

the official newsletter of the pcma capital chapter

History in the Making: The Inaugural Global Meetings Industry Day



April 14, 2016 marked a historic day for the meetings industry as we celebrated our first-ever Global Meetings Industry Day (GMID). As an expansion of the North American Meetings Industry Day (NAMID), GMID called for us, the meetings industry, to gather around the world to advocate that Meetings Mean Business.

GMID was a huge success, with 100 GMID events celebrated in over 30 countries. The Las Vegas strip and the Empire State Building adorned special blue light displays in honor of GMID. Even more impressively, the Twitter hash tag #GMID16 trended third worldwide with over 13 million tweets!

Here in Washington, DC, both local chapters of PCMA and MPI commemorated GMID by gathering more than 250 planners, suppliers, and press for an afternoon of education sessions and a rally. The event unified passionate meeting professionals such as Rebecca Murphy from NACUBO. She attended and volunteered "...because being a meeting planner is not just a job to me; it is my passion and career."

The GMID celebrations did more than align our passions with the Meetings Mean Business movement. It educated us about the need for advocacy. "The meetings industry is not

just a 'wine and dine' industry but is one of serious value that contributes in every facet of a destination's economy," shared Maria Rivera from the Melbourne CB.

The event also offered insights on communicating the value of the meetings business. One GMID event panelist, Erik Hansen, with the U.S. Travel Association, encouraged us to invite politicians to our meetings to not only see attendees but to also take them behind the scenes. By having politicians individually shake the hands of every union laborer, cook, server, and meeting staff at work, we can demonstrate that meetings drive jobs and economic impact.

The Meetings Mean Business movement is quickly gathering momentum. Together, we will evolve year-after-year to create even more impactful ways to advocate for our industry. We will not stop until our politicians, as well as our families, understand what we actually do, and the impact we have on businesses and communities both locally and around the world. •

*by Christine Frye, Sales Representative,
National Trade Productions*

In addition, we can utilize the Meetings Mean Business app as an on-the-go tool kit. From the board room to the family BBQ, we have resources at our fingertips to explain the value of meetings. Download on iTunes or by visiting meetingsmeanbusiness.com.

GMID



The PCMA Capital Chapter is where "You Belong"!

Mission: The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promoting the value of professional convention management.

President

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

President-Elect

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

Treasurer

Marcus Eng, CMP
 American Public Transportation Association
 202.496.4874
 meng@apta.com

Secretary

Vicki Johnson, CMP
 Vicki Johnson & Associates, LLC
 703.532.3166
 vicki@vjmeetings.com

Immediate Past President

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

Directors

Mary Beth Baluta, Cincinnati Convention and Visitors Bureau
 703.892.0330; mbbaluta@cincyusa.com
 Mindy Halpert, CMP, Consotium for School Networking
 202.410.2778; mhalpert@cosn.org
 Jim Kelley, PRG Corporate & Tradeshow Services
 404.214.4833; jkelley@prg.com
 Geralyn Krist, CMP, CTA, Visit Kansas City
 816.691.3822; gkrist@visitkc.com
 John Rubsamen, Americans for the Arts
 202.371.2830x2008; jrubsamen@artsusa.org
 Malene Ward, CMP, CEM, Direct Marketing Association
 202.861.2429; mward@the-dma.org

Committee Chairs*Communications*

Caroline Gardner, CMP, Destination DC
 Jennifer Haire, CMP, National Center for State Courts

Community Services

Peter O'Brien, CMP, CASE, Marriott International
 Jeanette Naiman, CMP, AMSUS-The Society for Federal Health Professionals

Emerging Professionals

Katharine Gausmann, CMP, National Association of Secondary School Principals
 Christine Faiman, CMP, Marriott Global Sales Organization

Government Relations/Advocacy Task Force

Annette Suriani, CMP, AMS Meetings Solutions
 Rosa Mendosa-Friedheim, CASE, CDMP, Greater Fort Lauderdale Convention & Visitors Bureau

Marketing

Natalie Sorkin, American Public Health Association
 Kristen Twyman, CMP, Experient

Membership

Ryan Barth, CMP, Conference Direct
 Rebecca Murphy, CMP, NACUBO

Professional Development

Sara Haywood, CMP, Association of American Geographers
 Dan Ketelsen
 Samantha Moore, Community Anti-Drug Coalitions of America

