



**President**

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AMS Meetings Solutions  
703.261.6562  
annette@amsmeetingsolutions.com

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301.963.1805  
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202.828.0479  
kolean@aamc.org

**Directors**

Kim Allison, CAE, CASE, CTA, Visit Baltimore  
571.970.6041; kallison@baltimore.org  
Kristen Roget, CMP, Experient  
703.239.7484; kristen.roget@experient-inc.com  
Liz Dane, Visit St. Petersburg/Clearwater  
202.223.1599; Liz@visitspc.com  
Marcus Eng, CMP, American Public Transportation Association  
202.496.4874; meng@apta.com  
Andy Falter, Walt Disney World Swan and Dolphin Resort  
203.797.9559; afalter@swandolphin.com  
Diane Kovats, CMP, International Society for Computational Biology  
301.634.7920; dkovats@aai.org

**Committee Chairs****Communications**

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Shannon Burke, CMP, National Association for College Admission  
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**Community Services**

Regina Rink, CASE, Greater Phoenix Convention & Visitors Bureau  
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**Chapter Liaison to PCMA National Board of Directors**

Greg O'Dell, Events DC

Capital Chapter: [pcmainfo@ascent-management.com](mailto:pcmainfo@ascent-management.com)

If you have any comments, suggestions or would like to write an  
article for *The Chatter*, email: [PCMAChatter@gmail.com](mailto:PCMAChatter@gmail.com).



## Message from the Board

*Liz Dane, Regional Director,  
Visit St. Petersburg/Clearwater*



When I started in the industry, I worked for a short time in the Reservations department of a DC hotel. My job every morning was to check the telex machine for reservations that came in overnight. What is that you may ask? It is a machine that connected to other teleprinters and spits out the message on a thin piece of paper. We thought the Telex was pretty cool and an amazing tool to communicate.

We all know that our way of doing business and how we communicate has changed dramatically. In this issue of the Chatter, we will look at how PCMA Capital Chapter members have adapted to the rapidly changing technology.

Facebook, Twitter, Instagram, Pinterest are the current social media darlings of communication. How are you utilizing them for your meetings and your personal life? If you want to get your message out to your members or your customers, how are you doing it? Is your exercise regime being recorded by a wrist device? Do you want to give up that heavy notebook at your annual meeting? We have some great suggestions on those answers and more in this issue.

Gail Seawright, chair of the Communications Committee reminded me that in our lifetime, we have witnessed the most dramatic change in technology and communications. AND she says, "it is still changing". I don't want to miss any of this tech revolution! Just give me a minute to check the Telex machine! •



### 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 at [PCMACAPITALCHAPTER](https://www.instagram.com/PCMACAPITALCHAPTER) and remember to tag us in your spring meeting photos as well by adding us into the comments or tag section. •

## Social media is not the Future, it is the Present

The meetings industry is built on the power of face-to-face interactions, but that does not mean that technology is its rival, quite the opposite. PCMA is an association made up of professionals who strive to gain greater engagement with their attendees and clients. Social media is the tool that can do that.

Social media is not the future, it is the present, and those who fail to embrace this innovation will be left behind as their peers leverage it to engage and share information faster and more directly than ever before.

Your PCMA Capital Chapter has been the leading chapter in social media utilization because we recognize that the DC Metropolitan area is home to the savviest meeting professionals in the business and the best way to show the power of PCMA is to drive interactions among our members so that their vast knowledge can be shared continuously and without barriers.

Facebook is our social media anchor, the go-to place for messages, updates, and pictures. We are also growing our presence on Instagram (the first chapter to have an account!) and Twitter and have a “hashtag” (#pcmacc) that is consistent across all platforms. When you want to link your Instagram photo or Tweet into the community make sure you add #pcmacc so we can all find it and share in it. We have also added a twitter feed to the Capital Chapter website, so anything tagged with a #pcmacc will show up there as well.

As you become more comfortable on Twitter and Instagram, you will find that there are many more great opportunities, within our industry alone, to use different hashtags to join relevant conversations; #GreenMeeting, #TravelTuesday, #FriFotos are all great hashtags to explore and participate in.

