

the official newsletter of the pcma capital chapter

Go Out and Play with Digital Scavenger Hunts



An ongoing challenge for convention planners and exhibitors is how to engage attendees and drive more traffic to the exhibit show floor. Most cell phones -- even those that are not smartphones -- have GPS location chips to identify the user's location in case of an emergency. Beyond the basic "Where Am I?" questions, geolocation can also be used to play games.

FourSquare (www.foursquare.com) is a competitive game: you get points each time you check in at a location, and compete against your friends to see who can rack up the most points each week. You can even become the Mayor of a location (complete with a digital crown!) if you check in there more than anyone else. Users earn merit badges for completing certain tasks, such as checking in at landmarks or checking in with lots of other people. Dozens of brands, such as Starbucks, Zagat, and TLC, use badges to generate interest in their products and drive users to visit certain locations.

SCVNGR (www.scvngr.com) is similar to Foursquare, but developers have added a new dimension to the basic check-in, allowing players to create challenges for one another and awarding points for complexity. Multi-location challenges, called Treks, send players from place to place in a predetermined route to unlock a prize. Treks can be performed in a specific order (set by the organizer) or by closest location.

When you want to take your attendees out of the meeting space, a Smart Hunt® (www.bestteambuilding.com) provides an interactive scavenger hunt utilizing a proprietary app on an Apple iPad. The premise behind the Smart Hunt® platform is that it can be 100% customized to each group. This scavenger hunt allows teams to access information/instructions, answer quests, take and share photos as well as use a video feature allowing groups to record their hunt around town!

Smart Hunt® enables participants to learn about the respective destination by highlighting monuments, restaurants, museums, works of art and much more! Each stop on the route allows participants to earn points that will lead them to the next destination on the chase. There is an active GPS that showcases how far along the other teams are, which really adds to the competitiveness of this activity! At the end of the day, each photo and video taken throughout the day can be used for a slideshow, highlighting the fun and impromptu activities from the hunt.

A grown-up scavenger hunt is a great way to get your attendees out of the meeting room and interacting with the world around them. With a bit of creativity, just imagine what social gaming could do for your tradeshow floor and meeting attendees! •

by Janeé Pelletier, MBA, CMP, Vice President, Conference & Logistics Consultants & Megan Sherman, CMP, DMCP, Director of Sales, GEP Destination Management

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, Professional Development Liaison



According to Cisco, mobile devices will outnumber humans by the end of 2013. As more and more people adopt smartphones and tablets, it is forcing us to meet the demand of providing the technologies that are used by these devices. From mobile apps to virtual meetings, technology is changing the way we do business and the services we offer.

Adding to the challenge is the constantly shifting landscape of technology itself. Just when you think you have figured out your strategy and perfected the use of the tool you plan to implement – BANG – an updated version is flashing in your installation updates queue. With the speed at which technology is evolving, sometimes the best approach to meet this demand is to apply a levelheaded needs-based strategy.

Start your strategy by understanding the need of the meeting and the attendees, as well as the dollar amount the organization is willing to invest. A simple integrated mobile application may be exactly what you need to give your meeting that small edge over your competitor. Being innovative does not mean implementing every possible technology that is available. Innovation is providing the attendee with that one takeaway that will enable them to continue their education and networking well beyond the physical meeting space. •



Connect with the Capital Chapter!

There has been a great theme this year among the Capital Chapter events and messaging—Create experiences through innovation! I think it rings true in this modern age. We have seen it in our marketing, our new media channels, and our education on all levels and events.

Join us as we continue this education at the September 11 Planner Workshop & Networking Event where we will go behind the scenes with a master of innovation, Kelly Peacy, Senior Vice President of Education & Meetings at PCMA. As we near the close of the year (GASP!), we will also unveil a masterpiece of innovation in experience. In addition, this year's Capital Chapter annual meeting in November should not be missed by anyone. That's all I can say for now so stay connected by visiting the PCMA Capital Chapter website to learn more and sign up for the next Planner Workshop! •

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

5 Reasons to Turn Your Face-to-Face Conference into a Hybrid Event

It's day one of a big conference. While most attendees are shaking hands, trading business cards and clamoring for the best seat to catch the opening keynote, a small number of people are sitting at their office computers sipping coffee and firing up their internet connection. These in-office people will spend the next few hours networking with other attendees, watching live webcasts of sessions and asking questions of presenters. While lack of time and/or money might have kept them from attending in person, the hybrid event helps bridge time and distance, giving them a customized experience.

