

the official newsletter of the pcma capital chapter

Native vs. Web Apps: How They Function Differently in Convention Centers

We all know that certain convention centers and hotels are notorious for having “dead zones.” You’ve been frustrated by them; places where your device can’t find a signal. You can patch these holes with Wi-Fi, but Wi-Fi costs are rising. With the growing popularity of conference mobile apps and the variety of vendors providing them, it’s important to understand what you’re paying for and what you can expect from an app on-site. This comes down to a single key difference—access to information.

- ✓ **Web based apps** are simply websites that are formatted to function on mobile devices and made to look like an app. Because these apps require the web browser to run behind the scenes, a data signal or internet connection is necessary. A web app is required to reach out for every piece of information it contains.
- ✓ **Native apps** are written using the language of the device platform (iOS, Android, Windows) and require complex development because they follow specific design guidelines set by each device. Typically, the app is downloaded from an online marketplace and installed directly, thereafter living on the device. The “reaching out” in this case is reduced to the initial download from the app store and small data pushes to complete systematic updates.

The difference in how information is accessed completely alters the apps performance. Speed, fluidity, image quality and integrations are restricted in web-based platforms. The user experience will vary, even when doing

something as simple as creating and updating a schedule. Web app schedules are stored on servers, so a connection is required to retrieve data, whether the user wants to merely view their schedule or make an update. Native schedules on the other hand, can be viewed and changed at anytime because they are stored directly in the app on the device. Web apps also eat up data, which is especially important for your international attendees.

Enhanced features and in-app capabilities are evolving quickly, so it’s important to work with a provider that delivers high-level functionality and flexibility. •



by Meghan MacLeod, Sales Manager, Core-apps

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.

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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

Marcus Eng, CMP

Meeting Planner, American Public Transportation Association



Most of us live in a linear universe. This is appropriate for planners that have a beginning and end to their events. In our linear universe, we have seen technology advance faster every generation. Professionally, fewer of us are carrying around large binders and more of us are editing banquet event orders on tablets. Our linear mindset compels us to stay abreast of the newest developments. "Time stands still for no one."

Yet, in our industry, we cannot afford to live in a purely linear universe. We will continue to attract participants from different generations and it is our job to deliver content and experiences to those participants as they prefer. For us to have successful meetings, we must think of technology and our participants in a circular universe.

Many of us are looking for that "killer" app, but technology changes so quickly the choices can be overwhelming. On a personal aside, my task management app pinged me that this article is due in a couple of days and I am currently writing this as a note in my Evernote notebook so I can later fret over my grammar in this article on my iPhone while riding home on the Metro.

The theme for this issue of the Chatter is technology and social media. Inside this issue, we'll explore tools to incorporate in our events and examine social media and its continuing role in our meetings. From Fitbits to Facebook and Periscope to Instagram, I invite you to dig into this edition AND invite you to visit and comment on our Chapter's Facebook page, Instagram, LinkedIn or our Twitter feed @pcmac. I would love to see posts and tweets from both familiar faces and new ones!

"Time stands still for no one." Onward we go; however, it is left to us in the meetings industry to think circular and linear. It is up to us to figure out the delicate equation of "how much," and "how fast" we incorporate all of this "stuff" in our meetings and in our lives. It can seem overwhelming but together as a Chapter and community, we can solve this linear and circular equation together. •





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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 meeting photos as well by adding us into the comments or tag section. •

3 Reasons Why Twitter is Essential for Meetings and Events

As a busy planner, you need all the tech tools you can get to help you save time and make life easier. Luckily, one of those tools is not only free but is widely used by many within the meetings and events industry: Twitter.



Here are three reasons why Twitter is quickly becoming an essential tool that will help elevate your meeting or event well beyond 140 characters:

1) Twitter is an unlikely yet effective tool for networking.

Behind every Twitter account is a human being. So why not try to connect with that person IRL (that's Internet speak for In Real Life)? Twitter is a great tool to connect with thought leaders or with other attendees from the meeting, event or conference you're attending. Simply look up the event hashtag (which can often be found in event collateral or the event organizer's own Twitter account) and see who is actively tweeting about the event.

