

# MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • SUMMER 2013

elevate | innovate | motivate



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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SUMMER 2013



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*MPI to Eye is published quarterly and is the official publication of the Philadelphia Area Chapter of Meeting Professionals International. P.O. Box 579, Moorestown, NJ 08057-0579, (856) 231-7666. Editorial contributions are welcome and can be sent to the Editor at the address above. Contributions will be by-lined, however we reserve the right to edit submissions for length, content and clarification. Advertising rates to reach over 600 regional meeting professionals can be obtained by contacting June Neff, PAMPI office at 856-231-7666.*

## From the Editor

LINSEY POLETTI, CMP, SEI



It's a time of transition here at PAMPI. Those who have led us for the past two years move out of or into new roles and familiar faces are introduced to us in a new light. We say so long (not goodbye) to our fearless leader, LauraLee Wren, CHSP. You won't want to miss my exclusive interview with her on page 30. We say hello to a new warrior in Anne Madden, CMP, as our President. Read all about her goals for the year on page 4.

The magazine is going through a transition as well, which the communications committee is über excited about! You will notice a few new columns and features this issue that I hope will entertain, educate, and keep you reading this magazine. After all, MPI to Eye is a great membership benefit.

Some things to look out for in upcoming issues:

A **Day in the Life** and **Sunday With** are both new features this year. These will be adapted and executed with the help of the Magazine Committee's lead volunteers, Sarah Norris and David Krakow, CMP.

**Eye on Hot Topics** is a new regular column written by various committee volunteers on what's trending in our industry.

Some of my personal favorites, and I hope you are looking forward to them too, include **From Our Kitchen to Yours**, recipes of member's favorite dishes and cocktails; **Five W's of PA**, a who, what, where of hometowns; and **New Member Confessionals**, a revamped spotlight on new members.

Anne Madden, CMP, inspired me with her message at the recent Gala. Anne is challenging us this year to **Elevate, Innovate, and Motivate** ourselves and our chapter.

My team and I hope to elevate this magazine to be the best it can be by bringing innovative ideas and encouraging others to contribute interesting and educational articles. And if I can't get you to contribute, then I sure hope to motivate you to be a regular reader!

One last thing before I go - I want to hear from you. I want to know if you are reading something you absolutely love or in some cases maybe disagree with the writer's viewpoint. And please feel free to share your ideas for topics you would like to see addressed in this magazine.

After all, this is a magazine for you, by you, and about you. I promise to respond quickly and with an open mind. And who knows, your comments may be featured in an upcoming issue!

Thank you for reading and I look forward to hearing from you.

Linsey Poletti  
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The PACC hosted PAMPI and did a fabulous job with the 35th annual Awards Gala! I sat next to old friends and new, and felt proud of all of the award recipients.

## President's Message

ANNE M. MADDEN, CMP, HILTONS OF WASHINGTON, D.C.



It is hard to believe how time has flown by. It just seems like yesterday I was signing up for the first time at Committee Day and now here I am as your chapter President! It is truly my honor to serve as your President for this 2013/2014 year.

This past year we all strived to find our MPI Potential under LauraLee's leadership, and we continue to do so as new chapter leaders are born. I went back and forth with a few ideas of what I wanted my theme to be. Throughout the year, something surrounding change really stuck with me. Change can be tough and scary. But change is how we evolve.

Our chapter has come such a long way. We have accomplished many great things, but we have the ability to raise the bar even higher. Two words that I focused on were **ELEVATE** and **MOTIVATE**. There was a word missing. With help from a good friend, I found that missing word – **INNOVATE**. The definition of innovation is the act or process of inventing or introducing something new; a new invention or way of doing something.



Tomorrow  
belongs to  
the people  
who prepare  
for it today.

Malcolm X

**ELEVATE**, **INNOVATE**, and **MOTIVATE** are three powerful words. **ELEVATE** – we not only strive to elevate our chapter to the next level, but to elevate ourselves personally and professionally. We all work outside our MPI involvement and expect a return on investment from the time we dedicate to our MPI volunteer work. **INNOVATE** – we don't elevate ourselves or the chapter without trying something new or taking a new approach. Last, but certainly not least, is **MOTIVATE** – we need to continue to motivate our members to get involved and keep members motivated by quality content for their membership. We also need to continue to motivate ourselves.

When you look at the logo, the hands could represent several things – group effort, volunteers, or participation. I do believe the sky is the limit with our chapter. Our membership holds an incredible pool of talent and future leaders. I personally got so much more out of my membership the more I got involved. Just think, our chapter will really be in the spotlight in three short years, when Philadelphia hosts MPI's WEC in 2016!

I am so excited for this year, and so blessed to have such an amazing diverse group of professionals serving on the Board with me. One of my favorite quotes is from Malcolm X who once said, "Tomorrow belongs to the people who prepare for it today." I look forward to you joining me on this great journey this year to **ELEVATE**, **INNOVATE**, and **MOTIVATE**!



LauraLee Wren, CHSP, presents the volunteer awards to Liz Cherson, CMP, Jillian Roksvaag, CMP and Cameron Wicks

## **Making Headlines**

BRENDA JAMES, CMP, JANSSEN PHARMACEUTICALS, INC.

**A Rising Star Award Recipient is a PAMPI volunteer with three or less years of membership nominated by a peer for making a difference in the chapter.**

There is a quiet ambassador at chapter events in **Ryan Mazon**, Senior Manager from Educational Measures. Ryan was nominated for his energy in greeting members and guests at chapter events – he is a true ambassador. Ryan also volunteers to assist in multiple recruiting efforts. If you need networking tips, Ryan is a good resource as he sure knows how to work a room.

A person who gets involved with gusto is **Sarah Fuller**, Account Executive from Cort Event Furnishings. Sarah is part of the Ambassador Committee and has perfect attendance at PAMPI chapter functions where she is friendly, pleasant, and a consummate greeter. Sarah recently volunteered to assist with the ROI campaign which shows her willingness to lend a hand whenever possible. She is a shining example of an invaluable chapter member.

Another great example of a Rising Star is **Cameron Wicks** of Visual Sound, Chair of the Social Media Committee. Cameron's strategy to change the email communication from weekly to monthly was very well received by our members and his new blog enabled the committee to exceed expectations. His vision for the committee continues to help the chapter improve.

**Jillian Roksvaag**, CMP, of American Express Meetings & Events is a great asset as Vice Chair to the Social Media Committee through her organizational skills, enthusiasm, and dedication. Her ability to get things done and assistance in creating the first Twitter Boot Camp with Cameron Wicks shows a true team player.

A true professional with great insight and mentoring ambition reflects in **Jessica Bauer** of Four Seasons Philadelphia. Jessica worked with the Communications and Educational Committees to organize the Backpacks to Briefcases event for students. Her energy and enthusiasm for this volunteer activity show Jessica is a Rising Star.

**A Shining Star Award Recipient is a PAMPI volunteer with three or more years of membership nominated by a peer.**

Awarded for her 2012/2013 service to MPI to Eye, **Peggy Cummings**, CPM, Travel Director from Onsite Meeting & Event Management, interviewed a new supplier and planner for the magazine and turned the responses into a nice welcome. A gold star to Peggy for volunteering her interviewing and writing skills.

Recently nominated for her passion to foster better communication, **Liz Cherson**, CMP of University of Pennsylvania is a shining star. Liz challenges the status quo to forge good relationships with fellow committee members to enhance engagement and improve committee effectiveness.

