

The Chatter

The Official Newsletter of the PCMA Capital Chapter



Career Planning Can A Coach Help Your Career?

Leanne Cusumano Roque, JD, A.C.C., Certified Success Unlimited Network® Coach



Coaching is all the rage, and for good reason. Good coaching can help your career – and your life. How can a coach support you? What does a coach do? How do you find a coach who is

perfect for you?

How can a coach support you?

A coach supports you in identifying the right next steps for you so that you may accomplish what you want, with a sense of well-being. A professionally trained coach enables you, the client, to “set better goals, take more action, make better decisions, and more fully use [your] natural strengths,” says the International Coach Federation. The best coaches support you in accomplishing this *with a sense of well-being*. We have all had the experience of accomplishing quite a bit while wondering if the hamster wheel is ever going to stop!

With a coach, you ensure that what you are doing leaves you feeling satisfied and fulfilled.

What does a coach do?

A professional coach creates the time, space, and environment for you to healthily:

1. create your vision of what you want your life to look like, sound like, and feel like in any or all areas of your life
2. identify where you are nowadays with regard to accomplishing your vision
3. identify the steps that make your vision real
4. execute the steps to make your vision real with a sense of well-being as you consistently move in the direction you want
5. learn what enables you to succeed so you can repeat your success in other areas

The coach is aware that you are different from everyone else and accepts you for who you are while supporting your development and growth.

How does this work in practice? Let's say you are advising an organization about how to put on a meeting. You know little to nothing about the organization, but you do know meeting planning inside and out. The organization, in response to your questions, tells you what their vision is for the meeting, including what the meeting should look like, sound like, and feel like. Knowing the vision, you ask the organization what steps enable them to create the meeting they want. The organization lays out the steps, then executes. Along the way, you and the organization discuss how they are succeeding, where they need additional support, and ensure deadlines are met. Now apply the same model to any or all areas of your life, and you know what a coach does for you.

Good coaches carefully separate coaching from consulting. When you hire a consultant, the consultant evaluates what you are doing and makes specific recommendations about what you should do in the future. When you hire a coach, the coach asks you to evaluate what you

Continued on page 3

INSIDE...

- Message from the Board...2
- Getting to Know...2
- Use Technology...3
- Talent Acquisition...3
- Résumé & Interview Tips...4
- Don't Be Fooled...4
- Is The Grass Greener?...5

- Planner to Supplier...5
- Making the Jump...6
- Living Leadership...6
- Focus on Emerging Leaders...8
- Member Spotlights...9
- Get Inspired. Get Involved...10
- At the water cooler...11

Officer's Corner

President

Valerie Sumner
VRS Meetings and Events, Inc.
202.373.4174; vsumner@vrsmeetingsandevents.com

President-Elect

William (Bill) Reed, CMP
Experient
703.525.8333; bill.reed@experient-inc.com

Secretary

Nancy DeBrosse
Projection Presentation Technology, Inc.
703.912.1334; ndebrosse@projection.com

Treasurer

Amanda Rushing, CMP
American Society of Civil Engineers
703.295.6060; arushing@asce.org

Immediate Past President

Johnnie White, CMP
Cardiovascular Research Foundation
212.851.9293; jwhite@crf.org

Directors

Cecilia Bell, InterContinental Hotels Group
202.536.4530; cecilia.bell@ichotelsgroup.com
Gennice Carter, AcademyHealth
202.292.6700; gennice.carter@academyhealth.org
Pam Lackland, CMP, ConferenceDirect
703.264.0017; pam_lackland@conferencedirect.com
Peter O'Brien, CMP, CASE, Marriott International
703.787.6862; peter.obrien@marriott.com
Karin Soyster, CMP, CAE, American Bakers Association
202.789.0300 x118; ksoyster@americanbakers.org
Joy Womack, CMP, Experient
703.525-8333; joy.womack@experient-inc.com

Committee Chairs

Community Services
Yoko Tsukikawa, Prestige Resorts & Destinations, Ltd
202.544.5543; ytsukikawa@prestigeresorts.com
Malene Ward, CMP, NACAC
703.299.6813; mward@nacac.com

Sponsorship

Helen Mesfin, CMP, WCTC
202.789.7037; helen@washington.org
Hunter Clemens, NYC & Company
202.530.0222; hclemens@nycvisit.com

Communications

Kirsten Olean, CMP, Assoc. of American Medical Colleges
202.828.0479; kolean@aamc.org
Mary Gallagher, CMP, San Jose CVB
703.765.4978; mgallagher@sanjose.org

Professional Development

Melissa Riley, WCTC
202.789.7041; melissa@washington.org
Julie Cupp, CMP, Assoc. of Government Accountants
703.684.6931; jcupp@agacgfm.org

Membership

Jim King, CASE, Marriott International
202.689.8981; jim.king@marriott.com
Allison LaFollette, Seattle's CVB
410.535.7500; alafollette@visitseattle.org

Emerging Leaders

Kim Napolitano, CASE, Hilton Hotels Corporation
202.955.3714; kim_napolitano@hilton.com
Samantha McKenney, AABB
301.215.6512; smckenney@aabb.org

Marketing Task Force

Lana Ostrander, Washington Convention Center
202.249.3000; lostrander@dcconvention.com

