
the official newsletter of the pcma capital chapter

2019, Disrupt and Participate



With each coming New Year, I reflect on how quickly the previous one has sped by. This year was no exception. Should you feel similarly, this issue will help you recapture many of the great programs and networking events the Chapter held this

year. Personally, it has been an honor for me to volunteer alongside the Committee's, Chairs and Co-Chairs as well as the Chapter Board in moving the mission and vision of the organization forward. Now that the "baton" has been passed from Jim Kelley to me, I want to personally thank him for the tremendous leadership he has displayed. His focus on CONTENT, COMMUNITY and CARING have given me great tools in which to lead with.

We live in a world and work within an industry that is rapidly changing. The tools, resources and services we were accustomed to, even a year ago, continue to transform; we need to not just adapt but learn how to thrive within this ever-evolving environment.

Many of these changes have eliminated services and/or created new businesses and opportunities. This "disruptive" innovation or technology is simply the creation of a new product, service or idea that radically changes an industry or business strategy and possibly creates a new market. It's not unusual for us to think of the possible negative effects of disruptive innovation, but instead I would suggest you look at it from a different perspective. Think of the Netflix shows you binge watch anytime from anywhere. No need to go to

Blockbuster anymore or get up and stick a cassette in the machine, or even worst, never get to see your favorite show if you missed it the first time it played on that thing we call a TV. Have we embraced these changes-I think we have! What affects did it have on the lives and businesses of those that came before it and what will come next?

This year, the Capital Chapter will focus on Disruptive Innovations and technologies that have changed how we do business. We will share how these have affected your work and the changes that may have altered either you or your colleague's job responsibilities because of them. We will collaborate on what might be future disruptors we see emerging, and most importantly, we will learn as a community how to manage the changes, and yes, embrace them.

The outcome will only be effective with everyone's participation and engagement. We will be reaching out to members to share ideas, offer feedback and collaborate with one another. Collectively, the membership of the Capital Chapter has a wealth of experience and knowledge. It is time we utilize our best resources-each of you! Come along with us in 2019 and DISRUPT + PARTICIPATE.

By: Vicki Johnson, CMP, Incoming Capital Chapter
President, Principal, Vicki Johnson and Associates

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: pcma.capital.comm@gmail.com

**If you have ideas for future Chatter Issues,
please send them to pcma.capital.comm@gmail.com** - we are also accepting articles for our
library to be used for future issues, if you would like to
write something, send an email for article guidelines.

CHAPTER LEADERSHIP



message from the board



Jim Kelley

Vice President, Marketing and Industry Relations
Production Resource Group, LLC

I CAN'T BELIEVE IT'S OVER.

Last year around this time one of the Chapter Past Presidents pulled me aside to tell me to enjoy the year as it would go by in a blink. WOW . . . was he right!

In some ways as I look back on the year, I am disappointed in what I was not able to accomplish, then I step back and think about the board, the committee chair and co-chairs, the event champions and I smile in awe of what they did this year.

We successfully implemented our 'pillar structure' which brought together our committees into four focus areas allowing them to build on the synergies and better support each other. Truth be told, this was about 80% baked when we rolled it out, but the leadership stepped up, put the finishing touches on things and made it work. *Lesson Learned:* surround yourself with good people, give them direction, support them as needed and STAY OUT OF THE WAY!!!

We celebrated our 25th Anniversary as a Chapter (and it looks like we will make it to 26 . . . I certainly did not want to be 'that guy'). I can write this message because of all of those before us who had a vision, believed in the organization, and decided to get involved and volunteer. Along the way this year, I leaned on a few of them and they gave me some sage advice on more than one occasion, which was truly appreciated. *Lesson Learned:* Revere Tradition, Embrace Progress.

Finally, THANK YOU!!! Thanks to all who supported me this year and along the way. To the Executive Committee of the Board for the endless calls and emails. To PRG for letting me take on a 'second job' to follow my passion and give back to the industry I love. To my children, Sean and Megan for understanding the travel, occasional late nights and for keeping me humble. And to MG (My Girl, Mary Gallagher) for standing by my side, encouraging me, and being my voice of reason. *Lesson Learned:* It truly takes a village.