**The Making a Difference Award Recipient is a PAMPI volunteer recognized for their community-based volunteer work.**

Not only for her dedication to Philabundance and the Philadelphia Marathon, **Cindy Hamilton** is recognized for her outstanding volunteer participation in all Community Outreach activities. She has created objectives for PAMPI's community service activities which encourage group activities so that PAMPI members not only have the opportunity to support charitable organizations, but so that we could do so TOGETHER, to interact with each other in a non-meeting/reception format.



# Buy MPI

## PAMPI Membership Pays with \$2.1 Million in Tracked Connections

SARAH FULLER, CORT EVENT FURNISHINGS

In March of 2013, PAMPI's Membership team launched their Connections Campaign in order to quantify the true value of membership and **reward members for doing business with one another**. The program was simple. Members were asked to fill out a connections form each time they either worked directly with another member or referred a PAMPI member for a piece of business, a new job, or sponsorship. In return, the committee drew for monthly prizes among participants and promised to award one grand prize to a lucky participant. Member Betsy Grey of Meliá Hotels International generously provided an all-inclusive four night stay at one of four Paradisus Resorts. To complete the prize, Steve Ross of King Limo Inc. threw in round-trip airport transfers.

With the grand prize drawing scheduled for the Annual Gala in June, there were less than four months to start tracking. In that short time, **27 connections were reported among members with a total value of more than \$2.1 million** proving that the Philadelphia Area Chapter truly does buy MPI. While the vast majority of connections dollars came from member planners working with member suppliers, other connections

included sponsorships, referrals, and one new job was found. The information collected will be used to help attract new members and retain existing members in the upcoming year.

When it was time to draw the winner, many members' names were in the pot, but there was one member with the best odds of winning. Having submitted more than 15 connections over the course of the program, Linda Jones, CMP, of the Pennsylvania Convention Center, was the most likely to win. Yet when her name was announced, she was genuinely surprised. She said, "It felt great. I was thrilled and I still can't believe I won. I never expected to."

When asked if filling out a form for each connection was a hassle, Linda replied, "No, once you have the form it's pretty easy. It was surprisingly fun because it was a challenge how many connections I could make. It helped me to focus on the connections throughout the day and incorporate it into my daily routine."

Linda hopes to redeem her prize with a trip to Punta Cana in September for her birthday.

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## For Philadelphia Sports Teams, Missing Playoffs means Missing Dollars

Feeling a bit of nagging jealousy as you were watching the recent basketball and hockey playoffs? A little left out? Sending waves of mental scorn in the general direction of fans in cities, such as Boston – yes, again – Chicago and Miami?



BY DAVID KRAKOW

If you answered yes, you had good reason. Our fall to spring sports teams, the Flyers and 76ers, gave us, at the conclusion of their regular seasons, nothing to cheer for. And, in case you hadn't noticed, our four major sports teams completed the Grand Glum over the past 12 months. Not one reached the postseason in their respective sports.

But this affects not just our collective pride; it affects the city's pocketbook.

In case you weren't aware, the last time all four teams were not playoff teams was 19 years ago in 1994.

In the past two decades, we've had plenty to cheer about. A Phillies run of excellence practically unrivaled in their mostly tortured history, including the trip to the top of the mountain five years ago.

A decade in which Andy Reid's Eagles made the playoffs nine out of 11 years, including one trip to the big game. And the Flyers, the most consistently competitive team during its almost half century in town, made the playoffs all but two years since 1994, including two trips to the Finals and another four to hockey's final four.

We will leave out the 76ers, who, other than a scintillating run to the finals a dozen years ago have rarely given us postseasons to pay attention to and last year paid Andrew Bynum \$16 million to work out his dance steps and bowling handicap.

But also to our chagrin is the money left on the table, an economic impact which reverberates through our city and the industries who count on people visiting and buying stuff.

To wit, the Philadelphia Sports Congress, a division of the Philadelphia Convention and Visitors Bureau, has estimated in the past that full playoff runs by the Phillies generated \$20 million for the local economy. Most of that, about \$17 million, was generated from visitors including the teams, sponsors, media and Major League Baseball. The rest was spending by locals, from trips to bars and restaurants to merchandise purchases. These full runs occurred in 2008 and 2009, the two years the team made it to the World Series.

Photo by Miles Kennedy for PHLCVB

In 2010, the Flyers appearance in the Stanley Cup Finals generated about \$4.5 million for each of the team's three homes games. Approximately \$3.5 million from visitors and close to another \$1 million per game on merchandise and food and beverage purchases according to Comcast Spectacor, which owns the Flyers and the Wells Fargo Center.

And that one 76er run to the finals in 2001? About \$15 million to the local economy, according to the Sports Congress and the City of Philadelphia.

There is no way to replace this money. But some have taken the tack that they must fill the missing seats, playoffs or no playoffs, even in the heart of the South Philadelphia Sports Complex.

"We've tried to do different things that made us more well-rounded," said Rebecca Goodman, Director of Public Relations for Xfinity Live, the entertainment complex that opened in the space between Citizens Bank Park and the Wells Fargo Center in March, 2012.

Xfinity Live opened just before last spring's playoff season when the Flyers and 76ers both made it to the second round of their respective playoff seasons. And although Goodman was not able to provide exact numbers to compare crowds in the complex last spring and this, she did note that "we were at capacity for every game," last spring, a situation that she said was repeated once the delayed Flyers season started this January.

But Xfinity has branched out, tying special events to other happenings, including one during the presidential debates last fall. They have hosted comedy nights and otherwise tried to keep the complex and its six restaurants busy even without the benefit of extended sports seasons.

At some point, the city's teams will return to their normal perch among the playoff teams. Philadelphia's pride, and collective wallet, can only hope it won't take long.



# Eye on Hot Trends

## Corporate Social Responsibility – It's All on Us

MEGAN BAKER, CMP, CORPORATE MEETING SOURCE, LLC

I recently attended MPI's annual World Education Congress (WEC) in Las Vegas this July. I went to WEC for a number of reasons, one of those being to learn about what is "hot" in the planning industry. With the sheer number of professionals at the conference along with the number of educational sessions and networking events, one is sure to find out the latest trends.

The most pervasive trend at WEC was an effort to green the conference. From the moment I checked in and looked in my conference bag to the moment my digital survey arrived in my inbox, Corporate Social Responsibility (CSR) was everywhere.

MPI partnered with Mandalay Bay, the host of the conference, to display their shared efforts in CSR. MPI distributed water bottles to attendees at registration, and Mandalay Bay ensured ample water stations, eliminating the need for bottled water. Back of the house tours gave attendees a behind the scenes look at Mandalay's CSR efforts, including insight on the venue's recycling efforts.

Mandalay management spoke to groups about buying local, organically grown food and donating uneaten food to the public. MPI offered numerous sessions on how individual planners can incorporate CSR into their everyday routine, both on a personal level and also on how to bring the knowledge back to their

companies, with the goal of reprogramming old habits.

It's important for planners to take a look at how they can contribute to CSR and communicate their efforts to attendees. Attendees have come to expect bottled water, and replacing them with water stations could result in negative feedback. Communicating your CSR efforts with a creative sign next to the water station is a way to possibly alleviate complaints by giving your attendees a reason for the change.

Another easy and affordable way to implement CSR efforts at your next meeting is to set up recycle bins throughout the venue and color code them to show where the paper, plastic, and glass can be dropped.

Corporate Social Responsibility isn't just important to our meetings and the future of our industry, it's important for our planet and the future of our children. The meetings industry needs to do its part to lighten its carbon footprint. This is only the beginning; we have the enormous privilege and duty to make a real difference on a large platform.



