



# Greater Philadelphia chapter Connections

Summer 2009/Issue 2

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### President's Message

Linda Rindos, CMP, CASE  
2009 GPPCMA President  
Regional Director of Sales  
Atlantis, Paradise Island

We are halfway through 2009 (and my presidency), and it seems to be a good time to pause and review our progress, as well as plans for GPPCMA.

As most of the members will agree, ours is a unique and successful chapter, and most indicators would concur. Membership remains strong, our balance sheet is well in the black, and we have built up a great reputation as a chapter. All of these are excellent reasons to be satisfied and proud—and I think most of those who are in leadership positions (committee chairs and board members), in fact are just that.

Yet it is time for a call to action for the remainder of the year---at a time when so much turbulence exists in our industry and our economy in general. If we wish to remain relevant (as a chapter, or as individual professionals), we need to help each other avoid complacency. What exactly do I mean by that? Here are two definitions:

com•pla•cen•cy

1. a feeling of quiet pleasure or security, often while unaware of some potential danger, defect, or the like; self-satisfaction or smug satisfaction with an existing situation, condition, etc. (source: Dictionary.com)
2. A feeling of contentment or self-satisfaction, especially when coupled with an unawareness of danger, trouble, or controversy. (source: Ask.com)

Any successful organization must remain vigilant to resist a tendency toward complacency. It is true to say that success can be a problem to an organization (as well as an individual.) It is human nature to relax and enjoy our position, and this is when complacency can set in. Ask yourself—as a manager, are you complacent about your staff and procedures? As a planner, are you fine with the status quo because it's been working fine? As



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a member, are you giving back to the organization? This is a relevant reflection for all of us as individuals, and as members, midway through the year.

We truly are at a pinnacle for 2009: we are planning our August chapter retreat which is a cornerstone in our chapter's development. The call for nominations to the board is open, we are looking for involvement from those willing to further our chapter, and of course, we'll be looking for committee chairs for 2010 as well. We are also developing two new programs for the fall, an Education Day on 09/09/09, and, in conjunction with the Fundraiser, a Committee Day. Finally, we're already gearing up for solid education events in early 2010. None of this can be done with any success if we let ourselves be complacent.

There is much to do at this critical point in the year, and it is my goal to kick any complacency to the curb. I hope you will join me.

---

## **Nine Tempting Ways to Save**

Chris Brown, CEM, CMP  
Sr. Meetings, Exhibits & Trade Shows Manager  
Associations Headquarters, Inc.

What makes a great meeting, event or trade show? I hear attendees say memorable moments, experiences and educational opportunities they cannot obtain elsewhere. While these attributes are attractive in marketing your event, you need to keep your event compelling and look for ways to save here and there:

Be flexible in your weekday pattern. One of our associates saved \$40 per room night by simply moving one day forward during the week.

Check your contract rate against the lodging property Internet rate vs. the home page, travel site, deep discounter, corporate, lowest special, and published rack rate. Consider your event rate will produce either "must attend" feeling or "cannot afford" stance despite the educational content or need to acquire medical education or certification credits.

Review agreements that could have a longer term impact. Think about increasing the hotel contract's minimum food and beverage to gain a better room rate, thereby driving attendance. Award complementary room nights to attendees who sign up early.

Choose locations that fit your budget. It sounds so simple. Honestly though, how many leaders who choose a destination truly take into account their attendees financial ability to pay what they can afford?



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**Communications**  
Erica A. Keagy  
GPPCMA

**Community Services**  
Vince Elorza  
Palace Resorts

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Pennsylvania Dental Association

**Romina Magana**  
Crowne Plaza Philadelphia/Cherry Hill

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## **'09 GPPCMA Events**

### **Wednesday, August 5**

Chapter Retreat Opening  
Reception  
6:30pm – 7:45pm  
Bally's Atlantic City

### **Thursday, August 6**

Chapter Retreat  
Speaker: Wally Adamchik  
Teambuilding: Disney Institute  
9:00am – 4:30pm  
Bally's Atlantic City

