

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • WINTER 2014



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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From the Editor: Reflection

LINSEY POLETTI, CMP, SEI



I've been a PAMPI member for almost three years and I feel I receive much more from PAMPI than what I have put into it. I volunteer my time on various committees, chair some of those committees, attend monthly meetings, network with fellow members, and act as an advocate for the chapter on a daily basis. In return, PAMPI has given me the opportunity to give back to our industry, it has taught me how to delegate and be a leader, and it has become a family to me.

With that being said, there is still so much to explore.

For example, I've always known that PAMPI is full of many intriguing, talented professionals but I just realized a few weeks ago – when reading Day in the Life featuring Sarah Fuller – that there are so many things I don't know about my fellow PAMPI members. Two days later I had dinner with Sarah and got to experience the dedicated, focused yet sweet person that she is. Read this edition's Day in the Life article featuring Sarah (pg 20).

I'm obviously a huge fan of Philadelphia, the City of Brotherly Love; however, I spent my early twenties in Charm City. That's Baltimore, for those of you who may not know. Because my career began in another city, I'm still learning what Philadelphia has to offer. As I read articles like David's Eye on Philadelphia (pg 7), Linda's Eye on Community Service (pg 14), and even Allen's CVB Reflections article (pg 10), I realize I want to know more about our city!

Continuing Education is also something that I hope will never get old for me, or any of us. Whether you've been in the industry for one year or 10, or even a seasoned veteran with 20 years or more of experience, there is always something new to learn. In this issue, you can read up on Current Technology Trends, Professionalism, Diversity, and Green Meetings. Take advantage of this free continuing education!

This year, for me, is about improving my relationships within PAMPI, my knowledge of our beautiful city, and continuing to educate myself and others around me. What will you focus on in 2014?

Linsey Poletti, CMP
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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.

President's Message

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

Happy 2014 PAMPI Members!

It's the middle of March and after shaking off our holiday coma, PAMPI is back in full force. When the editorial team chose this issue's theme of Reflection, I had to give it some thought. Reflection can mean so many things. As 2014 rang in, many of us (including myself), reflected on what last year brought us. Question is, what did we reflect on? Perhaps it was major accomplishments. Perhaps it was memories with friends and family. Perhaps we were just glad to see 2013 be done!

As I reflect on the first half of my presidency, I look back to where our chapter was then and where we are today. I also reflect on where our chapter was one year ago this time. What have we accomplished? How have we grown as a chapter? How have I grown as a leader? How have you grown as a volunteer?

Your board of directors has been hard at work over the last 6 months. Although these changes may not be apparent as of yet to our general membership, we've been shaking things up behind the scenes. For example, our Education Team is revitalizing the Education Institute (EI). EI will be back in 2015 and better than ever. In addition, the Education Team is consistently searching for and pursuing fresh, new topics for our monthly programs. Your board of directors appreciates the constructive feedback and suggestions on the surveys we send out after each meeting – and we are listening!

The Finance Team is busy brainstorming innovative fundraising ideas, so we can enhance even more the Golf Tournament and Fall Social, and other events. Stay tuned to find out more. Our Communications and Membership Teams are also working their magic to create new buzz with membership retention and engagement.

All of these things are helping to Elevate our chapter to the next level, be Innovative with our ideas and approach, and Motivate our volunteers and members.

We hope you enjoy this Winter Issue. Take some time to reflect on where you've been with PAMPI, and then think about where you would like to be. I look forward to seeing all of you at the next monthly program.



All of these things are helping to **Elevate** our chapter to the next level, be **Innovative** with our ideas and approach, and **Motivate** our volunteers and members.



Anne Madden, CMP and Larry Treu shaking things up behind the scenes.



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Eye on Professionalism

CAMERON WICKS, VISUAL SOUND

To Thine Own Self Be True

Criticism isn't always easy to handle, even constructive criticism.

It's necessary, and we may handle it well, but we've all had a time when we didn't agree or like what was said about us. While hearing criticism from others is tough, many people find that self-reflection or self-evaluation is even more difficult.

We all have to do it at some point – while filling out that self-review form prior to an annual employment review. The form asks what you think you have done well and what you can improve upon. While it is challenging to answer some of these questions, I have found it to be an invaluable tool to improve, both personally and professionally.

We live in a world where everyone has an opinion. While this has always been the case, for the better part of twenty years, everyone has been able to publish their opinion publicly, and find others who agree with them. This is truly amazing, and I believe that overall, it's for the better. However, it can create a lot of noise, and I think that a lot of us have learned how to tune out some of the criticism we hear. If we didn't, we'd all go crazy.

However, a byproduct of tuning out all the opinions we hear is that we're also likely to tune out legitimate, constructive criticism from those around us. Many people become defensive, and others just wave it off as if it is meaningless. That's why self-reflection has become so important. Often, the only people we'll listen to are ourselves. That means we need to be honest with ourselves about our careers, our relationships, and other aspects of our lives.

In order to be successful with self-reflection, you first need to remember that it is for your own good. The more honest you are with yourself, the more you will be able to improve your weaknesses and make your life or job better in the long run.

Here are a few examples of what to think about when reflecting:

- Time management
- Communication – written and verbal
- Attitude
- Am I challenged?
- Did I meet my goals this week, this month, this year?



Remember, you can be your own best critic, and you can use that ability to improve many aspects of your job and your life. The two aforementioned tips are what I use to reflect on my own strengths and weaknesses. Being able to do that has worked wonders for me.

If you aren't great with a specific skill, admit it to yourself. Then work to improve this skill. Secondly, remember that while being constructively critical, not to beat yourself up. If you did something well, or have a strength, be honest about that, too. Don't minimize your accomplishments, or nitpick minor flaws.

