends.

November 2014 – Capital Area Food Bank

CAFB serves the 500,000 people in the DC area who are struggling with hunger. Last year PCMA provided 78 volunteers at the CAFB to help inspect and sort donated food. This year we hope to provide at least 90 people. We volunteer at CAFB during PCMA's Service N Sync. Please look out for a date this summer.

If you would like to volunteer at one of these events, please contact me at rrink@visitphoenix.com. We want to engage as many members as possible while helping as many people as possible. If you have an idea, suggestion or contact that you would like to provide, we are all ears and look forward to volunteering with you! •

*by Regina Rink, Greater Phoenix Convention & Visitors Bureau
Community Services Committee Chair*

Traveling? What NOT To Do

Between the stress of working, sleep deprivation, lack of nutrition and being cooped up inside, our health takes a beating when we travel. Here are some recent lessons learned:

- **DON'T over indulge.** Last year I traveled to Savannah and at the time had just embarked upon a food fast. I gave up seven things—bread, cheese, milk, desserts, bananas, chips and any beverage other than water. Let me tell you something: those are some of the major food groups of the South! Desserts and breads are at every meal on show site. I stuck to my plan and actually lost weight. While others complained about needing to detox with lettuce for the next 3 weeks after over indulging, I felt full of energy and light as a feather. Now it's my go-to plan that keeps me energized, focused and in line with my regular routine.
- **DON'T blame the hotel gym for lack of options.** Ship/carry exercise equipment. Hotel gyms can leave much to be desired in the way of equipment. So use your own by shipping or carrying it with you. Some of my favorites are a kettlebell and sliders for under your feet (mountain man anybody?)
- **DON'T skip fresh air.** We are indoors almost 24/7 while working events—it is important to get outside to (literally) clear the head and lungs. Take a simple walk around the block, a longer jog if you are a runner or just sit on a bench taking deep breaths. Get outside!
- **DON'T forget your vitamins.** Ration them out for each day and toss them in a Ziploc. Done.
- **DON'T go thirsty.** Water, water, water. And green tea. You're running around like crazy—but are you hydrating? Green tea is a super food and it's one of the best things you can drink; pack your own tea bags!

And finally, a wonderful “do” I want to share: Sleep is such a hot commodity on show site, **take Melatonin with you.** Melatonin helps control your sleep and wake cycles, leaving you feeling refreshed. It can even help reduce headaches. Yawn. •

by Kayce Henderson, Meetings Manager, J. Spargo & Associates

Running a 5K While Running a Conference in Just Ten Steps



Many conferences decide to add a physical component to their events, for charity or just for fun. Whether your foundation raises funds or you're just looking for another way to engage your attendees, a 5K run/walk can be a great opportunity to accomplish both. My organization took on this challenge as a different way to raise funds for the Imagine Foundation, which offers education and project grants to members of the college admission community. Here's what we learned from our first missteps:

Step 1: Make certain you can find a time to host your run in your already-booked conference schedule.

Step 2: Think about a time during the day you would host your event. We have hosted both morning and evening events and there are different elements to each. Morning events could conflict with weekday rush hour depending on your course, but if your group members are early risers, this might be the best option for you. Evening runs are a lot of fun, but you also need to keep lighting and safety in mind.

Step 3: Decide what you want to do at your event. Is it a timed race or a fun run? Will you give out awards? Will you have team participation?

Step 4: Talk to your CVB reps about the race. Ask them if they have recommendations on a course from your meeting location. Also ask them about local race companies or race directors in the area. Look at races that are going on and see who arranges them. Then set up a meeting with someone while you're in town for a site visit.

Step 5: Ask your insurance agent if you need an additional certificate to cover the race.

Step 6: Confirm logistics with your race director. This includes your course, permitting, emergency services, porta-potties, course markers, water stations, packet pickup, post race food and beverage and much more. Make sure to line out responsibilities for all of these items ahead of time.

Step 7: Decide how you will manage registration. You can do this through your existing registration system, but might not be able to accomplish your goals from step 3. There are many outside registration sites that charge a nominal fee to the runner to register. You just have to link your conference confirmation to this type of system.

Step 8: Figure out the number of volunteers you'll need and what your race director will manage on site. Knowing this ahead of time will eliminate a number of problems.

Step 9: Once you've decided your course, plan to run or walk it on a site visit while in town. This way you can take photos of the scenery for promotion and give a testimonial about how flat it is or how far you can see from the top of that hill.