### **Wednesday, September 9**

Chapter education day and lunch  
10:30am: registration  
11:00am-12:00pm: seminar  
12:00-1:45pm: lunch and  
educational session  
1:45pm-2:45pm: seminar  
Hyatt Penn's Landing

### **Wednesday, September 16**

Ronald McDonald House at 3921  
Chestnut Street  
Guest Chef Dinner  
4:30pm – 6:30pm

### **Wednesday, October 15**

Silent Auction  
5:30pm – 8:00pm  
The Franklin Institute

### **Wednesday, December 3**

Holiday Party  
5:00pm – 8:00pm  
McGillen's Olde Ale House

### **Wednesday, December 5**

Ronald McDonald House at St.  
Christopher's Hospital  
Guest Chef Dinner  
4:30pm – 6:30pm

For more information about these  
events, contact Erica Keagy, 610-  
220-1232 [gppcma@comcast.net](mailto:gppcma@comcast.net).

Recognize that the "tip jar" content can represent little ways that the budget expenses can be cut without sacrificing the quality of the event. Examples: change the speaker reimbursement policy to eliminate a per diem reimbursement; downsize the lumens' specification for your LCD projector needs; consider barter or trades of goods and services that are win-wins for both parties.

Be concerned: ask your banking institution for an additional line of credit. Do this now to test the ability to borrow money and see how your bank entertains the thought of lending money to you and your organization before you REALLY NEED the money.

Respect yourself and invest in your own education and your future. Rather than depend upon your employer, take the plunge. Budget your trip to the next PCMA, IAEE, MPI or other industry meeting. You'll derive much more from these meetings because you paid for it! You'll spend less in variable expenses and walk away feeling that what you learned can be applied right away. The "gems" of the educational process are more substantial and meaningful.

All of these changes start with you. Even though you may have several "outside" motivators, the real spark comes from within. Saving money really means looking at things and our relationships with others differently. "Eyes wide open" is the name of the game in today's world.

---

## **Myths & Truths of Green Meetings!**

Elisa Jaworski  
GPPCMA Secretary  
Northeast Sales Director  
Anaheim/Orange County Visitor & Convention Bureau

The excitement surrounding Green Meetings, once the source for so much "buzz" in our industry, appears to have been displaced by more immediate concerns related to the economic downturn and worries regarding attendance, cancellations and re-negotiations.

This is interesting, as the importance of holding green meetings has not lessened. Contrary to those who state that it's more costly to do a green meeting, the truth is that in many cases, green meetings are cost saving or cost neutral. Therefore, this effort is one that will literally pay off and contribute to everyone's cost cutting goals.

According to Nancy Wilson and Amy Spatrisano's firm, MeetGreen, based in Portland (formerly Meeting Strategies Worldwide), as much as \$25,000 can be saved by providing water pitchers instead of bottled water at a convention.

## **Welcome New Members**

**Thomas Riel CMP, CASE**  
Senior Sales Manager  
Sheraton Boston Hotel

**Monica Thomas**  
Director of Meeting & Convention  
Sales  
Pennsylvania Dutch Convention  
and Visitors Bureau

**Michael Sinsheimer CHSP**  
Director of Sales & Marketing  
Holiday Inn Philadelphia North -  
Fort Washington

**Chelsea Feeser**  
Student  
Temple University

**Pam Smith**  
Event Manager  
Mobile Air Conditioning Society  
Worldwide

**Cindy Murray**  
CRM Consulting

**Emily Geib**  
Student  
Bucks County Community College



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## ***Thank You!***

**Thank you to the volunteers who contributed articles to this issue of Connections.**

**Special thanks to**

***Theresa Barrett, CMP, CAE,  
New Jersey Academy of Family  
Physicians, for editing the  
newsletter.***

## ***Advertise in Connections***

Connections will have a new look for the next issue! If you are interested in advertising, please contact Erica Keagy, Chapter Administrator, at [gppcma@comcast.net](mailto:gppcma@comcast.net) or call 610-220-1232.