Learn to be happy and proud of the things you do well, and work to improve on those things you may not handle so well. Be your own fair critic; it has certainly worked for me.

Member News:

Justin Covington has been appointed the Director of Business Development for Advanced Staging Productions, where he will manage all sales and marketing efforts for the company. Covington has been working in the Greater Philadelphia market for the past 9 years and he brings 13+ years of industry experience to the Advanced executive team.

Eye on Hot Trends

Smart Phone Apps for Planners

MELANIE FORMAN, CMP, CONNECTING THE DOTS VIRTUAL BUSINESS SOLUTIONS

It seems that no matter what challenges you face, there's new technology to make your life easier. Let PAMPI spotlight some hot new technologies to utilize at your next event that will not only wow your attendees but make you more effective.

Valet.io

The valet.io app makes it a breeze to turn any event into a fundraiser. There is no longer a need for meeting planners to print thousands of pledge cards or scout for volunteers for data entry, entering name upon name into you or your clients database.

Valet.io allows attendees to bid or pledge funds using their mobile devices to capture the necessary contact information and provide a faster, more efficient bid closing process.

One of the highlights of Valet.io is its customization; it's been a resource for events from small private fundraisers to large galas alike.

Ease of use is another highlight of the app. Planners can simply send the mobile link to the telephone number provided by attendees during registration, allowing guests to participate in the bidding at anytime via their own mobile devices. All bids are collected and shown in real time which means attendees can see where they stand in the bidding wars. Additionally, attendees who are outbid can be sent a personalized note via SMS thanking them for participating.

Help your organization up the ante in your "ask" during fundraising events with Valet.io.

Memory Meld

Attendees at events and conferences are always trying to capture key program highlights in memorable ways, and Memory Meld does just that. It allows meeting and event planners to create a private event page where attendees can download and share photos captured at the event.

Not only is this app perfect for your next conference, it is also a great tool for weddings, birthday parties, or vacations, taking the pressure off of the event host to act as photographer for the duration of the event or to track down photos of others after the event.

It's simple! Just share the unique event code via email or on your invitation. Your attendees will be able to take pictures through the app. Even pictures that have already been captured can be uploaded.

Crowd sourcing photography at your next event will ensure that attendees walk away with a more engaging and memorable experience.



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



Photo courtesy of Hyatt at the Bellevue for PHLCVB

New Hotels, Old Hotels, and More to Come for Philadelphia Visitors

Center City Philadelphia is getting close to a Tipping Point moment where one will need a scorecard to keep track of the comings and goings of hotels.

The latest news occurred just after the New Year when a choice nugget of information was tucked into the bigger story surrounding Comcast's announcement that it was building a second tower on Arch Street between 18th and 19th Streets: the Four Seasons, a landmark on Logan Square for 30 years would pack up and move to the upper floors of the new tower when it debuts in 2017.

It is, as a Four Seasons spokeswoman noted at the time, "business as usual." But that will change drastically when the hotel not only moves, but contracts, from its current 357 rooms to about 200, occupying the upper dozen floors of the building. Also unanswered for the time is what the future holds for the hotel's Fountain Restaurant, as beloved as the hotel itself in many quarters.

You might be wondering about the Logan Square building itself. Although building owner Host Hotels is not divulging its plans just yet, rumor has it they may convert to a JW Marriott (and speaking of Host and Marriott, Host recently sold an 89% stake in the largest hotel in the city, the Downtown Marriott).

But that is not the only news. The W chain, still absent from the Center City market, could be planting itself in two different locations in the coming years. City Council recently voted to provide a 20-year tax break to developer Brooke Lenfest to build a hotel twofer at the space formerly occupied by the Meridian skyscraper which burned down over 20 years ago. A W would sit side-by-side with an Element, bringing some 700 rooms plus retail and banquet space to the corner of 15th and Chestnut Streets, around the corner from City Hall.

These hotels would be scheduled to open not long after the Four Seasons move, in 2017-18. Officials say they will create 1800 construction jobs and 450 permanent jobs and hopefully help attract more business to the Convention Center.

W Aloft is being proposed for North Broad Street adjacent to the Convention Center. There is currently an Aloft at the Philadelphia Airport.

Meanwhile, just off the downtown grid at Philadelphia's burgeoning Navy Yard, a Courtyard by Marriott opened in January, with sparkling architecture on the outside and 172 rooms on the inside. The Navy Yard hopes soon to add residential and entertainment options to its stable of corporate tenants that already includes the headquarters of Tasty Baking Company, Urban Outfitters, and GlaxoSmithKline.

Ed Grose, Executive Director of the Greater Philadelphia Hotel Association, said that while the organization "supports hotel development," there is a certain amount of pressure on the city's hotels to make sure supply does not outstrip demand, especially with the Convention Center looking at leaner years in 2014 and 2015. Philadelphia, he said, is "on the right track" but must prove that to meeting planners.

To Jack Ferguson, President and CEO of the Philadelphia Convention and Visitors Bureau, there is a certain cache to the projects being discussed. "The hotel landscape in Philadelphia is attracting national attention for all the right reasons," he commented recently. "Over the next few years, we expect Philadelphia's reputation as a modern renaissance city and smart choice for hotel development to take root even further."



Photo by Miles Kennedy for PHLCVB

CVB REFLECTIONS: Q&A WITH AREA CVBS

ALLEN ANDERSON, HILTON PHILADELPHIA AIRPORT



Rachel Wolkiewicz, CTIS
Meetings & Events
Sales Manager
[Visit Bucks County](#)



Sara Garnett
Director of Sales
[Greater Wilmington CVB](#)



Tore Fiore
Executive Director
[Brandywine CVB](#)



David M. Jackson, CMP
Vice President of Sales
[Pocono Mountains CVB](#)



David Bradley
Director of Sales
[Valley Forge CVB](#)

Convention business in Philadelphia is trending downwards in 2014 as you may have read in the Fall Issue. Eye on Philadelphia mentioned that the economic impact is projected at a 38% decrease from 2013 totals.