As I started the year, I set forth a personal mission to focus the Chapter on Content, Community and Caring. *Lesson Learned:* Caring is the essence of everything that matters, care and everything else falls into place #pcmaccares.

Understanding Destination Demand Factors and Identifying Value Dates for Your Meeting

Understanding the demand and availability for accommodating meetings in a destination can be a daunting and time-consuming prospect for a meeting planner, especially if more than one destination is under consideration. Every destination is unique – location, weather, venues, amenities, intellectual capital – all impact each destination's overall business, transient, group, and leisure demand. Consider these four local demand factors when identifying value dates for your next meeting.

Seasonality

High and low seasonality differ in just about every destination. It's important to look at the historical occupancy rates of the destination to understand where the high and low periods are. Arming yourself with this information will help you understand the flexibility hotels may have in negotiations, availability and concessions.

Special Events

Destinations hold special events throughout the year. These events offer meeting attendees an opportunity to experience something unique to the destination. Find out if, and how, your meeting dates will be affected by these events. Depending on the meeting requirements, holding a meeting coinciding with a special event could prove beneficial for the organization. Alternatively, a meeting planner may decide to avoid a special event due to a conflict of interest, large crowds around the meeting venue, and/or higher room rates.

Citywide Conventions

Holding a meeting over a citywide convention could be very beneficial. For example, if your meeting utilizes a lot of hotel meeting space compared to your guest room block, being on top of a citywide convention where a hotel is participating with a rooms-only block could be a good fit. On the other hand, a large citywide convention can drive up demand and create compression in the destination. Available inventory will likely be sold at higher rates and the space you are looking for may not be available.

Transient vs. Group Demand Mix

The business transient and leisure business mix also differs in every destination. For example, destinations such as Philadelphia, Chicago and San Francisco have high weekday demand. If the meeting arrives on a Tuesday and departs on a Thursday, and flexibility to this pattern is not indicated on the RFP, then many hotels may consider this undesirable, and move on to other business that fits the traditional Sunday-Wednesday or Wednesday-Friday/Saturday arrival departure patterns.

In order to fully understand unique destination demand factors, get in touch with the local Convention and Visitors Bureau (CVB) sales professional. No organization has stronger hotel and venue connections and better destination knowledge than the CVB.

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Community Services Committee

The Community Service Committee (CSC) had another busy, productive and fun year! In 2018 the CSC provided multiple ways for chapter members to get involved in a variety of roles including on-site volunteer opportunities, donation drives and online fundraisers.

As a committee, we decided to focus our efforts on a few on-site volunteer opportunities while also collecting donations at the PCMA Capital Chapter's (PCMACC) monthly educational and networking events including Global Meetings Industry Day, Mix n' Bowl and Get Hooked. Our committee activities included:

Joyful Food Market/Martha's Table – In March, over 140 boxed, canned, and jarred items of food were delivered to Democracy Prep for Martha's Table. While there, 10 volunteers helped pack hundreds of meals for Joyful Food Market Shoppers.

Humane Rescue Alliance – In June, 146 t-shirts were donated by chapter members along with cat food and dog treats. These t-shirts were used to make 70 dog toys by 27 volunteers. Over \$1,200 was raised, allowing us to "adopt" four cats and four dogs.

AARP Meal Pack Challenge – On September 11, approximately 50 chapter members joined thousands of volunteers on the National Mall to make millions of meals for seniors in need.

One Warm Coat – 40 coats for adults and children were collected and delivered to Pathways DC and Communities in Schools of the Nation's Capital.

The Children's Inn at NIH – With a generous 100% donation match by Vicki Johnson, 12 volunteers were able to feed approximately 50 family members staying at the Inn with children in the NIH program.

volunteering at the Capital Area Food Bank in November.

We wish incoming Chair, Donna Del Gallo, and Co-Chair, Christopher Noyes, the very best and know they will carry the torch proudly!

Thank you to all the committee members, sponsors and volunteers who helped us give back to so many worthy causes, we couldn't have done any of this without your generosity!

Special thank you to our PCMACC Board Representatives, Marcus Eng and Stacey Knoppel, for their support throughout the year.