Strategic Planning Task Force

Art Shaw, CMP, Fort Worth CVB
703.444.7082; arthurshaw@fortworth.com

Chapter Leadership Council

Nancy DeBrosse, Projection Presentation Technology, Inc.
703.912.1334; ndebrosse@projection.com
Lana Ostrander, Washington Convention Center
202.249.3000; lostrander@dcconvention.com



Capital Connection: Message from the Board

1. The Board continues to integrate the strategic plan throughout all committee work and chapter initiatives.
2. Under Development: Long Term Goals (3 years) for the Chapter. These are currently in a working format:
 - Engage Customers – this goal speaks to membership recruitment, membership retention, non-member involvement and delivering the PCMA brand of excellence in all we do
 - Create Thought Leadership – this goal speaks to mentorship throughout the chapter and on the board level and creating thought leaders throughout our chapter
 - Bridge Generational Differences – this goal speaks to reaching our members and non-members through programs, activities, mentorship programs and initiatives that resonate with their individual professional career goals and professional development goals
 - Advocacy – this goal supports the advocacy efforts of PCMA National and reaches out to the Capital Chapter region in an effort to educate chief executives, association executives and corporate executives on the value and impact of the Meeting and Convention Professional.
3. Amazing chapter participation continues to grow! Mix 'N Bowl, Prom Dress Drive, New Member Orientation and the Emerging Leaders program for February were off the charts! This is a true testament to our members and the value that we receive through our involvement in chapter programs.
4. The preliminary survey results on the "Capital Chapter Connection" indicated that 100 percent of those who responded liked the Connection, 42 percent would like to receive individual event registrations along with the connection, and 50 percent rated the content as very good. We will continue to send both the Connection and individual registrations for chapter programs. Please let us know what you think.
5. We welcome your input on the proposed Long Term Goals, your recommendations for strategies that support those goals and your continued ideas and recommendations for 2007!

Best,

The Capital Chapter Board and Committee Chairs

Getting to Know...

Joy Womack, CMP, Emerging Leaders Liaison, Board of Directors



- Joy has been a PCMA member since 2000.
- When not at work, Joy enjoys spending time with friends and family, going to the movies, reading mystery novels, and scrapbooking.
- Joy's ideal day off includes sleeping late and spending the rest of the day at the beach or shopping.
- Joy once received a homing pigeon as a Christmas gift from her uncle. The goal was to train the pigeon to fly messages to her friends, but the pigeon had other ideas, pecking at her and her family every time her cage was opened. Her uncle eventually had to take the pigeon to a new home, with a family who was already raising other pigeons. Joy is happy that her uncle's taste in gifts has improved over the years!
- Joy really enjoys the opportunity we have as industry members to meet and learn from so many of our colleagues from around the world.

Coach continued from page 1
are doing and identify what you should do in the future.

How do you find a coach who is perfect for you?

Coaching is a professional relationship in which coach and client communicate honestly, are open to feedback, and create the time and energy to participate fully. The best coaches use the competencies and ethics of the International Coach Federation (ICF) (available at www.coachfederation.org). Coaches who are graduates of an ICF accredited coach training program or who hold an ICF credential of Associate Certified Coach (ACC), Professional Certified Coach (PCC), or Master Certified Coach (MCC) know these competencies. Beyond that, your coach must be someone you trust. Most coaches happily provide a free experience of coaching, because coaches want clients who are a good coaching match. Take advantage of that experience and meet with two or three coaches to select your own perfect coach. Then enjoy creating the life you want! ~

For more information, contact Leanne at 703.297.2224 or visit www.shinelikethesun.com.

Use Technology To Augment Your Skills

Have you recently received an assignment that requires you to perform a task with which you are not familiar? Perhaps your organization is planning an exposition for the first time, or is worried about attrition – so much so that you must track room pickup constantly. Perhaps you must plan a barrier-free meeting, or develop an RFP for a destination management company for the first time. Where to turn? The internet, of course.

Perhaps the most comprehensive internet site developed specifically for meetings technology can be found at www.corbinball.com. Developed by Corbin Ball, CSP, CMP – a well-known speaker, author, consultant and columnist on meeting technology issues – the list provides links to literally thousands of web sites. The “Tips and Tools” page lists many links to checklists, handbooks, worksheets, and the like – including a link to the Convention Industry Council (CIC) Web site for all of the APEX tools and templates currently available. The “Favorites File” lists over 3,000 links to Web sites and articles.

And, if you are looking for new employment look in the Supplier/ Employment – Job Placement section, which lists a number of meetings and hospitality related employment sites. In addition, you may post a job resumé or search for open positions at the Job Board, one of the meeting industry’s largest on-line career centers. ~

Talent Acquisition: Will the Term Stick?

Jim Carra, Executive Vice President, SearchWide

In Corporate America, a key company HR role has a title like “V.P. Recruiting” or “Director of Sales Recruitment.” The role has the responsibility of being the key link to the direct hiring supervisor, the Human Resources Department and the candidates being considered for a job.

In the past year or so, these titles have been changing. The moniker for recruiting is now being replaced by the term “talent acquisition.” Some may have the opinion that this is an MBA way to dress up the function, to spin it for more glamour and prestige on the organization chart.

Initially, I thought it was a slick, new age word for the basic function of recruiting. After more reflection, talent acquisition is a great term. Acquisition means purchasing. In an organization’s budget, there are line items directly related to expenses, down to the type of paper used in the copying machine. The investment by a company is huge in hiring and the process for making that purchase is becoming much more comprehensive.