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# Eye on Professionalism

## Find Your Motivation Strategy

CAMERON WICKS, VISUAL SOUND

Motivation is a funny thing. It is, quite literally, the reason we do anything. We're motivated to eat when we're hungry, sleep when we're tired, and put on a sweater when we're cold. However, these normal, natural motivations can only get us so far.

If we want to succeed in our professional lives, we must have additional motivations which push us towards our goals. Different people are motivated by different things – money, fame and glory, or recognition by peers. Motivation is a powerful tool which, when used correctly, can help us, our clients, and our colleagues to succeed in our endeavors and to reach even our loftiest goals.

### SET EXPECTATIONS HIGH

When I start working on a project and I am trying to figure out the specific goals I want to achieve, I always set the bar really high. I also make sure my boss knows what my lofty expectations are. Since he now expects that outcome from me, I bust my you-know-what to make sure that he gets what I've promised. I've heard people say that you should under promise and over deliver, but I think the key is to over promise and then deliver, period.

### GET SPECIFIC

A lot of people, when asked what their goals are, will tell you

that they want to make more money. While I think we'd all like more money, setting a goal that broad gets in the way. It's too big, too abstract to make much sense. I find that it's better to pick something specific. For instance, if it's money that's a motivator, pick that cruise you want to go on or that credit card you want to pay off and work towards that. If it's professional development, decide what client you want to bring in or what PAMPI VP slot you want to fill and get to work.

### FIND YOUR ROLE MODEL

Recently, I was asked who I would most like to be for a week, if given the chance. I chose Winston Churchill. While Churchill never worked in the events industry and had no idea what audiovisual was, he had many qualities which inspire me. He was an incredibly smart and motivational leader, he worked from dawn to dusk every day, and he never lost his sense of humor. If you want to be motivated, pick someone to look up to, whether it's a historical personality, an industry leader, or Anne Madden, and pattern yourself after them.

So, the next time you need motivation to complete a big project, win a big client or get that dream job, keep these strategies in mind.

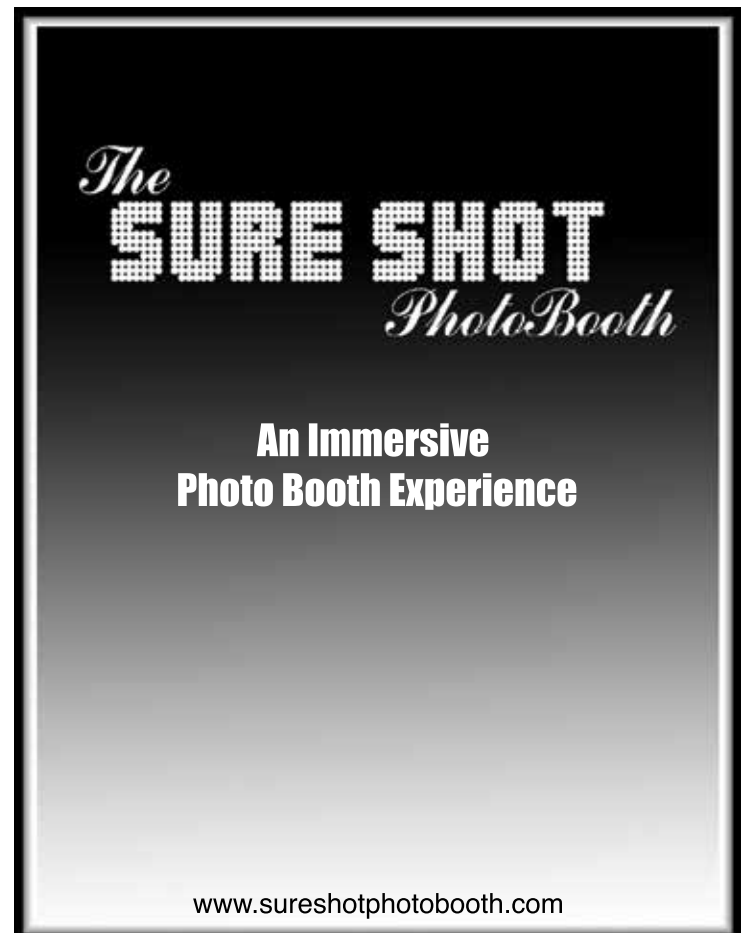


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# New Member CONFESSIONAL

Kelley Welsh, CMP

Project Manager, Maritz Travel Company



## What do you hope to get out of your PAMPI membership?

My hopes are to grow within the community by volunteering and networking as much as possible. I have a strong love for this industry and my career, and I hope to see that grow and flourish by way of MPI.

## Tell us about your family.

I am an explorer by nature. The freedom to travel and see the world was always a top priority for me. I met my husband years before I became involved in event planning and he has been nothing short of supportive and encouraging despite the long hours and hectic travel schedule.

## What is your favorite movie quote?

"All our dreams can come true if we have the courage to pursue them."  
Walt Disney

## Eye on Students

### Embracing the Next Generation

JESSICA BAUER, FOUR SEASONS PHILADELPHIA

Take a moment to think back to when you were a college student. Perhaps you remember being excited? Ambitious? Intimidated? Probably a mixture of these and many other emotions as you tried to find your way and pave your career path. Success in the hospitality industry relies heavily on the relationships we create and the experience we gain – much of which cannot be taught in a classroom.

Many universities recognize this and have structured their degrees and supplement the classroom learning with volunteer hours, internships, and involvement in professional organizations. For example, Drexel University's Hospitality Program requires a 6 month co-op position where students are employed full time in a related field allowing them to fully immerse themselves in the position. Temple University's School of Tourism & Hospitality Management requires students to participate in two internships in addition to volunteer hours, giving students the opportunity to gain experience in different areas of the industry. Students today will be graduating with "real life" experience, prepared to enter the hospitality workforce with a fresh perspective and a dedicated work ethic.

The Student Affairs Committee focuses on recruiting new students that are interested in increasing their exposure and experience through MPI. We assist these students by helping to find internships, offering work experience, and providing shadowing opportunities.

For the past three years, we have hosted our annual student event, "Backpacks to Briefcases," which included workshops, hands-on networking, and a panel discussion to give students the opportunity to learn from our MPI Professionals. We are also in the process of rolling out a new Mentor Program where students will be paired with a professional to help guide them through their career choices and provide additional insight and experience to the students.

As professionals in the hospitality industry, it is important for us embrace our student members and help them to get the most out of their membership. In addition to providing them with valuable experience and advice, you may also discover that you are learning from them as well. So be sure take the time to support our students by offering them internships, extending them opportunities, or by simply saying hello at a monthly meeting. There are many opportunities for you to connect with students, help them to elevate their connections, and bring their network and experience to the next level.



Student and Professional Members gather for a quick photo.

# Eye on Membership

## Creating the PAMPI Experience – One Member at a Time

LISA CUNNINGHAM, GOLD COAST PRODUCTION MANAGEMENT

It is our goal this year to focus on the importance of establishing, fostering, and retaining quality relationships with our members. We cannot achieve this without the belief that we can elevate the experience of current members, create innovating ways to engage future members and motivate our colleagues to enhance the experience for members and non-members alike.

The R.O.A.R. campaign created by Jeanne Gray, Director of Retention, represents Return on Amazing Relationships and is designed to ensure that you are getting the most of your PAMPI membership. PAMPI has a strong belief and commitment to developing our members and assisting with professional goals. Jeanne's enthusiasm and passion for PAMPI are contagious and we will aide her as she works tirelessly as an ambassador on your behalf.