2) Twitter can help you glean attendee feedback, post-event.

Speaking of event hashtags, Twitter is a fantastic tool that can help you get attendee feedback. Encourage attendees to provide continuous feedback on the event by tagging their posts with the event hashtag. Broadcast attendee tweets throughout the venue space using a social feed (Tweetbeam is one of my favorites) to encourage use of the event hashtag and do a post-event scrub of the tweets to see what you can apply to the next event.

3) Twitter provides an easy way for attendees to follow along.

For attendees who weren't able to be present at your event or even for those that are, Twitter makes it easy for all attendees to follow along. Downtime in between breakouts and sessions, use Twitter to add value to your attendees' experience by sharing content that your attendees might find useful. For example, if an attendee tweeted that they enjoyed a speaker session on a particular topic, why not post the speaker's slides on Twitter and tag them? Take it one step further and tweet out photos from the event, helpful whitepapers or eBooks, or blog posts using the event hashtag. •

— by Laura Lopez, Community Manager, Social Tables



Periscope—A New Way to Connect

The word Periscope has new meaning in today's culture and is positioned to become as familiar (or mysterious) as Twitter.

Periscope is designed to transport people to another place, time and experience, allowing users to interact with one another through the application. Following are two ways Periscope could be a useful tool in the Meetings Industry:

Virtual Site Visits

Hotels and venues have been able to accommodate virtual site visits for years using pre-recorded video. Periscope offers a unique opportunity for a personal tour of a potential destination and can be accessed by multiple users. The sales manager is able to answer questions during the tour (questions are asked using a chat bar imbedded in the live broadcast) and after the tour is over, the meeting planner, board/committee member etc. would be able to return to a video of the broadcast for up to 24 hours to review specific points.

Engaging with Association Members

Periscope is a great tool for increasing an organization's member experience. There are many applications such as a live feed at association meetings for members who are not able to attend, behind the scenes view of what the organization is doing for members or access to board meetings with the ability to ask questions of the board. This tool is great for engaging members and consistently conveying the organization message or vision.

We are a society of immediate expectation and Periscope offers this in real time. This is not so exciting if the only use is an introduction to a random person's cat or watching them eat a meal (currently this information is cluttering up the Periscope feed); and yet, if used in a creative way, it could become a great way for our industry to connect and do business! •

*by Tanna Pearman, National Sales Manager,
Silver Legacy Reno, NV*

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Is Facebook Advertising Right for You?

In a world of message bombardment, organizations are looking for a way to cut through the clutter and reach their target audience in a cost-effective manner.

Visit Indy, the official destination marketing organization for Indianapolis, has found that going all-in digital to market to leisure travelers is paying dividends. A key component of that transition away from buying broadcast and print media is investing in Facebook advertising.

Digital allows for delivering the perfect message to the perfect person on the perfect device at the perfect time, taking advantage of the available data and targeting capabilities out there.

Most likely your organization has a Facebook page and works strategically to garner “likes” from members or customers. Due to changes in recent years to Facebook’s algorithm (the complex equation that determines what you see in your feed), fewer and fewer of your business’s posts are being seen organically. According to Forbes.com, only 2-6% of your followers are seeing your posts organically. Forbes.com also notes that posts from friends will take precedence over posts from Facebook Pages (i.e. your organization). To combat this reduction in organic reach, Facebook offers a budget-friendly, targeted method for boosting your visibility.

Visit Indy found paid advertising on Facebook to be a cost-effective channel to drive traffic to their main marketing portal, VisitIndy.com. Visit Indy first tried boosting posts in 2014, and due to the success allocated a much larger budget for 2015.

Facebook allows marketers to target by interest, behavior, location and demographic. You can also target custom audiences, which may include your email subscriber base and “lookalike” profiles, those Facebook deems as similar users.