So, where exactly can you find us and how can you talk to us on social media?

Facebook – Look for PCMA Capital Chapter on Facebook  
Twitter – Follow us @pcmacc and hashtag #pcmacc.  
YouTube – Follow the channel PCMA Capital Chapter.  
LinkedIn – Join the open group PCMA Capital Chapter.  
Instagram – The username to follow is pcmacapitalchapter and #pcmacc in your pictures. •

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*by James Gildea, Omni Hotels & Resorts*

## Fun Simple Ideas for Photographic Technology Entertainment

Have you ever pondered over a meaningful takeaway for your guests? Or a way to inspire teambuilding while creating tremendous residual value for your membership?

Group photos bring these and more. It is a personal gift and a great reminder for months and years to come of the relationships that were born at your event.

Put it on your Facebook page and tag your members and it becomes a significant marketing piece creating excitement for others to join your following. It's a lot easier to get people to join a “conga line” than it is to ask them to start one!!

How about offering headshots to all or part of the attendee base? Sounds simple, but how do you distribute their photos? Easy, you don't! PhotoShare Kiosks are available and they allow your participants to instantly send the professional quality photo to themselves.

Want to sell those all-important sponsorships? Who doesn't? There are many forms of branding printed photos as a takeaway or branding electronic photos for instant gratification fueling your sponsors' online marketing obsession! PhotoShare Kiosk systems are available using a professional photographer and allowing guests to view, print, or share the ever popular green screen technology or open photo booth.

How about seamlessly branded, real time photo galleries which include all the sharing options?

These are some of the many tried and true photographic tools available to engage your audience through the proper use of simple photographic technology. •



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*by Bob Christie, President, Christies Photography*

## How Social Is Your Organization?

Almost every organization in the U.S. has some base level understanding of social media but they are often overwhelmed on how to best make it work for their organization.

Social media is the digital word of mouth. People are not just saying what they are doing, using or supporting but are showing it and how they do it. When you gain the support of one member of the audience you are immediately thrust in front of anywhere from 100 to 130 (the mean number of friends a person has on Facebook) more people when they see their “friend” has taken an interest. Consider social media the new phone tree in getting information out to members quickly and efficiently. Rose Butts, Director of Membership and Marketing for the Renal Physicians Association says social media is “another way to promote services and products and provides a bigger and broader audience.”

The only question isn't just is your organization using social media, but is it using it correctly? The entire point of social media is to be social. Are you engaging your audience? Are you not only throwing out information but are you “listening” as well? Are you paying attention to what your audience is posting and are you answering their questions? Are you offering an opportunity for the audience to engage and invest emotionally before they invest financially? Just telling the audience to buy your product or come to your meeting doesn't mean they will, you need to create a movement or following of your product, meeting and or service.

What works on one social media platform doesn't always translate to another. Choose the platform that organically highlights your organization.

Social media is relatively new but the same basic marketing principals remain:

- Determine and analyze your audience – who are they and what are they searching for?
- Determine your goals – problem solving, information distribution/cause awareness, raising the profile of the company, fundraising.
- Determine content and content schedule – people not only want to read relevant material but expect it at certain times consistently. •

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

## Balancing the Personal You vs. the Professional You on Social Media

Let's face it: we cannot escape the social media frenzy and the pros and cons it plays in society. For many we are guilty of it: Selfies, Sharing, Tagging, Twittering, LinkedIn, Instagram, this app vs. that app and more. We cannot get enough of it. Several discussions in the virtual world indicate if you are not connected every minute of the day you are not technologically functioning in the real world, hence you are not current and not informed. Believe me I get it; we all want to share the next best thing.

However, my concerns run deeper especially when the social media lines become blurred and we cannot distinguish between the Personal You vs. the Professional You. These blurred lines are not selective and affect all age groups, from the Baby Boomers to the Generation Z. We need to be careful and smart about what we post.

Some fact finding from [www.theundercoverrecruiter.com](http://www.theundercoverrecruiter.com): Amongst the top social networks, LinkedIn leads the way, favored by 93% of companies, ahead of Facebook (66%) and Twitter (54%). Almost three-quarters (73%) of recruiters say that they have made successful hires through social media, and, conversely, one third of employers rejected candidates because of something that they found in their social profiles.

