

the official newsletter of the pcma capital chapter

Managing Home While Out of the Office

Traveling is an essential part of our jobs as we are often on the road managing our conferences, tradeshow and special events. What about managing home when we are not there? Spouses, kids, pets, bills, other commitments – how can we give them the attention they need while we're traveling?

Make sure the bills are paid before you leave. Surely your payment due date is the last thing on your mind when you are on show site. Set up those automated payments to avoid coming home to late fees.

Even if your spouse is incredible and can manage the home and the kids, they have to balance their own job and commitments. In order to streamline mealtime and provide your family with some TLC, make easy to bake casseroles or your family's favorite dish(es) before you leave and freeze them for easy access while you're away. Don't have time to prepare meals before the departure? Order a meal delivery service.

Do you have four-legged friends who follow you around while you're packing and try to sneak in your bag? Breaks your heart, doesn't it? Pack them a bag too for their own vacation at one of the many options in our area for pet daycare. If that doesn't fit your budget, ask a trusted friend to house-sit for you so Fido can be in his own home, watching out the window for you to come back.

Who is going to water your plants while you're gone? Plants need less water when they are cool, so as the weather warms up, close your blinds while you are away to keep the temperature lower. For those longer annual conventions, watering bulbs (or aqua bulbs) will last up to two weeks.

Miss home? "I don't have children but a lot of my friends use video messaging programs like Skype, FaceTime, or Tango to keep in contact with their families when they have a few minutes of downtime. A week of travel can feel like a lifetime to



a child and video messaging is a cost effective, if not free, way of easing some of the separation pains," says Trenisha Forbes, Registration Account Manager at J. Spargo & Associates.

Finally, it's always a good idea to exchange contact information with a trusted neighbor in the event of emergencies.

Home is taken care of! Now back to that event... •

*by Kayce Henderson
Registration Account Manager, J. Spargo & Associates*

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

Kathleen McAdams, CASE



This issue of *The Chatter* is devoted to Travel Wellness and I am delighted to be writing the Board introduction. After all, I do pack my running shoes on all of my business trips, even if it means I have to check my bag.

Our industry is one of travel and hospitality, so staying healthy and energetic is a must.

I am always looking for tips to staying healthy on the road, whether it be dietary guidelines, best ways to exercise, or finding quiet time to re-charge your batteries. Travel also has an impact on relationships. Finding the time to stay in touch with children and loved ones can be challenging with different time-zones, and 12 hour days. Technology has come a long way since my daughter was young. My only option to connect with her when I travelled was the telephone. Now there are apps and tools that allow you face time with family and friends. Would have been nice to actually see her art project of the day!

Speaking of apps, the world of technology now allows us to travel without having to carry heavy equipment. Laptops are thinner and smaller, and tablets even lighter. My shoulders sigh with relief. •



Connect with the Capital Chapter!



@PCMACC



The Chatter is one of the many ways we connect with our peers to give the latest in trends, featured planners and vendors and our calendar of upcoming events. We also add relevant articles on top topic in our industry. Have an idea for a topic or article for PCMA Communications Committee to address in any of our media channels, let us know at PCMAchatter@gmail.com. And as always, keep informed by all our media outlets listed to the left!

Keep Planning, Keep Growing, Keep Connected!

Stress Free Travel

Always keep a travel case ready. For frequent fliers, having to pack, unpack and pack yet again is tedious and there's always a chance that in the last-minute rush, you'll forget something. So, keep a travel case semi-packed all the time: Your travel kit with sample-size toiletries, universal power adaptor—all stay in there. Before your journey, you just need to add your clothes and you are good to go.

Pack smart, travel light. Carry whatever you cannot afford to lose in the cabin baggage, plus a change of clothes. Pack classic cuts in basic colors, so you can mix and match. Think 'uniform'. Shoes take up a lot of space, so don't take more than two. And match your clothes to the shoes you are taking, rather than the other way around. Crush-proof clothing that will withstand the journey is a given. Roll clothes to save space. Have designated areas for each item, so you don't end up rummaging through your suitcase to find things.

Know where you'll be going. Carry a detailed itinerary with key contacts, confirmation numbers etc. Take an extra backup: Mail the information to a cloud-based email account you can access anywhere. You can also pre-program your GPS with all the addresses you need to visit (meetings, restaurants, sightseeing).