Not only does this affect Philadelphia, but also the surrounding neighborhoods. Here's an inside look at what a few of Philadelphia's partnering CVB's are saying about the projected decline and how 2014 is shaping up for them.

How does the projected decline of philadelphia citywide bookings affect your market?

Bucks Bucks County shouldn't be affected since we don't typically receive overflow from citywides. We welcome convention attendees to come earlier and/or stay later to experience the Philadelphia countryside.

Wilmington This past year, we saw an increase in hotel room nights from citywide overflow. With this projected decline we expect a slight change but with minimal consequences.

Brandywine Actually, no. For example, this is the first time, the Army/Navy football teams, as well as the Army/Navy Soccer teams, stayed in Delaware County properties in 2013. Our average daily rate is less and we're less taxing and more relaxing. You can get to the Sports Complex quicker from Delaware County than you can from Center City Philadelphia.

Valley Forge Yes. Valley Forge and Montgomery County rely on compression with large citywide events for business bookings. When activity there is down, the drop has a negative impact on our members as well.

There have been some upheavals in the medical and pharmaceutical segment, in particular the merger and acquisitions of drug companies. How has this affected your business?

Bucks It has not had as much of an effect on the meetings business to date. Our premier Bed and Breakfast's continue to

host a good amount of pharma business as they are a great choice for retreats and small trainings.

Poconos The Pocono Mountains are best suited for medical and pharmaceutical workshops and retreats and remain somewhat unaffected by this activity.

Valley Forge To our knowledge, the recent volatility in the pharma markets has translated into a slowdown in meetings and transient travel for the entire region. Valley Forge and Montgomery County are home to a number of major pharma producers, and the corporate cutbacks in travel expenses have been felt locally.

Has the gaming industry and related tourism reached a saturation point in your markets?

Bucks PARX Casino is a top casino in Pennsylvania. Last summer, PARX and Visit Bucks County partnered on a co-branded wrapped double-decker bus in Manhattan for several weeks. PARX has also increased support in Visit Bucks County's Destination Guide and website, the two primary outlets for visitor information. The tourism office is also working with hotel partners and PARX to encourage overnight packages to be promoted to the North New Jersey/New York City DMA.

Wilmington Yes. There are multiple gaming options in the region and it has become less of a destination in the Group Tour market.

Brandywine Not having a hotel at Harrah's Philadelphia negates the tourism aspect of gaming. It's a unique situation in comparison to the other establishments.

Poconos Gaming is still a very viable market for the Pocono Mountains. The Mount Airy Casino Resort serves the area as a destination and as an amenity to the surrounding resorts and hotels.

Valley Forge It may be an issue for the entire region; however, we continue to view the Valley Forge Casino Resort as a positive addition to our destination, bringing active nightlife, upscale dining options, and popular events with wide regional draws.

EDITORS NOTE: The overall gaming revenue in the state of

Pennsylvania is down in 2013 as compared to 2012, which could indicate that gaming has reached a saturation point statewide.

How are you keeping up with pressure of Social Media? Which social media platforms are you trying, and who RUNS them?

Bucks Visit Bucks County was an early adopter of social media. Aggressively active on Facebook, Twitter, Pinterest, Instagram, Foursquare, and Foodspotting has created nearly 50,000 followers. We also have plans to re-launch our YouTube channel early this year with a new video series highlighting the people behind Bucks County's businesses.

Our social media accounts are run by the tourism office's communications team.

Wilmington We have a dedicated specialist in our Bureau for social media. We are using Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, and Blogger.

Brandywine Sometimes social media is made out to be more than what it really accomplishes. Everything is about demographics, offerings, and event needs. We run it in house; Twitter, Facebook, Instagram, Blogs, etc. They are what they are.

Poconos Our Social Media Department is a subdivision of our Marketing Department and devotes their time to planning and maintaining our social media blueprint. We can be found on Facebook, Twitter, Pinterest, Instagram, YouTube, and Flickr.

Valley Forge The Valley Forge CVB maintains a highly-active stance on Facebook, Twitter, Instagram, YouTube, Pinterest, and LinkedIn. Twice a week, we are also bringing the people of Montgomery County – and their stories – to a wide audience with our blog, The Pursuit. We have a full-time, in-house associate and an outside social media consulting firm. These tactics have helped us increase our social media presence dramatically.

Nationwide, meeting professionals are dealing with shorter lead times, which translates to a seller's market and is difficult to forecast. How are you coping with this?

Bucks Visit Bucks County provides timely responses to all RFP's and inquiries, regardless of lead time. It's our job to make meeting professionals' lives easier, whether it's through helping them pinpoint the best locations in Bucks County for their meeting, collecting proposals for them, or providing welcome services for their attendees.

Wilmington We are forecasting against the pace of the previous year while accounting for a minor percent increase in the year ahead.

Brandywine It's not a matter of coping. It's a two way street. The buyer still has the advantage; here's what I want, when I want it, and if you can't accommodate me, I'll go somewhere else. And, that somewhere else will make it happen. As a tourism bureau, we have the ability to pull a quick turn-around.

Poconos We are, in fact, beginning to experience a longer lead time than we've seen in recent years. The majority of

our corporate meetings are beginning to plan an average of 3-4 months in advance and not the 4-6 weeks we have been experiencing.

Valley Forge We see short lead times in the suburbs with most of our customers. We respond to the contact within the same business day. [The process] continues with communicating the urgency for a response to the appropriate businesses requested. A follow-up communication is sent a day later.

How much do your member organizations really know about WiFi? How does THAT WIFI affect the tourism market?