Sponsorship

Rebecca Ramsey, Greater Madison Convention & Visitors Bureau
 Liz Dane, St. Petersburg Clearwater Area CVB

Chapter Liaison to PCMA National Board of Directors

Tamela Blalock, MTA, CMP, National Association of Wholesale Distributors

Capital Chapter: pcmainfo@ascent-management.com

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



Message from the Board

*Geralyn Krist, CMP, CTA
 National Account Manager
 Visit Kansas City*



Happy Spring Capital Chapter Members! By the time you are reading our May Chatter, the cherry blossoms will have bloomed, we may have a Republican and Democratic candidate for the upcoming Presidential election (for better or for worse) and you might be in full planning mode for your upcoming summer vacation. Before you hit the beach, join me in reading our annual supplier issue.

As a supplier in this industry for the past 20+ years and a PCMA Member for the past 10+, this is one of my favorite Chatter issues. Partnering with planners and building strong relationships is the foundation of our combined success. If you are new to our industry, start small. Attend a PCMA event and introduce yourself to someone you don't know. We are a friendly group. We love to talk and meet new people! Want to get more involved? Volunteer! By joining a committee and getting involved you will begin to build new relationships. Volunteering is not only for the new folks – seasoned professionals also see the benefit of belonging to a committee. The connections that you make are your building blocks to a successful career in this industry.

Suppliers come in all shapes and sizes—from large CVB's to small CVB's, Hotels, DMC's, Housing Companies, Transportation Companies, Photographers...the list is almost endless. This issue features relevant articles contributed by our members—suppliers and planners alike.

As you, the planner, begin the process of planning your next annual convention, workshop, off-site dinner or spouse tour, reach out to your supplier partner in that destination or hotel. The wealth of information and support they can provide will save you time and money. Use their expertise and I guarantee that your attendees and organization will benefit from the ideas and suggestions they will supply.

If you have any questions, please engage with us. The Board is here to serve our 1,600 members, and we would love to speak with you! Now, sit back, relax and enjoy this issue of The Chatter. •

Pardon Our Mistake

The April Chatter article "Four Ways to Reduce Stress While Traveling" on page four was written by Krystine L. LoBianco, CMP, National Sales Manager, Connecticut Convention Center. Thank you Krystine for your contribution. •

Relationship Status: It's Complicated

There's been some conversation lately about the value of relationships between Destination Management Organizations (DMOs) and Meeting Planners and if they are in sync. Are we working to achieve the same goals?

As association executives and planners, we rely on our DMOs to help pave the path with hotel partners, recommend ideas for local activities, and assist in promoting our conferences. We are invited to special events and Familiarization Trips (FAMs) so we can become knowledgeable about the destination. From personal experience, I know there are several cities that I would have never considered for my meetings until my good friends, the DMOs, asked me to come visit.

DMOs create experiences and share knowledge of the area and local activities, including museums, dining, and shopping. As a busy professional, I don't have time to research all extracurricular activities for my attendees, so I appreciate this value added bonus of working with my DMO. If my attendees have a good experience at my conference, I'm almost guaranteed to get them to return the following year, and the city benefits by having them potentially return on personal vacation or another conference. The DMOs rely on my survey feedback as much as I do. Was the city easily accessible? Was it walkable? Did people like it? Would they return?

They also provide resources for my organization. Visitors guides, microsites, incentives, charity contributions; the list goes on. If they weren't in place, where would I go for that information?

No, they don't help negotiate my hotel contracts, but it's my job to give the DMOs the full picture of my meeting so they can provide me with the best proposal. Everything from room night history to Internet usage and F&B spend. But with that information, they educate the hotel community about the importance of my meeting, which in the long run assists me in my negotiations.

Bottom line, we all have set goals that need to be reached and as long as we're in sync, those milestones can be reached together •

— by Jennifer Haire, CMP, Director of Association & Conference Services,
National Center for State Courts



Connect with the Capital Chapter!



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



@PCMACC



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



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

F

6:31PM

The moment business transformed into pleasure.

At Fairmont, we're event experts. Our one-of-a-kind hotels offer unique venues—ballrooms, boardrooms and everything in between—to host the function you have in mind.

For more information, visit fairmont.com/americas/meetings

UNFORGETTABLE. SINCE 1907.