AT THE AIRPORT

Take it easy. Just in time may work in other areas of your work life, but a dash to the airport through heavy traffic is guaranteed to get the pressure up. Give yourself plenty of time to get there and reach early. Use the waiting time at the airport as your 'me' time—get a foot massage, find a quiet spot and read that book, or get a drink.

ON THE PLANE

Sleep well, eat well, and use the opportunity to unwind. Set your watch to the destination time the moment you board and follow sleep and meal patterns as if you are already at your destination. This reduces/eliminates jetlag. And if it is day where you are going, don't open your laptop for work. Use the undisturbed time to catch up on movies, TV serials, music, games or books. Walk around the cabin every hour for a few minutes. If you are trying to sleep, music is a better option than watching something on a screen. • ————— by Gail Seawright, Director of National Accounts, Loews Ventana Canyon

Annie Jones, a woman with long dark hair, is sitting in a meditative lotus position on a large, polished wooden conference table. She is wearing a dark blazer over a purple top. The room is a grand boardroom with dark wood paneling, large windows, and several leather chairs around the table. The table is set with water bottles, glasses, and papers. The text 'The Transcendent' is written in a cursive font at the top. Below it, 'MEETING PLANNER' is written in a simple, spaced-out font. The words 'HAL OF FAME' are written in large, bold, white capital letters across the center. At the bottom left, 'Annie Jones' is written in a cursive font. Below that, a paragraph of text describes her experience at Hershey. At the bottom right, the 'HERSHEY MEETINGS' logo is displayed, followed by the address 'HERSHEY, LODGE | THE HOTEL HERSHEY.' and the phone number '1-866-726-3387'. A small vertical copyright notice is on the right edge of the image.

The Transcendent

MEETING PLANNER

HAL OF FAME

Annie Jones

The world's most transcendent meeting planner couldn't find a destination as flexible as she was...until she visited Hershey. After discovering 125,000 square feet of flexible space, Jones booked grand meetings for thousands and intimate retreats at the Cocoa Boardroom. In mastering herself, Jones mastered meeting planning.

Find your inner meeting at HersheyMeetings.com.

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Travel Smarter with Help from Top Travel Apps

How many of us have been onsite and forgotten which room number (or hotel) we're staying in? I have to admit, it happens to me. For road warriors, it's a challenge to keep track of where you are and where you're supposed to be next. Here's a roundup of some top travel apps to keep you organized and sane while you're away from home.

There is no better service to keep flights organized than FlightTrack (basic: free; pro: \$9.99). This app provides status, weather, and baggage claim information for more than 3,000 airports and sends users real-time alerts of delays, cancellations, and gate changes. En route to ASAE last year, I was able to look up gate information while in the air (thanks, in-flight wifi!) and made my connecting flight with less than five minutes on the ground.

FlightTrack also integrates with TripIt (basic: free; pro: \$49/year), a travel management dashboard with integrated hotel and rental car reservation management. "My coworkers and I use TripIt when we are traveling – especially internationally," said Curry Wilson, Meeting Planner at ABA Section of International Law. "You can put all of your confirmations (car rental, taxi, flight, etc) and it will pull up each of those confirmations for you at the appropriate time as well as map out your whole trip. It's a lot easier to have it all in one app then have to search through your emails."

Apple users can take advantage of the built-in Passbook app (free) to keep electronic tickets, boarding passes and hotel reservations in one place. Companies currently offering Passbook plug-ins include Air Canada, Amtrak, American Airlines, Delta, Lufthansa, United, and Starwood Preferred Guest.

If you're feeling hungry at the airport, there are loads of apps to help you find something better than McNuggets to munch on. FlySmart (free) details restaurants and retail outlets for 60+ airports worldwide with more being added in every update. Shannon Burke, CMP, Associate Director of Conference and Meetings at the National Association for College Admission Counseling, suggests "My fave is Gate Guru (free) for finding out what's going on in the airport during extended layovers." •



Learn more about these valuable travel tools at their websites:	
FlightTrack	www.mobiata.com/apps/flighttrack-iphone
TripIt:	www.tripit.com
FlySmart:	www.flysmartapp.com
GateGuru:	gateguruapp.com

— by Janeé Pelletier, MBA, CMP, Vice President, Conference & Logistics Consultants

Finding Time to Enjoy Your Destination

One of the many perks of our jobs is being able to travel to exciting destinations. But if you're anything like me, you spend most of your time once you get there in a windowless conference room with very little opportunity to leave the venue. Is it possible to squeeze in a little time for yourself? Definitely!