Social media platforms are growing daily and rest assured society will continue to judge by the digital information we post.

Let's be mindful of what we share. Below are some simple suggestions:

1. Create a social media policy and strategy for yourself. Make sure your online self is what you truly want to project.
2. Do not make your personal and professional site one and the same.
3. Be careful whom you accept as friends and colleagues.
4. The online world starts as a blank canvas. What you share is always visible even when you think you have navigated all the proper privacy applications.
5. Be careful of what you “like” on FB and other platforms.
6. Keep it positive. You don't want to regret what you said.

By no means is this the end of the conversation. It continues. •

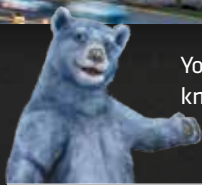
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*by Sheryl J. Brannon, CMP, MBA  
Strategic Partnerships International, LLC*

# Truth

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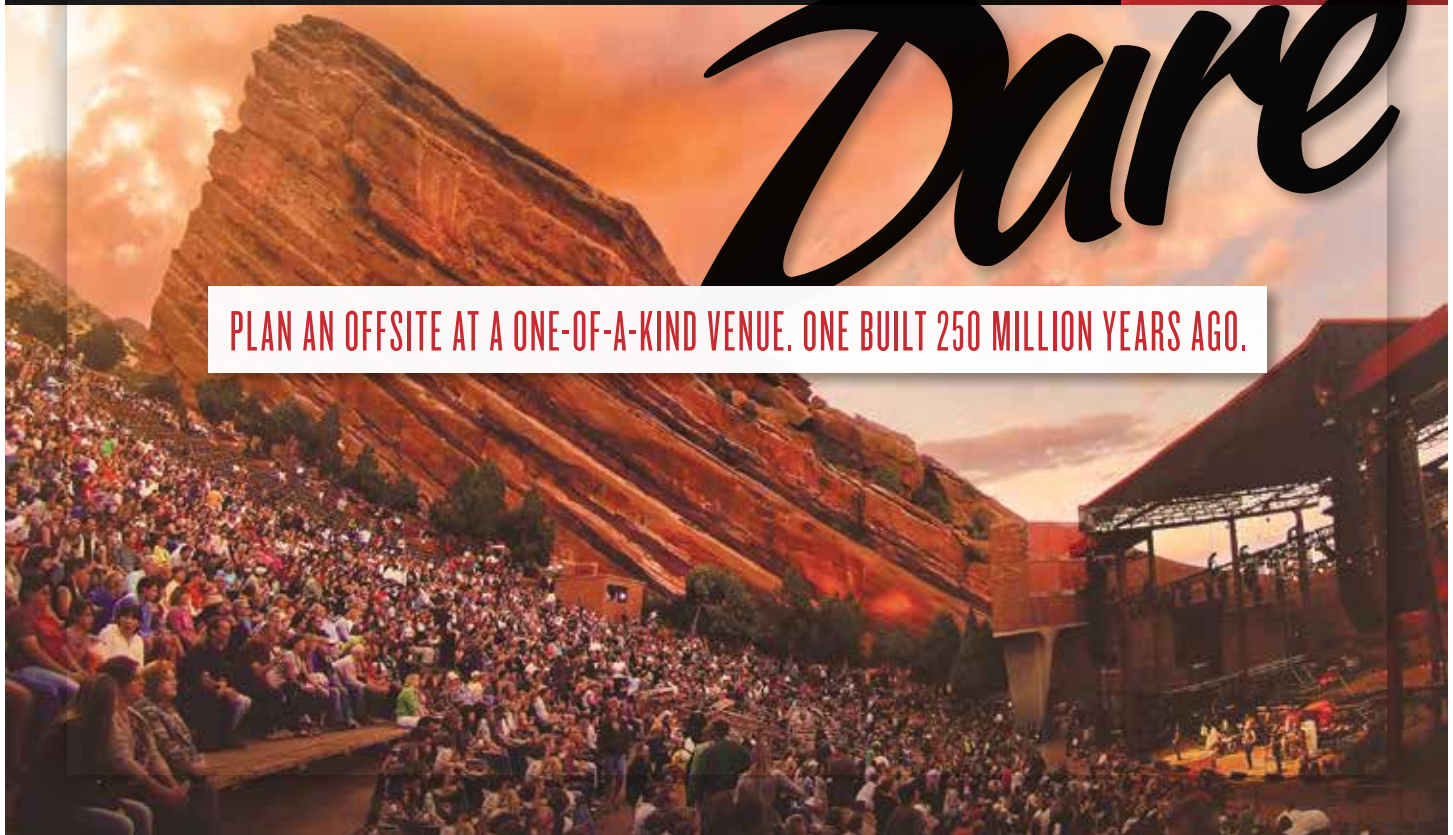
You know about the Blue Bear outside the Colorado Convention Center. But did you know that the building is LEED Certified? You know Red Rocks Amphitheatre is a top concert venue. But you probably didn't realize you can hold a meeting there. We dare you to see Denver in a whole new way at [TruthOrDareDenver.com](http://TruthOrDareDenver.com)