Fairmont

Don't end your meeting with a Q&A. End it with an
EXCLAMATION POINT.



With 30,000 square feet of flexible meeting space with the latest technology, a 400 room hotel, unique lounges, spa and signature restaurants, we make every meeting a spectacular event.

MGM GRAND DETROIT
An MGM Resorts Luxury Destination








Contact 877.MGM.EVENT (646.3868) or send your RFP to sales@det.mgmgrand.com

If you bet more than you can afford to lose, you've got a problem. Call 1-800-270-7117 for confidential help.



© 2016 MGM Grand Detroit. Excludes Michigan Disassociated Persons.

Show Them You Care

If we work for the right company and we're selling the right product both of which instill in us enormous amounts of confidence---then our enthusiasm must be contagious and will naturally be assumed by our potential clients, right? Wrong.

"But..." I can hear you saying. "But I'm selling myself to them, and I'm excited, and I'm positive, and I just know this product is right for them."

Says who?

That's the problem. You can shower your prospects with enthusiasm and smiles and positive energy and of course, wisdom. But here's the thing: No one cares how much you know until they know how much you care.

You can exude confidence and, with flawless eloquence, recite your brand's features, but until your brand's benefits are seen from your prospective customers' eyes, in the context of their world, and in relation to their challenges, then all you have given them are those features. And as far as they are concerned, those features belong to you, and not them.

"What's in it for me?" You might not hear them say it, but that is what your prospects and clients are constantly thinking. A feature or description of your product, as exciting as you might make it sound, is just a feature. What specific problem or challenge belonging to your prospect does it solve? If you ask enough questions, you will find out. Once you have that answer, you've earned the right to talk about your product relative their world, their challenges, their issues and how certain benefits of your product will help to solve them.

Now you are showing that you care, and now they know. •

by Dan Cole, Senior Vice President,
Trade Shows & Exhibits, Hargrove, Inc.

CVBs and NSOs: Who's on First?

Any meeting professional will agree that sourcing future meetings can be as arduous as it is essential to the success of your programming. Fortunately, our industry has a built-in systems and networks to assist us in making intelligent venue and destination choices for our members and attendees. Representing our esteemed destinations, CVBs offer resources and facilitation and services within their own communities and across brands. NSOs, being the central relationship-based sales contact for hotel brands, represent and influence the decisions being made by their hotels within the cities that you are researching.

So How do we best leverage these two resources? If we are sourcing only one city, the process is fairly simple; include both the CVB and NSO on your initial research. and Ask for the CVB to respond with a collection of bids while keeping the NSO in the loop. Using one destination warrants response by the CVB since multiple brands are likely to be represented.

Often, however, we find ourselves with considering several cities being considered, as well as several brands within each city being considered. This is where the complications can begin. Now, we are getting bids from multiple cities, with multiple brands in each city. So and the question of starting with a CVB v. NSO is not as clear.

Marilyn Atchue-Zuill, who has a multitude of sourcing experiences, therefore landing her at the well-respected HPN Global after years of working for hotels said. "Let both the CVB and the NSO know right at the beginning that you need support from both. The teamwork makes all the difference especially when sourcing multiple cities. Each brings a distinct benefit; the CVB gives you a view into the experience of the destination no matter which brand you choose, while the NSO has a broader understanding of the relationship in general, and sees the value of your business nationwide".

So how about Here is a best practice, or at least a place to start? When sourcing multiple cities and companies, send the RFP to both the CVB and your NSO. Even if you ask for the CVB rep or the NSO to compile bids, you will still have multiple submissions to review and there will be cross-reference ing that needs to happen. Take your time once you have the bids! Then, have open and honest conversations about the offers from both a destination and a hotel brand perspective. If you keep all parties engaged, you have done the best you can for your attendees! •

by Mark Harvey, CGMP, CMP, CMM,
Director of Meetings & Operations,
Society of Government Meeting Professionals



California Fresh, Urban Coast

Long Beach

The Endless Summer Collection

Welcome to the resort-like destination with the beating heart of a full-fledged city. Unique curated event spaces connecting people and ideas, set in a sunny panorama of metro-cool hotels, award-winning restaurants, electrifying nightspots, and fun-filled entertainment — make this **highly walkable downtown** the ideal hotspot for mixing both work and play.

Unconventional. It's a Shore Thing.