Step 10: Pump up your attendees to build excitement for the event. They will carry it on to their friends and you'll have a successful event on your hands. •

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

THE CMP HEALTHCARE SUBSPECIALITY: CMP-HC

The Convention Industry Council is proud to announce the launch of the new CMP-HC certification. The CMP-HC is a certification program specifically developed for those working in the healthcare meeting industry.

To sit for the CMP-HC, the applicants must:

- Hold a valid and current CMP
- Have at least 3 years (36 months) of experience in healthcare meeting management
- Have 15 clock hours of professional development specifically related to healthcare meeting management (completed in the past 5 years)

For more information, visit: www.conventionindustry.org/cmp/CMPHealthcare.aspx



Member Spotlights

Spotlight on a Supplier

Rebecca Ramsey, Director of Sales, Greater Madison Convention and Visitors Bureau



Hospitality seems to have been a part of Rebecca Ramsey's makeup – even before she knew it. “When I was in the 1st grade, my teacher told my mother I was the class butterfly. Not much has changed,” Rebecca recalls. However, this “natural” found the industry by total accident. “I was working as a summer temp at Lakewood Country Club in Rockville, MD as a catering assistant; first job I ever loved.”

In her work, finding the right words come as second nature for Rebecca. However, there was one occasion when she was at a loss for words. The memorable moment was on her wedding day. “I had stage fright when we said our vows and I forgot my name. Our minister had to remind me what it was. My poor husband thought he had a runaway bride on his hands.”

When not hard at work or dedicating time on the board of Green Acres Boxer Rescue in Wisconsin and volunteering for the Sheltering Animals of Abuse Victims (S.A.A.V.) or taking care of her own rescues, four dogs and seven cats, she manages to carve out sometime to enjoy the placid surroundings of Door County, Wisconsin. “It is where my mother grew up and I love to take my dogs up there and just relax.” •

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

Spotlight on a Planner

Beverly Johnson, CMP, Lead Meeting Planner, American Chemical Society



Can you name a PCMA Capital Chapter member who is a native of the Washington area, and has been with the same organization in increasingly responsible positions for 31 years? Meet Beverly Johnson, CMP, Lead Meeting Planner with the American Chemical Society.

Beverly began planning small meetings and retreats for the Membership Department, and progressed to the Meetings Department, where she is responsible for two national meetings per year for up to 16,000 attendees. When asked what she likes best about her work she responded, “Satisfying the customers’ needs, and seeing a project through from beginning to end.”

Beverly has been an active PCMA member for 12 years, serving on the PCMA Corporate Social Responsibility Task Force, and on the chapter Membership Committee. Currently Co-Chair of Community Service, she is enthusiastic about planning the 40th Anniversary Gala for the N Street Village.

On the personal side, Beverly was born and raised in DC, and in Landover, MD, and is an alumna of Duval High School and the University of Maryland. Beverly is a newly-wed (March 28, 2013), has a grown daughter, a recently-adopted 17 year-old son, and a dog named MacGuyver who “owns the house.” Her favorite leisure activity is cooking, and her ideal vacation is “anything that has water – a beach, an island, or a cruise.”

What is her advice for balancing her personal and professional life? “Know what is important, set goals, and don’t sweat the small stuff.” •

by Sara Torrence, CMP Emeritus, Sara Torrence and Associates

“HOST A PLANNER” SCHOLARSHIP FUND

Make a donation to the Capital Chapter “Host A Planner” scholarship fund, and PRG will match your dollar, up to \$500!

All donations (\$5 and up) will help a PCMA planner member attend our education events throughout the year!

To make your donation, please contact PCMA Capital Chapter Administrator at 703-370-7436.



Carry Less Weight When You Travel....and I Don't Mean Luggage

We all know how it goes. You've been running around all day for your event and haven't eaten much. Or if you have eaten, you've been grazing. At dinner, you're suddenly starving and you overdo. Or maybe you've ordered some not-so-healthy local delicacies for your group. Temptation grabs hold. When am I going to have this opportunity again??? Now you're home, with a few extra pounds that weren't there before you left. Time to hit the treadmill and that nasty four-letter word—diet. Sound familiar?

Recently, I read a book that changed the way I think about food. The book challenged me to ditch the word “diet” once and for all. Frankly, I was skeptical. How can I possibly lose weight or even maintain my weight eating whatever I want? But quite quickly, I became a believer. How?