Technology and meeting planning are becoming even more fused. This makes hybrid meetings, which complement your face-to-face live sessions with viewing over the web either in real-time or on-demand, prevalent in practically every industry and the best way to maximize that online experience. A recent study on hybrid events revealed that 70% of planners say hybrid meetings are rapidly becoming an important part of the events industry, so chances are you'll be planning your own hybrid event soon. Read on for a hit list of event webcasting features and five reasons you need to incorporate it into your next conference.

“...70% of planners say hybrid meetings are rapidly becoming an important part of the events industry”

Features of event webcasting:

- Captures what happens in the room
- Often contains rich media, including video of the speaker and a separate window for slides or video
- Cost effective – there's no editing or post-production
- Ecommerce – you can charge for an entire conference pass or individual presentations
- Easy to use – the speaker just walks in, plugs in their laptop and begins

Why is webcasting essential for conferences?

- Save time and money on travel and still attend
- Gives the content a longer life. It's available for review 365 days a year, not just during the meeting
- Online attendees can engage with people on-site through social media channels and chat streams
- Increases awareness of your brand
- Online attendees are more likely to come in person next year •

by Donny Neufuss, Event Services Account Manager, Sonic Foundry

Must-Attend Events for Industry Experts.



ATTENDEE ACQUISITION ROUNDTABLE

Attendee Acquisition Roundtable (AAR) — September 19 in Washington, DC — is the workshop for convention and exhibition marketers to meet, network, learn and share how to find, attract and retain attendees with peers and subject matter experts.

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



EXHIBIT SALES ROUNDTABLE

Exhibit Sales Roundtable (ESR) — October 24 at Washington, DC — is the forum for exhibit sales and service professionals to learn best practices with peers and subject matter experts on how to strengthen their exhibits and sponsorships.

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



Produced and Facilitated by Sam Lippman

Sam Lippman is a trained facilitator and executive-level consultant with 36 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).



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Working Smart with Useful Apps

Mobile applications and tablets are revolutionizing the way meeting planners do business. At the August 14 Capital Classroom: Key Tools to Enhance a Successful Meeting, roundtable panelists Deborah Brice, CMP and Robin Preston, CMP shared some of their favorite apps that have helped lighten their onsite binders and keep them connected with the office while on the road.

Quick Office: Create and edit all Microsoft Office documents, spreadsheets, and presentation formats, as well as view PDF files on the go. Example: Update budget spreadsheets, PowerPoint™ presentations, and meeting notes, minutes before the meeting.

Dropbox: Bring photos, docs, and videos anywhere and share them easily. Example: Invite vendors to view meeting specifications and important documents in one central place.

Sign n Send: Sign and email digital documents on the go. Example: Quickly sign and return BEOs.

iAnnotate PDF: Manipulate PDF documents. Example: Make notes on floor plans and mark signage placement during site visits. Color-code tasks and documents for your team.

Meetings Pad: Capture what was said, who attended, and all the to-do actions. Example: Send committee meeting notes seconds after the meeting with “tags” that identify the key audio.

TripIt: Organize travel plans into an itinerary that has all your trip details in one place. Example: Let family or coworkers know when you will be where before leaving for a long conference.

World Atlas by National Geographic: View high-resolution map images. With internet connection, you can zoom through continent level maps into detailed Microsoft Bing maps--close enough to see your home! Example: Determine if two sites are walking distance without visiting the city.