Wilmington Our member organizations are familiar with WiFi and the importance of it to a meeting. They all make it a priority to offer Wi-Fi which helps us as a competitor.

Poconos Our members primarily offer free WiFi. Bandwidth is the biggest hurdle; making sure we have sufficient bandwidth to accommodate increased usage. This is a major topic within our membership.

Valley Forge Accommodations within the Valley Forge and Montgomery County area are universally WiFi enabled. Our members seem to understand the necessity of offering this service to both the business and leisure markets.

In these tough conditions, are there opportunities for students to break into the industry and how can they do that?

Bucks There are always opportunities for hardworking students who are willing to put in the time to learn about the industry. Internships abound, and even though hospitality and tourism-related internships are often unpaid, the experience and relationship-building opportunity is priceless.

Wilmington Gaining experience through an internship program would be very valuable. Many of our member hotels and hospitality venues welcome on-site assistance from a student for meetings and events. The University of Delaware also works closely with area hotels to create such opportunities.

Brandywine Who says conditions are tough? Break into the industry with internships, a willingness to get your hands dirty, and starting at the bottom, working your way up.

Poconos We are very open to the student internship market. As a four season destination with newer and larger venues currently under construction, we have an abundance of opportunities. Have the students contact us directly at meetings@poconos.org.

Valley Forge As is true of most of professionals in the travel/tourism industry, an entry point is a must-have. Even a line-level job can be an access point to future success, given a proper mentoring environment and a lot of drive. In today's hospitality business, education is the key. Internships are also a very important tool, one that we as a CVB foster. Over the years, we have witnessed the benefits for both for students and full-time employers.

Eye on Students: PAMPI. Opportunity. Priceless.

IAN OPTIZ, STUDENT, TEMPLE UNIVERSITY

During my sophomore year at Temple University I transferred into the School of Tourism and Hospitality Management (STHM). A job lifeguarding at a summer camp along with another job at a water park left my resume feeling quite bare compared to my new, fellow classmates. I immediately began to look for opportunities to build my resume, which is when I came across the Temple Student Chapter of MPI. When I joined there were few members, allowing me to quickly rise to the position of vice president during my second semester in STHM.

Attending the various networking events and educational programs allowed me to develop my skill set in topics such as understanding RFP's, learning how to control the flow of an audience through my event, and negotiating contracts. From these experiences I gained confidence in myself and in my interactions with fellow PAMPI members. Eventually I was able to secure a contact within Global Events Partners, a destination management company that I was very eager to work for. Impressed by my leadership position within my school's chapter, they offered me a job as an independent contractor.

From that point forward I was able to draw upon my contacts and experiences within PAMPI to secure various other companies along the way, including with PSAV and the Spirit of Philadelphia. I interned with The City of Philadelphia for Wawa Welcome America, and ESM Productions to further improve my resume. I took over as president of the Temple University Student Chapter of MPI by the time I was a second semester junior, which gave me invaluable, first-hand experience by allowing me to plan events, secure guest speakers, and arrange informational site tours.

My junior year ended with an amazing internship opportunity working for Live Nation's Director of Production of the mid-Atlantic region during the summer. I was exposed to concert production for all of the major shows which came to Philadelphia, acted as the local production manager for Van's Warped Tour, assisted in accounting for the Legends of Summer Tour, and was able to secure a job as a Production Runner for Live Nation upon completion of my internship.

My senior year I was chosen to lead the planning of the 2013 Senior Seminar Career Day for the School of Tourism and Hospitality Management. Many of the skills I needed to plan STHM's Career Day were a result of what I had accomplished as president of the student chapter of MPI, combined with my various other job experiences.

This spring I am interning with Sire Records, of Warner Music Group, in New York City. My time will consist of both discovering new talent as an A&R intern, while also assisting Seymour Stein who is known for discovering Madonna and various other musical achievements. I recommend joining MPI to all students who wish to succeed in both building a network, and accomplishing their professional endeavors. The contacts, experiences, and skills which you will walk away with are truly priceless.



New Member CONFESSIONAL

Lisa Cheresnowsky
Firmwide Events Manager, Dechert LLP



What do you love most about the meetings industry?

There is so much that I love about this industry: traveling to new places, the teamwork, the food, it's never a dull moment. But hands down, the part I love most is when I can partner with my favorite local venues and vendors in Philadelphia.

What was your first job?

When I was 15 I got my first job as a counselor-in-training at the local summer camp. Looking back, this was where I got my first taste of being in the hospitality industry. I loved planning the logistics of the themed activities, assisting new campers with making friends, and coming up with fresh ideas for the next year to make sure the parents would be back the next year.

What do you never travel without?

I am an admitted over-packer, so I wouldn't dream of traveling without: a backup battery phone charger, an extra pair of tights, and a really good moisturizer to combat the piped in air found in hotels, airplanes, and convention centers.

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Eye on Community Service:

Experience the Virtue of Volunteerism – The Philadelphia Marathon

LINDA JONES, CMP, PENNSYLVANIA CONVENTION CENTER

Volunteering is a rewarding way to give back to society. As far back as ancient Greece, Aristotle was preaching the need to be virtuous in our actions, and part of being virtuous is to help build the community. I have been volunteering for the Marathon for a few years now. I even have my “survival” gear ready to go the night before. I learned to wear rain boots so my feet stay dry from the water cups that spill trying to make the perfect hand-off to the runners.

Celebrating its 20th anniversary in 2013, the Philadelphia Marathon was a perfect vehicle to volunteer and give back to the community this year. Rachel Wolkiewicz, Chair, and Beverly R. Wise, Vice Chair of PAMPI’s Community Outreach Committee assembled a group of volunteers on the unseasonably warm Sunday morning of November 17th.