As planners you may think: “How much of a difference can I really make by incorporating one or two green practices into my annual meeting?” Actually, such decisions can have a significant impact in terms of sustainability. For example: Green Suites International, the lodging industries leading supplier of environmentally friendly products and programs, reports that the practice of re-using linens in occupied rooms can save over 200 barrels of oil annually per hotel! (That’s enough fuel to run a car 180,000 miles.) Bottom line: small, painless choices can result in big gains.

When you consider the sheer numbers related to a conference of, let’s say: 2,500 pp, the myth that one conference or convention can’t make that much difference quickly evaporates. The truth is that in 5 days such a crowd will generate nearly staggering consumption: 62,000 plates, 87,000 napkins, 75,000 cups or glasses and 95,000 cans or bottles! Again, with these kinds of numbers thoughtful planning can have a big impact in terms of both the environment and cost savings.

On another level, there is a myth that individuals are powerless to change their workplace or their communities. The truth is this evolving green marketplace is opening up opportunities for individuals to create solutions to our long history of environmental neglect. But it all begins by establishing a sense of empowerment. As environmentally sensitive event managers, our mission should be to get people to understand that yes, they can and they should work towards making a difference as individuals. Such a model grants each participant the chance to accept responsibility for reducing environmental impact by adopting responsible behaviors that continue beyond the event.

Think about it: Your event can not only help the planet while it’s happening, but it can also help people by educating them to thoughtful practices suitable for daily living.

For more information on the specifics in terms of planet-saving practices specifically related to our industry, I would like to suggest the following web resource: [www.meetgreen.com](http://www.meetgreen.com). Check out their “Best Places to MeetGreen Scorecard” and “Best Places to MeetGreen Calculator.” It’s a great way to locate sustainable destinations for your meetings and lessen your meeting’s carbon footprint at the same time.

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## ***Save the Date for PCMA Executive Edge***

On November 5, the Executive Edge program will take place at the Wharton School. The topic is “**Innovative Short-Term Solutions to Prepare for Long-Term Success**” presented by Roch Parayre of The Wharton School of Business.

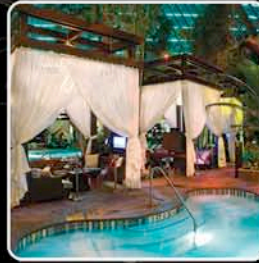
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## April Meeting Snapshots



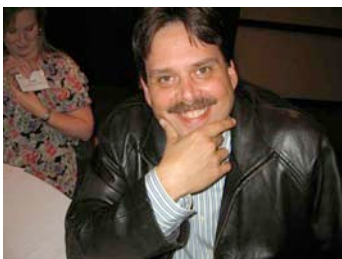
(l to r) Vince Elorza, Paul Chung, Lucy Rivera, Patricia Carman



(l to r) Shane Jackson, Melissa Grabowski, Donna Young, Kevin Kelly



(l to r) Pam Ballinger and Shannon Fagan



Kent Allaway



(l to r) James Anderson, Linda Rindos, Ernest Stovall

## Are you mentally resilient?

By Lucy Rivera  
Senior National Sales Manager  
Disney Destinations

On April 1, at the Philadelphia Loews hotel, the PCMA Chapter participated in an experiential, interactive presentation to gain some practical tips to survive and thrive in the workplace! We found out some key ways to manage our stress rather than carry the stress. Judy Belmont, MS, NCC, LPC conducted the presentation. She is a licensed Psychotherapist and Life Skills trainer who speaks on a variety of "Mental Fitness" topics that are geared towards helping people "get out of their own way." She spoke of challenges and obstacles that could be opportunities to grow, learn, and increase our flexibility. She talked about the positive workplace starting with US! Judy provided "hands on" tips to improve our ability to deal with just about anybody, creating a "win-win" workplace in which communication is assertive and positive.

Judy mentioned that despite the essentials of sound nutrition and exercise being a "no-brainer," all too often people lack an idea of what the key elements are in "Emotional Resiliency." Below are the guidelines to a more positive, flexible and growth oriented mental outlook!