Think about the investment a company makes when they take on a new hire. (1) In time (interviewing numerous candidates in addition to including multiple parties for the interviews and subsequent training), (2) In hard dollars (relocation packages, salaries, benefits), and (3) In reputation (by placing the brand and customers in the trust of new employees).

Due to the obvious investment in acquiring talent, smart companies are doing everything they can to reduce the risk of making a hiring mistake. The chemistry in an interview still holds a prominent role in hiring, yet gut instinct is minimized in a decision when other elements are included in an interview process. If you are a job seeker, here are a few things that you can expect:

- Multiple interviews creating a longer period of time to gain an offer.
- Background checks and behavior assessments.
- Thorough reference calls to previous supervisors.

As a candidate, make sure that you have support of your references. Mend any broken fences, especially if you left a company on difficult terms. We don’t see resistance for consideration of a candidate “out of a job.” However, we do see a higher level of scrutiny as to why the person is out of work. Try not to get defensive; view it as an opportunity to really clarify what happened, in a positive learning experience.

A word of advice for candidates is to remember that the organization is actually acquiring you. In return, you are also acquiring the company. Tried but true, a win-win is in the making! Be prepared to communicate the benefit that you bring to a company to verify their “Purchase.”

If your organization doesn’t buy into the term “talent acquisition,” your retention efforts and results may be adversely affected. ~

Helpful Résumé and Interview Tips

Jim Carra, Executive Vice President, Searchwide

Tips for a Good Résumé

- Absolute truth and clarity: correct titles, tenure of positions, degree accuracy.
- Treat it like the most important brochure or collateral piece that you have ever produced.
- Illustrate accomplishments and measurable returns through your efforts.
- Ask trusted advisors/mentors for their critical review; don't let them say "It looks great."

Tips for Reviewing Résumés

- Spend at least 5-10 minutes reviewing each résumé before speaking with or meeting candidates.
- Don't over analyze candidate motivation for their interest before meeting them.
- Career progression and transition in jobs is important.
- Compare credentials against your key criteria, then rate your A, B, C candidates.

Tips for a Good Interview (interviewee)

- The given things: be on time, professionally dressed, and bring extra copies of resume.
- Do your homework and research on an organization before you go.
- Show your interest! Don't act hard to get, it may keep you from the next step.
- Always send a note of thanks.

Tips for a Good Interview (interviewer)

- Turn off your cell phone and don't allow interruptions.
- Prepare questions in advance, be consistent with all candidates. This will really assist in your evaluation later.
- Many interviewers talk too much. This is the candidate's time to present themselves to you.
- Give people an honest opinion of where they stand in consideration.

Jim Carra is executive vice president for SearchWide, a firm that provides retained talent acquisition and recruitment services to the Hotel, CVB/Convention Center, Association, Non Profit and Related Industries (www.searchwide.com). He can be reached via e-mail, carra@searchwide.com. ~

Don't Be Fooled By the Style Network

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

Application? \$175. Textbooks? \$250. Renew eye cream to hide dark circles from late night studying? \$24. Passing the Certified Meeting Professional (CMP) examination and earning my CMP designation? Priceless.

For me, meeting and event planning is more than just something I love to do. It's my career and earning my certification was an important part of my career plan.

With the increasing popularity of meeting planning as a career track and the number of event planning shows on television, Chris Marshall, CMP program director of the Convention Industry Council (CIC), has noticed an influx of calls from people who want to earn their CMP designation.

"People are calling about the CMP program, but they're surprised by the requirements, including three years of work experience." Don't be fooled by the Style Network! It's more than just party planning, she warns.

The increased interest in earning the designation is great for the industry. The CIC is excited about the value the CMP has earned. According to Ms. Marshall, CMP designation sets a competency level with industry professionals and employers. It conveys an understanding that the individual has a certain set of skills and a brand of knowledge.

The CIC ensures that the CMP exam accurately represents the job of the meeting professional. "We're serious about keeping the exam current," explains Ms. Marshall. Every five years, the CIC completes a job analysis to decide what should be on the test. There are five domains of knowledge tested -- strategic event planning process, financial & contract management, facilities and services, logistics, and program. The CIC Manual is also reviewed to make sure it's up to date with the industry. The eighth edition will be released this summer.

While CMP designation has seen an increase in the United States (12,000 CMP professionals after this January's exam), it is also recognized in 32 countries!

To find out more about becoming a certified meeting professional, visit www.conventionindustry.org. ~

Advertising Opportunities

To advertise in *The Chatter*, contact Helen Mesfin at helen@washington.org or 202.789.7011.

Did You Know?

The Capital Chapter member registration in Toronto was:

- 312 planners
- 365 suppliers
- 2 students
- 1 faculty member

Is the Grass Greener?

*Barbara Ketcham, Director of Meeting Services,
America's Health Insurance Plans*

It was not an easy decision, changing hats from hotel Convention Services Manager to Planner. I truly wrestled with the idea, trying to imagine what it would be like -- walking each day into an office building instead of a hotel.