By Chair, Jennifer Bond, CMP, CMM,
American Astronomical Society
Co-Chair, Brian Chung, Visit Baltimore

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REGISTRATION FEE: \$255 SUPPLIER MEMBERS

****Remember the pass is transferable to allow optimum attendance for your organization. As a pass holder, you will automatically be registered for each of the programs listed above.**

Be sure to notify the chapter office if you are unable to attend one of the events, or if you want someone else to attend in your place. The chapter requires 3 business days' notice.

Cancellation Policy: Once Purchased, Season Passes are NOT REFUNDABLE

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<https://capital.pcma.org/event/2019-all-access-education-pass/>



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An aerial photograph of Vancouver, British Columbia, Canada. The image shows the city's dense urban core, including numerous high-rise buildings and skyscrapers, situated along the waterfront. The harbor is filled with boats, including sailboats and larger vessels. In the background, the city is nestled at the foot of the rugged, forested mountains of the Pacific Northwest. The sky is a clear, vibrant blue.

CONVENINGCONNECTINGCOLLABORATING THEY COME TOGETHER HERE

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VAN
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Marketing Committee

Your Voice on Social Media!

1,231 Facebook Followers and 1,245 Facebook Likes!

1,313 Tweets following 1,020 on Twitter with 1,253 Followers!

New to 2018 – Instagram & LinkedIn!

The Marketing Committee is 14 members strong and we deliver all your social media content!

Our dedicated team of volunteers spent the year brainstorming and publishing monthly campaigns, covering a range of topics from “CMP Prep” and “Traveling Smart” to heavy hitting topics affecting our industry such as “Security/Risk Management” and “Human Trafficking”.

Our committee designs the graphics you see at all Capital Chapter events, with 10 unique event graphics created

in 2018 and also create additional graphics as needed to promote our campaigns, programs, and save the dates.

The Marketing Committee is the conduit to which other committees rely upon to inform our members of chapter activities and we strive to elevate our #PCMACC community by bringing the conversations online where we feature you, our members! Thank you for interacting with us!

Tell us what you think, share your photos, stories and participate in our contests. We look forward to serving you in 2019 and hope to hear from you using #PCMACC on our social media channels.

By Chair, Kristen Twyman, Director,
Strategic Account Management, Experient
Co-Chair, Bel Humes-Hanson, Operations and Programs
Manager, International Society for Computational Biology

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Communications Committee

Thank you - Communications Committee for an amazing 2018!

It's been an exciting year for the Communications Committee with several changes to our processes and the Chatter itself. We launched some new features, kept some old favorites and created a cohesive look with newly designed graphics to showcase our features.

In the past, we have been fortunate to have a volunteer production team handle the design of the Chatter—this year embracing the move to Interel's management of our chapter, we hired Interel's production team to produce and design each issue.

We reduced the number of issues to six per year with a slight increase in the number of pages. You might also have noticed that each issue has arrived folded at your desk – the reduction in issues and folded bulk mailing was a big savings to the chapter.

The Chatter shared articles and updates from our chapter committees while featuring articles and advertising from our stellar sponsors, we could not do what we do without the support of these sponsors and the hard work of the Sponsorship Committee.

Our success is a direct result of great leadership and collaboration with the board of directors and committee chairs who work tirelessly to provide quality content, programming and direction for our chapter. Most of all we value our pillar partnership with the Marketing Committee and their talented team!

Be on the look-out for some new features in 2019 and content designed to showcase what you are doing within our industry and relevant topics for continued growth. Our goal will continue to focus on YOU – chapter members well known and some not so well known, those folks who quietly contribute behind the scenes.

Thank you to each of our committee volunteers who work to make sure deadlines are met, relevant material is presented and our members are represented in each issue. Volunteers are what make our chapter work, be sure to find your place on the team in 2019.

**By Chair, Tanna Pearman, Director
Business Development, The Row, Reno, NV,
Co-Chair, Amanda Clark, CMP, Associate Director, Office of
Meeting Management, National Governors Association**

Membership Committee

The test of true leadership is not when things are running smoothly but, rather, when a wrench is thrown onto the best-laid plans.