### Top Ten Tips:

- 1 – Exercise mental flexibility – Get a grip
- 2 – Make stress your friend - Be the guitar string that has the perfect amount of tension, playing beautiful music without either droning on or popping your string!
- 3 – Assert yourself – Learn the difference between being assertive, non-assertive and aggressive, and improve your relationships by using assertive communication
- 4 – Be a healthy, optimistic thinker – Turn mistakes and setbacks into valuable growth producing, learning experiences
- 5 – Change yourself, not others - Dracula will never turn into Prince Charming!
- 6 – Have an attitude of gratitude – Give up pre-conditions to happiness. Refuse to say, "When..... then I'll be happy."
- 7 – Stay in the Now - Use the past as a guidepost, not a hitching post!
- 8 – Forgive, forgive, and forgive – Grind up those axes to grind!
- 9 – Lighten up - Life is too serious to be taken seriously

## Phillies Photos



(l to r) Kathy Mautz, Jennifer Parker, Tawnee Shuey, Angela Musial



(l to r) Gregg Talley, Donna Kelley, Chris Keane



(l to r) Brad Magarity, Mike Hausman, Paul Decker



(l to r) Flo Schrank, Mike Hochman, Brady Hochman



(l to r) Randy Byler, Beth Moynihan, Cyndy Cosner

10 – Develop a mental fitness routine! - Make time every day for a focus on exercising your *Mental Fitness!*

Judy is the Founder and Director of Worksite Insights ([www.worksiteinsights.com](http://www.worksiteinsights.com)), which offers an array of Mental Wellness services to the workplace. She is the author of two practical, Life Skills Toolbox books for trainers, speakers and mental health professionals and one self-help Wellness Manual used in corporate wellness programs. Look for her upcoming book later this year, "The Swiss Cheese Theory of Life," which is a self-help book with a whimsical flair.

Thanks to the Detroit Convention and Visitors Bureau for sponsoring this wonderful program for the Greater Philadelphia PCMA Chapter.

### GPPCMA/Phillies Event

Elisa Jaworski

GPPCMA Secretary

Northeast Sales Director

Anaheim/Orange County Visitor & Convention Bureau

The third annual Phillies Networking Event at Citizens Bank Park was held on Tuesday evening, June 16<sup>th</sup>, and, by all accounts, the CBP "Party Tent" provided an ideal pre-game networking venue (complete with all of the "modern conveniences" this time!)

With **special thanks** to our loyal sponsors and their very generous contributions, we were able to hold our networking event in this much more convenient location:

Norfolk Convention & Visitors Bureau/Gold sponsor

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Fortunately, despite threatening skies, the rain held off and we were able to see the entire game, that is, those of us who could stay into the 10<sup>th</sup> inning! Although our World Series Champs did not win, the evening was a winner – great baseball, terrific networking and dry skies...what more could you ask for?

Our attendees were also generous in bringing much needed supplies of food, and personal care items for the PA Army National Guard 628<sup>th</sup> Aviation Support Battalion currently deployed in Iraq and Afghanistan. With over 135 attendees, we were able to collect a significant stockpile of items; goods that will help make life in the war zone a bit more comfortable. It also saves them a 3-hour round trip bus ride to the PX for supplies.

SSG Nate Sherk and SFG Dennis Gibson were there to present GPPCMA with a certificate of appreciation and Andy Ryder presented our chapter with the Employer Support of the Guard and Reserve certificate.

Thanks to all who attended for your support!

***Thank you to our 2009  
sponsors and hosts!***

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## ***Bravo Flo!***



Flo Schrank CMP, CHME



Janice Telstar and Flo



Chrissy Beseth and Flo



(l to r) First Row - Flo, Donna Young  
Second Row - Sharon Kemble, Chris Keane,  
Betty Schultz, Michael Brennan

## **A Salute to Flo Schrank...dedicated member of PCMA and the Industry**

As many of you know, Flo Schrank CMP, CHME recently began a new journey in her life. After 30 years in the industry, Flo retired from her most recent position as Senior Sales Manager for the Crowne Plaza Philadelphia. Some of her industry accomplishments include being a founding member of the Phoenix Chapter of MPI, Executive Board member of HSMAI, President of the Atlantic City Chapter of HSMAI, Board member of NJSAE and DVSAE, and on the Associate Advisory Committee of ASAE. For PCMA, she served on the Chapter Liaison Committee, the Industry Issues Advisory Committee, and currently is on the Achievement Awards and Recognition Committee. She is a GPPCMA Past President, was a Board member and chaired and participated on several committees.