Visit Indy’s Facebook campaign accounts for 59.8% of total campaign-generated clicks to VisitIndy.com. The campaign’s average click through rate (CTR) is 2.21% compared to an industry average of .08%.

It’s cost-effective too. Through July, although Facebook generated 59.6% of clicks to

VisitIndy.com, it accounted for only 17% of the digital media buy budget. With only \$400, Visit Indy boosted a post about their “Be the ‘I’ in Indy” campaign, pictured. It resulted in 1,718 clicks to VisitIndy.com and 123,264 impressions.

Facebook’s targeting capabilities combined with the budget-friendliness make it well worth considering as an overall part of your strategic marketing. •



by Lisa Wallace, Senior Communications Manager, Conventions & Meetings, Visit Indy

EMERGING PROFESSIONALS

Can Social Media Increase Workplace Morale?

When someone is unhappy, something goes wrong, or there’s a complaint to be made, we’ll usually hear about it. It is human nature to articulate the things that don’t go our way, but it is far more rare for people to take the time to report when something good happens. If someone has a positive experience, they don’t usually go out of their way to let people know.

Social media is disrupting this behavior. As social media continues to occupy more space in our personal and professional lives, organizations that embrace the use of these platforms are getting the word out about the great work they do and how much fun they have doing it. Fostering a positive environment leads to hiring better people and empowers employees to become powerful advocates for the brand or mission. When positive messaging comes not only from the organization’s official Twitter or Instagram account but also from the personal networks of your associates, you will reach a wide-ranging audience in an organic and meaningful way.

Internally, the use of social media allows members of an organization to communicate in a way that could be inconceivable on email or in person. The informality of Twitter, for example, allows employees to break down the typical hierarchies found in the workplace. Embracing a platform where colleagues connect about both work and non-work topics will improve associates’ relations and engagement at work.

Don’t be an organization that applies the stigma that social media is a time waster. You may just find out that your best employees are #movingon to the competition. •

by Drew Squeglia, Account Director, Global Group Sales,
Starwood Hotels & Resorts Worldwide and
Sheryl J. Brannon, MBA, CMP, Strategic and Conference
Management Strategist, Strategic Partnerships
International, LLC

SIC Codes...What?

As we dedicate an “Advocate Corner” in our publication, we are starting with some of the basics of the industry. Members that have worked in hotels may recall the days when we were asked to give up a weekend to code all of the incorrectly coded SIC accounts. This exercise was tedious, to say the least, but its relevance cannot be ignored.

SIC codes are defined as follows: “Standard Industrial Classification (SIC) codes are four-digit numerical codes assigned by the U.S. government to business establishments to identify the primary business of the establishment. The classification was developed to facilitate the collection, presentation and analysis of data; and to promote uniformity and comparability in the presentation of statistical data collected by various agencies of the federal government, state agencies and private organizations. The classification covers all economic activities. The SIC system arrays the economy into 11 divisions, that are divided into 83 2-digit major groups, that are further subdivided into 416 3-digit industry groups, and finally disaggregated into 1,005 4-digit industries.” I thought you math folks would enjoy these figures.

That is a LOT of SIC codes! Why is this important to our industry? These codes identify a company’s primary business activity and collect the data relevant to these activities, allowing for accurate information on businesses.

The reason we are addressing this topic is simple: On March 6, 2015, Janet Sperstad CMP, program director for the Meeting and Event Management program at Madison Area Technical College in Madison, Wisconsin, met with the Department of Labor in a bid to influence them to recognize the Event and Exhibition professionals as their own entity, as opposed to a sub group under Lodging and Tourism. According to Janet, the meeting was a huge success and “our profession is being recognized by the U.S. Department of Labor as a stand-alone business sector, distinct and separate from Lodging and Tourism Sectors.”

Janet could not have accomplished this without the assistance of Marsha Flanagan, vice president of learning experiences for the International Association of Exhibitions and Events (IAEE). Marsha provided invaluable knowledge and resources defining the scope and requirements relevant to event professionals, in order to educate the staff at the Department of Labor.