I stopped listening to everyone else, and the articles and studies that come out daily telling me what I should eat, when and how much. Instead, I started listening to my body. It was surprisingly simple. I began by only eating when I was hungry. Think about it—how many times a day do you reach for food when you aren't truly hungry? Probably more times than you think. Once you are ready to eat, learn to savor your food experience. Try to minimize distractions and enjoy what you eat. And while eating, continue to listen to your body; stop when you feel full. Think about how babies and small children eat. They eat when they are hungry and stop when they are full. Societal and parental pressures like “the clean plate club” can change this habit later in life.



With our busy schedules, it's not always possible to sit down to eat a meal. Do the best you can, and when you slip, don't beat yourself up! Let go of the guilt and learn to really enjoy the unique food experiences that are amazingly part of your job.

Want to read the book? Download *How to Have Your Cake and Your Skinny Jeans Too* by Josie Spinardi, available for Kindle or Nook. •

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Recently, I read a book that changed the way I think about food. The book challenged me to ditch the word “diet” once and for all.”

—by Kristin Hanley, Senior Manager, Conference Logistics, Public Affairs Council

Tips for Stress Free Travel

The old adage that “getting there is half the fun” no longer applies to travel of any kind, but there are ways to reduce stress when traveling.

1. **Avoid taking the last flight of the day.** Statistics show that flights scheduled earlier in the day have better on-time performance.
2. **Do everything you can ahead of time.** Check in online. Print boarding passes and make sure luggage is tagged (inside and outside) with your current information.
3. **Email yourself important phone numbers** that you may need if your documents or wallet are lost; keep airline, hotel and credit card phone numbers so you can report any issues you might have.
4. **Check the weather** the day before you travel so you have a head's up on whether to pack an umbrella or sweater.
5. **Arrive at the airport ahead of time.** One missed flight can have a “domino effect” on your entire trip.
6. **Be prepared for security.** Wear shoes that slip on and off easily and have all liquids in a plastic bag that is easy to access. Keep jewelry in a plastic bag and put it on after going through security.
7. **Invest in the largest carry-on sized luggage you can find.** Worrying about your luggage is probably one of the biggest stress-inducing moments of any trip.
8. **Always pack the night before.** Pack smart and pack as light as possible. Mix and match clothing so that you can assemble outfits with the least number of items.
9. **For frequent travelers, always keep a travel case ready** with sample-sized toiletries, chargers for your phone and iPad, universal power adaptor and anything else you might forget in a last-minute rush.
10. **Stay hydrated and bring along a snack.** Knowing how much food and water you need to maintain equilibrium and good humor is essential.

Business travel may not be glamorous or fun-filled, but a little extra planning will make it a lot smoother. •

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

Staying Fit and Healthy on the Road

Even when you are committed to a fit and healthy lifestyle, it is not easy to maintain your eating and fitness routine on the road. Our travel schedules often involve busy, long days, and a lot of eating and drinking opportunities. While it usually isn't possible to stick to your exact routine, there are things you can do to maintain your commitment to healthy eating and fitness:

1. Work In Physical Activity However You Can

If your primary workouts are running or hitting the elliptical, it will be easy to duplicate that on the road, as long as you pack your gear. Most hotels have cardio equipment (although quality can vary), and runners can hit the streets. If you get your fitness fix through classes like Zumba or yoga, find a DVD that mirrors your favorite class, and play it on your laptop in your room. Many hotels can send up a yoga mat or weights – substitute water bottles for weights in a pinch. Or, find a virtual workout – I take classes virtually by Skype, so I can participate in live classes wherever I may be.

Even when you can't fit in an official workout, you can keep moving by taking as many steps as possible throughout the day. Skip the moving walkways, walk up escalators, and take the stairs. These small efforts can add up to a lot of extra steps – and extra calorie burn!

2. Be Choosy About Indulging

There are many opportunities to eat and drink on the road, but not all of them are worth the indulgence, so consider where you want to “spend” your calories. If you're just grabbing something at the airport, or ordering up room service, make choices that align with your normal healthy-eating routine. But if you're going out to dinner at a great restaurant, make that the meal where you indulge.

At some receptions we attend, the wine and alcohol may not be the highest quality. At those events, choose something non-alcoholic, and save yourself for a good glass of wine at dinner or at home after the reception. The same goes for the food being passed around – ask yourself “is it worth it?” before popping one in your mouth. Indulge when it is worth it, and skip the extra calories when it is not.