MAKE LIKE ONE OF THE LOCALS.



OR TAKE THE MEETING OUTSIDE.

800.452.7829 | MeetInLongBeach.com

[f](#) MeetLBC [t](#) MeetInLongBeach



Understanding the Give and Take of Concessions

In today's strong economy, there seems to be more need for candid conversations between suppliers and planners when it comes to concessions.

When negotiating concessions, a planner should understand the overall meeting value, which is more than just room block and space needs. Understand F&B spend, the profile of your attendees, your overall budget for the program and be candid with your list of "must haves." Considering the value and the audience, your concessions list should not be the same from your Board meeting to a small regional meeting to your annual meeting.

When submitting your list of concessions consider the following from the hotel's perspective:

- **Complimentary room nights** - the historically standard 1:50 seems to be changing to 1:35, 1:40 or 1:45. Though there is no industry standard for complimentary rooms, when making this request remember it will vary from brand to brand, hotel to hotel, and season to season.
- **Staff rated guest rooms** - hotels will do their best to work with a staff rate, but keep in mind that giving a 50% discounted staff room rate, the hotel is basically giving you a free room for every two nights the room is occupied.
- **Suite Upgrades** - hotels simply do not have an abundance of suites. Those properties that are able to offer a number of suite upgrade options will do so dependent on the overall room block. From a financial business sense, suites can be sold at higher premiums and the hotel is losing that revenue. There are also additional costs to clean and upkeep a suite compared to a run of house guest room.
- **Discounted audio-visual pricing** - when requesting this concession, it is very valuable for a hotel to know your specific AV needs. Share your historical usage so that your hotel and AV partners can negotiate pricing. Offering a blanket discount is not always advantageous for either planner or supplier.

There is often the perception that certain concessions do not cost a venue money, when in fact they often do. Hotels are losing revenue streams from areas that ten years ago they were able to depend on and concessions further cut into that revenue. These are things to keep in mind so that we can work together to make the outcome of a partnership successful for both parties. •

by Margaret Miller, CMP, Senior Sales Manager, Omni Shoreham Hotel

Emerging Perspectives: Learning How to Say "No" Early

As an aspiring leader in the events industry, it's been drilled into me—network, network, network. However, I struggle with jeopardizing friendships in tough business decisions. If I ever have to decline a friend's business, how do I maintain that personal relationship while having to sever business ties? Fortunately, I can draw on the teachings of PRG's Jim Kelley and his "It's OK to say NO" discussion at the IAEE DC Chapter luncheon in April, as well as advice from fellow leaders and colleagues. I've learned that a successful "No" is based on the triangle of success: Truth, Trust and Transparency.

Young professional, Christine, received RFPs on a daily basis, but one particular proposal caught her eye with its speedy and thorough response. Throughout the review process, Christine and the potential vendor developed a very friendly rapport. When Christine's company decided to select another vendor, Christine realized she was going to have to say "no" to her new friend. Instead of emailing, Christine knew it was important to call and explain why the proposal was declined. To her surprise, the partner reacted positively because Christine took the time to explain why. As a result of open communication, transparency and trust was established for their friendship and future business potential.

Established industry professional, Diane, has many years of experience making tough decisions. She's learned that with or without a friend involved, honesty is always the best policy. By sharing all the information you can about why a product or service is not the best for your organization, you can help vendors become more competitive for their next proposal. Keeping in mind that "business is still business," maintaining truth and positive feedback will make tough decisions easier. It also helps both sides improve and grow for potential partnerships in the future.

It's OK to say "no," but I plan to implement the triangle of success (Truth, Trust and Transparency) into my decision-making process in the future. It is essential for balancing great relationships with colleagues and partners, while still doing what's best for my business. •

by Kate Kisner, Sales Coordinator, National Trade Productions



To Outsource or Not to Outsource?

Is it a trend, or does it seem like more and more associations are outsourcing meetings management responsibilities to third parties? Trend or not, this happens often as associations are looking to third parties as a way to expand their meetings management department.