Try to plan ahead and reserve any gaps in your schedule for you! If you already know what you want to see, pencil those into your calendar before you leave home. Are you required to be available during certain times? No problem. Make yourself available during those times and then power off those electronics when you are off the clock. Laptops and smart phones can make it difficult to escape work even when we are hundreds of miles from our offices, but wherever possible, turn off your gadgets and enjoy the sights and sounds of a new city. Or better yet, use that smart phone to help find a local haunt to check out!

When possible, I try to multitask and combine exercising and sightseeing in one fell swoop. Skip the hotel fitness center, and instead, strap on your running shoes for a quick walk or run around town. Are you into a specific type of fitness craze like CrossFit, yoga, Bikram, or pilates? Look for a local studio.

Spa prices at the hotel a little steep? Look for an offsite location for that manicure, pedicure or massage with competitive pricing and take in some local flare while you're there.

You can also sign up for LivingSocial or Groupon deals for that destination before you travel to help plan your time to explore! This is a great way to learn about local restaurants and fun experiences around town that you don't have time to discover once you are there. Some of these may be off the beaten path of recommendations, but I bet you'll find a hidden gem. You can always unsubscribe to the email alerts upon your return. •

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

How to Take Care of Yourself While on the Road

Traveling can provide a world of new adventures and experiences. However, traveling for work usually also brings some added stress and fatigue. Next time you are on the road, take time for these preparations so you can make the most of your trip.

Get organized. Before you leave, take care of your household “to do’s” so you don’t have to worry about them while you’re away. With these taken care of, you won’t have to stress about anything going on at home while you’re out of town.

Organize all of your travel information in an easily accessible spot so you always have it handy. Try a travel app like TripIt to keep your travel details including flight information, hotel confirmations and rental car information in one concise itinerary.

Take time the night before you’re ready to return home to repack your suitcase so you aren’t scrambling to get packed and to the airport the day of your flight.

Stay Healthy. It can be hard to stick to your normal diet and routine while traveling. However, staying healthy and making smart food choices will help keep you healthy and energized. Get plenty of sleep before you leave and while on your trip.

Drink plenty of water. Staying hydrated will help you from feeling fatigued and overeating. Pack some healthy snacks to have on the plane and in your hotel room so you aren’t forced to grab that bag of chips or candy bar. While it may be difficult, set aside time to exercise every day, even if you are just doing light stretching before you go to bed each night.



Bring home with you. Pack that special item that makes you feel relaxed or brings home to your sterile hotel room. Having a comfort item, such as your favorite night shirt, a picture of your family, or that comfy bathrobe will help relax and rejuvenate you for the next day.

Take time to do something nice for yourself. Going to a new place allows you to tap in to your sense of adventure and discover something new. Make time to try a new restaurant, do some sightseeing or try something unique to that location. A walking tour of your destination allows you to incorporate some exercise into your trip while seeing the sights.

Safe and happy travels! •

*by Carman O’Quinn, CMP,
Exhibits, Sponsorship & Meetings Manager,
International Association for Dental Research (IADR)*

Must-Attend Events for Industry Experts.



Exhibit Sales Roundtable (ESR) — March 21 in Washington, DC — is an forum for 18 exhibit sales and service managers and subject matter experts to meet, network and share the latest sales techniques to strengthen your exhibit floor and sponsorship programs.

For more information and to register, visit
www.lippmanconnects.com/ESR.



Large Show Roundtable (LSR) — April 4 at McCormick Place, Chicago, IL — is a one-day, facilitated forum for 16 managers of shows with at least 125,000 net square feet to discuss strategic issues with their peers.

For more information and to register, visit
www.lippmanconnects.com/LSR.



Produced and Facilitated by Sam Lippman

Sam Lippman is a trained facilitator and executive-level consultant with 35 years of hands-on experience as a show manager. He is the producer of Exhibition and Convention Executives Forum (ECEFF), Attendee Acquisition Roundtable (AAR), Exhibit Sales Roundtable (ESR) and Large Show Roundtable (LSR).

How Do I Balance?

Work-life balance – what does this mean and can it be accomplished? The phrase was first used in the United States in 1986 to describe the balance between work and one's personal life - a task we all find to be a challenge in our everyday routine and plugged in world.