Continue the conversation at www.generationmeet.com/apps to learn about more useful apps and share the ones you can't work without. •

—by Mindy Halpert, Conference Manager, Consortium for School Networking



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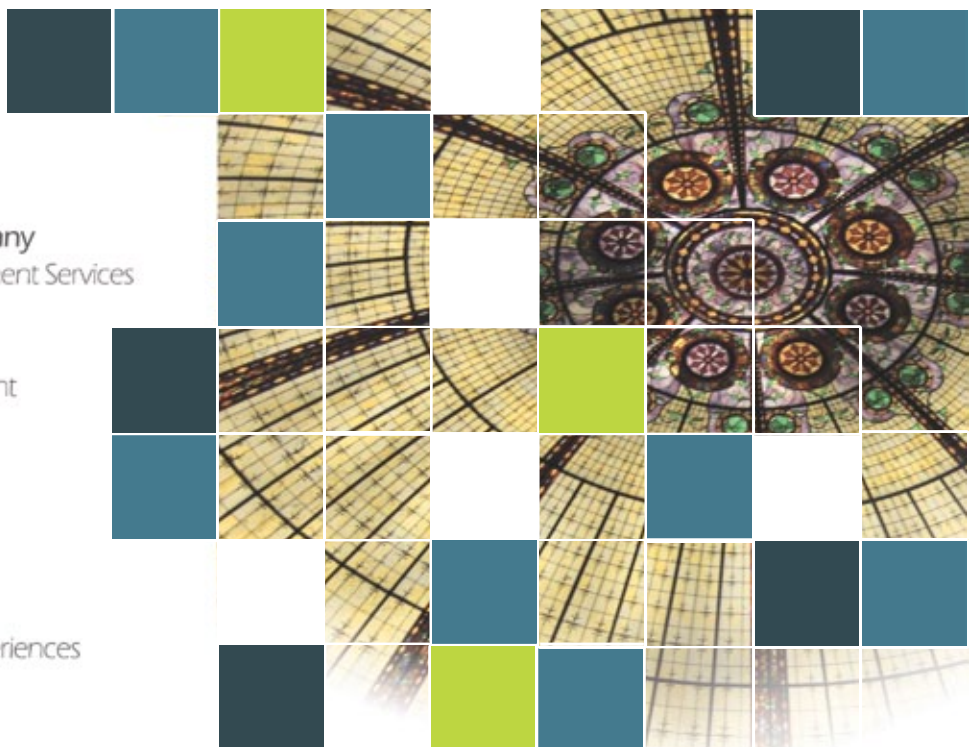
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Enhanced Attendee and Exhibitor Experiences

Strong Industry Partnerships



Creating Brain Friendly Conferences

On Thursday, July 25, at the Willard InterContinental Hotel, the Capital Chapter held their July Education Program, “Creating Brain Friendly Conferences.” Jeff Hurt, Executive Vice President, Education and Engagement, from Velvet Chainsaw Consulting delivered an interactive presentation to more than 150 attendees. From over twenty years of research in neuroscience, there are evidence-based patterns of behavior we can recognize in human brains. Based on these patterns, the program featured six takeaway learning points:

1. **Talking Trumps Listening.** The brain temporarily holds information for 30 seconds. Repeating information helps to move information into your working memory. Talking increases retention of information and helps build relationships.
2. **Meaning Trumps Content.** Information must have context in order to retain and comprehend. If a presenter can deliver information in a context attendees are familiar with, retention and comprehension are enhanced.
3. **Safety Trumps Content.** Attendees must feel safe in order to learn.
4. **Chunking Content Trumps Information.** Attendees have a finite attention space. It is better to deliver information in 10-minute segments.
5. **Different Trumps Same.** The brain does not pay attention to boring things. Learning is enhanced by delivering information in novel and unusual ways. If attendees are not engaged in the presentation then learning cannot occur.
6. **Patterns Trump New Information.** Our brains are conditioned to recognize familiar patterns. Presenters must be cognizant of familiar patterns when delivering information.

Throughout the program, attendees had the opportunity to meet in small groups to discuss these takeaways.

A special thank you to the program’s overall sponsor—Intercontinental Hotels, including the Intercontinental Willard Washington, InterContinental Boston, InterContinental Chicago, InterContinental Toronto Center, InterContinental Buckhead Atlanta, InterContinental Cleveland InterContinental New York Barclay, and InterContinental New York Times Square. Thank you also to the Cobo Center for sponsoring the speaker. •

by Marcus Eng, Meeting Planner, APTA

Fitting On-Demand Fitness Breaks into Meetings and Conferences

Major problems that attendees experience at meetings and conferences are sitting fatigue and learning fatigue. Muscles become tight and energy levels plummet as the day wears on. Attendee inactivity at a typical conference or full day meeting puts them in a state of sluggishness. This affects the brain as much as it affects the body. The more jam-packed the program, the more overwhelmed attendees can be, and are therefore less able to retain information.