My professional goal had been to become Director of Convention Services at a world-class venue. Working with the Convention Service Department at a major D.C. hotel afforded me "the" opportunity to receive an in-depth education of the inner-workings of a hotel. However, to achieve that goal, I needed a deeper understanding of what meeting planners really required. In 1984, when the Group Health Association of America (GHAA) offered me the position of in-house planner, I realized that this experience would be just what was needed to give me the best insight to the planners' thinking and round out my education. Two years of this schooling, I thought, and then back to the Hotel World, armed with a broader perspective on meeting needs. I'd be wearing an improved hat with a broader brim.

The hotel experience translated well to my new position. Instead of guests and/or event attendees, there were Association Members; a budget was still a budget and contracts had to be fair; 1,000 chairs would not fit into 900 square feet; the long hours didn't surprise me and I was still able to spend the better part of my time in hotels, working in the back-of-the-house, finding easels, and short cuts to meeting rooms. I was still a convention services manager, but with an airplane ticket in hand.

Two years became ten. I recognized the importance of keeping up with my hotel education, and I learned there is no better way than to dive in completely. At another prominent D.C. hotel, the position as director of catering and convention services became available allowing me to fulfill my goal. I treasure the two years spent learning even more about the business of hotel-ing.

Then, once again, I was back at the same association, wearing the same meeting "hat," but with a much broader scope of responsibilities.

For those of you looking to make a change, from either direction, I recommend that you have the best working knowledge you can get from each side. Changing your chapeaux may seem daunting but in fact, it may be the same hat, just different logo. Over twenty years later, mine's broken in and faded, but seems to wear well wherever I happen to be. ~

Going from Planner to Supplier

*Jason Lusk, CMP, and Kim Allison, CAE, CASE, both with Baltimore
Convention & Visitors Association*

In this industry where promotion is based on experience, most sales people have a sales background and most planners have a planning background. What about those of us who took a different path? Those of us who "crossed-over to the dark-side?" Why did you change careers? Which side do you like better?

First, a brief understanding of the path that led each of us to make the jump to sales. Jason started at a conference center; worked for two firms planning pharmaceutical meetings in NYC and finally, a DMC in Baltimore. Rolling over to the CVB world and national sales seemed to be a natural progression.

Kim started as a PR intern at a statewide association in Indianapolis followed by 10 years as director of meetings. She volunteered frequently for local events, one of which included collaborating with the CVB on a major industry gathering. From that experience, making the jump to the bureau proved to be the natural progression.

It is safe to say that neither of us thought of it as a career change. The daily mantra went from "How many are registered?" to "How many room nights did you book?" In the association world you have booth sales, sponsorship revenue, total attendance and the bottom line. On the sales side you have room nights and bottom line! Both can be stressful but manageable. Let's not forget the upside...how many industries include all this socializing and call it work?

Both of us see ourselves in destination marketing for the long run. The opportunity to work with clients to develop the creative experiences for individuals, brainstorm ways to increase attendance and help both sides achieve financial goals is very fulfilling, especially when you do it for a destination or property that you are passionate about. Perhaps it really just gets down to that, passion for what you do! In the end everyone in this industry has the same goal: the successful meeting.

However, we confess that you can take the individual out of the planning job but you can't take the TYPE A detail-oriented planner out of the individual. The overwhelming confirmation for us is that there is no "dark side," but rather a brand new day to achieve our goals. How we reach our goals depends on how soon we realize that our team includes both supplier and planner, and working together, regardless of which side of the fence we are on, can create a win-win partnership. ~

In Next Month's Chatter: Living Leadership

Members On The Move

Stacey Knoppel has recently joined The Baltimore Convention Center as director of sales and marketing.

Making the Jump from Classroom to Meeting Room

Samantha McKenney, Meeting Manager, AABB

Career planning for students interested in the meeting planning industry has changed significantly over the past 20 years. The days of a meeting planner also being the office manager, human resources employee or administrative assistant are now in the distant past and universities have taken notice. Today's students have visions of BEOs, hotel contracts and catering orders in their heads and are placed on a well thought out and specific path of how to reach that goal.

With the Washington, DC area having a high concentration of associations, corporations and hotel partners in the industry, this environment cultivates great opportunities for students in local universities looking to take the next step from graduation to the office desk. Schools such as The George Washington University, George Mason University and Stratford University have specific curriculum tailored to the industry.

"All students are encouraged to participate in internships throughout their studies at both the undergraduate and graduate levels," stated Lisa Delpy Neirotti, Ph.D., Director, Sports Management Programs (within the Department of Tourism and Hospitality Management) at The George Washington University School of Business. Dr. Neirotti commented that new students are unaware of the many components of meeting planning such as event planning, educational meetings, supplier side with hotels, DMCs, general contractors and more. "As students begin deciding on their career path, I see a 50/50 split between planner and supplier. Many of those moving to the supplier side opt for the field of hotel sales since it tends to be a bit more financially lucrative than the entry level planner positions," said Dr. Neirotti.

With the demand to participate in internships, students turn to their university list-servs where companies post opportunities ranging from paid/unpaid, full and part time. Mitch Biersner, a student currently working on his Master of Tourism Administration at The George Washington University gained his paid internship at AARP through the department's list serve program. For companies looking to tap into the local student market, go to www.gwutourism.org and click on "Post Job Opportunities" in the bottom right column. Students looking to receive class credit for their internship are required to work 140 hours a semester and at the end will do an assessment of the organization noting areas that they learned and areas where the organization can improve their processes.

Additional resources are available to students in securing internships through George Mason University, the PCMA Career Center and through career companies like the Washington Center for Internships and Academic Seminars (twc.edu). This organization helps students all over the world help secure a variety of internships in the DC area.