Recently the boundaries between the two have been blurred as technology is ever changing and we are now connected 24 hours a day. Companies hand out smartphones and iPads to employees with the expectation that staff is accessible at all times. This constant "checking in" via email at all hours inhibits one from disconnecting once you leave the office.

There are many articles out there on how one can accomplish the balance, but without a true desire and a great amount of discipline it may be very hard. Here are a few tips on how to start achieving "the balance".

1. **Time Management**- Clearly define your work hours and maintain those boundaries as much as possible
2. **Self Management** – Take control of your life and choices
3. **Stress Management** – Focus on one thing at a time and prioritize your tasks
4. **Technology Management** – don't let technology rule you – you must rule technology
5. **Leisure Management** – understand the importance of rest and relaxation. Time- off is essential in the success of your career and personal life.

In the end, the task to achieve work-life balance may be a life long struggle, but remember...enjoy life, you only get one chance! •

— by Patricia Swift, CMP, Director of Meetings and Events,
American Academy of Physician Assistants

PCMA's Catalyst Community

Catalyst is the most relevant social media tool for meetings industry professionals connecting you to your fellow PCMA members. Using your existing LinkedIn accounts to build your new Catalyst profile, it is easy to get started leveraging the full power of PCMA through networking, crowd sourcing, searching the membership directory or simply communicating with fellow members in the Communities section.

What is Catalyst? PCMA's Catalyst Community is the new place for PCMA meetings industry professionals from across the globe to communicate and collaborate. This new online tool was developed for you to ask questions, share opinions and find useful resources.

Why should I join? Catalyst is a secure and easy-to-use community, which allows you to carry on meaningful online conversations with your colleagues.

What should I do the first time I log on to Catalyst? Customize your profile, adjust your privacy settings, adjust your subscription settings, engage in a conversation, and build your network by connecting with your colleagues

How can I best participate in Catalyst? Catalyst is a powerful resource that allows you to engage as little or much as you choose. We encourage you to log in, familiarize yourself with the site and begin to engage!

Source: <http://catalyst.pcma.org/CatalystFAQs> •

— by James Gildea
Director, Global Accounts, Omni Hotels & Resorts

Get a Break this Spring at Hilton OldTown!

Any organization that books a meeting or event with us prior to June 28, 2013 will get to pick from our 7 booking incentives.

- Half price parking
- Comp Internet access in guestrooms
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- Comp 2 hour Welcome Reception
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The number of incentives you pick is determined by your Ranking Level!

- Level 3: Between 25 - 50 room nights, or from \$5,000 - \$7,500 Catered F&B – PICK 2 from the list!
- Level 2: 51-100 room nights total, or up to \$10,000.00 in Catered F&B – PICK 5 from the list!
- Level 1: More than 100 room nights total, or up to \$15,000.00 in Catered F&B – RECEIVES ALL 7 Booking Incentives!!

Anyone that books a qualifying meeting for the months of July or August will receive a bonus of 10,000 Meeting Planner points.

Contact our Sales Department at 703 647 2040 or e-mail Brittany Tyree at btyree@hiltonoldtown.com.

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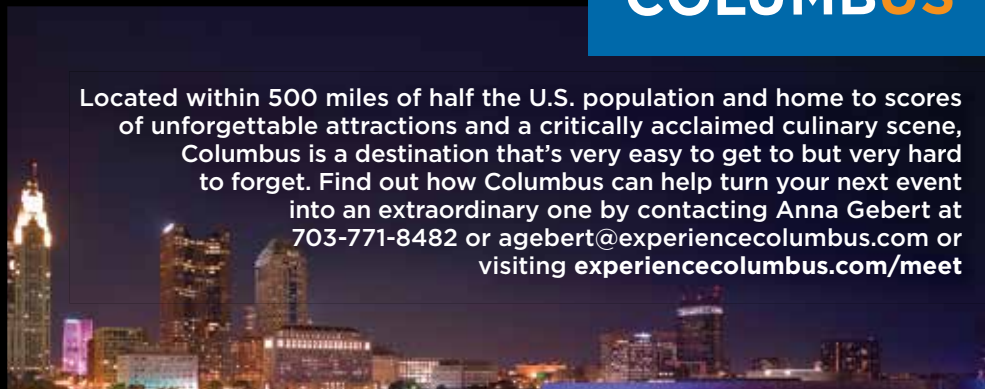


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James Madison University Hospitality Student Conference

The James Madison University PCMA Student Chapter held their third annual Hospitality Student Conference on Sunday April 7, 2013. The conference featured select speakers and unique breakout sessions tailored to the interests of students. The student chapter was integrally involved in planning and implementing the entire conference, offered exclusively for the educational and networking development of students.