Case in point: After 6-8 months of planning Mix 'N Bowl a snow storm was forecast to blanket Washington D.C. Our Champion of the event, Rebecca Murphy, together with membership committee leadership, Interel, and the Chapter Board, immediately convened and decided to postpone the event. Despite all the moving parts, we had only one sponsor cancel and the delayed Mix 'N Bowl turned out to be a total success!

The membership committee was tasked to take charge of the scholarships for Educon and Convening Leaders. Damara Gomez, our co-chair spearheaded the idea of simplifying the submission process by placing the applications in Google Docs. As a result, the Board could quickly access the results and make informed decisions in selecting winners. The process is now in place for future scholarships to be managed more efficiently.

In May of 2018, we were informed by PCMA National that the online membership portal became non-functional due to changing software vendors. This put a kink on our usually smooth-running membership committee calls and membership renewals efforts. During this time period, the membership committee overcame this challenge by working the old fashion way, using lists and submitting them weekly to co-chair Damara Gomez. As a result, we saw a significant increase of renewals month to month.

In September, we held the 5th annual joint reception with PMPI onboard the Spirit of Washington. Despite the weather not cooperating, everyone enjoyed food, entertainment and networking.

The membership committee's final event was "Rewind." As chair of the membership committee I was honored to have been presented the President's Award. I share this award with our co-chair, Damara, who has been an invaluable partner throughout 2018. Special acknowledgement also goes to our champions, co-champions and membership committee, all of whom worked tirelessly to make our committee and chapter even more outstandingly successful.

**By Chair, John Malixi, Fast Track Hospitality Solutions
Co-Chair, Damara Gomez, San Diego Tourism Authority**

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Sponsorship Committee

Wow, what a year! We kicked off 2018 at the Bell Tower in Nashville and ended the year at the Nat's Park. How cool was that?

We could not have done it without the help of our sponsors. Without them, our events can't happen. We simply don't have the funding to pay for venues, food and beverage, and speakers. With that said, I'd like to take this opportunity to dive into the importance of sponsorship.

At a minimum, our supplier sponsors spend \$3,000 and at a maximum, they spend in the high five digits, all for the opportunity to get in front of us and share their venues, products and services. In return, they're looking for a return on their investment. If broken down by cost-per-attendee (or potential buyer), it's really an affordable way for our sponsors to get in front of a large number of people at an affordable cost. As a Chapter, we are diligently looking at better methods to track sponsor ROI. It is something we will continue to focus on going forward as this information becomes more and more crucial in the decision to sponsor a Capital Chapter event. If you've attended a chapter event and used a sponsor or venue as a result, we'd like to hear from you. It helps us sell the power of the Capital Chapter!

I'd also like to use this opportunity to address simple courtesy at our events. As much as we each believe networking is a critical

component in building relationships and new business, we also have to extend to our sponsors the courtesy of our attention. Kudos to Lina Farrell, our amazing Platinum sponsor from Toronto this past week, who addressed the noise in the room three times during her presentation. She was tremendously gracious, and light hearted when reminding us of the financial commitment her organization had made. We are hopeful that in the future, our sponsors won't have to remind us of this.

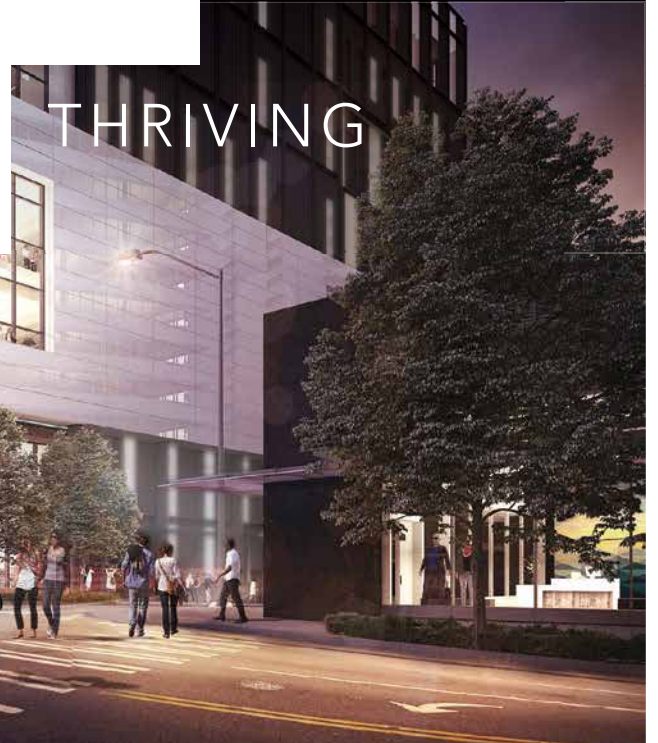
Moving into 2019, we have some great opportunities for sponsorships and next year is guaranteed to be even bigger and better! Vicki has already themed next year as "Disrupt + Participate." But please, don't disrupt our sponsors!