Organizations outsource various areas including: Exhibits Sales & Operations, Sponsorship Sales, Registration, Housing, Data Collection, Targeted Marketing, and Meeting Logistics and many find advantages to this practice. By outsourcing, organizations can redirect their internal teams' focus to a more strategic approach, building better content rather than focusing on logistics. Reimagining existing content from an outsider's point of view could also be a benefit gained from the third party if content creation was part of their responsibilities. Advantages can also come in the form of negotiated or volume rate discounts and other cost savings. Many third parties give organizations the ability to capture meeting attendee demographics for more targeted marketing or provide access to a dedicated sales professional focused on mining for exhibit sales leads, all of which can be beneficial for an organization looking to grow their show.

"Outsourcing is nothing new, but it has really taken off in the past couple years. At the SISO CEO Summit two years ago, the prediction was that Associations were primed to outsource, given that their focus needed to shift to attendee and exhibitor satisfaction and engagement for each event they produced" says Camille Stern, Sr. Vice President of Strategic Account Management. "By Associations choosing to consolidate all or a portion of the duties of their meetings and events portfolio into a central meetings management department (i.e. third-party vendor) it allows their internal team to look at their current events more strategically."

There are also reasons why organizations don't outsource. Many already have a trained and tenured event team who are highly effective in all aspects of meeting planning; not to mention the relationships that their internal team has built with their hotel, venue, vendor and destinations partners. Others shy away due to unbudgeted or perceived higher costs than the value of the benefit. Finally, there is always the age old adage, if it isn't broken, why fix it? Whatever the reason, only the individual organization knows what is right for them and how to move forward in this growing debate. •

*by Caroline Gardner, CMP,
Senior National Sales Manager, Destination DC*

**"The go-to show
in our industry in
North America."**



Save the date for your can't-miss business, education and networking opportunity. It's the biggest meetings industry trade show in the U.S., and the whole world will be there. You should be too. **Mark your calendar now!**

THE *pulse* OF THE MEETINGS INDUSTRY.
IMEXAMERICA.COM



EXPERIENCE CONFIDENCE

Hargrove offers you customized solutions, world class creativity and a service approach that's second to none.

Hargrove designs, builds and produces the environment where your story comes alive. Make your next event, trade show or exhibit an experience...for you and your audience.

EVENTS | TRADE SHOWS | EXHIBITS | EXPERIENTIAL
INFO@HARGROVEINC.COM





distinctly NORFOLK

Known for our 144 miles of shoreline, Norfolk provides an exceptional experience in the conference room and beyond. After your meeting is over, sail the Elizabeth River on a tall ship or take a lunch or dinner cruise. Get a taste of our waterfront city with fresh catches from the Chesapeake Bay. From southern fare to international cuisine, savor it all in Norfolk.

Planning a meeting is easy at
visitnorfolktoday.com/meet.

VISIT *Norfolk*

The heart of the Virginia Waterfront.™

1-800-368-3097

Supplier Partner Suggestions to Planners

Having spent a lifetime on the supplier side and now enjoying the planner side as a third party, I am experiencing first-hand the value in knowing the supplier process and how to use that knowledge to come up with a win/win situation for everyone. Here's what I know...

The Big Picture/Puzzle: Yep! It's a seller's market so your RFP is competing with others over the same dates. The hotel's target is to run 100% daily and reach their revenue goals in all departments, so your meeting becomes a piece of the puzzle. Your hotel partner "sells" your program to the Revenue Director who must ensure all revenue goals are met. If your meeting uses many guestrooms, all meeting space but no F&B revenue, banquets won't reach their goals. The Revenue Director must look at the complete package.

Seasons and Patterns:

- Booking Chicago in January or Palm Springs in July-make a deal! Book the beach in summer-no deal; however, try for that Tuesday meeting for 200 people with only 10 guestrooms. The rooms are full with vacationers so you're in!
- Discounted rates Monday-Friday in Silicon Valley-no dice; however, you'll see more flexibility on weekend.
- Expect to pay a premium for large-block mid-week meetings due to lost revenue on surrounding days with that mid-week spike.

The RFP: Help the sales manager help you! Along with dates and comprehensive space (with set-up), share

- All F&B usage
- History (location and pick-up)
- Budget for rooms and F&B
- Flexibility with dates and pattern (huge game-changer).
- Your hot-buttons and those of your attendees.
- Who are your attendees? To what kind of destination/amenities do they gravitate?
- Timeline for making a decision. Who is involved in the decision-making process? In today's market, quick decisions are a must or you lose the space.
- Last but not least, I recommend Always source the CVB and National Sales Offices from the get-go. They are invaluable as a resource and partner in to helping you accomplish your goal.