Here is a tribute from just a few of her GPPCMA friends and admirers.

*Kent Allaway CEM, CMP  
Director, Meetings & Trade Shows  
Produce Marketing Association  
GPPCMA Past President*

When I attended the GPPCMA event on April 1, I saw a lot of the 'usual suspects,' along with a lot of faces that were not familiar to me – which is great! One of those suspects was my long-time friend, Flo Schrank. As always, Flo was quick with a smile and a kiss on the cheek. Many of you have heard me tell the story of how I got into this whole, crazy PCMA thing – and it can be a funny story! Part of that story involves the very first GPPCMA Chapter retreat, held at the Sheraton Atlantic City. There were only about eight of us there, and Flo, if I remember correctly, was one of those people.

I was new to the planning side of the business, having just transitioned from the hotel side, and didn't really know anyone – in fact, the only reason I agreed to go was that it was in Atlantic City and I could do it over work hours (and they would pay for the T&E!) – SWEET! I already knew I was going to like this job.

Over the course of those few days, Flo was quick to introduce me around to some illustrious names that have been part of our ranks: Garry Abel, Linda Cole, and Jim Bennett to name a few. It was then that I learned that Flo had come from a background in Atlantic City hotels, most recently The Claridge Hotel. She introduced me to places as well: my first ever trip to Chef Vola was with Flo and some of the GPPCMA group (I have been back on several occasions since then!)

Through the next few years, I served as a board member for several Chapter Presidents, including Flo. In turn she was there to help me through as I eventually became one of those presidents. I particularly remember a board meeting, during



(l to r) Jean O'Donnell, Flo, Kathleen Maits



(l to r) Flo, Philomena Petro, Theresa Dinova

which she unrolled large prints of the mockups for Lincoln Financial Field, which the architectural firm her son worked for had been commissioned to design – she was quite proud.

Through a lot of great and sometime challenging times, Flo has been there for both me and for the chapter. As many of you already know, Flo is now retired from the day to day business at the Crowne Plaza Philadelphia, where she has worked for the past several years. Even though this has come to pass, it is my hope that she continues to help us with her knowledge, insight and humor for many years to come.

*Betty Schultz*  
*Director of Meetings*  
*ASTM International*  
*GPPCMA Past President*

At the mention of Flo's name, the first thing that comes to mind is friend and football game buddy. However my respect for what she has accomplished in her career runs a close second.

She was a trailblazer earlier in her career, working in a male dominated industry in Arizona and Las Vegas. She held her own and then some. Our paths continued to cross when her jobs brought her to the East Coast. She sure was a force to be reckoned with in Atlantic City!

It was fantastic when she settled in Philadelphia because that was when our friendship took off. Always entertaining in her straight shooting tell-it-like-it-is style, I've always enjoyed our social activities or grabbing some time with her at industry events.

You really get to know a person when attending football games, especially since our seats are at the top in the insane section. You see them happy, you see them angry, you see them get crazy and there were even games where we got piled up on and thrown up on and we can't wait till the next game to do it all over again.

The GPPCMA Chapter has given me some friends for life and Flo is one of them.

*Gregg Talley, CAE*  
*President and CEO*  
*Talley Management Group, Inc.*  
*GPPCMA Past President, PCMA Past Chair*

Early in my career I fell in with a group who enjoyed their cocktails and knew these crazy people from Vegas. So Flo and I were drinking buddies with the likes of Linda Brown, Wayne Chappell and Dan McCloud way back - but we didn't actually know each other all that well. Then she moved east and we reconnected – still through some of those same friends but this time we started to get to know one another. Flo always was and



Betty Schultz and Flo



(l to r) Sue Wagner, Emily Nichols and Flo



Flo and Kathy Smith

will remain a professional, real, warm and a true character – what a perfect combination! Flo made it a point to meet people and get to know them and to make them feel comfortable – after that, you had a friend for life.