With the support of Laila Ea, Director of Recruitment, I have been able to retain the momentum I gained from last year's talented committee. What I have noticed most from my tenure is the importance of on-going contact with non-members who are interested in PAMPI. From the initial welcome email I send to each registrant, to the onsite interaction from our team, and finally with a personal follow up, this personal attention is certain to have a positive impact on our membership numbers.

One tenet we all believe is that ALL Membership Committee members are Ambassadors for our chapter. We want guests

**The message is clear – Elevate, Innovate, and Motivate.**

to notice some changes to support this philosophy.

All committee members and volunteers will be wearing distinguishing name tags at future events. Helping guests of our chapter to quickly and easily identify us will allow us to better serve our purpose in creating those important introductions and connections for them. Additionally, we

wish to distribute an attendee list (sans contact info) prior to the events to allow guests to review which relationships and connections they wish to seek out. Starting those conversations early on will increase our effectiveness and support our mission.

We also hope to redesign the New and Non-Member Orientation which is held prior to the start of the education programs. The details are still a work in progress but Judi, Jeanne, Laila, and I feel this is our chance to really shine and create a special welcome for those individuals. We want to capitalize on this unique opportunity to showcase PAMPI to our guests.

So, as we look forward to the 2013-2014 program year, we keep in mind the importance of elevating, innovating, and motivating the PAMPI experience for new, current, and potential members. And in doing so, we hope that we inspire you to do the same. Cheers to your success this year!

**Anne Madden's inspiring vision has already made an impact on the Membership Committee team.**



Photo courtesy of the Omni Hotel for PHLCVB

PAMPI Venue Procurement Committee is always looking for venues to feature to its members. If you have a property that you would like to showcase to PAMPI members, please contact Katelyn Weeks at [katelyn@ms4c.org](mailto:katelyn@ms4c.org)



Photo courtesy of Hyatt at the Bellevue for PHLCVB



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# Eye on Advocacy

## School Supply Collection

### The Education Committee and Community Outreach Committee are teaming up to benefit Cradles to Crayons!

Education is important at every stage in life; after all, isn't that why you come to MPI? Help us enrich the lives of local children with much needed school supplies, and enrich your own life by attending PAMPI's great education sessions this year!

PAMPI is taking up a collection of the following: notebooks or composition books, pencil sharpeners, crayons (24 pack), colored pencils (12 pack), pencil cases pencils, blue or black pens, pocket folders, glue sticks, rulers, erasers, and scissors. Please bring your donation to the registration table at the next PAMPI event!

The **Cradles to Crayons Giving Factory** is located in West Conshohocken. Its mission is to partner communities in our area that have surplus resources such as clothing, school supplies, and toys for children with social service organizations. Their "Ready for School" program provides homeless and low-income household children with the essential items they need to go to school, stay in school, and succeed in the classroom.

Visit their site: <http://www.cradlestocrayons.org/>

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# New Member CONFESSIONAL

## Randy Misko

Corporate Sales Manager,  
The Inn at Pocono Manor



### Who inspired you to join PAMPI?

When I first became a corporate sales manager in 2003, my former boss and to this day a dear friend, Robert (Bob) Baldassari said to me “if you want to succeed in this business, you need to become an active member in organizations that put you in front of people who can, in the future, do business with you.”

### How did you get started in the industry?

For many years, I had been working in the mental health field managing group homes. It was time for a change! One day, I took a drive to the old Mt. Airy Resort and inquired about a position as Social Director. Coincidentally, their Social Director had quit suddenly the previously week. I was hired on the spot. This was the beginning of my romance with the industry.

### Work/Life Balance Advice?

I try to have a family dinner every night even though I know with my type of job that's not always possible; I still try!

## Eye on Environment

### How Green Are You?

DENA ROSE, CMP, CMM,  
A&M MEETINGS AND INCENTIVES



Is your meeting green? Are you sustainable? Do you plan CSR? How green are you? So many questions, so many buzz words, but who really knows what it all means, and at the end of the day does it really matter?

According to Wikipedia, “Green event planners apply environmentally preferred practices to waste management, resource and energy use, travel and local transportation, facilities selection, sitting and construction, food provision and disposal, hotels and accommodations, and management and purchasing decisions. The practice is known as event greening or sustainable event management.”

### Consider these facts:

- The average person generates over 4 pounds of trash every day
- Over 75% of waste is recyclable but we only recycle about 30%
- We generate 21.5 million tons of food waste each year. If that food was composted, it would reduce the same amount of greenhouse gas as taking 2 million cars off the road
- Americans throw away 25,000,000 plastic bottles every hour
- If every American recycled just one-tenth of their newspapers, we could save about 25 million trees each year

### Even a series of small steps can make a big difference, like:

- Green your RFP – Communicate your “green meeting” intentions during the RFP phase and include questions about the venue’s CSR efforts, such as:
- Does your facility offer recycling and composting both front of house and back of house?
- Are toilets and sinks low flow?
- Do you provide water stations in place of water bottles?
- Do you offer china in place of disposable at no extra charge?
- Go electronic – Use monitors/electronic reader boards in place of foam core. Replace the event guide and other printed handouts with a mobile app (over 56% of Americans own a smart phone). If you’re concerned about app development across differing mobile platforms, consider renting tablets and distributing them to attendees.
- Rethink your giveaways – Buy something made from recycled materials or something reusable like a coffee mug or a water bottle (great for those water stations).
- Post event – Donate remaining items that you don’t want to ship home. Local schools are always a great place to start.

---

**“Never doubt that a small group of thoughtful, committed citizens can change the world.”**

---

*Margaret Mead*

There are many great resources available to help any planner begin a green journey. Green Meetings Industry Council (GMIC) has a local chapter and holds several “Lunch and Learn” opportunities throughout the year. Meeting Professionals International (MPI) offers green tools on their website. Convention Industry Council (CIC) and APEX/ASTM have partnered to create the first and only comprehensive standards for environmentally sustainable meetings.

It is our collective responsibility to be environmentally conscious. As a community of meeting planners and suppliers, whether novice or pro, we can make a difference.



## REWIND! MAY MONTHLY MEETING

Date: May 15, 2013

Venue: National Museum of American Jewish History

Caterers: Catering by Design

Our featured speaker, William Squire, teaches us how to walk the walk and talk the talk.

## Your Signature Style

HEATHER BOYETTE, PENNSYLVANIA BIOTECHNOLOGY ASSOCIATION and RACHEL WOLKIEWICZ, VISIT BUCKS COUNTY

Our May program was hosted by William Squire, a former runway model and makeup artist to the stars. This session was about styling yourself to be poised, polished, and professional. Even the most chic among us can benefit from a refresher course on this topic and Will was an excellent speaker who dominated the stage with exuberance, pizzazz, and a touch of West Coast optimism.

When it comes to makeup, a little goes a long way. Will discussed the perils and pitfalls of makeup application. Some big “no no’s” include:

- Foundation that doesn’t match the color of the neck.
- Wearing too much eyeliner.

For men, it’s all about moisturizing when you shave and making friends with some tweezers if you find that your eyebrows are growing together. [Read the Full Article Here.](#)

The refreshments were provided by Catering by Design. The highlight was a featured drink – the “Tweet-tini” – which attendees could only order if they had tweeted during the event.

Speaking of tweets, new this month was the inclusion of members’ Twitter handles (@ExampleName) on their name badges so that members could easily tweet to and connect with each other on the popular social media platform.