What effect does exercise have on learning? Traditionally, school recess and classroom exercise breaks have been used to promote brain health and cognitive vitality among children during the school day. Some conferences include fitness activities, such as group walks or yoga breaks. These activities are typically held early in the morning and attract few attendees. What are missing are active breaks throughout the event day to combat conference “sitting syndrome.” Activities that re-charge the body and mind enhance concentration and information retention.

On-demand fitness breaks are a new and innovative technology to keep attendees alert, entertained and energized at learning events. The breaks are brief, sweat-free static and dynamic stretches that are tailored for business attire and exercising at attendees’ seats. Delivered by video, fitness breaks can be easily and spontaneously inserted into a meeting or conference in the following ways:



- Throughout the day as an on-demand energy booster when energy levels are low (e.g., mid-morning, mid-afternoon, during a session)
- On-the-spot time filler when things don’t go as planned (e.g., session starts late or ends early, speaker does not show)
- Presented simultaneously in multiple rooms or concurrent sessions
- As a break room program where videos can be looped and people follow along at their leisure
- As a platform to convey more information and instructional tips than can be delivered with a live fitness break (e.g., text instructions, anatomical illustrations of each exercise, close-up camera angles to demonstrate proper technique and modifications)

Having videos readily available offers the contemporary on-demand feature of content delivery, providing spontaneous program options for meeting planners/moderators and energy boosters for attendees. •

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

Five Tips for Selecting the Right Event-Management Tool

In a recent survey, it was revealed that 43% of small- to mid-sized business event planners reported using several different tools throughout the event planning process—such as e-mail and spreadsheets—causing inefficiencies and creating room for errors. The better option is to use an online event management software solution that can handle all aspects of the process. Here are the top five capabilities to look for when selecting the right event management tool:

- 1. Easy to Use**
Select a tool that is easy to use, with an intuitive user interface.
- 2. Integrated Mobile Option**
It is much easier to employ mobile for your event when it is seamlessly integrated into the registration system.
- 3. Smart Reporting**
Make sure the reporting capabilities are easy to access and send reports to suppliers from within the system to avoid manually pulling this information together.
- 4. Access to Venues**
An electronic Request for Proposal (eRFP) wizard makes it easy to create and submit RFPs, while saving time and money.
- 5. Won't Break the Bank**
Planners should look for a pay-per-registration system that will help to manage their budget, regardless of the size of their event. •

by Anthony Miller, Vice President of Industry Strategy, ACTIVE Network™ Business Solutions Group

Keeping Tech in Check: 3 IT Questions to Ask Your Event Venue

Congratulations! You've found the perfect event venue!

But wait... Can the facility's technology infrastructure and capabilities support your event?

Connectivity is no longer a value-added service, but an expectation and necessity for all involved. Make sure a venue can support your technology needs by asking these key questions:

What's your Wi-Fi capacity? If you know your expected attendance, this should be easy, right? Not so fast. The important number here is not how many people the network can support, but how many devices. These days, most people carry multiple internet-ready devices. In Boston, our IT team calculated the average attendee carries 2.5 devices! By counting people instead of devices you may be grossly underestimating your bandwidth needs. For an accurate estimate, also take into account the nature of the event—think about how exhibitors, attendees, and your own team will be accessing Internet throughout the show.

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What IT personnel support do you offer? If you want something done right, do it yourself. If you don't know how to do it, hire experts! You may be an expert at managing complex event logistics, but convention center networking should be left to the professionals. So, who are these people supporting your event's IT needs? How are they trained and do they have professional certification? Is there an on-site team, or do they use an external vendor? Are there time or access limitations to this support? Make sure you'll have the help you need when you need it.