I started working with Flo through GPPCMA when she was active from Atlantic City and then with her move to Philadelphia. Like everything else Flo gets involved with – nothing’s half way. She was a committed volunteer from the very beginning and you could count on her for anything she said she would or could do. Flo’s generosity with her time, her professional resources, her mind and her friendship are legendary. If she had an idea or a project she just ran with it and made it happen. And because she cared about the effort, and about her friends, she naturally brought other, new friends along with her. Flo’s got a great network and she’s the link. Her warmth and caring are real.

Our local industry with out Flo will not be the same, though I will count on her continued friendship, support and bright smile for many years to come.

*Erica Keagy*  
*Chapter Administrator*  
*Greater Philadelphia Chapter of PCMA*  
*Past Treasurer*

When I look at our chapter, there are a few people that stand out as pillars of strength and Flo is one of them. She has been a part of the chapter since 1996 and served as chair of various committees, on the Board and as President. And when her Presidency was over, she stuck around to keep building GPPCMA into what it is today. Her dedication and commitment are immeasurable. I will always be thankful for her support and encouragement when I was applying for the Chapter Administrator position for GPPCMA. Flo is such a special person. She is a “keeper” for both GPPCMA and as a friend of mine. Wishing the best to one of the best!

*Leigh Wintz, CAE*  
*Executive Director*  
*Soroptimist International of the Americas*  
*GPPCMA Past President, PCMA Past Chair*

Flo Schrank is the consummate professional. She has also been my neighbor, a football buddy and good friend. Her involvement in the industry associations such as ASAE, GPPCMA and PCMA is laudable. The industry owes her a big debt of gratitude for being a mentor, role model and dedicated volunteer. I owe her a big debt of gratitude for her support during my terms of leadership as a volunteer and in the association for which I work and as a caring and giving person when I was diagnosed with cancer. Flo, I know I can always count on you. I hope that you know you can count on me as well. Enjoy the new role!

## **PCMA's CMP Online Prep Course**

Ensure successful completion of the CMP exam with PCMA's CMP Online Prep course. The course addresses exam topics through a 25-section user-friendly online format. Explore CMP Study Course materials for your local study groups. Visit [www.pcma.org/cmp](http://www.pcma.org/cmp) for more information.

## **What's the Scoop?**

Do you have a new job to announce? Did you win an award or scholarship? Did you have a baby, get engaged or married? If you'd like to share the news in the 3Q issue, please forward the details by Friday, August 28 to Erica Keagy, [gppcma@comcast.net](mailto:gppcma@comcast.net).

*Meg Fasy*

*Vice President of Sales and Marketplace Performance*

*MPI*

*GPPCMA Past Board Member*

As everyone is painstakingly aware, Flo and I have had a very tumultuous relationship. When I was with the Phila CVB, I had both the pleasure and the stress of being on the PCMA Philadelphia Chapter Board with Flo when she was President. We, more times than not, did not agree on much. However, I always enjoyed Flo's energy, and her desire to move PCMA forward. I continue to have tremendous respect for her industry knowledge and I love her sense of humor with that crazy laugh. Flo and I were able to bond over our mutual love for unique jewelry. We would run into each other at different events, and we would immediately jump into checking out each other's jewelry. She outshone me then and continues to do so today. Flo has such class and style, it has been my pleasure to know her and the industry is better off having had her input.

*Jean O'Donnell*

*Consultant*

*GPPCMA Past President, PCMA Past Chair*

Flo Shrank is not retired or never will be from being the extraordinary woman she is. Flo is a timeless treasure. Every professional in our industry can only hope that after years of service and dedication they will leave center stage gracefully with the respect and admiration from their peers as Flo has.