Once students have completed their internships and are ready

Living Leadership: Personal Finance



Ric Edelman presenting, *Mind Over Money - The Mistakes People Make with Their Money and How to Overcome Them*

You've read financial articles and watched TV programs about money. You even talk investing with friends and co-workers, and have attended a financial seminar or two. So why do you keep making the same mistakes? How come you're not rich yet?

In this fun, activity-filled session, best-selling author and radio host Ric Edelman will show you what psychologists have learned in the new field of behavioral finance. You'll learn about the emotional and psychological barriers that are preventing you from achieving financial success and how to overcome them – things like Farming vs. Forestry, Quilting and Accidental Anchoring. These concepts, emanating from research at leading universities, can help you learn how to make better financial decisions. You'll discover fascinating insights into managing your own finances and see first-hand how the human brain plays tricks on you that can prevent you from building wealth. It's *Mind Over Money*, and it's unlike any financial seminar you've ever experienced.

For more of Ric's advice, visit him online at www.RicEdelman.com.

Date: Thursday, April 26, 2007

Time: 3:00–5:00 p.m.
Happy Hour to follow from 5:00–7:00 p.m.

Location: Crowne Plaza Washington National Airport
1480 Crystal Drive, Arlington, Va. 22202

Fees: **Planner Member:** \$45.00 for limited time (original price, \$50)
Supplier Member: \$55.00 for limited time (original price, \$60)
Non-Member Planner: \$55.00 for limited time (original price, \$60)
Non-Member Supplier: \$60.00 for limited time (original price, \$65)
Non-Member: \$60.00 for limited time (original price, \$65)
Season Pass: Complimentary
Student: Complimentary

Look for registration details in the Capital Connection and additional email correspondence, coming soon! ~

for graduation, the final lesson impressed on them is to build meaningful professional contacts. Students are encouraged to join professional organizations, build rapport with guest speakers and begin networking. With approximately 40 students involved in the PCMA Capital Chapter, the younger professional is learning that seeking out professional contacts is just as important as seeking out skills in the industry. ~

What a Team!



Anita Cerana
National Convention Sales Manager
acerana@MyNameIsStLouis.com

Bruce Arnold
Director of Sales
barnold@MyNameIsStLouis.com

Adenike Woodberry
Sales Coordinator
aewoodberry@MyNameIsStLouis.com

Anna Vuckovic
National Convention Sales Manager
avuckovic@MyNameIsStLouis.com

Washington D.C., this is your St. Louis team. We've assembled the best "on field" talent to hit a home run for your next meeting. Step up to the plate today.

Visit www.MyNameIsStLouis.com to submit an electronic RFP with a few details about your needs. Or contact us at 703.683.3901 or www.MyNameIsStLouis.com



Focus on Emerging Leaders

Different Career Paths Can Lead To The Same Goal

How is a career path created and followed? Are definitive career paths needed in order to obtain success? Career paths are tricky and sometimes take on a life of their own. As you continue to read, you will see one thing is in common: a desire to stay in an industry and job that offers fulfillment and job satisfaction. Below are three different career paths that have one thing in common (which is not too common in this industry), that their experience was gained by staying and growing with their company.

Tyra Dyson, Meetings Coordinator, Society for Human Resource Management (SHRM): When I turned 30, I decided I no longer wanted a job, I wanted a career. I wanted something in event management, so I sat down and mapped out a plan to achieve my goal. For a year I took event-planning classes at P.G. Community College, joined industry list serves, attended free conferences and reviewed industry-training materials and was finally offered a position as a Meetings Assistant. Three years later I still work for the same company as a full time employee. Making the decision to choose to have a career instead of just a “job,” was the best thing I could have done for my future.

Carson Edwards, Jr., MBA, CASE, Director, National Accounts, Marriott National Group Accounts, Marriott Global Sales Organization: In defining my career path, I have always followed a quote from William P. Moultrie, my collegiate track and field coach. The quote simply stated is “Proper Preparation Prevents Poor Performance!” During my college years in the 1990’s, I started as an employee of the Holiday Inn Capital Hotel. Upon finishing graduate school I felt strongly about pursuing opportunities in the sales and marketing discipline. It was extremely important to me that I chose a company that had a commitment to developing their associates. I found that Marriott International valued those qualities and subsequently started in operations as a catering service manager at the Richmond Marriott. I eventually moved to senior sales manager and then in June 2005 was promoted to the Marriott National Group Accounts team and then Director, National Accounts. I have a saying, “We never know how far and fast we can walk until we take the first step.”

Allene E. David, Meeting Planner, Direct Selling Association: Like most meeting planners, planning was not a career goal. I became a meeting planner because an opportunity was given to me and I fell in love. I wanted a break from working evenings, holidays and long hours in retail. I began working at the Direct Selling Association (DSA) in February of 1998 as the receptionist/communications assistant. A year and a half later, there was a job opening in the meetings department for a registrar. A few years later I earned the meeting planner position. I work long hours, some weekends and love every minute of it. I did not plan on this career, but I am glad we found each other.

Attention: Student Members!

As a Student, I would like to know...

Will webinars and other online meetings replace face to face meetings?

To provide your input on this question, or submit additional questions for future issues, email PCMAEmergingLeaders@yahoo.com.