What happens when the lights go out? Asking this question ahead of time can potentially save you headaches and eleventh-hour scrambling later. In March 2012, an electrical malfunction caused Boston's entire Back Bay neighborhood—home to the Hynes Convention Center—to go completely dark! But thanks to a backup generator and a redundant network at the Boston Convention & Exhibition Center, the Hynes never lost its Wi-Fi and network connections. Whatever it is, make sure your venue has an emergency plan in place... before you need it. •

by Meaghan Kerins, Marketing Projects Manager, Boston Convention Marketing Center



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MEMBERSHIP

Engaging Capital Chapter Members to Volunteer and Be the Best

When I looked up the definition of volunteer, the Bing dictionary listed “somebody who works for nothing”. While working for nothing is somewhat correct, that is not the entire story.

Without volunteering, I would not have met all the wonderful people in the Capital Chapter; planners and suppliers – many who I can call my friend. Without volunteering, I would not have had the “inside track” on the great education coming to our chapter each month. There is so much that goes on behind the scenes! Without volunteering, I don’t think I could truly call myself a member of the Capital Chapter. You get back much more than you give.

Now is a great time to think about what interests you and how you want to make an impact on the chapter. Do you want to mentor our newest members? Perhaps Emerging Professionals is the committee for you. Are you knowledgeable about communications and marketing? These committees are always looking for help. Don’t forget the committee who wishes you a happy birthday each year! The Membership Committee seeks volunteers to help make calls. Are you limited on time and can’t leave your desk? Join the Ad-Hoc Committee - a sub-committee of Membership where we call upon you when we have a large project to complete.

I know what you are thinking...there are not enough hours in my day to volunteer...I don’t want to be in charge...I don’t live in DC. You don’t have to live in DC or even on the east coast! You can be a member of the team and, most importantly, we have committees that don’t take much time. Tasks get accomplished by members like you each doing a small part.

No matter what you do or which committee you decide to volunteer for, we are looking forward to having YOU join the dynamic group of individuals that make the Capital Chapter the best! •

by GERALYN KRIST, CMP, Kansas City Convention & Visitors Association, Membership Co-Chair

My Time as a Co-Chair of the PCMA Education Conference

Over the past year I have worn a hat that I had only observed others wearing, that of a member volunteer involved in running an association meeting. Without a doubt, it has been one of the most rewarding and humbling experiences of my professional career.

It is about community

PCMA is a community of all sizes, shapes, experiences and beliefs. As an attendee, your participation and engagement, or lack thereof, significantly influences your experience. Sit in the front of the room a little more, share your insight, engage in the conversation, say hello to someone you have not met before, or make a new attendee feel welcome.

It is about trust

Trust is the key to success when you volunteer. Believe that everyone on the committee wants to make a positive contribution to its mission. People volunteer for many reasons—to make a contribution, to be part of a community, to learn, to grow and the list could go on. Trust that others are there for the right reasons.

Next, trust the staff. The success of the committee in many ways directly reflects on the staff’s ability to take the hodgepodge assortment of ideas and put them into a logical document that accurately captures everyone’s thoughts and aligns with the objectives of the committee and organization as a whole.

It is about people

We are an industry of individuals working together to help each other meet our professional goals and objectives so that we can live in meaningful ways. For some of us that means providing for our families, for others it is about making a difference in the lives of those less fortunate. Ultimately, we all are trying to make a positive difference in some way. Our industry and PCMA in particular are nothing without the great people that wake up each day trying to make ourselves a little better today than we were yesterday.

I hope you will get involved in PCMA either on a national or chapter level. The rewards you will experience from being involved will not only help you professionally, they will also benefit you personally. Big or small, your contributions matter! •

by Jim Kelley, Director of Global Accounts, PRG

Truth

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



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Member Spotlights

Spotlight on a Supplier

*Kathryn Morgan, National Sales Manager—
Eastern Region, Team San Jose*



Networking! It's what we must all do to stay current in our professions. Kathryn Morgan is always networking. As a matter of fact, this year she is responsible for the networking events of the Professional Development Committee.

Kathryn first got into the hospitality industry while she was in Madison, WI working at the front desk of one of their downtown properties. After graduating, she tried other industries; however, the hospitality industry was already running through her veins. She has experienced both Hilton and Omni brands. She began working with Team San Jose in October 2011. She enjoys CVB work as she is in a position to affect the economic impact that tourism and conventions bring to the community. "That's why it's important to support CVB's," she said.