Attendees found the agenda to be extremely beneficial to their varying interests in the hospitality industry. The diverse group of speakers had backgrounds in country clubs, associations, CVB's, conferences and meetings, trade shows, sales, hotels and the sports industry. Students had the opportunity to learn from recent graduates new to the industry and from veterans of hospitality with over 30 years of experience. The conference began with an inspirational presentation by Kai Degner, the Mayor of Harrisonburg and an active community member on the Harrisonburg City Council. Mr. Degner reinforced the importance of listening, stating, "When you create the habit to listen, you create an investment to be invaluable."

Breakout sessions followed the keynote and addressed student-focused topics including networking, country club restaurants, planning for an association and CVB, internships, the varying facets of the industry and event coordination in the sports industry. Students had the opportunity to ask specific questions in small group settings and network with a wide range of professionals at an open discussion panel held at the end of the conference.

JMU PCMA looks forward to continuing their success as a student chapter by offering an annual conference to its members every academic year. The JMU PCMA Student Chapter would like to give a special thanks to speakers Kai Degner, Beth O'Brien, Shannon Burke, Brian Donohoe, Samantha Moore, Donna Jarvis-Miller, Lesly Rehaut, and Erin Parker! •

by Femke Morelisse

Mentors and Protégés Wanted!!

Mentors and protégés are paired based on similar industry interests. This helps open the door to conversation and aids in developing a trusted professional relationship. A mentor makes a commitment to help his or her assigned protégé learn and grow. Both make a commitment to keep in touch on a monthly basis. For more information

Contact Art Shaw
Artshaw@fortworth.com

Evaluation and Implementing Your Risk Management Plan

Indemnification, force majeure and insurance liability were all hot topics at the April 4, 2013 PCMA, Capital Chapter, education meeting presented by Bonnie Wallsh, MA, CMP, CMM, Chief Strategist, Bonnie Wallsh Associates, LLC, at the Hilton Alexandria, Old Town.

"Creating a Risk Management Plan helps the organizing committee and volunteers understand the process and chain of command to take in case of crisis," explained Bonnie to 87 attendees.

Bonnie stated that your first step is to organize a risk assessment meeting with committee members and volunteers to identify worst case scenarios. Assign each team member to a situation/risk, including insurance obligation and collecting security and emergency contact information, and develop a contingency plan for each. Lastly, assign a staff member to be the liaison with the press and/or communicate to attendees, exhibitors, speakers and staff regarding a situation that has occurred.

Once the Risk Management Plan has been developed, communicate the plan, train staff and update it as appropriate.

"Indemnification and Force Majeure are the two sections of the contract where planners request the most changes," explained Krystine LoBianco, Sales Manager for the Baltimore Convention Center. "Today's topic walked us through various situations helping us to identify the risks and outline what action steps we would take to avoid, minimize or eliminate those risks."

Bonnie's key takeaways for the meeting are as follows:

1. Check to see if your association/organization has a risk management plan.
2. Risk management should be a top selling points to meeting planners.
3. Perception is reality. Identify a PR representative to immediately respond to any negative comment.

"After the workshop, I went back to the office and pulled all the contracts not yet signed to make sure the word "impracticability" was included" said Diane E. Kovats, CMP Executive Director for the International Society for Computational Biology. "Second, I looked through the organization's file to see if there was a risk management plan in place, which there was not. I am now working a document, to help our organizing committees assess locations, prior to contract and finalization of the conference." •

by Stacey Knoppel
Director of Sales and Marketing, Baltimore Convention Center



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Capital Chapter Member Spotlights

Spotlight on a Supplier

Shelley L. Meixell

Director of Sales

Krisam Group | Global Events Partners (GEP)



Watch out Samantha Brown! Shelley Meixell could be Travel Channel's next ultimate globetrotter. Shelley has explored many fine destinations all around world. Her most memorable cultural experiences are from South Africa and most recently Singapore, Bali, Bangkok, Chiang Mai, Cambodia and Hong Kong. Nevertheless,

the historical attributes makes Egypt worth repeating and is Shelley's favored voyage. "I'm happy that I'm able to balance my busy work schedule and travel along with my wonderful family and solid friendships," says Shelley. At home, Shelley takes pleasure in fine dining, gardening and weight lifting.