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



# Dare

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## Make Sure You Get Noticed

The world of social media is a fast-paced, always evolving network. Unfortunately, various organizations' messages can easily get lost. To pierce through the chatter clouds, organizations should implement certain best practices that will help grow followers and make sure messages are heard.

Pick a pic. Photos are massively popular in social media. A single photo can grasp someone's attention and tell a story far better than words. A photo can evoke different emotions for people. For example, a dock off a shoreline may look like a peaceful scene while at the same time, stir up positive past emotions of a father teaching his young son how to fish. People are more likely to share images with emotions which typically increases your audience reach.

Pin it to win it. Pinterest is the fourth-largest social media network, behind Facebook, Twitter and LinkedIn (respectively), with 250 million estimated unique monthly visitors (ebizmba.com). It's evolved to be more than a network of recipe boards and inspirational collages for gym buffs.

Associations may use Pinterest to create itineraries around activities, conference visits or events. If your association is planning a conference in another city, you may create a board called, "2014 Conference," and pin photos of the conference center, bars, entertainment venues, restaurants or museums within walking distance. •

*by Dan Fuoco,  
Detroit Metro Convention & Visitors Bureau*



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## Paper or Tablet?

We all know too well the meeting planner binder. It contains every BEO, revised BEO, menu, contract, and email confirmation for the meeting all organized by colored tabs. It's your very own 5 pound bible that you lug around onsite. There is a lot of sweat and tears put into a conference and an equal amount put into creating the binder.

The post-conference binder collects dust or, in my case, is one large coaster. I've never referenced a past binder because I have everything, equally as organized, on my laptop. A few years ago I got an iPad and the days of spending days creating a binder, wasting paper and sore shoulders were over.

And it was as simple as keeping my meeting folders organized and then dumping them all into dropbox and/or google docs right before the conference. Once onsite, I had everything at my fingertips and could reference a BEO or email in seconds. It was almost too easy. The key was keeping my folders and documents clearly labeled so it was easily searchable.

The ability to have access and communicate through email, apps and imessage makes a huge difference. I have been able to email speakers their presentations, pull up the program to direct attendees and take notes of feedback onsite. There was no fumbling through a program, searching for a thumb drive in my purse or sorting through sticky notes at the end of the day. My first iPad meeting I did take a backup binder but never had to reference it once. There was once a time I weighed my binder and had to remove a tab of paper so I could carry it around; the best part about the iPad is you can store all your documents to be sure you have all your backup.

Lastly, it's fun! During down times you can play solitaire, take pictures of your event and share your meeting with family and friends!

Some awesome apps to use!

<https://hootsuite.com/> - links all social media (Twitter, Facebook, Instagram, ect.) so you can promote your event onsite  
<https://www.dropbox.com/> - easily upload, email and share documents  
<https://minutes.io/welcome> - take note during your pre con / post con and share immediately  
**Super Planner** - Event Planning App (available on iTunes) - great resource during a site visit to layout space and budget. •

*by Marie Fredlake, ConferenceDirect*

## Abstracts 101: Data- and User-Driven Decision to Abstract Submission Systems

The process of selecting or building an abstract submission system for your meeting can be overwhelming. There are major considerations that must be made prior to working with a current abstract vendor (commercial) or a software developer (in-house). This process must be well thought out, or you risk running into problems once the system is live.