Most Important...COMMUNICATE! When you communicate with these hotel partners, things happen. If they submit a bid and hear nothing, their hands are tied. It's amazing what can happen when you truly partner with our supplier partners! •

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

Millennials & the Innovation of the RFP Process

Millennials and technology go hand in hand. Millennials grew up with an understood grasp on technology from desktop computers to Blackberry phones to the iPod to the iPhone and more. This has given Millennials a technology-focused, innate mindset. However, technology has greatly influenced all generations and has changed the way we do business across industries. To clear up misconceptions on the age of Millennials, according to the Pew Research Center these individuals were born between the early 1980s and the late 1990s and make up 1 in 3 American workers. In 2016, Millennials will surpass Baby Boomers and Gen Xers to become the largest generation in the workforce. There is no denying the fact that Millennials will have a significant influence on how the world is run. With statistics like this, it is important to note what can be changed about the hospitality industry now to engage Millennials and to retain loyalty from this dominating generation for success in the years to come.

One area that could be seen as an area of improvement from the Millennial perspective is the RFP process. The Millennial

Mindset stems from technology as mentioned, but also includes social circle, self, innovation, trustworthiness, purpose and accessibility. Let's focus on accessibility and innovation. Can an RFP be created through an app? Can it be edited on a mobile device with ease? Accessibility is key, and innovation goes hand in hand with accessibility. Re-invention focused on efficiency and effectiveness is something that millennials crave, but it is also an idea that will improve business across generations. It is worth the effort to attempt to better understand this generation, and to craft tailored RFP processes aimed at engaging this vital segment of the workforce. Don't forget that Millennials are digital natives that have become the largest generation living in the U.S., so tap into them for their size and their impact. •

— by Christina Dean, Association Services
Coordinator, IMN Solutions

USO Care-Package Project ➤ April 19, 2016 “Do Stuff for Our Troops”

One of the most popular community service projects for the Capital Chapter has always been the stuffing of camo bags, now goody bags for our troops held at a warehouse at Fort Belvoir, VA. This project began in the early 2000's as our Service 'N Sync project. It was very successful until a few years ago when the project director and staff moved to Norfolk. It was replaced by the Capital Area Food Bank Projects. Now the USO Care Package project is back, thanks to the research done by Peter O'Brien, this year's Community Services Committee Chair. We had another very productive project with 53 volunteers



working to “do stuff for our troops.” After all, who would be better at “stuffing” bags than meeting professionals....how many kits have all stuffed over the years for our conferences?

With so many of our troops deployed during the wars to Afghanistan and Iraq, we stuffed Camo bags which were given to the troops as they boarded planes to these and other destinations around the world. This year's project was a bit different in scope. These bags were destined for families of our wounded warriors while others destined for troops to enjoy on the way to Europe and other spots. These were mostly filled with snacks and some toiletries.



We stuffed 3000 bags in just 4 hours which was a great accomplishment for our “over-achieving” group. We look forward to going back next year! Due to the additional security required on all of our military bases to protect our soldiers and bases from terrorism, we did learn that we will need to have a 30 day cut off for registration and that everyone has to supply their driver's license on their registration form in the future. Some registrants were concerned by this requirement, but in the world in which we live in it is a necessity to do this to keep everyone safe. Our registration is handled by a secure system. •

— by Pam Lackland, CMP, Vice President, ConferenceDirect



Member Spotlights

Spotlight on a Planner

Kristin Hanley
Owner/Operator

KH Conference Solutions, LLC



Kristin Hanley has been a PCMA Capital Chapter member for over 10 years serving on the Emerging Professionals as well as Communication committees.

She has been married to Kipp for 10 years and has a seven year-old daughter, Charlotte. They recently added a kitten named Stella to their family who joins their long-suffering fish, Julian.

Like many in the industry, Kristin fell into the business. She worked alongside a meeting planner in one of her first positions and realized that the planner's work was more interesting than her own. Kristin has been in the meeting industry now for 12 years, and she recently made the big leap to be her own boss creating KH Conference Solutions, LLC.

Kristin has two key traits that make her a natural for the meetings industry. First, she loves efficiency. Second, she loves people and the diverse cast of characters that she gets to meet in our industry.