Energized volunteers arrived at 6:00 a.m. on the corner of 6th & Walnut Streets to set up the water station for the thousands of runners that would whizz by on their quest to finish this prestigious race.

A true sense of community graced the air as our volunteers mingled with other like-minded people. The demographic of volunteers ranged from Temple students to employees of corporate Philadelphia.

As the packs of runners shouted, “Thank you for volunteering! Thank you!” we felt that sense of community all over again. Remarkably, these thank yous echoed again and again throughout the morning. Can you believe it? These runners were giving it their all and still gracious enough to give thanks during the grueling competition!

We all knew and felt it in the air that something bigger than us was taking place.

This event fostered our attachment to and sense of community and the joy of giving back. This resonated throughout the day for us PAMPI volunteers and our fellow citizens.

If you want to
be a part of the
event next year,
save the date
for **November
24, 2014**
and stay
tuned for more
information.



THANK YOU

Our monthly programs would not happen if it weren't for our generous sponsors including and especially our event hosts. Let's thank those who have hosted us for our most recent events! [Applause]

ACE Conference Center – Volunteer Leadership Day & All Team Meeting

Hyatt Regency Philadelphia at Penn's Landing – September Monthly Program

Hilton Philadelphia Airport – October Monthly Program

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EYE ON DIVERSITY:

Resources for the Modern Day Woman

LISA CUNNINGHAM, GOLD COAST PRODUCTION MANAGEMENT

It was a perfect fall day this past November when I trekked into Center City very early one morning to attend the PA Conference for Women. Now wait, I know what you're thinking. This wasn't a feminist proclamation of inequality, it wasn't a platform to rally against injustice, and no, there certainly weren't any undergarments being ignited in the middle of Arch Street.

This was the opportunity to learn more about the topics, challenges, and trends that are shaping the lives of women not only in and around Philadelphia but, the country as well.

Since Sheryl Sandberg, COO of Facebook, recently released *Lean In*, conversations have been popping up about what really plagues and limits women in their personal and professional lives. This movement and these ideas were obvious throughout the theme of the conference. From career advancement, finance, and entrepreneurship to health and wellness, the variety of topics offered reflected the needs and interests of women today.

I was personally inspired by many of the speakers. My brief exchange with Madeleine Albright was humbling and profound—a moment I will always remember with great fondness. Listening to Sallie Krawcheck, one of, if not the most accomplished woman on Wall Street, recount her lessons to help her achieve success. When she stated, “If it comes down to your ethics vs. a job, you can always find another job” and shared her guidance on obtaining that overly taxed phrase “work/life balance,” I found her relatable and, surprisingly, honest. Judge Glenda Hatchett energetically implored women to do what it is that they have always wanted because, “Why not?” and, “take charge and live your lives to make a difference!” Hilary Clinton was Hilary Clinton—what else can I say?

Assume that place at the table is rightfully yours. Sit down and take it. -Cathie Black

Principal Linda Cliatt-Wayman was awarded for her courage, leadership, and relentless hard work at the Strawberry Mansion High School. To reflect upon her acceptance speech still sends chills through me and brings a tear to my eye. If you are unaware of her work at Strawberry Mansion High School, please, please Google it. Watch the Diane Sawyer segment. Linda took on the position of Principal when no one else would. She has a tremendous sense of obligation, concern, and to do what is right for others. She is beyond humble yet retains a presence that is nothing less than mighty and radiant.

I was energized by the breakout offering since many showcased companies or speakers who I greatly admire. My favorite included a panel led by Deborah Buresh Jackson, the founder of Plum Alley, a company who promotes female founded businesses. Deborah was brilliant, direct, honest, and triumphant. You recognize a true leader when the audience begins to interact during the presentation, incorporating the very points that are being spoken of. I was proud to approach Deborah after the session and thank her for her vision and honesty.

I can continue on about the many inspiring moments I experienced throughout the day. Instead, I encourage each of you to visit the PA Conference for Women website; watch the videos and listen to the stories shared by these outstanding women. I assure you, you will not be disappointed!



BOOKS OF NOTE

Lean In: Women, Work and the Will to Lead - Sheryl Sandberg

Dare to Take Charge: How to Live Your Life on Purpose – Glenda Hatchett

Prague Winter: A Personal Story of Remembrance and War, 1937-1948 – Madeleine Albright

Women Who Don't Wait in Line: Break the Mold, Lead the Way - Reshma Saujani

I Shouldn't Be Telling You This: How to Ask for the Money, Snag the Promotion, and Create the Career You Deserve – Katie White

The Widow Clicquot: The Story of a Champagne Empire and the Woman Who Ruled It - Tilar J. Mazzeo

New Member CONFESSIONAL

Alexis Dahlin

Director of Corporate Events
The Philadelphia Cricket Club



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

I hope to gain new friends, new business, great experiences and more education on the general meeting environment of today's meeting market.

Describe one of your favorite clients.

One of my favorite corporate clients is a commercial real estate investor in the Philadelphia area. I have an amazing relationship with their Executive Assistant who plans their functions and we have become great friends over the course of several months. We talk on the phone regularly and always make dinner dates to catch up over a nice bottle of wine and Italian cuisine!

Work/life balance advice?

Don't ever take work home with you – focus on what you have at home! If you prioritize your day, work can stay right where it is!



Eye on Environment:

Farm to Table and the Economic Impact

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

Farm to table means different things to different people. At first, the term was literal: it meant straight from farm to table. Over the years it has evolved to encompass much more.

Wikipedia states *Farm-to-table (or farm-to-fork)* refers to the stages of the production of food: harvesting, storage, processing, packaging, sales, and consumption. *Farm-to-table* also refers to a movement concerned with producing food locally and delivering that food to local consumers. Linked to the local food movement, the movement is promoted by some in the agriculture, food service, and restaurant communities. It may also be associated with organic farming initiatives, sustainable agriculture, and community-supported agriculture.