My professional experience with Flo as a planner, PCMA volunteer and fellow Chapter President has always been extremely rewarding. However, to know someone as a colleague who then reaches out to you as a real friend is priceless. Flo was there for me when I became seriously ill a few years ago. She called me frequently and was honestly interested in my welfare. Honesty is Flo's middle name. I am so lucky and proud to call Flo one of my dearest and most important friends.

Cheers to Flo and best wishes for her new adventures and may some of them be with me!

*Michael Brennan*

*Director of Meetings & Conventions*

*Anthony J. Jannetti, Inc.*

*GPPCMA Past President*

When I first got involved with PCMA many moons ago, Flo was one of the first people to reach out to me and make me feel welcome. I can never forget seeing her warm smile from across the room, laughing at her jokes, hearing the insider gossip of Atlantic City and of course, keeping Flo and Meg separated at all Board Meetings. When I was Chapter President, Flo was my Vice President, and our friendship grew as our chapter grew in strength and numbers. Back then, we did not have Erica to keep the chapter organized. It was all on us. And sometimes, that was very stressful, but we always made it through with a smile.

## Plane Pull Pix



The Mighty Meeting Makers and the Temple Owls



The Mighty Meeting Makers



(l to r) Ronald McDonald, Joyce Elorza, David Sampson, Nancy Zanine and Sharon Kemble



Sharon Kemble



Team Captain Vince Elorza

Flo's generosity, desire, and energy are what set her apart and helped make our chapter what it is today. Although she is currently retired, I am sure it is only a matter of time before she attends a Chapter Event and has a big announcement. In the meantime, she will be missed, and we are all the wiser for having known this lady!

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## Ronald McDonald House/Southwest Airline Plane Pulling Contest

Saturday, May 16<sup>th</sup>, 2009

Atlantic Aviation, Philadelphia Airport

David Sampson

Meeting and Travel Planner

American Board of Internal Medicine

The Philadelphia Chapter of PCMA once again garnered support for the Ronald McDonald Houses by fielding a great team (The Meeting Makers) for a plane pulling contest. The contest involved pulling an 80,000 pound Southwest Airline 737 for 50 feet. The group pulling the plane 50 feet in the fastest time would be the winner. Even though the PCMA team looked old and feeble we came in 3<sup>rd</sup>, behind the Temple University Football team and a group from a local University Fraternity.

Our team out-pulled five other groups for our fastest time of 18 seconds. The winning team accomplished the task in 16 seconds, so we did very well. The day's activities included a lot of nourishment, compliments of McDonalds, as well as pictures with Ronald and the Philadelphia Flyers cheer squad. As a group we raised over \$25,000.00 for the day. These funds are desperately needed to help families who can't afford to be with their sick children. The Ronald McDonald Houses offer inexpensive lodging for families living more than 25 miles from the hospital.

Our group was comprised of 11 dedicated Plane-Pullers! Vicente & Joyce Elorza, Erica & Ken Keagy, David Sampson, Nancy Zanine, Allen Anderson, Sharon Kemble, Missy & Shannon Hazell, and Scott Bennet.

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## PCMA Achievement Awards

Recognize an outstanding colleague who has consistently gone above and beyond as a meeting professional, CSM, PCMA member, environmental leader, educator and/or humanitarian. Nominate a PCMA member now for a distinguished industry award. The deadline for PCMA Achievement and Recognition nominations is Friday, July 31, 2009. Submit your nomination now at [pcma.org/awards](http://pcma.org/awards).

**PCMA Foundation  
Dinner**



GPPCMA was well represented at the PCMA Foundation Dinner. Attendees included (l to r) Sharon Kemble, Vince Elorza, Anita Cerana and Brendan Morrissey.

**Get LinkedIn!**

Do you have a LinkedIn account? Join PCMA's and GPPCMA's official groups.



<http://www.linkedin.com/groups?gid=1007227>



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(l to r) Danielle Foisy, Jake and Shawn Thew

### **Member Spotlights**

If you are interested in being spotlighted or know someone we should spotlight, please contact Anita Cerana at [acerana@explorestlouis.com](mailto:acerana@explorestlouis.com). Students, please contact Belinda Keota at [bkeota@pma.com](mailto:bkeota@pma.com).