What does she like best about her work? "My clients, collaborating with them to solve their problems and being their advocate for meetings in San Jose."

Kathryn shares her personal life with friends and her Russian Blue cat, Sakura, who "has a priceless facial expression." For leisure time, she enjoys running, traveling, mind opening experiences and welcomes anyone willing to share their knowledge. She's an interesting lady. •

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

Spotlight on a Planner

Heather Kyler, Associate Director of Meeting and Executive Services, Mechanical Contractors Association of America



Maryland has been home to Heather Kyler her whole life. In fact, it was at Towson University that she got her first taste of meeting planning serving on the Campus Activity Board planning student events. Heather knew then that she wanted a career in the meetings industry.

Two years ago, Heather joined the meetings team at the Mechanical Contractors Association of America and just this past May was promoted to her current position. Heather made a point of joining PCMA shortly after beginning her career with MCAA. As a member of the Emerging Professionals Committee, she is the Subcommittee Chair for University Outreach. In this capacity, Heather oversees the university outreach and the blog started last year, "Generation:M.com". Heather is looking forward to gaining more experience in the meetings industry to sit for her CMP in the near future.

Heather is also on the Junior Council of the Children's National Medical Center. This group of young professionals volunteers by spending time with the children and also raising money for the hospital. In her spare time, you can find Heather running or in the gym training for the Marine Corps Marathon this fall.

Australia would be Heather's dream vacation. Until she has an opportunity to visit "down under" she'll be content to spend time on any beach, most recently Ocean City with her family. •

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



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2013 CHAPTER SCHOLARSHIPS

**Don't Miss This Opportunity Planner Members
Apply for a Chance to Win One of Three FULL Scholarships to the
2014 PCMA Annual Meeting in Boston!**

PCMA Capital Chapter Planner members can win one of three full scholarships:
Boston, MA, January 12-15, 2014.

- Full scholarship hosted by PCMA National Headquarters
- Full scholarship hosted by PRG
- Full scholarship hosted in part by Visit Kansas City and PCMA Capital Chapter

These FULL scholarships include: (1) registration, (2) hotel stay for 4 nights, and (3) airfare (up to \$400).

WHO IS ELIGIBLE?

1. Scholarships are **ONLY** available for Planner Members.
2. Applicants who submit their application on or before the deadline of Thursday, September 12, 2013.
3. The organization that the applicant works for will not pay for them to go to the Annual Meeting.
4. Applicants who want to learn from an experience of a lifetime and have FUN!

REQUIREMENTS OF CANDIDATES:

1. Write an article of your experience at PCMA Annual Meeting for *The Chatter*.
2. Be an active volunteer for the 2014 year.

HOW TO APPLY?

Prepare an application to include:

1. Letter of recommendation (a committee or board member, co-worker, boss etc.).
2. Include a 500 word essay explaining why you need and deserve the scholarship.
3. Current resume and job description/duties.
4. Applications due by Thursday, September 12, 2013 to DeVonne Parks at dtparks21@gmail.com AND Geralyn Krist at gkrist@visitkc.com.
5. You will receive an e-mail confirmation that your application has been received.

WHAT NEXT?

1. DeVonne and Geralyn will make sure applicants qualify for the scholarship.
2. The members of the Membership Committee will narrow down the top six applicants by a "blind vote," and forward to the Chapter Board of Directors to make the final decision as to who will be awarded the scholarships.
3. Winners of the scholarships will be notified individually and announced at the Annual Meeting in November.

Apply today as time is running out!
Any questions regarding the application process should be directed to DeVonne or Geralyn.

DEADLINE:
Thursday, September 12, 2013 by 5:00 p.m.



DISCOVER THINGS YOU'VE NEVER SEEN BEFORE. LIKE YOUR ENTIRE GROUP BEING HAPPY.



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Rewind – Let's Audit the IRS 2010 Conference I.G. Report: Part 1

I am sure you remember the sensationalizing headlines when the IRS Treasury Inspector General for Tax Administration (TIGTA) Review for the August 2010 conference report hit the media. I have read this report and there is only one genuine finding that should concern the IRS and fellow taxpayers. The rest plainly shows that the government does not understand our industry. This report is ripe with such rich examples that I have created a multi-part series. Each article will add a few facts with which to arm yourself in case you are accused of "wasteful spending."