Built on the idea that the freshest food is best for the body, it encouraged people to replace processed food with healthier alternatives.

Over time, it was realized that farm to table also had a positive financial impact on the local farms. It decreased the environmental impact and carbon footprint of factory farms and mass food production.

In a study by Leopold Center for Sustainable Agriculture, the average fruit/vegetable travels 1500 miles before being purchased by a consumer. Additionally, 39% of fruits and 12% of vegetables are imported from other countries.

To keep food from spoiling during these long trips, some produce is picked before it has a chance to fully ripen and absorb nutrients from its surroundings. This practice allows the fruits and vegetables to ripen in transit and ensures that consumers get fresh, ripe produce year round. But according to the United States Department of Agriculture, it causes the produce to lack the nutrients that would be present if it ripened on the vine.

Buying food locally is not only healthy for you but for the environment as well.

Let me paint you a picture. An 18-wheeler gets roughly five miles to the gallon. To move produce the average distance of 1500 miles would burn 500 gallons of diesel fuel. Not only are we polluting the environment, but local economies lose the revenue from the sale of farmed food.

Many city restaurants are also getting involved in growing their own gardens. The restaurant gardens are beautifying neighborhoods by providing green spaces in otherwise barren concrete landscapes. The plants also provide oxygen and clean the air.

How can you participate? Dine at a Philadelphia Farm to Table restaurant. For a comprehensive list you can visit [urbanspoon](http://urbanspoon.com).

Buying food
locally is not
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environment
as well.

Sheraton Philadelphia Downtown

ANTHONY VALENTE, SHERATON PHILADELPHIA DOWNTOWN HOTEL

Get reacquainted with the all new Sheraton Philadelphia Downtown Hotel.

Having recently completed a multi-million dollar renovation, guests will enjoy an expansive revitalization of the hotel's lobby, restaurant, and indoor pool. The new state-of-the-art Sheraton Fitness Center, programmed by Core Performance, features signature series cardio equipment, targeted strength-training machines, workbenches, and free-weights. Also taking on a new look is The Link@Sheraton, where you'll be able to connect throughout your stay. Plug in with your own laptop or connect at one of the kiosks. After a long day, you'll enjoy the newly created, revitalized Library.

Located in the heart of Center City Philadelphia, the Sheraton Philadelphia Downtown Hotel is close to all of Philadelphia's major attractions, just two blocks from Convention Center and a short walk to the Barnes Foundation, Love Park, the Franklin Institute, and nearby restaurants, museums, and attractions.

Guests will unwind in one of 757 guest rooms, complete with the plush Sheraton Sweet Sleeper® Bed. For guests wanting to upgrade their stay, indulge on the Sheraton Club Level. As a Club guest, you'll enjoy access to the private Club Lounge where you can relax with internet access, complimentary breakfast, evening hors d'oeuvres, dessert, and a variety of refreshing beverages throughout the day.

Enjoy and compare wines rated 90+ by Wine Spectator and other premium pours at Sheraton Philadelphia Downtown's Social Hour. Every Sunday through Thursday from 5 p.m. – 7 p.m., explore new wines or try an old favorite. Whatever your taste, you're sure to have a great glass. Or two.

The hotel's newly transformed dynamic, split level meeting space boasts high-ceilings with enhanced lighting, new wall coverings, carpet, décor, and furniture. The bright redesign serves as the backdrop to an inspirational atmosphere for groups seeking a multitude of space and size requirements. The Liberty Ballroom, which boasts more than 20,000+ square feet and is the second-largest of its kind in Philadelphia, along with The Horizons Ballroom located on the hotel rooftop, compliment the sprawling floor- to-ceiling window views of Downtown Philadelphia. Sheraton Philadelphia Downtown Hotel is the ideal location in the heart of Center City for your next meeting, conference, or event. With 38 unique, flexible spaces and with over 58,000 square feet of meeting space, the Downtown location can accommodate any conference, meeting, wedding, or social event, while still providing an intimate and unique atmosphere for you and your guests. The professional and attentive staff is happy to help you plan your perfect event. Visit us today and see why the Sheraton Philadelphia Downtown Hotel is the ideal venue for your next event or meeting!

For more information visit our [website](#) or call (215) 448-2000.



Time to dig out from the snow, PAMPI. Dust off those dancing shoes, bring your appetite, and get ready because spring is on the horizon in Philadelphia!

PHILLY BEAT

Arts

The Philadelphia Museum of Art has so many exhibits to choose from.

Don't forget to visit their current exhibits ending in the spring: *Cy Twombly: Sculptures* and *Marc Newson: At Home*. Also on display in the near future: *Treasures from Korea: Arts and Culture of the Joseon Dynasty, 1392 – 1910*, March 2 – May 26 and *Patrick Kelly: Runway of Love*, April 27 – November 30.

The **Philadelphia Orchestra** is in full swing with a large selection of performances to choose from. A delightful offering changes weekly but some of the favorites include:

- February 28 – March 7: *Beethoven and Shostakovich* – two extraordinary and sublime pieces offered by the composers
- April 24 – April 26: *Mozart Celebrations* – a celebration indeed! Four performances occurring over three days include different programs featuring three great strengths of Mozart's writing; his operas, his symphonies, and his piano concertos.
- April 17 – May 10: *Salome* – a powerful selection to close the season. This fast paced, one act opera is considered one of the most important musical pieces of the 20th century. Shocking, brilliant, and a deeply psychological storyline.

The **Philadelphia Chamber Music Society** is proud to present ECCO (*East Coast Chamber Orchestra*). Founded in 2001, this group of soloists, chamber musicians, members of major American orchestras and Grammy award winners, has been heralded for their youthful energy and shaping the future of classical music. A rare opportunity to hear the talents of these up and comers!