This is a major win for our industry and we urge everyone to advocate for the meetings industry! Assist in making impactful changes, not only within the community but in the government sector as well, so that everyone recognizes the importance and validity of our industry. As Warren Buffet once stated, “how will you ever see eye-to-eye, if you don’t meet face-to-face.” •

—by Rosa Mendoza-Friedheim, CASE, CDMP, Regional
Director of Sales - Mid Atlantic Greater Fort
Lauderdale Convention & Visitors Bureau



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Engaging Millennials via Technology

Millennials...That one word encompasses a growing generation that has become a hot topic everywhere. Associations, corporations and brands alike are trying to find a way to positively engage Millennials. The simple answer on how to engage a Millennial is through technology. Implementing technology in a way that will “speak” to Millennials is what some see as difficult.

First, if a company or association is looking to engage a Millennial they should invest in social media channels to include: Twitter, Instagram, YouTube and blogs. Traditional social media channels like Facebook are seeing a decreasing number of Millennials engaged in various company run “groups” or “pages”, so if the goal is to reach Millennials, avoid focusing a majority of time on creating content for Facebook.

Second, Millennials are known to watch videos or search through Twitter and/or Instagram to gather information, which they share with their friends and family. Information gathering is a great opportunity for word-to-mouth marketing. This marketing should not be overlooked especially when

you realize the size of the Millennial generation. According to the 2010 report published by the Pew Research Center, the Millennial generation is now larger than the Baby Boomer generation and three times the size of Generation X.

Lastly, if you want to ensure that Millennials are engaged as a member of your association or buying your product, then make sure that the content produced via social media is authentic. At the end of the day, all Millennials want to feel valued and want to feel that what they are investing in is authentic. Keep your content short and to the point. Add graphics to keep your viewers engaged. Show the value of joining your association through member videos posted on a YouTube channel or post member stories on a blog.

The list of ways to produce authentic content is never ending; it just starts with a little creativity. Millennials can market for you, the key is to show them a reason why. •

*by Christina Dean, Association Service Coordinator,
IMN Solutions*



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#askamillennial

In a time where social media is the new form of selling and communicating, there can be a huge discrepancy in comfort levels between millennials and baby boomers. For Gen X and millennials, social media and technology are in their DNA. For baby boomers—not a trace. Note: each question below has books on the subject. The answers below will get you started, but please continue researching by “Googling” questions or asking your local millennials.

Millennial: We don’t consider social media “new” as it’s always been there for us, but I guess it’s relative.

Boomer: On Facebook, can we separate business from family/friends? How do you turn off the barrage of emails, pop-ups or hide people’s posts to limit daily notices?

Millennial: Many millennials signed up for Facebook in college, needing an .edu email address to join. We weren’t thinking business or networking. Therefore, most millennials prefer not to be marketed to on Facebook. But, if a CVB Rep’s cat did something awesome, I want to see it! Facebook’s privacy/user settings change often, so visit www.facebook.com/settings to learn more and make adjustments.

Boomer: Twitter? Are people using Twitter as much as LinkedIn and Facebook? Is it used the same way? Why use Twitter?

Millennial: Twitter is for fast thoughts, announcements, links, or anything you can share in 140 characters or less.

Twitter is meant to be read in real time. For example, at a conference, you can tweet to your attendees that more coffee is on the way. Conference updates, major news headlines and coffee tweets will appear together. I see Twitter for speed and LinkedIn and Facebook being more in depth.

Boomer: What is a hashtag? For what are they used? Benefits?

Millennial: Hashtags (#) are the internet’s way of connecting pieces of data people put out through social media (Twitter, Facebook, Instagram, etc.). They do not need to be registered and can be anything. The key is communicating the hashtag for consistency. For example, #PCMACC and #PCMACapitalChapter would not come up in the same search on Twitter if you wanted information on Capital Chapter happenings. The computer does not recognize them as the same thing.