When it comes to balancing your personal and professional life, "learn how to say no," she advises. In our industry, we want to be helpful, but she says, "know your limits." On the flipside, she challenges herself to try new things. "When you stop learning, you stop evolving." •

*by Will Trokey, CMP,
National Sales Manager,
Visit Charlotte*

Spotlight on a Supplier

Freddie Sanchez

Citywide Sales Executive

*Marriott and Renaissance Hotels of
Washington, DC*



"The better the communication, the better the result." That's Freddie Sanchez's formula for planners and suppliers working together successfully.

As a citywide sales executive, Freddie collaborates with Destination DC, associations and other organizations to bring events to Washington, DC, working also with properties in Maryland and Virginia for larger meetings.

Freddie started working in the hospitality industry at the front desk of the Embassy Suites in Tysons Corner after graduating from Radford University. He then became front office manager. After spending several years with Hyatt and Hilton in sales, Freddie shifted to Marriott in 2011.

What does Freddie like best about his job? "Working with organizations to develop a successful meeting, and building relationships that last," he said. A member of PCMA since 2007, Freddie had been active with the Membership Committee.

Freddie is married to Bianca and they have two boys, ages seven and four. He enjoys traveling with his family, attending sporting events and fine dining.

His best advice for balancing personal and professional life is "family first." Look at what you do as a professional and be aware of its impact on your family. Another great piece of advice from Freddie: "A happy wife makes a happy life!" •

*by Sara Torrence, CMP Emeritus,
President, Sara Torrence and Associates*

Congratulations to our Capital Chapter Members & Visionary Award Winners!

Lifetime Achievement Award Honoree:

Johnnie C. White Jr., CMP, CAE, MBA, Sr. Director, Education and Meetings, American Academy of Otolaryngology - Head and Neck Surgery Foundation - 2016 Meeting Professional Honoree

Professional Excellence Award Winner:

Kirsten Olean, CMP, CAE, Director of Meetings, American Society for Microbiology - Meeting Professional of the Year

Professional Excellence Nominees:

Community Advocate of the Year

- **Ellen Shortill**, Director, Convention & Meetings, American Speech Language Hearing Association - nominee

- **Germaine Schaefer**, Director, Conferences & Leadership Development, National Association of Counties - nominee

Meeting Professional of the Year

- **Lenay Gore**, Director, Meetings and Conventions, American Public Transportation Association - nominee
- **Lynn Smith, CMP**, Chief Planning Officer, AVID Productions - nominee

Supplier of the Year

- **Susan Kushner**, CFO/President, Kushner & Associates - nominee



News Bytes

Email your news: PCMAchatter+news@gmail.com

Natalie Fielman, CMP is now a Senior Consultant for Brand Engagement and Events at Kaiser Permanente. She was formerly with Leidos Biomedical Research, Inc.

Congratulations to **Elliott Ferguson and his team at Destination DC**. Destination DC received DMAI's Humanitarian Award for its work to provide inspirational travel experiences for low-income students through its charity, the American Experience Foundation. Elliott was also recognized with the IMEX Academy Award.

Thank you DMAI Board Members, **Scott Beck** and **Kevin Kane**, for their continued support in the development of international markets.



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

6/26-29 PCMA Education Conference
St. Louis

TOWER ABOVE

Make your event one that stands out. With diversity, entertainment, and amenities unrivaled across the country, Toronto is Canada's Downtown. Let's work together, along with our partners, to make your event an unforgettable one!

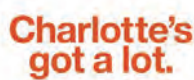
DISCOVER. PLAN. BOOK.
BusinessEventsToronto.com



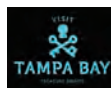
TORONTO

WE SALUTE OUR SPONSORS!

Platinum Sponsors



Gold Sponsors



Silver Sponsor



Bronze Sponsors





PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE PAID
RICHMOND, VA
PERMIT #320

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

Chatter Info...

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

Issue Editors...

Kim Allison
Visit Baltimore
kallison@baltimore.org
Kristen Hanley
KH Hanley Conference Solutions, LLC
kdhanley79@gmail.com

Production Editors...

Tracie Howard, CMP
AcademyHealth
tracie.howard@academyhealth.org
Shannon Burke, CMP
NACAC
sburke@nacacnet.org



MIX
From responsible
sources
FSC® C006249