Food

Food for Thought. Literally! **ACHIEVEability**, Philadelphia's answer to ending poverty through helping low-income, single parent, and homeless families become self-sufficient, is hosting their annual fundraiser. On March 22, attend *Party with Purpose*, where Food for Thought showcases some of Philadelphia's finest culinary talents. Whether you attend to sample the food, mingle with friends, bid on auction items, or dance the night away, you know that you are supporting a great cause.

Still hungry for more? The **American Culinary Federation** has the perfect event for you. On April 3, the ACF Philly Chefs will host their annual *Food and Wine Festival* at the Desmond Hotel.

Happenings about Town

It's the time of year when spring has almost sprung and our cabin fever is at its limit. What better way to get out of the house and channeling spring than by visiting the **Philadelphia Flower Show**? The show will again be held at the Philadelphia Convention Center March 1 - March 9.

And, for all of the brides to be out there, remember, March 5 is **Wedding Wednesday**. Visit with the top venues, talk with local wedding experts, and get advice on everything from music and lighting to rehearsal dinners. You never know—you may just run into one of your PAMPI Peers!



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.

If there is one PAMPI volunteer that deserves our recognition this month, it is Ramaa Nathan. Her strong technical skills, passion, and focus made improved email blasts possible for the chapter. She is dedicated to creating a better product for our chapter. Thank you, Ramaa, for the dedication and effort.

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

Kelly Sophy, CMP, CMM, is recognized for her efforts in organizing a Senior Planners focus group. This team will give input to shape future programming for other senior meeting planners in our chapter. What a brilliant way to shine Kelly.



Kelly Sophy, CMP, CMM and Ramaa Nathan receive awards from President Anne Madden, CMP.

FROM OUR KITCHEN – TO YOURS

Sausage Wontons

Camela Pastorius, CMP, Pfizer

- 1 package wontons
- 1 lb. bulk sausage (in tube) – brown, drain fat
- 2 C Monterey Jack Cheese – shredded
- 2 C Cheddar Cheese – shredded
- 1 red pepper, diced
- 1 16oz. bottle Hidden Valley Ranch Dressing

Directions:

Bake entire pack of wontons in cupcake pans to form little cups. Bake at 350 degrees for 7 minutes or until lightly browned. Remove from pans and cool.

Mix cooked sausage, cheeses, pepper and dressing. Fill cups with mixture and bake at 350 for 15 minutes until the cheese melts.

Kyoto Sour

Maya Northern, CTA, Chimera Travel, LLC

- 60 ml Sake
- 15 ml Agave Nectar
- 10 ml Lemon Juice
- 2 slices of Fresh Grapefruit
- 2 dashes Tabasco
- Mint sprig

Directions:

Muddle grapefruit and Tabasco in a cocktail shaker.

Add sake, lemon juice, and agave nectar. Cover shaker and shake vigorously.

Strain into an Old Fashioned glass filled with ice and garnish with a mint sprig.

Be sure to snap a photo of yourself making or enjoying these recipes and post it to PAMPI's Facebook page!

LAUNCHING! Meetings Move Us ForwardSM

MPI is launching the Meetings Move Us ForwardSM grassroots effort, which includes the unveiling of a new section of our website and resources for promoting our industry. The campaign's goal is to help teach members how to talk about the meeting and event industry in a consistent and meaningful way using a common language.

Caroline Johnson, Senior Director of Marketing and Communications for MPI, is encouraging us all to check out the different Meetings Move Us ForwardSM resources online at www.mpiweb.org/forward.

Conceptualized in late 2012, MPI has created a number of resources for its members and the broader meeting and event community, including the following:

- Brief Industry Documentary Video
- One-Minute Television Commercial
- *When We Meet, We Change The World* Video
- Print and Web Ads
- Core Message Platform
- Fact Sheet
- Presentation
- Articles & Studies
- Relaunch of *I Am MPI* Initiative
- Storytelling Template
- Link to U.S. Travel Association



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New Member CONFESSIO

Heather Esham

Senior Meeting Planner, SEI



What makes meeting planning the right career for you?

I love that meeting planning gives me an outlet to direct my self-diagnosed OCD. I think I am a problem solver, detail oriented, organized, and able to multi-task, and I think those are all characteristics of the job description! I love the people I meet, the places I see and the contacts that are made for each meeting planned. I am so happy that our profession is now sought after, not stumbled upon!

Describe your ideal client.

I think the ideal client is one that looks to you as a partner in the project. I love when you have a client that is open to new ideas and suggestions to make the meeting/event even better than before. A lot of what we do as meeting planners is marketing. We help to create a positive experience that is an extension of the company or brand, and I think the ideal client allows us to use our knowledge and experience to give suggestions on how to make their attendee have the best possible meeting experience.

Favorite Quote

Practice Random Acts of Kindness



WELCOME NEW MEMBERS

Tom Allen

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Sarah Fuller

SARAH'S MANTRA
IS THAT IN LIFE
YOU WILL NEVER
REGRET WHAT YOU
DID DO BUT YOU'LL
LEARN TO REGRET
WHAT YOU DIDN'T.

Day in the Life

SARAH NORRIS, UNIQUELY PHILADELPHIA

It's 9:45 a.m. on a cold January morning and Sarah Fuller and I are sitting in her running car in Kohl's parking lot.

Her laptop is open and nestled in between her lap and the steering wheel. She sweetly and unapologetically introduces this set up as her daily routine between meetings and site visits, peppering in questions about how I've been and providing a basic overview of CORT's internal sales program that she is using to input the day's site visits. As she types, my eyes fixate on her multiple cell phone chargers and I find myself glancing at the dashboard clock wondering what time we will actually leave. Almost instinctually, she snaps her laptop shut and we are off.