Shelley is from Margate, NJ which is one hour from South of Philadelphia, PA. She attended American University and is currently the Director of Sales, Krisam Group and Global Events Partners. She has been with Krisam for 18 years. "My father inspired me that I could do anything that I set my heart out to do. Success is within you."

Shelley is good-hearted and energetic. If there was a movie made about her life, Cameron Diaz could easily be casted as Shelley. "I like to help someone each day whether it's a client, colleague, friend, family member or stranger on the street. It's the little gestures that mean the most sometimes." PCMA has afforded many networking opportunities and friendships for Shelley. Her advice to fellow colleagues in the industry is, "Be positive, think positive and make the most of every opportunity that comes your way." •

*by Tanya Barrett, CMP
Manager, Meeting Services, U.S. Pharmacopeia*

Spotlight on a Planner

Jennifer Goldman, CMP

Membership & Meetings Manager

Foodservice Packaging Institute



For Jennifer Goldman meeting planning is very similar to riding a roller coaster. There are the butterflies that start to build as you climb the stairs, the anticipation once you are strapped in and then that adrenaline filled adventure! The ups, downs, sharp turns and satisfaction once it's all over are why Jennifer Goldman loves both roller coaster riding and meeting planning.

Jennifer Goldman moved to the DC area from Oklahoma and in her career journey joined the US Office Products Communications Department. Although her main projects were in communications she found herself planning sales meetings and discovered her knack for planning. Within a couple of years she had gained the experience to take on an assistant manager position at The Society of the Plastics Industry where she established herself as a planner. After leaving SPI due to budget cutbacks Jennifer decided she wanted to become more competitive in the job market. In 2009 she joined PCMA, obtained her CMP designation and shortly after that, accepted a job at the Foodservice Packaging Institute (FPI).

Jennifer loves the travel but also enjoys the element of bringing people together. Jennifer has been with FPI for 3 years and in addition to planning she also gets to practice her passion for graphic design by creating programs and marketing pieces.

When Jennifer is not planning, creating a program or riding roller coasters she loves to travel and hike outdoors with her husband. •

*by Marie Fredlake
Global Conference Manager, ConferenceDirect*

Join us for our annual baseball networking event on **May 8** at National Ballpark. Catch up with industry colleagues and watch the team that could win the World Series. The Nationals will be taking on the Detroit Tigers, with Detroit Metro CVB our sponsors for the evening! Networking will start at 5:30pm with first pitch at 7:05pm. Come enjoy hot dogs and popcorn, good company, and a chance to watch the best team in baseball! Ticket packages provide an opportunity for our supplier members to host some of their planner friends. Why not offer a planner who is not a member of PCMA a chance to experience one of our Capital Chapter events?

* Planners, want to attend but don't have the budget?
Contact PCMAinfo@ascent-management.com to be put on the Planners list.



News Bytes

Email your news: PCMAchatter+news@gmail.com

Welcome **KARA LAMAY** who has joined ASCENT Management, LLC as account manager, and thus as manager of the PCMA Capital Chapter.

ELSBETH O'BRIEN, CMP is pleased to announce her new position as Program Manager, Conference for the Society for Human Resource Management.

The San Diego Tourism Authority recently rehired **LYNN WHITEHEAD** as a national sales director in its Citywide Sales Division.



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

5/8 Washington Nationals Baseball Event
Detroit Tigers at Washington Nationals
Nationals Stadium
T1500 South Capitol St. SE, Washington, DC
Reception: 5:00 pm-6:45 pm
Game: 7:05 pm

7/25 Education and Reception – Save the date!
The Willard InterContinental
1401 Pennsylvania Ave. NW
Washington, DC

Invites for all Capital Chapter events are now coming through RegOnline. Make sure you save it on your favorite list!

Sponsored by VisitDenver, the Capital Chapter's Innovation Awards (formerly Green Awards) has a new quicker application process. The name is being changed to better suit the goals of the chapter mission this year. To broaden your creativity, not only can you submit a "green initiative" but something "innovative" will captivate our attention as well. Application details to follow. Show the industry how you and your organization are Innovation Leaders!

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