After years of working with outside vendors, the American Society for Cell Biology made the decision to develop a custom submission system. To develop such a complex system, we decided to work backwards and determine what we needed to do with the data after the submission process.

Working with your software developer or abstract company to ensure they can output the information collected in the format you need during the submission process is an important consideration. While systems we used in the past had some flexibility, it either took a lot of data manipulation or customization charges to receive the output required for our website, program, and native mobile app.

Integration of the data collected by the system with the organization's database was another reason ASCB decided to build a custom system. If transferring information from your submission system to your database is important to your organization, this may require a single-sign on (SSO) process to be implemented (where your abstract system "talks" to your database and provides one- or two-way data transfer).

Another major consideration is how user-friendly the system will be for submitters. Knowledge of the meeting's structure and the survey results of those who submitted abstracts allowed us to determine what our submitters wanted—a clean looking, streamlined submission process allowing them to enter authors, etc. with as few "clicks" as possible. The ability to integrate our membership payment into the abstract submission process further simplified the process.

We launched our custom system in May and the system has worked better than expected. We continue to survey abstract submitters to make improvements and upgrades for next year.

Ensuring you are meeting the needs of your submitters, while also meeting the organization's needs, is a science and it takes time to fine tune. •

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*by Alison Harris,  
The American Society for Cell Biology*



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## LinkedIn's Sales Navigator: A New Platform for Social Selling

As your LinkedIn connections roll in, one can feel like their network is growing and is now offering more job opportunities than ever before. A sense of accomplishment and self-worth arises as this social media platform continues to aide in your career goals and showcase your talents. The question is, how do you begin to organize and leverage these contacts?

Enter Sales Navigator, LinkedIn's newest tool and standalone product geared for salespeople who are looking to make connections with potential clients and reduce the need for cold calls. Sales Navigator's primary function is to aid in social selling include:

- Personalized lead recommendations to help quickly discover your prospects
- The ability to contact decision makers who may not currently be connections via InMail messages
- Premium search tools to help find the right connections as efficiently as possible
- Receive current events, news and insight on various leads and accounts

Social selling consists of four main steps: establishing a presence on social networks, finding the right people, engaging with those people, and building trust. According to LinkedIn's social selling index, salespeople who utilize the social selling method are 51 percent more likely to hit their sales goals.

For qualified members, LinkedIn is currently offering a free upgrade of Sales Navigator for 30 days. There are three options to choose from (Basic, Professional and Team). Each option includes various benefits to the subscriber and can range from \$48-\$99 per month and you can choose to be billed monthly or annually. There are also plans to launch a mobile app for the program in the near future.

Since LinkedIn is currently the world's largest online professional network with over 259 million members across the globe, it is likely this tool will become an increasingly effective way to connect the right people and strengthen the sales pipeline. •

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*by Ryan Barth, CMP, Global Account Executive, ConferenceDirect*

# *Your Event is Big News*

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## To Tweet Or Not To Tweet.....

Warning: If you are looking for an informative article on Twitter, with all the latest trends and how to make Twitter work for you, stop reading now. However, if you are like me, the Gen X caught between the Boomers and Gen Y, keep reading. You feel my pain.

Yes, I am on Twitter. It has been 18 months. I have sent or "retweeted" approximately 140 times. Do the math...that is less than 8 tweets per month; 2 tweets per week. Why did I join? During a site visit dinner a client of mine was tweeting with our Mayor – and they were sitting across the table from each other! I needed to know what they were saying, so I jumped into the Twitterverse.

140 characters. That is all you get to send your message. I am in sales. I am detailed. Getting to the point takes time. Abbreviate. Leave out words. Does it make some sort of sense? If so, you are good to Tweet.