Jillian Roksvaag, CMP, Vice Chair of the Communications Committee, provided some insight on the name badge addition. “It was suggested that we add the PAMPI member’s twitter handle to their name badge so that when they are networking with fellow PAMPI members, they could easily connect with each other in an informal fashion. This idea was one that was easily implemented, and we plan to include it at monthly meetings moving forward.” [Read the Full Article Here.](#)

---

## WE WANT TO HEAR FROM YOU!

Recently promoted, married, gave birth, started a new business, expanded your current property, partnered with a new company? Share your news with the PAMPI MPI to Eye team, so we can highlight it in the quarterly magazine.

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# New Member CONFESSIONAL

Jennifer Woodeshick  
Associate Director, Hotel Monaco



## Who inspired you to join PAMPI?

I am really excited to be part of PAMPI. It is something I have always been “meaning” to do but just never got around to it. Thank you, Jeanne Gray, for reaching out to me and giving me the motivation I needed.

## What is your greatest professional accomplishment?

In 2011, I was selected as the Director of Sales of the Year for Dolce Hotels & Resorts; however, to date becoming the Associate Director of Sales at the fabulous new Hotel Monaco in Philadelphia and part of the Kimpton Team is my proudest accomplishment thus far.

## Tell us about your family.

I live in King of Prussia, Pa with my husband Karl, two sons, Vaughn (12) and Chase (5), and my two dogs. I enjoy running 5K's and obstacle races such as Warrior Dash, Spartan Sprints and Muckfest.

## REWIND!

12TH ANNUAL CMP/CMM RECOGNITION LUNCHEON

Date: June 3, 2013

Venue: Loews Philadelphia



PAMPI's CMPs and CMMs celebrate their accomplishments!

## CMP Exam Tips

- DO: Sign up for the PAMPI Study Group (Shameless Plug). It's affordable and keeps you on track! Unlike online guides, you have the opportunity to network and study with other test takers and learn from mentors who have already obtained their certification.
- DO: Make sure to get a good night of sleep prior to the exam. Eat a healthy breakfast and stay calm!
- DON'T: Study the night prior to the exam.
- DON'T: Rely too heavily on those who haven't taken the exam in a while. While they have good insight, the test changes every year.

## Upcoming Study Sessions: Register Today!

Fall 2013 Groups: [Register Now](#)

Spring 2014 Groups: [Register Now](#)



Ilene Kirby, CMP and  
Jessica Bittmann, CMP

David Jackson, CMP and  
Lou Marrocco, CMP

Katelyn Weeks, CMP and  
Monica Irwin, CMP



## **Welcome New Members**

### **Sarah Anello**

Event Sales  
Drexelbrook

### **Jessica Apgar**

Program Assistant  
Drexel University

### **Megan C. Baker, CMP**

Corporate Meeting Source, LLC

### **Matt Bowyer**

Business Development  
Synergetic Sound & Lighting

### **Jessica Brinker**

### **Gwen Cantarera, CMP**

Marketing and Meeting Specialist  
maxIT-VCS

### **Shervonda L. Carr**

Conference Information Coordinator

### **Nicole Castrogiovanni**

Business Development & Events  
Representative  
Pennsylvania Association for Justice

### **Jeffrey Cesari**

Creative Director  
Shimmer Events

### **Anne Marie Chiaravalloti**

Meeting Events Coordinator  
Hamilton Lane Advisors, L.L.C.

### **Kelly Connors**

Sales Manager  
Mohegan Sun at Pocono Downs

### **Melanie Demar**

Meeting & Event Planner  
Risk Management Association

### **Christia Dennis, CMP**

Director  
PASSHE Center City

### **Jennifer Eby**

Director, Meeting Services  
The Lockwood Group

### **Kathryn Epps**

President  
Eventchic LLC

### **Michael Fitzgerald**

Corporate Sales Manager  
AKA Rittenhouse Square

### **Quanda Garrison**

Temple University School of Tourism  
Hospitality

### **Brian L. Gay**

Head of Corporate Sales  
Diana's Corporate Transportation

### **Courtney Grant**

Temple University

### **Julia Grasc**

Director of Catering  
DoubleTree Suites by  
Hilton Philadelphia West

### **Elizabeth Guetta**

### **Vaughn Hardin**

Director of Global Accounts  
Hardin & Associates

### **Sabra Hess**

Corporate Relationship Manager  
Trophy Limousine

### **Lonnie Hopper**

Manager, Corporate Marketing & Planning  
Berkadia

### **Cynthia Jordan**

Manager of Alumni & Associate Events  
Dechert LLP

### **Christopher S. Keane, CMP**

Director, Strategic Accounts  
Hyatt Hotels Corporation

### **Melissa King**

Sales Manager  
Hilton Baltimore

### **William P. King**

Sales Manager  
Crowne Plaza Philadelphia Cherry Hill

### **Brandi Knob, CMP**

Strategic Sourcing Manager  
Maritz Travel Company

### **Seth Koch**

Meeting Planner  
Mark Twain Travel

### **Jon Korosi**

Sales Manager  
Las Vegas Sands Corp. The Venetian/The  
Palazzo/Sands Expo

### **Kaila Lehr**

### **Alyssa Lippincott**

Sales Manager  
Sands Casino Resort Bethlehem

### **Lashanna T. Mackey**

Meetings Coordinator  
Pierce College

### **Gloria Mari**

Sales Manager  
Radisson Blu Warwick Hotel  
Philadelphia

### **Emily Martin**

### **Cathy Matthews**

Conference Manager  
University of Delaware Conference  
Services

### **Amanda McBride**

Marketing Programs Specialist  
Airlines Reporting Corporation

### **Tracey N. McCloskey, CMP**

Director of Meetings & Events  
Philadelphia Bar Association

### **Cindy McHattie**

Office Manager  
DillonMarcus

### **Dan Miller**

Executive Director, Hotel Sales  
Philadelphia Convention & Visitors  
Bureau

### **MaryAnn Milner**

Director of Special Events  
American Red Cross

### **Beth Minkus**

Private Dining Sales Manager  
The Palm Philadelphia

### **Randy Misko**

Sales Manager  
The Inn at Pocono Manor

continued on page 22





Incoming PAMPI President Anne Madden, CMP, gives a warm welcome and inspiring speech.

## REWIND! 35TH ANNUAL AWARDS GALA

Date: June 19, 2013

Venue: Pennsylvania Convention Center

## Where the PAMPI Stars Shine

LINDA M. JONES, CMP, PENNSYLVANIA CONVENTION CENTER

The Oscars was the theme of the 35th Annual PAMPI Awards Gala hosted by the Pennsylvania Convention Center on June 19th. The event recognized the outstanding members of the chapter and honored the following distinguished members:

**Volunteer of the Year: Elizabeth Cherson, CMP**

**Tomorrow's Leader: Cameron Wicks**

**Supplier of the Year: Julie K. Rice, CMP**

**President's Award: The Atlantic City Tourism District**

We also welcomed the incoming board and the gavel was passed from LauraLee Wren, CHSP, to Anne Madden, CMP, who revealed her theme for her presidency – Elevate, Innovate, Motivate.

Attendees arrived on a red carpet while music was provided by the Philadelphia String Quartet. The doors opened to star studded movie clips and our incomparable emcee David Jackson, CMP welcomed the attendees. Memorable photos were taken in the Sure Shot photo booth. Décor included palm trees and full length Oscar statues and a balloon wall. The food was California inspired with movie themed signature cocktails.