3. Snack Attacks: Be Prepared!

Are you prepared when hunger strikes between meals? To be sure you are, toss some healthy options in your bag – baby carrots, a bar (Larabar and Kind are two healthy, all-natural brands), or dried fruit and nuts. While you are at it, throw a few extra non-perishable snacks in your suitcase so you have them with you on the road. Being prepared will help you avoid the temptation of the unhealthy options you'll find at every turn.

4. Cut Yourself a Break!

Even if you do all of the above, there are still going to be days when you don't make the healthiest choices, or you skip a planned workout. Don't beat yourself up! The key is to not use one bad day as an excuse to let go the whole trip – just recommit to your health and fitness, and get back on track the next meal. •

How Many Calories Can You Burn?



Do you have one hour to dedicate to getting healthier and improving your life? Of course you do! You owe it to yourself to take two 30-minute breaks per day. Whether it's in the morning or after a long day or “herding cats,” you should commit to at least two exercises per day to maintain an active lifestyle. The calorie estimations below are based on a 185-pound person.

Exercises which Require No Equipment:

- *Calisthenics*
30 minutes of sit-ups, jumping jacks, knee lifts, lunges and squats can burn approximately 200 calories.
- *Dancing*
Go ahead! Celebrate the success or end of your meeting by dancing for 30 minutes to burn 244 calories.
- *Running*
Running at a pace of 12 min/mi can burn 355 calories.
- *Stretching*
Start the morning or end the night with yoga. Hatha Yoga for 30 minutes cuts 178 calories.
- *Walking*
30 minutes of brisk walking (15 min/mi) can burn approximately 200 calories.

Exercises which Require Minimum Space in Luggage:

- *Frisbee*
Why not? 30 minutes of this team-building activity can count for 133 calories burned and hours of laughter.
- *Jumping Rope*
30 minutes of jumping rope equals 444 calories burned! Now we're having fun!
- *Resistance Band*
Half an hour of a resistance band workout burns 200 calories. Perform the exercise at a more vigorous intensity and you could burn 355 calories.

Remember, only one hour per day of physical activity can make a huge difference in your health and well-being! •

by Tanya Barrett, CMP, CEM
Manager, Meetings Services, U.S. Pharmacopeia



by Kirsten Olean, CMP, CAE,
Director of Meetings, Association of American Medical Colleges

Defeating Jet Lag



If airline travel isn't difficult enough, add in the additional challenge of jet lag and undoubtedly your travels are trying. Whether it's a two hour or fourteen hour time difference, preparation is key to defeating jet lag. Having traveled extensively, these practices are effective for me to kick the "jet lag effect":

1. Try to schedule flights to arrive early or later in the day at your destination. I find that late morning or early afternoon flights make me more apt to take that "short" nap, usually resulting in not being able to sleep well that first night.
2. As soon as I board, I change my watch to the time zone of where I'm traveling. This gives me a better context as to my in-flight routine.
3. In-flight beverage or meal service and entertainment offerings are distracting for me. On an overnight flight
4. Drinking water frequently during the flight not only keeps me hydrated but better rested when I arrive. I avoid alcohol and caffeinated drinks during the flight.
5. Upon arrival to my hotel or home, I leave my hotel room or take a walk at home to deter me from that immediate nap. Unless I'm arriving close to my regular bedtime, I will not nap that first day.
6. Go to bed at the time you normally go to bed. While I may not get to sleep immediately and will often wake earlier in the morning, I try to establish my sleep hours that first night, making it easier for subsequent nights.

Though we all have rituals while traveling, these are mine no matter where I am going. I have found through the years that if I follow these practices my mind and body arrives alert and ready for the work ahead. •

—by Kristin K. Mirabal, CMP, PCMA Board of Directors.

GOVERNMENT RELATIONS

Well Done Travel Industry!

In the spirit of embracing travel wellness we are celebrating the CVBs/DMOs recognized in January 2014 press coverage for broadcasting the importance of the travel industry. So since it is awards season...

Winner of "My Governor Supports Travel during a Reelection Campaign": VISIT FLORIDA!

- On Friday, January 10th, Florida Governor Rick Scott announced \$100M for tourism marketing as part of the 2014-15 budget plan. From January to August 2013, Florida had 72.6 million visitors, up 3.4 percent from the same time in 2012.

Winner of "Don't Call it a Comeback Award": MEET DETROIT!