For 2019 sponsorship opportunities, please contact GERALYN KRIST, 2019 Sponsorship Chair at Geraldyn.Krist@conferencedirect.com.

**By Chair, Dan Ketelsen, Director of Sales,
Association Luxury Hotels International
Co-Chair, GERALYN KRIST, CMP, CTA, Global Account Executive,
Conference Direct**



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Professional Development Committee

The Professional Development Committee, better known as PDC, produces the bulk of content for the Capital Chapter. My awesome committee was charged by our Chapter President, Jim Kelley, to present top-tier education that embraced his theme of “Content, Community, and Caring.”

In February, we kicked off the chapter year with industry leader Michael Dominguez’s (MGM Resorts International) help “Connecting the Dots”. His vast knowledge gave us a bird’s-eye view of the many factors that act as disruptors in the meeting industry,

Next, in May, our committee developed a panel of industry experts lead by Jamie Murdock with Experient. We looked at the many distractions attendees have at meetings, how best to navigate them, and how to create engagement. We heard from a DMO voice in Mary Gallagher with Los Angeles Tourism & Convention Board, association director voice in Kirsten Olean with American Society for Microbiology, and creative voice in Nicole O’Leary with The Expo Group.

Since diversity and inclusion are more important now than ever, PDC chose these topics as the theme for our 2018 REBOOT calling it “This is us...ALL of Us.” Michelle Lee, co-founder of Awaken, was our keynote speaker sharing her own personal story and helping to define diversity and inclusion in the current environment. The keynote was followed by three additional breakouts to facilitate continuing the conversation. We wrapped up our fabulous half-day event hearing from industry voice Vicki R. Deal-Williams, Chief Staff Officer for Multicultural Affairs for American Speech-Language-Hearing Association.

In September, we revisited an old format of the “Lunch & Learn.” We brought together a small group of planners and suppliers to share best practices on what to do when your meeting has outgrown a single hotel. This intimate environment allowed for candid conversation and a deeper dive and for individuals to get their specific questions answers. We hope to continue this series in 2019.

We bookended the year by touching upon trends at our October Education Program. Author and Speaker Rohit Bhargava gave us his tips on how to organize the information you take and help you to identify non-obvious trends which would help your organization get ahead of new disruptions that may be coming.

By Chair, Will Trokey, Director Global Accounts Omni Resorts, Co-Chair, Dede Walsh, National Account Manager, Projection Presentation Technology

Government Relations and Advocacy Committee-A Year of Evolution

The Government Relations and Advocacy Committee is proud to have evolved in both expertise and programming during 2018. With a strong legacy of programming, the committee took on new projects and dove deeper into learning about the pressing needs of the industry.

In April, the committee, once again, co-hosted the 2018 Global Meetings Industry Day (GMID) with the MPI- Potomac Chapter. The signature event discussed timely industry issues such as safety and security, sexual harassment at meetings, and GDPR. The day ended with a lively rally and letter writing to congressional representatives.

During the year, the committee hosted monthly calls to keep abreast of current industry issues and submitted articles for the Advocacy Corner in the Chatter.