The raffle won by Christa Adkins was a fabulous Las Vegas 4-night stay at the Bellagio and MGM Grand including dinner, shows, and spa treatment which was generously donated by MGM Resorts International. The Connections Campaign grand prize provided by Meliã Hotels International was 5 days/4 nights at a Paradisus Resort in either the Dominican Republic or Mexico.

We were proud to have Cindy D'Aoust, COO of MPI headquarters, attend the event. Special thanks go out to Co-Chairs of the Social Media Committee, Cameron Wicks and Jillian Roksvaag, CMP who promoted the event. Also, thanks to the entire PAMPI Awards Gala committee for all of their hard work in making this year's PAMPI Awards Gala a great success. This year's Gala was a tremendous success and we appreciate all of the continued support from all of the sponsors.



Megan E. Tomlinson, CEM, Julie Rice, CMP, Linda Jones, CMP, show off their red-carpet-worthy outfits.



Outgoing PAMPI President LauraLee Wren, CHSP, celebrates her year of discovering potential.

## More New Members

**Teresa M. Montano**

Temple University

**Nicole R. Morgenstern**

Sales and Marketing Manager  
Fogo de Chao

**Amy Morrell**

Director, Regional Accounts  
The Homestead Resort

**Mary Murphy**

Senior Manager Group Sales  
The Leading Hotels of The World

**Ramaa Nathan**

Owner  
Nathan Events

**Pennie Oliver, CHSP**

Director of Sales & Marketing  
DoubleTree Suites by Hilton Mt. Laurel

**Alice Ortlieb**

Corporate Marketing & Planning Coordinator  
Berkadia

**Daniel Pelesko**

Event Planner  
Vanguard

**Kathy Phillips**

Senior Manager, Meetings & Events  
The Risk Management Association

**Jim Pio**

Sales Manager  
The Parking Spot

**Brian J. Reaver**

Director of Sales, North America  
MARITIM Hotels

**Suzanne Rivard**

Temple University

**Karima Roepel-Gadsden**

Academic Advisor & Adjunct Professor  
Drexel University Goodwin College of  
Professional Studies

**Victoria Rogers**

Director of Hotel Sales  
Mount Airy Casino Resort

**Mary Schell**

Meeting Manager  
American Express Meetings & Events

**Nina M. Scimenen**

Marketing Coordinator  
AMResorts

**Angel Siligrini**

Sales Manager  
Trump Plaza

**Caitlin R. Skelton**

Director of Meetings & Events  
Accolade Management Services, LLC

**Leanna Slusarski**

Event Sales Manager  
The Brunswick Zone

**Natalie Spacco**

Sourcing Manager  
Gray Consulting International Meetings &  
Incentives

**Katie E. Thomas**

Sales & Events Manager  
Howl at the Moon

**Michele Unger**

Associate Meeting Planner  
Aesculap, Inc.

**Patrice Vanace**

Director of National Accounts  
Loews Philadelphia Hotel

**Ellen Weiss**

Facilities Rental and Event Management  
National Museum of American Jewish  
History

**Kelley Welsh, CMP**

Project Manager  
Maritz Travel

**Dian Wender**

Sales Manager  
Hilton Garden Inn Philadelphia

**Courtney J. Whitest**

Events Planner  
TD Bank

**Jennifer Woodeshick**

Associate Director of Sales  
Hotel Monaco

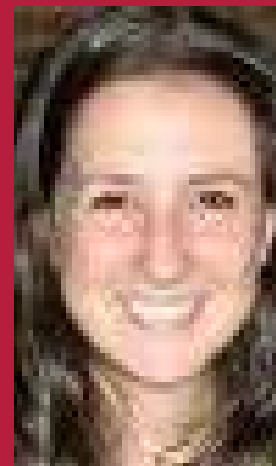
**Julie M. Yeager**

Director of Sales  
The Reeds

## New Member CONFESSIONAL

**Sabra Hess**

Corporate Relations Manager  
Trophy Limousine

**Who inspired you to join PAMPI?**

I am relatively new to the Philadelphia region and when I met Caroline Freeman at the Sonesta Hotel, she told me that I must meet Laila Ea, CMP, and learn more about PAMPI. After just one meeting with Laila I was inspired to join PAMPI.

**Where have you traveled in your professional career that you will never forget?**

I've worked in many Northern Mediterranean countries for past work assignments. Istanbul, Turkey, circa 2006, was the highlight of all of those I visited. I spent several days after a corporate training retreat exploring the city on my own, visiting the Hagia Sophia, The Blue Mosque, The Cistern, Topkapi Palace, The Hippodrome and the Grand Bazaar; it knocked the cultural socks right off me!

**Tell us about your family**

Liana, my one year old daughter and TL, my husband, are consenting partners in crime. We spend unlawful amounts of time perusing the aisles of BuyBuyBaby, playing hide and seek, and getting into trouble with the local nannies.





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## REWIND! VOLUNTEER DAY & MPI AFTER 5

Date: July 17, 2013

Venue: Crowne Plaza Philadelphia West

The Membership Committee really engages prospects with their R.O.A.R. campaign!

## All Work and No Play

NICOLE BENNER, CMP, BLANK ROME, LLP

Members met at the Crowne Plaza Philadelphia West in Bala Cynwyd on July 17 to find the committee that best matched their interests during the PAMPI Volunteer Day and MPI After 5. Chapter leaders enticed potential volunteers with creative displays, balloons, and the knowledge that volunteers are the backbone of the chapter. PAMPI committees work year-round to develop exciting programs and events, bring in new members (and give some love to existing ones), and keep the Membership informed.

If you missed Committee Day, but still want to become involved with a committee, please contact Denise Downing at [staff@pampi.org](mailto:staff@pampi.org). Committees are always recruiting volunteers, and it's never too late to sign up. In truth, you get out of your membership what you put in. Offering your time and talents to PAMPI is the best way to get the most out of your membership and be a part of both the chapter and the event planning community. [Read the Full Article Here.](#)



The Magazine Committee Table entices new contributors and welcomes new ideas.

**“How wonderful it is that nobody need wait a single moment before starting to improve the world.”**

Anne Frank



President Anne Madden, CMP, addresses the members.





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Amanda Wehrman,  
Digital Media & EBMS Specialist  
Information Technology

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## Not Even Close to a “Bored” Meeting

JULIE RICE, CMP, REVEL ENTERTAINMENT

PAMPI's Spring Board Retreat hosted at Revel in Atlantic City, NJ in May, was jam packed with information, teambuilding, and a little bit of fun. The setting at Revel was conducive for both a productive meeting as well as socialization.

Anne Madden, CMP, Chapter President, revealed her chapter message: Elevate, Innovate, Motivate. The board delved into the task of looking at new and innovative methods of communication, membership engagement at all levels, compelling education programming, along with outlets for financial support.

Facilitator Cynthia Alford, CTP, Managing Director Destination South Meetings & Events, and MPI Chapter Business Manager, Holly Dotson, inspired the board to think beyond the same old, same old and venture into new frontiers for the chapter.

The opening night reception was housed in one of the Sky Suites, Revel's version of a presidential suite, located on the 44th floor. Beyoncé and Jennifer Lopez considered this their home away from home on their latest tours through Atlantic City.

The professionals at Revel did an outstanding job providing focused customer service throughout the retreat. Thank you to all who were instrumental in making the retreat such a success. A special acknowledgement is extended to all Revel partners that assisted in making the board feel welcome during their stay: Bask Spa, Lugo Caffe and LDV Hospitality, Ivan Kane of Royal Jelly, Mussel Bar, and Luke Palladino of Luke's Kitchen.