What is with the hashtag? Why do people use the hashtag? In the beginning, #Ididnotunderstand. The hashtag is simply to follow a specific conversation on Twitter (like #Summer2014 will track all those conversations). That is why all the conventions we attend have a hashtag. The organization wants to track what is being said about them and the conference. But don't overuse the hashtag! For the best example of this, Google Jimmy Fallon and Justin Timberlake. They have done the best parody I have seen.

If you want to include a person or organization in your Tweet, include them with the "@" sign. For example, the PCMA Capital Chapter can be found at @PCMACC. If you attended Convening Leaders this year and were having a good time, you could Tweet "Great Convention @PCMABoS14. Hanging with my @PCMACC peeps #goodtimes".

A word of caution with Twitter – when you Tweet, everyone following you can see it. And they can retweet to their followers. If it is not something you want out for public knowledge, don't Tweet!

Follow me @geralynkrist, I promise 2 Tweets a week! •

*by Geralyn Krist,  
Kansas City Convention & Visitors Association*

### PMPI CMP UNIVERSITY

PMPI will be holding its next CMP study course September –November 2014 and are willing to offer PCMA members a 15% discount off the non-member fees to participate.

Use Discount Code: PCMAFALLCMP on the payment page to get the 15% off.  
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## Member Spotlights

### Spotlight on a Planner

*LaShawn Dunbar*

*Meeting Specialist at American Nurses Association*



LaShawn Dunbar has favorites! Born and raised in DC, there is no place on earth LaShawn would rather be!

When LaShawn entered the working world, someone wisely advised her that she shouldn't be chained to a desk... she listened. Beginning as a part-time receptionist in a meetings department, she left the desk behind to become a meeting registrar, earned her Event Management Certificate from Stafford University and was on her way. When asked her favorite job, she will enthusiastically tell you it's her position with the American Nurses Association. Until she started working for ANA, LaShawn never understood nursing and what these amazing people do for others!

LaShawn joined PCMA for networking, however, her favorite thing is community service... giving back. In that vein, she hopes to one day open a restaurant for the homeless. Through her church she

works with young women in a wellness ministry environment.

Favorite book? The Bible and other inspirational books. Favorite encounter? Literally "stumbling" into Stevie Wonder and she has the photo to prove it! Favorite person with whom to dine? Martin Luther King...just think of the stories he could tell. Favorite hobby? Cooking. Favorite vacation? Hanging out with family. An all-time favorite moment? Watching her precious granddaughter enter the world ... Awesome day!! •

*by Marilyn Atchue-Zuill, HPN Global*

### Spotlight on a Supplier

*Missey Garcia-Smith*

*Director, Atlantic Regional Sales, Nashville Convention & Visitors Bureau*



Missey started her hospitality career 21 years ago. Like many of us, her friends and family don't always understand her job, but they know it makes her happy!

"Blessed," "thankful" and "very fortunate" are words Missey uses to describe her "lucking into" this industry.

"People think it's a glamorous job, but we work hard, and we support our industry friends/colleagues. My connections can become lifelong friends. Although competitive, everyone works together and shares information. Industry people are there for you whether they know you or not! I'm blessed to be a part of it."

Missey says, "My family is comprised of this industry!" She met her husband, Brad, and also adopted her dog through her hospitality connections.

Her mentor advised her to get involved in professional association organizations, to network, to learn about trade shows and take advantage of educational opportunities (PCMA). Missey served on the

Capital Chapter's Community Service committee and loved working with the Ronald McDonald House. She feels PCMA's philanthropy and volunteer opportunities are amazing.

Missey's kindergarten teacher sent her Mom a note saying, Missey is wonderful, she takes care of everyone and makes sure everyone is okay, but Missey needs to learn to take care of herself. That note could have been written about Missey today. She hasn't changed, and we are all grateful. •

*by Jacqueline K. Mongold, CMP, National Rifle Association*

### Welcome New Capital Chapter Manager!!

Rachael Guarnieri has joined the ASCENT Management Staff as an account manager and became the new Capital Chapter manager on August 18.

Rachael comes to us from Tennessee, but is a native of Ohio. She just received her Masters of Public Policy and Administration from the University of Tennessee and also has a Bachelor's of Science from Bowling Green State University. She's definitely a multi-tasker.