Words of Wisdom on Leadership

1. Don't come into the industry trying to meet everyone at once...they will forget you quickly. Concentrate on meaningful interaction and quality time with key customers and industry people and get to know people well. Over time you will have both quality and quantity of contacts.
2. Your ethics and professionalism in this business are your most important assets. People notice how you conduct yourself and want to work with people who handle themselves well.

Larry Luteran, Vice President, Industry Relations and Group Sales, Hilton Hotels Corporation

Welcome International Members

The chapter network is a vital component of PCMA member benefits. PCMA HQ wants to ensure that all PCMA members have the opportunity to be connected to a PCMA chapter.

Fernando Cervantes, Group & Conventions Dir, Cancun Center Conv's & Exhibitions
Myung-Wha Chung, Mgr, Exhibition Planning Team, COEX
Jorge Coelho, VP, Especialtur Ltd
Margaret Colon, Dir of Sales & Mktg, Puerto Rico Conv Center
Vanessa Cotton, Managing Dir, Conf & Events Div, ExCel London
Molly L. Doheny, Head of Conv Bureau, Glasgow City Mktg Bureau
Myrtle V. Dwyer, Exec Asst Mgr, Half Moon Golf Tennis & Beach Club
Delaine Everett, Mgr, Mtgs & Special Events, Ntl Assoc of Insurance & Financial Aid
Katharina Geyer, Student, Thompson Rivers University
Andrea Girolami, Managing Dir, RSI Travel
Hee Jung Han, Student, University of Surrey
Hee Kon Hwang, Professor
Yun Ching Liang, Student
Eun-a Lim, Intl Conv Center Jeju
Edward Liu, Managing Dir, Conf & Exhibition Mgmt Svcs Pte
Humberto Mena, Centro Convex
Eunice Meyer, General Dir, PGR
Christel Neupert, Dir of Conventions, Hamburg Messe und Congress GmbH
Raul Palacios Chapa, Operations Dir, Centro Convex
Martin R. Pinonnault, President, TaxPort USA Corp.
Sergio Quintanilla, Centro Convex
Ramon L. Sanchez, VP, Mktg, Puerto Rico Conv Bureau
May Sollinger-Soucek, Vienna Conv Bureau
Nicki Sword, Reed Travel Exhibitions



Member Spotlight:
Mary Pat Cornett, CMP

Director of Meetings, American Academy of Otolaryngology - Head & Neck Surgery

Mary Pat wears a huge smile with bright eyes! Yes, this Virginia native is happy in her new role at the American Academy of Otolaryngology – Head and Neck Surgery (AAO). How long has she been in her position? Oh, since mid-January 2007!

Mary Pat has been working in the meetings industry for almost 25 years. From her first position as a Meetings Assistant with The Fertilizer Institute (TFI), Mary Pat has held positions with the White House Conference on Productivity, the American Diabetes Association (ADA) and the American Society for Training and Development (ASTD). After holding various positions within ASTD, she returned to ADA as managing director, meetings, conventions and travel for six years in part due to such positive experiences with the staff there in her previous roles.

Who sculpted this charismatic and consummate professional? That honor falls largely to her parents and her mentor, Lee Ann Burr, who recognized her potential while at ASTD during her 13 year stint. Lee Ann fostered her sense of professional development, ethics and a sense of mentoring. "She had more to do with me and my development than anyone else I'd met at the time," says Cornett. "Lee Ann was the first peer to see my potential in this industry--great advice from a seasoned and knowledgeable professional." Mary Pat says "ethics is important. All you or anyone ever has is your word, your reputation."

Interesting tidbits: Mary Pat loves to relax when she has the time! If she could do anything, she'd like to paint and be more involved in art. Being 100% Irish, she traveled to Ireland to run the Dublin Marathon. She's a huge fan of the beach (specifically Tortola) after stumbling upon it while researching beaches and because Jimmy Buffet mentions it in a song. That makes her a Parrot Head! Thank you for sharing your time and your passion for learning. Mary Pat, we wish you success in your new endeavor.

Sue Stemley, CASE, Senior Account Executive, San Diego Marriott Hotel & Marina



New Member Spotlight

Name? Delaine Everett
Title? Director of Meetings & Conventions
Company/Organization? GAMA Intl.
Years in the industry? 16 years

What made you join PCMA? I actually rejoined PCMA after several years.

Aspect of job/industry you enjoy most? Traveling and meeting so many people all over the world. Being able to call on people you meet in the industry when you need advice or new ideas. Just having so many great minds to tap into.



Member Spotlight:
Howard E. Reichbart

Northern Virginia Community College

From his pinnacle positions as Program Head and Associate Professor of Hospitality, Meetings, Travel and Dietetics at Northern Virginia Community College, adjunct faculty at George Washington University's Department of Tourism and Hospitality Management, University of Nevada Las Vegas and University of Maryland, Howard E. Reichbart has been an educational icon in the meetings and hospitality scene for many years.

Known to many PCMA members, Howard is the epitome of hospitality professionalism. He honed his skills through such diverse past experiences as management analyst at Washington's Mayflower Hotel and Club Officer and Manager at Fort MacPherson's Officers' Club in Atlanta. So when Howard instructs students, they learn from the master.