Saturday night the board was invited to attend a “Taste of Revel.” This annual ticketed event featured food and beverage pairings from all the outlet chefs including tantalizing treats from Iron Chef Marc Forgione and Philadelphia's own Iron Chef Jose Garces.

As the group left the scenic Atlantic City skyline behind them, the exhausted board members felt a sense of accomplishment, look forward to their new committee chairs, and engaging members for the coming year.

# P3

## PAMPI PARTNERSHIP PROGRAM

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Four Seasons Hotel [www.fourseasons.com](http://www.fourseasons.com)

Pennsylvania Convention Center [www.paconvention.com](http://www.paconvention.com)

Sands Casino Resort Bethlehem [www.pasands.com](http://www.pasands.com)



## REWIND! MID-YEAR BOARD RETREAT

Date: January 9-11, 2013

Venue: Heritage Hills Golf Resort and Conference Center



Camela Pastorius, CMP, Anne Madden, CMP, Julie Rice, CMP, Allen Anderson, LauraLee Wren, CHSP, posed only for a brief moment so that Kelley Thwaite, CMP, could snap a photo.

## A Hidden Gem

KELSEY DIXON, HERITAGE HILLS GOLF RESORT AND CONFERENCE CENTER

When you hear York (no, not New York, just York), you may think of York Peppermint Patties, UTZ potato chips (yum!), and Harley Davidson. Maybe even as a fellow Pennsylvanian, you may wonder, “where IS York?” Located outside of the Greater Philadelphia region that we all know and love, just west of Amish country and over the Susquehanna River (it’s just a river, people, not the Great Wall of China!), York is, according to your 2012-2013 PAMPI Board, well worth the drive!

The PAMPI Board found their retreat at Heritage Hills Golf Resort and Conference Center in York, PA to be productive, focused, and successful; they also took a break to play! They had some fearless fun snow tubing on AvalancheXpress, ice skating on Heritage Hills’ outdoor ice rink, and enjoying specialty winter drinks at the Resort’s two onsite restaurants, Knickers Pub and Ironwoods.

According to Shira Baumstein, CMP, “for my first visit to York, I couldn’t have been more impressed. The resort is beautiful! The staff couldn’t have been nicer.”

Caryn Taylor-Lucia, CMP, had a similar post-retreat feeling. “My stay was great. I had zero expectation and being a city girl, no idea about the hotel in York. Everyone on staff was very nice, from the front desk staff to the folks at the desk where we checked in for tubing, and even the sweet guy who gave us our skates. Nice, nice group of people.”

Sounds fun, right? A great meeting/event getaway with a tough-to-beat hub location of and, get this, no traffic! Now that’s fun!

Want to plan your own remarkable visit to Heritage Hills? Heritage Hills Golf Resort is located just off Interstate 83 and Route 30 and offers challenging golf on two picturesque courses, family-fun recreational activities including mini golf, snow tubing & ice skating, welcoming hotel accommodations, meetings and celebration venues, relaxing spa treatments, and a variety of unique dining experiences. Call Kelsey Dixon at 717-755-0123 x601 or visit [HeritageHillsResort.com](http://HeritageHillsResort.com) today.



Editor’s Note: The Mid Year Board Retreat was hosted back in January and the summary never made it into our magazine. Better late than never.... Kelsey Dixon has offered to submit a short write up for this issue. We hope you enjoy, and we apologize for the delay.



## Strawberry Margarita Jell-o Shots

LARRY TREU, BORGATO HOTEL CASINO & SPA

When it comes to refreshment and FUN, try this cocktail recipe to get the party started!

### INGREDIENTS

- 2 dozen good size Strawberries
- 1 box Strawberry Jell-O
- 8 ounces Tequila
- 6 ounces Cointreau (you can substitute with triple sec)
- Salt

### PREPARATION

1. Wash Strawberries.
2. Slice off below the green top and cut the bottom flat being sure that the strawberry can stand up on its own.
3. Scoop out the inside of the strawberry using an apple corer. Be sure NOT to put a hole in the bottom or on the sides as it needs to form a small cup to hold liquid.
4. Pat strawberries dry.
5. Place your strawberries on a small flat pan or plate.

### MIX

1. Boil 1 c. hot water.
2. Add the JELL-O powder.
3. Wisk the powder until it is completely dissolved (about 2 minutes). Let it rest.
4. Measure ¼ c. of cold water. Set it aside.
5. In a cocktail shaker filled with ice add the tequila and the Cointreau and shake for 45 seconds.
6. Add this liquor mixture to the cold water and stir to combine. Then add this mixture to the HOT Jell-O mixture and stir to combine.
7. Carefully pour this mixture into each of the prepared strawberries and place in the refrigerator.
8. Cool overnight.

(Optional) Remove the strawberries from the fridge and gently brush a bit of water around the outer edge of each strawberry. Then lightly dip and twist each into salt in order to rim.

Garnish with a tiny slice of lime and serve!

CHEERS!

Be sure to snap a photo of yourself making or enjoying these recipes and post it to PAMPI's Facebook page [URL](#)

## Peanut Butter Pie

CINDY KUNZER, CMP, ROBERT MICHAELS COMMUNICATIONS

Gather 'round, children, and Nana will tell you a story. A long time ago – last century, actually – the New Jersey State Fair was held in a magical place called The Garden State Race Track, in Cherry Hill.

For several years Nana entered her favorite baked goods into the culinary arts competitions, and won ribbons. Here is a recipe that won a ribbon. This is a “no-bake” recipe, so it's great for hot weather entertaining, although Nana does get requests year 'round for it.

### INGREDIENTS

- 8 oz Philadelphia Brand Cream Cheese, softened
- 1 cup Jif Extra Crunchy Peanut Butter
- 1 cup Domino's Confectioners Sugar (10x)
- 8 oz tub Cool Whip
- 1 Keebler Pie Crust

### PREPARATION

1. Using a stand or hand-held mixer, blend the softened cream cheese with the peanut butter.
2. Add the sugar and mix thoroughly.
3. Fold in the Cool Whip.
4. Pour into the pie shell, and chill for at least 5 hours.
5. (Optional) Top with grated chocolate or chopped peanuts.

I like recipes that encourage personalization. If you prefer another brand of cream cheese, use that. While low-fat cream cheese is okay, do not use nonfat – your pie filling will be loose. You can substitute another brand of crunchy peanut butter but do not use low-fat or natural types.

You can either make your own pie crust from graham crumbs and butter, or use a Keebler (or store brand) ready-made shell. Keebler makes a low-fat graham pie shell that will work in this recipe. Keebler also makes a chocolate pie shell and a shortbread pie shell, in addition to their original graham pie shell.

You really need to refrigerate this pie. I prefer to serve it cold, straight from the fridge. I think it tastes better, and cutting and serving are easier.

Be creative with your toppings; try sliced fresh strawberries, or some chocolate syrup. Thin some fruit preserves and drizzle on top. Or, be decadent and top with some chopped Reese's peanut butter cups. I've been known to mix some mini chocolate chips into the filling, and sprinkle more chips on top.

I would love to tell you how long this pie can be refrigerated, but I've never had any leftovers to test!

# Inside the Immediate Past President's Studio

## Kicking Back with LauraLee Wren, CHSP

LINSEY POLETTI, CMP, SEI

It's Friday, July 5th and LauraLee Wren, CHSP, is at work. Just yesterday she was in her lake front home hosting 30 people to celebrate the Fourth of July. Her private beach and Tiki Bar are perfect for the occasion. LauraLee likes to entertain and to bring people together.