## **Supplier Spotlight: Danielle Foisy, Director Association Sales Development, Canadian Tourism Commission**

Anita Cerana  
National Convention Sales Manager  
St. Louis Convention & Visitors Commission

If you liked Kevin Kline in *French Kiss*, you will love chatting with Danielle, as she has the same charming accent, only hers is the real deal. She is from Granby, Quebec, about 45 minutes from Montreal and her work adventures brought her from coast to coast along the way.

Danielle studied tourism in college since she always wanted to work in hotels and when she graduated she worked for one of the best, the Four Seasons in Montreal. After three years she went to Vancouver and worked in various jobs, for hotels, a DMC, and then for Tourism Whistler. (One of the most beautiful places in the world if you have yet to go. For more information, call Danielle!)

While at Tourism Whistler, Danielle met many people from the Canadian Tourism Commission, ended up getting her current position in 2000 and moved to DC. She still misses the West Coast of Canada but is settled now her with her longtime boyfriend and their four-year old son, Jake.

If she had unlimited funds, she would travel the world. Her favorite place is Paris because of the architecture, the atmosphere, the cafes and because it is so romantic. She also loves Cabo. She has been a PCMA member since the late 90's and says it has afforded her so many wonderful friendships, particularly in the Philadelphia chapter.

Danielle's position is a little different from that of a CVC. She does generate leads and source meetings for Canada, (ALL of Canada, not a particular city or hotel- the whole country!), but she is also a resource for helping to navigate customs, get the GST rebate (goods and services tax) and for general information. She is not limited to member properties or certain brands, but has the knowledge and expertise to work with all of them.

Her next big project is Live Canada '09. Eight cities. One event. Visit [www.livecanada.travel](http://www.livecanada.travel) for more information and for spectacular partner offers. She says you will see Canada a little differently.

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### **Budget Now for the 2010 PCMA Annual Meeting**

Make plans now to attend the premier event in the industry, known for building lasting relationships between industry leaders and offering 60+ sessions designed to deliver more value to your organizations. Learn more at [pcma.org/2010](http://pcma.org/2010).

## **Planner Spotlight: Lisa Astorga, CMP, Director of Meetings and Conventions, Talley Management Group, Inc.**

Anita Cerana  
National Convention Sales Manager  
St. Louis Convention & Visitors Commission



Lisa Astorga



For additional information on the Greater Philadelphia Chapter of PCMA, contact Erica Keagy, Chapter Administrator, at [gppcma@comcast.net](mailto:gppcma@comcast.net) or call 610-220-1232.

### *Where are you from?*

I was born in Philadelphia and went to school there until middle school at which point I moved to South Jersey, which is where I remain today.

### *How did you get into the meetings industry?*

Actually, I fell into it. I worked part-time when my children were small and when I decided to go back to work I went to work for an association management firm that had meeting planner services - it became a passion and it has been one now for over 12 years.

### *What do you like the best about your job? The worst?*

The best part is seeing a project/meeting come to fruition. The time and effort spent by you and your team is not really seen or understood until culmination on site. Also, being able to work with so many different types of businesses on their meetings makes it feel like you are working in a different industry everyday. It is always interesting and you learn so much from the clients you know. The worst part is the long hours away from my family.

### *What do you like to do in your spare time?*

I love to spend time with my family above anything else.

### *If you had unlimited funds, what would you do?*

Maybe open up a restaurant - something in the hospitality field

### *What is the favorite place that you have ever been for business?*

*For personal?*

Whether it is business or personal - it has to be Italy.

### *How long have you been a member of PCMA?*

I have been a member for nine years.

### *Have you made any friendships or learned tips from being a member?*

I have made so many friends through PCMA - not only do I think we have the common industry interests but everyone seems to really connect on a service level. I have never seen so many people willing to give of their time and generosity as in PCMA. The people are genuinely caring and concerned. This is all in addition to the industry networking and education that cannot be matched by any other organization.