It shouldn't come as a surprise that Howard's wife Susan is Director of Conferences and Meetings for the College and University Professional Association for Human Resources and that their sons, Joel and Alan, work in the hotel industry; Joel at the New York City's Palace Hotel, and Alan at the Four Seasons Los Angeles-Beverly Hills. Hotels, hospitality and meetings are in the Reichbart blood!

Among many of Howard's stellar awards is his induction into HSMIA DC Chapter's "Hall of Fame," but he humbly remembers his first job as a hotel elevator operator, and later as a desk clerk in New Haven, Connecticut. It's clear that Howard saw the way to the top of his profession even then!

But with his busy schedule, he still has time for his 4 grandchildren, perhaps another generation of Reichbart Hospitality Professionals!

Lynn Bostain CTC, CMP, Meetings Marketing Manager, Virginia Tourism Corporation

Hobby? Shopping, reading and going to the theater with my husband.

Favorite sports team? I'm really not into sports, but will watch a basketball game with my husband.

Favorite vacation spot? I really enjoy Mexico & Las Vegas (Vegas has the best shopping).

Pets? If so, what? No Pets

Cuisine/type of food & beverage you like? Italian food & a cold diet coke

Favorite movie? The movie about the Temptations

Favorite book? I don't have a favorite book but did enjoy "Men Cry in the Dark."

Favorite tourist attraction in D.C.? Air and Space Museum 9

Get Inspired. Get Involved.

PCMA Capital Chapter Community Service is your Chance to Give Back!



PCMA for the Cure We are a Team!

Please join the PCMA Capital Chapter team to participate in the Susan G. Komen Breast Cancer Foundation National Race/Walk for the Cure on

June 2, 2007. Each one of you can make a difference. Please bring your friends and family to support the cause!

Nancy Goodman Brinker started the foundation over 20 years ago to honor the promise she made to her sister, Suzan Goodman Komen. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer.

Nancy kept her promise by establishing the Susan G. Komen Breast Cancer Foundation in 1982 in Suzy's memory. For more than 20 years now the foundation has lead our nation's charge in the fight against breast cancer.

The Komen Race for the Cure® is about much more than just running or walking 5K. For many people, it's an act of support, love and commitment to someone who has battled breast cancer.

We need you! Let's help Nancy keep her promise and do what we can now to eradicate breast cancer. There are many ways how you can support us and be involved. To join our team and to find out about other volunteer opportunities with PCMA for the Cure, contact Larissa Tishevskaya at 703.286.5019 or Larissa@saltlake.org. ~

Thank You Volunteers!

The Capital Chapter Community Service Committee thanks the following volunteers who participated in our Feb. 10, 2007 Va. Ronald McDonald House Dinner Service:

- Kumi Anzalone – Austin CVB
- Christine Boucher – NFRW
- Brooke McGahey – UCG
- Malene Ward, CMP – NACAC
- Yoko Tsukikawa – Prestige Resorts and Destinations
- Regina Augustine
- Shannon Burke – IAFC
- Mike Gibson – Hilton Sales Worldwide

We would also like to thank those who donated toiletries:

- Jim Dodd – NACAC
- Thida Ilyadis – Hilton Garden Inn Fairfax

Special Thanks to Shannon Burke for making cupcakes, brownies, and a cake for ALL to enjoy.

The Ronald McDonald House

The Ronald McDonald House (sometimes called the “House that Love Built”) provides a “home away from home” for families of seriously ill children receiving treatment at nearby hospitals. It serves as a temporary residence near the medical facility where family members can sleep, eat, relax and find support from other families in similar situations. In return, families are asked to make a donation ranging on average from \$5 to \$20 per day, but if that isn't possible, their stay is free.

The Community Service Committee of the PCMA Capital Chapter is pleased to announce that we will continue to serve the Ronald McDonald house in 2007 with a dinner service, in both the D.C. and Va. locations.

Volunteers from our chapter have the opportunity to serve dinner, make snacks bags, donate toiletries, and do light house work to comfort families going through a very difficult time. In addition to the PCMA sponsored supplies used for the dinner and the snack bags: we also appreciate donations of travel size toiletries for the families.

The Ronald McDonald House in Washington, D.C. is located at 1326 Quincy Street and the Falls Church, Va. location is at 3312 Gallows Road.

If you are interested in volunteering or making a donation contact Malene S.Ward, CMP at mward@nacac.com or 703.836.2222 x113. Please check our volunteer calendar for dates.

Community Service Volunteer Calendar of Events

Ronald McDonald House

Washington, D.C.

1326 Quincy Street, N.E.
Washington, DC 20017

- * April 21
- * August 11
- * December 8

Virginia

3312 Gallows Road
Falls Church, VA 22042

- * June 16
- * October 13

To volunteer, contact Malene Ward, CMP, at mward@nacac.org.

Gospel Rescue Ministry

810 5th Street, N.W. (just blocks from the Verizon Center)
First Tuesday & Wednesday of each month, 4:30-6:30 p.m.

Embry Rucker Shelter

11975 Bowman Towne Dr., Reston, Va.
Last Thursday of each month, 6:30-8:00 p.m.

To volunteer, contact Meredith Parkins at mparkins@hccsmg.com.



At the water cooler...

Do you remember your first job? I am sure all or most of us have the most fun memories about it now that we are engaged in what we truly love. But how did it all start? Where did our paths lead us at times? What are the most memorable and unusual career endeavors you had?



"My first job was at a drugstore when I was 13 and it did not last very long. I got fired (the only time in my life) because my brother came to the store and told them I was not old enough to work."