Part 1 – Upgrades and concessions were included in hotel contracts. All IRS attendees paid the per diem rate of \$135.

The TIGTA believes strongly that lower hotel room rates were sacrificed for the concessions/upgrades (for example, breakfast, internet, 1 reception w/ 2 drink tickets.) This is an example of creating "business urban legends" within the government. I worked within the federal government for several years. It is full of people who have not really worked within private industry. Therefore if one person has a theory on how private industry works....the rest of the federal government employees (and Congress) are inclined to believe it as gospel. This finding is dangerous because it establishes the precedent that "no hotel upgrades = negotiating for the full block under per diem."

We, in the hospitality industry, understand that several factors are critical in negotiating a particular rate. For example, the TIGTA report notes "a national sales representative for Hilton Hotels and Resorts stated that they would negotiate room rates lower than the Government per diem depending on the number of rooms, location, and time of year." As the Hilton NSO relayed, sometimes it is possible to negotiate a lower rate if the demand for your business is greater than the supply of contracted business and transient rate customers.

This report also infers that per diem is a valid business rate...but that is another discussion for another time.

Conclusion: No alarming finding here.

Next time we'll tackle the issue of \$4.1 million used to fund a conference of 2,000+ attendees. •


by Tamela Blalock, MTA, CMP, Courtesy Associates



YES, DETROIT'S IN THE MIDST OF AN EXCITING COMEBACK. AND WE'RE GOING TO HELP SHOW IT OFF.

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VISIT DENVER Innovation Awards – Recognize those that inspire!

Is there an individual that wows you with their creativity? Was there an event or an organization that inspired change within your own? The PCMA Capital Chapter Innovation Awards, sponsored by VISIT DENVER, were developed to recognize those forward thinkers within the chapter's membership.

These awards will distinguish those entities that are creating, developing and producing cutting-edge industry-advancing ideas and/or programs within the meetings industry.

The Innovation Awards will be divided into the following three categories:

**INDIVIDUAL INNOVATION (EITHER PLANNER OR SUPPLIER)
SUPPLIER ORGANIZATION/EVENT INNOVATION
PLANNER ORGANIZATION/EVENT INNOVATION**

Criteria:

Organization Innovation:

This can be based on either the organization as a whole or an individual event produced by the organization

In the entry describing the reasons for consideration, please be sure to address the following aspects:

- Describe the overall objectives of the organization or event
- Describe the important factors meaningful to the success of the organization or event
- Describe the impact of the innovation – How did it affect the organization or event? What were conditions prior and post the introduction of the innovative aspect? Did this improve staff productivity, attendees' involvement, organization's profile, etc?
- Describe the measurable benefits of innovation – Please include quantifiable results such as attendance numbers, environmental savings impact, media hits, survey results, post event analysis, etc.

Individual Innovation:

This can be awarded to any PCMA Capital Chapter member of a supplier's or planner's organization.

In the entry describing the reasons for consideration, please be sure to address the following aspects:

- Describe the role of this individual to the organization.
- Describe how their actions or efforts have affected the organization.
- Describe the measurable benefits of this individual's involvement – Please include quantifiable results such as fiduciary impact, environmental impact, etc.

Application Process:

Please provide a written explanation, touching on the above criteria specific to the desired category, for either yourself, your organization/event, or on behalf of another as a nomination.

Applications should no more than 4 - 5 pages.

The deadline for application submissions is Friday, October 11, 2013.

Please submit form to DeVonne Parks at dtpparks21@gmail.com.

Applications will be reviewed by representatives from the PCMA Capital Chapter Membership Committee along with input from the Innovation Awards sponsor, Visit Denver.



10 (ten) Points will be assigned based on the criteria above with the focus of the judging on two areas: business impact and innovation.

Winners will be announced at the 2013 PCMA Capital Chapter Annual Meeting in late November.

Read more: <http://www.pcma.org/connect-and-grow/chapters/capital/about/awards>



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