Boomer: I’ve downloaded meeting apps and used them for my schedule, course descriptions, etc. I’m sure there’s more; however, I don’t know for what else meeting industry mobile apps are used.

Millennial: Meeting apps have tremendously cut down the price and size of printed programs. Information is updated in real time, session reviews submitted instantaneously, and in some you can find people on the exhibit floor. The key is to move from printed program to mobile app as a transition. •

by Marilyn Atchue-Zuill, HPN Global, Gail Seawright, Loews Ventana Canyon Ranch, and Mindy Halpert, Consortium for School Networking



PCMA Capital Chapter Reboot

Building on last year’s successful education half day, the Professional Development Committee branded this year’s event with new graphics and a new name: PCMA Capital Chapter REBOOT 2015.

More than 200 people attended CCR to “reboot” mid-year. Attendees heard from more than a dozen subject matter experts speaking on a variety of topics of interest to meeting professionals.

Keynote speaker Shelly Row got the afternoon off to a great start with the topic: Making Faster, Smarter, More Insightful Decision Using Infotuition®. Shelly is an award winning author, trained engineer and decision-making expert. She delivered an informative and interactive session speaking scientifically on how we use our brains to make decisions and how our emotions can sometimes guide those decisions in the right or wrong way.

One of the highlights of the event was getting to hear from current PCMA Chairman, Ray Kopcinski, CMP, Senior Director, Million Dollar Round Table. Ray traveled to CCR from Chicago to get in touch with PCMA members.

The entire event was capped off by a fabulous reception at Carnegie Library catered by Putting on the Ritz. PCMA Capital Chapter would like to thank Events DC and the Washington Convention Center, Visit Norfolk, Discover the Palm Beaches, Three City Alliance and Freeman for their generous support of the PCMA Capital Chapter Reboot (CCR). •

by Jean Riley, Senior Event Planner, AIAA



Photos courtesy of Christie’s Photographic Solutions

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Using Pinterest to Market Your Meetings

Pinterest, like most forms of social media, has its own unique engagement strategy. However, the role of any social media marketing strategy remains the same; raise awareness of

your product (in this case, your event) and begin engaging your customer (your attendees).

The first step to Pinterest marketing is to build relationships with influencers. Every social media platform has influencers within their industry. Relationships with those influencers can benefit your meeting. Identify influencers by searching for engaged members who already use keywords associated with your meeting.

Once you've identified some influencers, start following them and re-pinning the content you like. Don't stop at re-pinning. Make some thoughtful comments as well. Do not make a sales pitch! Keep it light and fun. This is a great first step to building a relationship with your industry influencers.

When users start to comment on your pins, make sure you take the time to greet them by name and offer timely

responses. Users take notice when businesses engage in conversation. Once again, keep it casual!

Once you feel comfortable with the basics, start to collaborate with other users and influencers. Create a group board and invite users to pin to it. For those of you afraid of losing control of your messaging, you can breathe easy. As the creator of the board, you will retain the ability to remove pinners and inappropriate pins from the board.

Make sure you create a board specific to your event! An effective way to promote an annual event is to pin notable comments from speakers to your event board. Pinterest's layout makes it easy for users to scroll through quotes from last year's speakers. You can even search for photos taken at last year's event and repin them as well.

Finally, when your followers repin, read the comments the repin gets to find other like-minded users you can target. You never know who may be a perfect brand ambassador. •

by Alex Plaxen, MTA, Director of Marketing,
EventRebels

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Resources to Use to be an Outstanding Emerging Professional

Every professional should always be looking for tools, tips and tricks to further their career. Emerging professionals and students don't have to look far for these resources when it comes to the PCMA Capital Chapter. Our chapter boasts tried and true programs that will further careers, open minds and provide assistance for the road ahead. Here are just a few of the many amazing resources and tips that today's students and emerging professionals can take advantage of:

1.) GenerationMeet.com Blog:

www.generationmeet.com **

This resource is available to everyone! This is a one-stop-shop for all things emerging professional. The blog has job and internship notices posted regularly, profiles on today's industry leaders, insight on interviewing, articles that young professionals can relate to and much more! You can even sign up for email alerts for when new content like jobs, internships and profiles are posted! It's free, easy and very informative!