This November, the Government Relations and Advocacy committee visited Capitol Hill to advocate for the meetings and conventions industry for the first time. Committee members started the day with a training from Interel, the PCMA Capital Chapter’s new association management company. The training kicked off with an update on the House and Senate post-midterms. The three topics were, Stop Online Booking Scams Act (H.R. 2495 & S. 1164), The Jolt Act (H.R. 6618), and the Sunlight in the Workplace Act (H.R. 5028 & S. 2454). The committee held nine appointments with local DMV House and Senate staff. At the end of the day, the committee received co-sponsorship on at least two bills and more awareness of the issues that the meetings industry faces. The inaugural “Advocacy Day” was a pilot project to explore future opportunities for the Capital Chapter to build relationships with Capitol Hill.

In December, the committee partnered with the Professional Development Committee, to host a webinar about event sustainability, a topic that is important to members of the committee.

On behalf of the Government Relations and Advocacy committee, thank you for the opportunity to serve the chapter. As the committee continues to evolve next year, they will be an even stronger resource for the PCMA Capital Chapter and its members. Cheers!

By Christine Frye, NTP Events, 2018 Chair of the Government Relations and Advocacy Committee



3:22PM

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The Year of the Political Roller Coaster

As we head into the holiday season and the end of 2018, it is the time of year we often use to look back and reflect. 2018 has been filled with measures rolling back or strictly curtailing previous regulatory rules and legislation, a plethora of executive order activity, tariffs and trade wars, and increasing friction across party lines. With the mid-term elections, our political leaders seemed more divided and contentious than ever. Nevertheless, even in a year of chaos and division, there was still positive movement on several key PCMA Capital Chapter issues.

The #MeToo Movement roared onto the scene in October 2017 propelling the topic of sexual harassment and assault into the national spotlight. According to the National Sexual Violence Research Center (NSVRC), in the United States one third of women and one in six men will suffer some type of sexual assault in their lifetime. Thousands of survivors shared their stories and these narratives created a tangible link to the frightening statistics.

The meetings industry has worked diligently to help prevent and reduce the instances of sexual assault and harassment. Meeting Professionals Against Human Trafficking's (MPAHT) goal is to educate industry professionals on how to identify and react to possible victims of human traffickers. The American Hotel and Lodging Association (AHLA) has also committed to the prevention of forced labor with an educational course developed in conjunction with ECPAT-USA and Polaris. In addition, AHLA has also committed to the prevention of sexual harassment in the workplace as part of their "5-Star Promise" including a focus on training and education. Associations, vendors and other partners have also strengthened their anti-harassment policies and procedures both in the workplace and at face-to-face meetings.

During the 2018 Global Meetings Industry Day in Washington, D.C. Dr. Sherry Marts explained: "If you host a meeting, harassment has occurred." In response to this suggestion, Event Organizers continue to educate staff and attendees, develop clear and concise codes of conduct and create welcoming environments for all. In addition, the PCMA Capital Chapter Government Affairs Committee will be asking for Congressional and Senate support for H.R. 5028 and S. 2454, The Sunlight in the Workplace Harassment Act, a measure aimed to hold companies accountable for harassment in the workplace and provide additional protections to victims.

2018 was also the year of the EU's General Data Protection Regulation (GDPR). As the May 25, 2018 deadline approached, businesses scrambled to determine their exposure and need to comply with the strict new data privacy rules. The purpose of the standardized regulations was clear – to ensure the protection of individuals' "personally identifiable data"; however, the scope and

requirements caught many organizations off-guard. Furthermore, several high-profile data and security breaches (Equifax, Facebook, Target) created additional scrutiny and loss of trust from consumers. Many U.S. organizations took advantage of the GDPR to incorporate and enact data privacy and protection policies fully compliant with the EU standards; however, others, especially those with limited clienteles in the EU, segmented their data and subsequent policies so their policy changes were not as widespread. Although social media platforms continue to be the government technology focus for the time-being, most policy experts agree it is only a matter of time before a U.S. GDPR-equivalent regulation or legislation is introduced.

Moving into 2019, the PCMA Government Affairs Committee will continue to advocate for issues that impact the meetings industry, communicate critical updates and provide additional resources for chapter members.

By Vicki Lindberg, Senior Director, Meetings and Conferences,
Healthcare Distribution Alliance



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