In between the two degrees, she had three internships, was a manager/bartender at a Bistro in Knoxville, TN, and did her undergraduate thesis at Keele University in England. Rachael has nonprofit experience on the volunteer side as a member of the American Association of University Women, League of Women Voters of Knoxville, and American Society for Public Administration. Through discussions with colleagues and mentors, she realized she wants to be in association and non-profit management. She is very excited about her new position with ASCENT Management and working on the management and advancement of PCMA Capital Chapter.



## News Bytes

Email your news: [PCMAchatter+news@gmail.com](mailto:PCMAchatter+news@gmail.com)

**MARY GALLAGHER, CMP** HAS JOINED THE LA TOURISM & CONVENTION BOARD AS DIRECTOR, EASTERN REGION, CONVENTION SALES

**MELONY BILDHAUER, CMP** HAS RECENTLY JOINED THE INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS (IAAPA) AS THE DIRECTOR, MEETINGS AND SPECIAL EVENTS IN ALEXANDRIA, VA

**KIRA ELLIOTT, CMP** HAS A NEW JOB, MEETINGS MANAGER AT NTCA-THE RURAL BROADBAND ASSOCIATION.



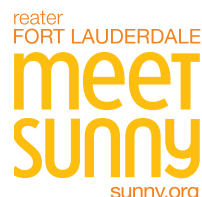
## Mark Your Calendar

Please join us for these upcoming events. Visit our chapter website for details and to register: [www.pcma.org/connect-and-grow/chapters/capital](http://www.pcma.org/connect-and-grow/chapters/capital)

- 9/23 Oktoberfest**  
Joint PCMA/PMPI Networking Event  
Penn Social, Washington, DC  
5:30 PM - 8:00 PM
- 9/30 Save the Date! Fall Planner Workshop**  
Topic- Navigating the Waters of Professional Speakers  
3:30 PM - 5:30 PM  
Reception Set to Follow.  
Wardman Park Marriott  
**5:50pm: Reception to follow immediately afterwards for planners and suppliers**
- 10/22 Save the Date! Fall Education Event-Kaiser Permanente Center for Total Health**  
Topic – Modern Corporate Leadership: Leading Teams by Influencing Partners  
3:30 PM - 5:30 PM  
Reception to follow immediately afterwards for planners and suppliers
- 12/18 PCMA Capital Chapter Capital Classroom 3:00 PM- 5:00 PM**  
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Attn: Rachael Guarnieri  
3337 Duke Street, Alexandria, VA 22314-5219  
Phone: 703.370.7436 x401, Fax: 703.342.4311  
Email: PCMAinfo@ascent-management.com

#### Issue Editors...

Kristen Hanley  
Public Affairs Council  
khanley@pac.org  
Marie Fredlake  
ConferenceDirect  
marie.fredlake@conferencedirect.com

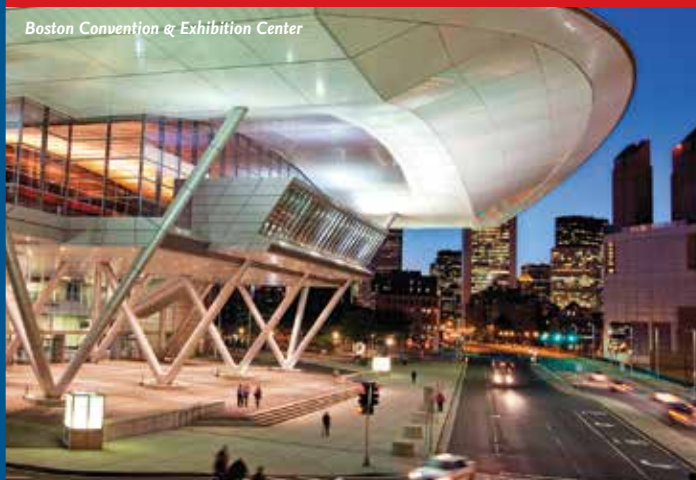
#### Production Editors...

Shannon Burke, CMP  
National Assn. for College Admission Counseling  
sburke@nacacnet.org  
Carly Bushong  
The Gerontological Society of America  
cbushong@geron.org



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