I asked LauraLee what she was looking forward to most now that her time as President of PAMPI is at an end. I was expecting she would say more time on the lake and more drinks at the tiki bar! But LauraLee is an unbelievably hard worker. In fact, she was not anxious for her presidency to be over and she believes that she is going to miss it.

### Inspiring the President

"I must credit my friend and mentor, Kelley Thwaite, CMP, for motivating me to apply for the position as PAMPI's President." Kelley encouraged LL to push herself in each role as she climbed the PAMPI ladder. "I could not have completed my term as President without [my years as a volunteer]. It is where I achieved much more personal and professional growth."

LL also credited past leaders, specifically Paul Fogarty, CMP, with motivating her to become President. LL was extremely aware of the challenges of leadership because of her history of volunteer work with the chapter. The difference when leading is, "you are now responsible for overseeing all chapter business whether it is your strength or not." LL had a great team supporting her which helped boost her confidence.

### Discovering Her PAMPI Potential!

LL challenged the chapter to discover their PAMPI potential as a part of her campaign during her presidency. But did she discover hers? "I came up with this because I had learned so much with my volunteerism and had gotten more than I could have expected. In this case, I asked everyone to look at their volunteerism selfishly for the year. You are getting so much out of what you are doing from actually doing it."

### Sense of Accomplishment

LL is especially proud of this past year's Leadership Retreat. All volunteers were invited to participate and learn about leadership. "That [Leadership Retreat] drew a lot of new young professionals that have been excited and enthusiastic. A number of them came to me throughout the year and said, 'this is what I did after leadership day because of your speech.' It makes everything worthwhile."

### Challenges

Communicating information to the chapter is challenging. "Headquarters tasked us to lessen our emails. Making the transition in how we communicate is still an ongoing process. Print is dead but emails are deleted, so how do you get the word out?" Since LL came up through the communications committee, it had been hard for her to say goodbye to the printed version of the magazine. But the chapter made major strides with their communication

efforts this year and she is sure they will continue to do so.

### Advice to Others

LL knew that we had so many kind supportive members but, "it has really stood out to me this year. People always made a point to tell me what was great and what hit home for them. It touched me."

Her advice to the incoming Presidents: "Anne has a great group of people to support her and she is going to do fantastic." She also encourages Shira to begin looking now for strong people to join her for her term. "Incoming Presidents should keep an open mind to listening to different ways to do things. Be tough and have thick skin because you are not always going to make everyone happy."

What's next for LL? She encourages more involvement from past presidents because, "they can offer a lot to our chapter." One thing is for sure, this is not the last we have seen of LauraLee Wren, by any stretch of the imagination. She may be relaxing on her beach sipping on a cocktail but her mind will always be planning the next big thing!



## ADAPTED SEGMENT FROM INSIDE THE ACTORS STUDIO WITH JAMES LIPTON.

What is your favorite industry word?

Connections

What is your least favorite industry word?

Piece-of-Business

What turns you on about the meetings industry?

Impactful Experiences

What turns you off about the meetings industry?

Negative Media

What sound/noise do you love at an event?

Laughter

What sound/noise do you hate at an event?

Monotone Speaker

What is your favorite form of entertainment at an event?

Anything with Audience Engagement

What profession other than yours would you like to attempt?

Children's Book Writing — wait, I did that! — shhh, perhaps I'll return...

What profession would you not like to attempt?

Debt Collection

If a perfect event exists, what would your client say to you at the closure of the program? "I learned so much!" or "I had such a great time!"



# New Member CONFESSIONAL

Brandi Knob, CMP

Strategic Sourcing Manager, Maritz Travel



## What do you hope to get out of your membership with PAMPI?

I am most looking forward to networking with other planners and hospitality professionals in our area.

## Work/life balance advice?

Don't check your email before going to bed; it can always wait until the morning. This is something it took me a long time to realize but I think I sleep better now.

## Tell us about your family.

I've been married for five years to John Knob, who also works in the hospitality industry. We have two beautiful little girls, Olivia (3) and Emily (1).

## Day in the Life

SARAH NORRIS, UNIQUELY PHILADELPHIA

**I'm new. Well, newish.** Less than a year into my PAMPI membership, I am pleased to have found a committee home with the MPI to Eye magazine. This is in large part a testament to the warm and welcoming style of PAMPI's leadership team and its extended membership base.

Fast forward to our first committee brainstorming session and our fearless new editor challenged us to think outside of the box for new, reoccurring magazine features. I immediately thought about what I've enjoyed most thus far: making new connections. What do I want more of? Time and a platform to really learn about these new connections.

The MPI After 5 series creates a dynamic atmosphere for networking and idea exchange but each of us is accountable for establishing quality follow up. This is where the real work comes in. To quote the fabulous new mantra of the Membership Committee, it's not the ROI that channels long-term success; it is the "R.O.A.R.," or Return on Amazing Relationships. So, this begs the question: how much do we really know about our fellow PAMPI members?

*Each of us represents a different industry, specialty, corporate responsibility. We have a communication style, work ethic, personality, and mantra (or seven) to live by. These unique threads weave the very fabric of the MPI Philadelphia Chapter. Introducing Day in the Life.*

Each MPI to Eye issue will include **Day in the Life**, an in-depth article of my time spent shadowing one PAMPI member throughout the course of his or her business day that will include equal parts observing, one on one interviewing and the promise of each quarterly column reading radically different. Taking a cue from the organic nature in which Rolling Stone magazine's feature articles come to be, each **Day in the Life** article will be shaped by our featured member and what fundamental storyline shines through.

By diving a bit deeper this year and going behind the scenes with our members, we'll define and redefine success, gain deeper insight into what makes our members tick and have a little fun while doing so. It is our hope that the more you read, the more you learn and the more inclined you may be to reach out and truly connect.

To generate even more connectivity, the PAMPI member who is featured will also have the distinct honor of "passing the baton" and nominating our next Day in the Life featured member. This will be your way of paying it forward thoughtfully and highlighting a fellow PAMPI member who deserves this unique recognition.

We are pleased to announce that our inaugural **Day in the Life** featured member is Dan Love of Catering By Design and PAMPI's Vice President of Communications. Stay tuned for our first full feature article on Dan next quarter. And Dan, get ready for a day with me!

In the meantime, I encourage us all to live out each day as if it's our feature moment: Elevate, Innovate, and Motivate us to achieve daily successes.



## August 21, 2013

### Volunteer Leadership Day & All-Team Meeting

1:00 – 7:30 p.m.

ACE Conference Center, 800 Ridge Pike,  
Lafayette Hill, PA 19444

### Fall CMP Study Groups

## Sessions begin September 7, 2013

9:00 a.m. – 1:00 p.m.

Four Seasons Hotel Philadelphia,  
One Logan Square, Philadelphia, PA 19103

## September 18, 2013

### Education Program

5:30 – 8:30 p.m.

Speaker: Joshua L. Grimes

Hyatt Regency Philadelphia at Penn's Landing,  
201 South Columbus Blvd., Philadelphia, PA 19106

## October 9, 2013

### Education Program – BOSSES' NIGHT

5:30 – 8:30 p.m.

Topic: "Changing Meetings From the Inside Out"

Speaker: Tyra W. Hilliard, PhD, JD, CMP

Location: TBD

## November 20, 2013

### Fall Social – Silent Auction

6:00 – 9:00 p.m.

Sheraton Philadelphia Downtown Hotel,  
201 N. 17th Street Philadelphia, PA 19103

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