- The talk about Detroit in 2013 was bankruptcy and city managers. What received little coverage is that neither the Bureau nor the Cobo Center is funded through the government. They are both 90% funded via a 2% hotel occupancy tax. In 2014 the city is tracking 208% ahead of 2013 bookings with 236,000 room nights on the books. Congrats on keeping the faith in Motor City.

Winner of the "Marsha, Marsha, Marsha! Award": CANADA TOURISM COMMISSION

(For the millennials, this phrase represents middle-child syndrome a la *The Brady Bunch*.)

- While the numbers of U.S. tourists are increasing in countries such as France, Australia, Thailand and Turkey, these numbers have remained flat for Canada. Ottawa Tourism President Noel Buckley has called on the Canada Tourism Commission to invest more resources into advertising in U.S. markets.

Winner of the "Oceans 11 Award": LAS VEGAS CVA!

- Las Vegas reached a five-year high with 5.1 million meeting delegates and 22,027 meetings held in the city. These are the strongest stats since 2008, and a great sign for the U.S.-based tourism industry as a whole.

The Real Winner: All Tourism Professionals!

- When the press and our elected leaders recognize the importance of our industry, we as an industry get stronger.

Disclaimer: These awards are the sole brain child of the PCMA Government Relations Task Force. Any similarity to any actual award show, or thoughts that you had while commuting are purely coincidental and proof that you have a witty sense of humor. •

—by Tamela Blalock, MTA, CMP, National Association of Wholesalers-Distributors



PROFESSIONAL DEVELOPMENT

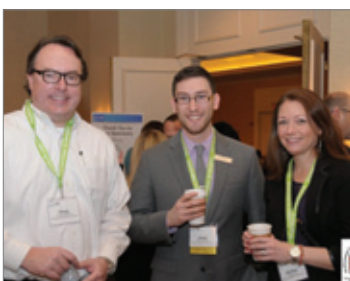
How Big Data Improves Your ROI

Alberta, Canada, Cobo Center and Hilton Alexandria Old Town sponsored an education program on February 21st in which Donny Neufuss of Sonic Foundry expressed to the audience of planners and suppliers just how important it is to collect and use information to improve your connection with your customers.

During his presentation, “Building Smart Events: How to Collect & Use Event Intelligence”, Donny provided an informative and humorous review of how major companies are using business intelligence to understand their customers. He explained how this data can be used to shape future programs, providing insight into how you can use social media to learn more about your customers personally and professionally. He warned the audience that collecting hard data is often a difficult process, but he believes it is worth the effort and will yield great rewards.

Cathy Chenevey, Program Manager at American Institute of Aeronautics and Astronautics said, “When Donny said, ‘Make sure you look at all the touch points of your meetings, not just the obvious ones, and use the information to begin developing behavioral and traffic patterns; that struck home with me. If we can start to collect more information about our attendee goals and objectives, we can use that to help with marketing, sponsorship and exhibits.” This topic came straight from the Convening Leaders program in Boston and offered PCMA Capital Chapter members an opportunity to be part of an important discussion. •

by Jean Riley, Exhibits and Corporate Events Manager, AIAA





News Bytes

Email your news: PCMAchatter+news@gmail.com

RYAN BARTH has left Visit Indy to join ConferenceDirect as a Global Account Manager.

The Capital Chapter says goodbye to **CURRY WILSON** who has moved to Boston where she's accepted a position as a Project Manager with CBI, an event planning company.

The following members celebrated significant PCMA anniversaries this winter. Thank you for your commitment to the chapter and our industry!

25 years: **THOMAS MCCABE, CMP**, Association & Citywide Convention Management

20 years: **ROY BENEAR**, Wyndham Jade
VIRGINIA WOOD, CMP, New England Grows, Inc.

15 years: **MICHELLE MALLOY, CMP, CAE**, National Association of Regulatory Utility Commissioners
KARIN SOYSTER FITZGERALD, CMP, CAE, International Association of Fire Chiefs
VICKI JOHNSON, CMP, Vicki Johnson & Associates, LLC



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

3/20 Mix 'n Bowl
3:00–7:00pm
BowlMor Lanes
5353 Westbard Ave
Bethesda, MD

3/27 PCMA Capital Chapter Board Meeting
9:00am
DMIA
2025 M St., 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.

4/22 Planner Workshop
National Press Club
More details to follow!

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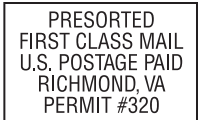


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