Bettie J. Luckman, Director of Meetings, National Electrical Contractors Association



"My first job was a Copyboy for the Savannah Morning News in Savannah, Ga. when I was 15. It was an incredible job because I had the responsibility of delivering all of the news stories off of the newswire services (Associated Press, United Press International) to all of the editors. I had first-hand knowledge of the news as it was happening. Everyday one of the editors, in particular, wanted to know the minute they found Patty Hearst. I was there and ran the story to him. He said it would go down as one of his more memorable days at the Newspaper. Today, the job of copyboy no longer exists because everything is technologically automated and the stories now go directly to the editors' computers."

Hunter C. Clemens, CMP, Associate Vice President, NYC & Company CVB



"While not necessarily the most unusual job, per se, the venue certainly was unusual because few people get the opportunity to say that they worked at the White House—or under two presidents for that matter. I worked in the executive secretariat to the cabinet-level Economic Policy Council, and later to the Domestic Policy Council in the same role. This was during the Administrations of Ronald Reagan and George H.W. Bush. As one would imagine, my role and that of our office was administrative in nature, but the meetings and events we coordinated were attended by the top administration officials of the day. The issues with which the Councils were tasked were the headline-making news of that time. And working in the White House, you were in the vortex of it all! A normal day was 11-12 hours, the pace was incredible, the pay was rather sad, but it was the experience of a lifetime!"

Dean Schultheiss, Events & Outreach Manager, National Association of Drug Court Professionals



"I think the most memorable job I had was as a Colortyme repo man. I was shot, yelled at, cursed, and thanked by junkies for taking their over-due property. It was certainly a memorable opportunity that lasted two weeks!"

Clifford Marvin, National Sales Manager, Mohegan Sun



"My most memorable job in my life believe it or not was my experience as a member of the track and field team at Howard University. That's not a job, that's a sport! Not entirely true as it was my first experience in a performance based environment. If you performed well you retained your scholarship, you won a lot of trophies and you remained on the team. If you did not.....bye, bye scholarship, trophies, etc. It was a

great overall experience that provided me with life-long lessons and life-long friends!"

Carson Edwards, Jr., MBA, CASE, Director, National Accounts, Marriott Global Sales Organization



"My very first job was one summer while I was still in high school under the tender age of 17. I was what they called at the time a "Chamber Maid" for a local hotel. I was assigned to 13 rooms a day and it was so intriguing to me as to what I would find behind the unopened guest room doors - Some memorable things I found in my assigned rooms were; beautiful bouquets of flowers left behind which I could then take home, people still in bed some sleeping and some not sleeping [if you know what I mean], some rooms hardly touched, some rooms positively torn apart but my favorite rooms had a few dollars on the table with a note of thanks to the maid. So having worked my way up the service ladder of the hospitality industry to convention sales I always remember where I started and how special the housekeepers truly are to our industry."

Mary Bones, Director, Eastern Region Convention Sales, LA INC

Enjoy world-famous museums and gardens, Grand Prix racing and slots casino action, as well as tubing down a relaxing river—all within a 10-mile radius.

- Create unique, memorable events in historic estate and garden settings
- 6,000+ hotel rooms and meeting space for up to 2,100 attendees
- Convenient to Philadelphia International Airport and Amtrak service
- Expect immediate ROI before your meeting even begins—with no sales tax on meeting room rental, food or beverage!

Discover the "other" Wilmington. Schedule your site visit today!

Greater Wilmington & Brandywine Valley
AMERICA'S CULTURAL GEM
VisitWilmingtonDE.com
(800) 489-6664

Calendar of Events

- March 20** Lord & Taylor Benefit Bash, Tysons Corner, Va.
- March 22** **PCMA Networking Happy Hour**, M Street Hotel, 1143 New Hampshire Ave, NW, Washington, D.C., Charity being sponsored is the Washington D.C. Humane Society.
- April 26** **Living Leadership: Personal Finance – “Mind Over Money–The Mistakes People Make with Their Money and How to Overcome Them,”** 3:00-5:00 p.m., Crowne Plaza Washington National Airport, 1480 Crystal Drive, Arlington, Va. (see page 6 for details.)
- April 26** **PCMA Networking Happy Hour**, 5:00 - 7:00 p.m., Crowne Plaza Washington National Airport, 1480 Crystal Drive, Arlington, Va.
- June 2** **PCMA for the Cure**, Susan G. Komen Breast Cancer Foundation National Race/Walk for the Cure, Washington, D.C. (see page 10 for details.)
- June 20** **Power Panel: Politics**, Location TBD
- November 14** **Capital Chapter Annual Meeting and Awards Program**, Location TBD

We Salute Our Sponsors!

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Visit the Capital Chapter online at www.pcma.org/dc.



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

Chatter Info...

The Chatter is published by the PCMA Capital Chapter
 Attn: Kathryn Jordan, Associate Executive Director
 3337 Duke Street, Alexandria, VA 22314-5219
 Phone: 703.370.7436 x601, Fax: 703.370.7437
 Email: kjordan@ascent-management.com

Issue Editors

Lynn Bostain
 Virginia Tourism Corporation
 Shannon Burke
 International Association of Fire Chiefs

Production Editor

Tracie Howard
 AcademyHealth
 202.292.6778
tracie.howard@academyhealth.org