Sarah is also an unapologetic cell phone-wielding driver. She fields multiple calls from her district manager, one of her CORT drivers, and her assistant who is based out of Las Vegas while navigating us to our first destination in Phoenixville. As she describes her CORT territory and the reporting structure among her two district managers, one sales manager, one cross-country assistant, tri-state colleagues and multiple delivery drivers, it is apparent that she is not this solo entity I had somehow imagined. But let's be honest, Sarah's real support is her daily drive – literally and figuratively.

In fact, Sarah's drive is unparalleled. In the course of the next few hours, she is unwrapping furniture covers, walking the tightrope of loading docks, expertly talking her assistant into prioritizing a few new orders, calmly confirming last minute Super Bowl event details from a big Atlantic City client, and all the while keeping me engaged.

There is something about her slightly soft demeanor and deliberate articulation that's so likeable - so signature Sarah Fuller - and first impressions leave you with 100% certainty that she is darn good at what she does. Today is the first time, however, that I see the delicate dance that Sarah expertly performs through the most challenging of days. She is not just the friendly face at virtually every industry event or the social butterfly that is willing to make time for an after work drink on her only evening off. She is a road warrior. She is assertive. She is focused. One of her drivers learns that I am shadowing her for the day. "She is a sweetheart," he declares. "She is big time. If not now, she will be on top of it all soon." And he's right. Sarah Fuller is creating her success by doing it her way.

Sarah grew up in the small town of Hempstead, Maryland and names her paternal grandfather as one of her strongest influences. Aside from her grandfather's "You're a Fuller and Fullers don't quit," advice, she has evolved through self-motivation. She jokes that her mother and brother don't necessarily share her work ethic and have even staged an "intervention" based on her work life balance. But what some see as work, Sarah sees as a blessing. During our quiet hour-long drive back to the Kohl's parking lot, she admits that most days she is lucky enough to think to herself or actually say out loud, "God, I love this job."

Sarah shares a story that is as humorous as it is defining. When she was a teenager, she waited three years at a family-run diner to be promoted to a server, mastering dishwasher, fry cook, line cook, and catering and banquet liaison before getting her chance on the floor to make the big weekend tips. The owner called her into the back office one afternoon soon thereafter and told her that she had received a rave customer review about a server named Sarah who provided them with great service and was super bubbly. In the same breath, the owner said "I knew right then that they were referring to the other Sarah, not you. You aren't bubbly. But you are sweet, so start using that to your advantage." And while this tough love shed light on her young, painfully shy disposition, it also lit a major spark because Sarah knew that her shyness would continue to create a barrier if she didn't step out of her comfort zone. So she did, for good.

continued on page 21



March 19, 2014

Education Program

5:30 – 8:30 p.m.

“Mind Surgery: Small Adjustments That
Produce Big Results”

Speaker: Ken Kirsch

Location: Valley Forge Casino Resort
1160 First Avenue
King of Prussia, PA 19406

April 23, 2014

Education Program

5:30 – 8:30 p.m.

Speaker: Cindy D'Aoust, Chief Operating Officer
Meeting Professionals International

Location: Citizens Bank Park
One Citizens Bank Way
Philadelphia, PA 19148

May 22, 2014

Spring Golf Outing

Location: Atlantic City Country Club

Watch for more information soon!

June 2, 2014

13th Annual CMP/CMM Luncheon

By invitation only to MPI Members
with a CMP or CMM Designation

11:30 – 1:30 p.m.

“Food Fight!”

Speaker: Tracy Stuckrath, CSEP, CMM, CHC

Location: Four Seasons Hotel

One Logan Square

Philadelphia, PA 19103

June 18, 2014

36th PAMPI Annual Awards Gala

5:30 – 10:00 p.m.

Location: Sonesta Hotel Philadelphia

1800 Market Street

Philadelphia, PA 19103

August 2-5, 2014

MPI World Education Congress (WEC)

Minneapolis, MN

Register at www.mpiweb.org

Day in the Life continued

Sarah attended the University of Baltimore on a full scholarship and then moved to West Palm Beach, Florida a year after graduation. It was there she held her first telecom and not-so-memorable office supplies sales job and met her now fiancé, Stefan (one of the highlights of the last decade.) About a year later, Stefan and Sarah both relocated to Pennsylvania for new job ventures. She spent two years selling energy contracts to mid-market companies and interfaced with everyone from major manufacturers to the mushroom farmers in Kennett Square. Her introduction to CORT isn't a glamorous one and, as she tells it, she happened across a job opening thinking that it was for a sales position in one of CORT's local rental showrooms. Fast forward two years later and she tells me she is oh, so glad that it's nothing like she thought it would be.

In our final moments together, we are sitting in her car, in the now dusk parking lot, where our day started nine hours prior, and she shares one final sentiment, “I am a fairly positive person but

it's developed over time. I had my own period of cynicism before I got to where I am now.” Sarah's mantra is that in life you will never regret what you did do but you'll learn to regret what you didn't. And she is certainly a product of this adopted philosophy. She embraces this in both her full-time work with CORT and her various association and volunteer efforts. On the topic of PAMPI's recent January Leadership Education Program, Sarah is quick to say that her extensive and increasingly substantial roles, including serving in leadership roles within PAMPI and President of ISES Philadelphia this coming year, are a welcome outlet to further develop her leadership skills.

And just when I think I can't like Sarah Fuller anymore, the radio's background music playing floats to our attention and I realize that it's unmistakable R&B. Sarah catches me smile. “Oh this is nothing,” Sarah says in all sincerity. I actually changed the radio station for our day together. I prefer rap.” Of course you do, Sarah. You are one bad ass chick.