2.) Mentorship Program:

www.generationmeet.com/mentorship **

The Mentorship Program is a program that pairs emerging professionals/students to an established/seasoned professional who can help answer career and industry questions. It is a formal arrangement where both sides of the pair take a brief survey about what they are looking for in a mentor/protégé and then the PCMA program champion reviews the submissions and creates the pairing. The program is designed to create a lasting relationship between the pair and continue to foster communication between today's current leaders and tomorrow's. To sign up to become a mentor or protégé, visit the GenerationMeet Blog and click on the mentorship tab.

3.) Shadowing Program:

www.generationmeet.com/shadow **

While this program is set to be unveiled in 2016, it is definitely worth mentioning! The PCMA Shadowing program is a resource to assist students and emerging professionals to obtain targeted real-world experience through structured "shadowing" opportunities within the meetings & events industry. Opportunities will be made available through the extensive PCMA membership made up by planners, service vendors, CVB's and hotels. The program's main purpose is to connect students and emerging professionals with opportunities in the industry that will further their understanding of the day to day operations of the membership as a whole while developing skills that can be applied in school or towards their first full time position in the industry. Be on the lookout for more information as this exciting program rolls out!

4.) PCMA Capital Classrooms:

www.pcma.org/chapters/capital/chapter-events **

Capital classrooms are carefully created with the emerging professional in mind and are offered on a quarterly basis. The classrooms cover trending topics and professional development specifically tailored for emerging professionals by either industry peers or emerging professionals themselves. To see the schedule of upcoming Capital chapter events visit the website listed above.

5.) Join a Committee:

www.pcma.org/chapters/capital/get-involved/committees **

The last resource that I wanted to share to our emerging professionals are all of the awesome PCMA Capital Chapter Committees. The best way to connect with fellow hospitality folks is to volunteer and get out there! The Capital Chapter has eight committees that vary from Community service to Government Relations/Advocacy! There is something for everyone's level of interest and time. Here is the full list of committees:

- Communications
- Community Service
- Emerging Professionals
- Government Relations and Advocacy Task Force
- Marketing
- Membership
- Professional Development
- Sponsorship

I challenge you to research these committees by visiting the link above to see committee descriptions and to get involved today!

**These programs are brought to you by the PCMA Capital Chapter Emerging Professionals Committee. For more information regarding all of these tips, feel free to email Samantha Moore at samanthamoore5119@gmail.com. •

by Samantha Moore, Manager Meetings & Exhibits, CADCA

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Lisa Walker

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American Psychiatric Association



Lisa Walker is a modest but, busy mother of two active children and caretaker to her sweet yellow lab. She has a lot going on, but after a wonderful conversation I realized that there's a lot more to this family mom.

With a Hospitality BA from NOVA Southeastern University, Lisa started her career as a convention services manager in hotels, changed directions and for

15 years worked with the National Association of Biology Teachers before moving on to the American Psychiatric Association. The Hospitality education was great because it was tailored around working people and gave students practical hotel experience, learning firsthand how things work in the real world.

Lisa says it's a good summer whenever she gets to Bethany Beach, Delaware with her family. She also thinks there's a wealth of resources in DC (zoo, museums) and discovered that she's quite the art lover. Her favorites are the West Wing of the National Art Gallery and artist Maxfield Parrish for his wonderful use of light, making his work magical. Lisa's father was a history teacher from whom she acquired a love for history, reading many of his textbooks for pleasure. She finds the "Turn of the Century" fascinating because of the rapid changes in every aspect of life. She is currently reading about the Romanovs. With her love of art and history, it's no shock that Lisa would be an archeologist if she wasn't in the industry. She believes there's so much yet to be discovered and understood. •

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

Spotlight on a Supplier

Gary Zgorski

Sr. Client Solutions Manager

Freeman AV



Gary stumbled upon the meetings industry 17 years ago when he was in the promotional products business supplying giveaways to customers exhibiting in trade shows and conventions. Gary's expertise spans small displays for smaller companies, to lead generation programs, to his current role at Freeman where he provides audiovisual solutions to deliver the "audience experience."

What inspires Gary about the meetings industry? He loves the diversity of working on a variety of projects for a range of national association and corporate clients. Each project has a unique look and feel. He enjoys seeing the culmination of more than a year's worth of planning unfold over 3-4 days. Gary finds tremendous pleasure creating an atmosphere of excitement where attendees can network, have fun, and learn. His most memorable event was the production of the GE Healthcare Centricity Live general session that featured Melissa Etheridge. He and his team worked with GE Healthcare to create a cool and compelling atmosphere that captured the singer-songwriter's personal journey with cancer through music, place and space in that moment.

Gary has a blended "Brady Bunch" family with two boys and two girls. Two are in college and two have graduated and are finding success in their full-time jobs. He enjoys golf and water sports. His ideal vacation is being on a beach.

If Gary were to live his life over, what would he do differently? Nothing. He is a strong believer in life being meant to go the way it is supposed to go. Gary responds to the opportunities, life experiences and challenges that he is presented with at that point in time. His career opportunity would not have happened without the people he met networking through PCMA! •

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

Membership Committee News!!

Although summer is coming to an end, the Capital Chapter Membership Committee is still **HOT**! This year, the membership committee has made over 600 renewal and new member calls. The committee's determination has us half way to our new member and renewal goals. We are still looking for 177 new members and 600 renewals left to secure, so look out for an email and phone call from us!

Don't forget, you can help us with these goals. The Capital Chapter, Member Get a Member Campaign, will relaunch September 14th and run through October 31st. Shannon Burke won the first competition and wasn't complaining about a few extra dollars in her purse this summer. Don't miss out on the chance to win! All you have to do is recruit one member and you'll have a chance at \$200! The more members you recruit, the better your chances. •



News Bytes

Email your news: PCMAchatter+news@gmail.com

Congratulations to the newest Capital Chapter CMPs...

- **Melanie Fronhofer, CMP**, Meeting Coordinator, Association of American Medical Colleges
- **Stephanie Gimmi, CMP**, Senior Meeting Specialist, American Nurses Association
- **Kacie Hackett, CMP**, Sr. Coordinator, CES Conferences, Consumer Electronics Association
- **Tracie Howard, CMP**, Meetings Manager, AcademyHealth
- **Anna Lombardo, CMP**, Meetings Manager, Propane Education & Research Council
- **Jolie Mak, CMP**, Events Manager, Foundation for the NIH
- **Kristen Teegarden, CMP**, Event Producer, National Association of Federal Credit Unions
- **Alexis Wirtz, CMP**, Director of Meetings and Exhibits, National Pest Management Association



Mark Your Calendar

CAPITAL CONNECTION

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

9/16 What Do You Do When the Circus Comes to Town? Contingency Planning for a New Millennium
Education Program: 3:00pm – 5:00pm
Reception: 5:00pm – 6:00pm
DoubleTree by Hilton - Crystal City

9/21 2nd Annual PCMA Capital Chapter & PMPI Oktoberfest
Reception: 5:30pm – 7:30pm
Penn Social, 801 E Street, NW, WDC

10/22 Capital Chapter: Education Program
Education Program: 3:00pm – 5:00pm
Reception: 5:00pm – 6:00pm
Kaiser Permanente Center for Total Health
700 2nd Street, NE, WDC

Congratulations to **Lesly Rehaut**, recipient of the Capital Chapter Star of the Quarter award for Q 2, 2015. Lesly was nominated by the Professional Development Committee because she is consistently taking on responsibilities from committee meeting minutes to script writing and power point development for all Capital Chapter meetings. We would notice if Lesly was not doing her thing! Thank you, Lesly, and well done!!



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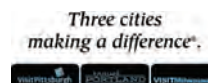
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