

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • WINTER 2013



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

Making Connections



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President's Message

Laura Lee Wren, CHSP

PAMPI is Making Connections!

I was thrilled to see this theme chosen by the editorial committee as it applies to so much of what our organization is about. By the time you read this, the new PAMPI Connections Campaign will have been unveiled during the February meeting by our membership committee.

As a supplier, I am very much aware of the pressure that comes from above when asking to renew my MPI membership. "Prove the ROI," we're asked. Planners, too, need to show benefits beyond the educational programming. We've long aspired to BUY MPI, but until now we haven't been able to track actual numbers. Yes, UNTIL NOW.

Supplier to Planner connections may seem the easiest to understand, but I've long touted that in my experience connecting Supplier to Supplier has been more beneficial. I truly have received more referrals from other suppliers than from a direct supplier-to-planner connection. I'm certain Planner to Planner connections/referrals are plenty, as well. Our new Connections Campaign is a celebration of successful connections!

The main purpose is to give you, as members, an actual, trackable ROI figure to show the benefits of PAMPI membership. We want to hear from you about your PAMPI Connections – whether a result of sponsorship or by a fellow member's referral. Did you book a meeting from a fellow member? Did you land a job from a PAMPI connection? Perhaps you referred a fellow member,

helping them find a perfect event site or to purchase an item that proves to be a huge time-saver... The benefits from connections we make each month with fellow members are endless.

Of course, we can't track these connections without your help. We also know how busy you are, and that some of this comes naturally without thinking too much about where these benefits originate. So, we're offering an incentive! When you share your connection, you will be entered into a monthly drawing for a \$100 gift card to a PAMPI member restaurant. Each entry will then be eligible for a grand prize in



June – an estimated \$500 retail value. You may even see your Connection posted on our website, via social media or announced at a meeting – and you can boast about it via special ribbons for your name badge.

continued on page 5

November Monthly Program: 25th Annual Silent Auction

Sarah Fuller, CORT Event Furnishings

On November 14, 2012 PAMPI members gathered at the Sheraton Valley Forge Hotel to support the chapter's 25th Annual Silent Auction. Attendees were encouraged to start their holiday shopping "fashionably early" by bidding on a variety of prizes. Chapter members and sponsors showed their support by donating items for auction and bidding generously during the event.

"It is always a good event to see the support from the various PAMPI members there," said Jim Cohn, *Mid Atlantic Events Magazine*.

The first stop for many guests was the Chinese Auction table. Pre-registered guests were given \$10 in raffle tickets to enter for a chance to win one of nine prizes. Additional raffle tickets could also be purchased throughout the evening. Chinese Auction prizes included gift cards to local retailers and hotels, brunch for two at Lambertville Station, and a variety of gift baskets.

Fifty-nine items were offered in the silent auction, with four items reserved for the evening's live auction. When the auction closed at 8:15 PM, the highest bidders took home prizes including hotel packages from properties around the country, jewelry, gift cards, VIP basketball tickets, and more. The night's top silent auction item was a Lagos sterling silver diamond pendant and multi-length chain from the Pret-A-Porter collection, donated by Kristina Garcia.



*Maya Northen keeps a firm hand on her auction win!
With Laila Ea, James Delmar, Cindy Hamilton and
Sharon Goodspeed*



Lisa Karl from the Sheraton Valley Forge



*Anne Deon, Ashley Battista, Lindsay McLaughlin and
Jeanne Gray*

Excitement ensued when the live auction got started at 8:30 PM. The highly sought-after prizes were a 3 night Walt Disney World stay donated by Elizabeth Winstanley, a 4 day vacation package to the Mandalay Bay and Resort donated by Kathy Perlsweig, a 3 night stay in the Fairmount room in any Fairmount Hotel of Quebec donated by Vicky Calot, and a 6 night Hilton Hawaiian vacation donated by Brad Logsdon and Cathy DosSantos, CMP.

continued on page 5

Auction continued

“In total, the event raised over \$12,000,” said Denise Downing, PAMPI Executive Director. All proceeds go toward benefiting the chapter.

Laila Ea of the Inn at Penn by Hilton said, “The silent auction in November was a fantastic event. The venue and the items were equally spectacular. This was my second time attending MPI’s Fall Silent Auction and it gets better each time. I look forward to another great event this year.”



Camela Pastorius, CMP and Marie Weaverling preparing to bid at the auction

Member News

Jillian Roksvaag Recognized as a “40 Under 40” Industry Leader by Collaborate Magazine

Jillian Roksvaag, project manager, Maxvantage, was recognized as an industry leader in Collaborate magazine’s “40 Under 40” feature in the February/March issue. Jillian was nominated by her peers in the corporate meetings world, and was selected based on references, industry involvement and other resources. The entire list of recognized honorees and individual profiles can be found at collaboratemeetings.com/2013-40under40. Congratulations Jillian!

President’s Message

continued

I’ll start. Just last month a fellow PAMPI member referred me -- and the property I represent -- to one of her associates for an upcoming event in my geographical area. This associate is located in Georgia, so the referral had extra strength since the likelihood of time for a personal site visit was slim. I have sent a proposal but haven’t yet heard the client’s decision -- however, no matter the outcome for this particular meeting, I consider this a valuable connection. The value of this particular meeting may be about \$14,000, but even if I don’t book this one, I now have a new client who is bound to look at my property again in the future.

Another fellow PAMPI member recently sent a resume for someone she could recommend who is looking for a position -- and I just happen to know someone hiring. The value of this connection? Well, to the job seeker it could be close to \$60K a year for who knows how long into her future.

Wow! This means, just by sitting down to write this and think about my recent PAMPI connections, I can already prove an ROI value of \$74,000 or more! How many valuable PAMPI connections have you made this month?

An advertisement for the Hilton Anaheim hotel. The top half features a large photograph of the hotel building with the text "For all seasons, For all reasons" in a stylized font. Below the photo, there is a block of text describing the hotel's amenities, including 1,572 deluxe guestrooms, over 140,000 square feet of event space, twin ballrooms, the MIX Restaurant & Lounge, and the Health Club. At the bottom, the Hilton Anaheim logo is displayed, along with the address (777 Convention Way, Anaheim CA 92802), website (www.hiltonanaheimhotel.com), phone number ((714) 740-4321), and social media icons for Yelp, Facebook, and Twitter.

December Monthly Program: Shifting Gears – How to Move from Logistic to Strategic with Karen King, CMM, CMP

Jilliam Roksvaag, Maxvantage

PAMPI members shifted gears in a number of ways as they approached the end of 2012. On December 5th, they set their alarm clocks bright and early to attend the Chapter's monthly education program, hosted at Dave & Buster's Penn's Landing. Instead of the usual after-work fare of cocktails and hors d'oeuvres, PAMPI members enjoyed a full breakfast in one of the venue's private rooms while mingling, sipping their coffee and OJ as they waited for the presentation to begin.

"You don't mind if I just stand down here with you all, do you?" presenter Karen King, CMP, CMM asked the audience, as she pointed away from the stage and podium. PAMPI members nodded in agreement, encouraging King to walk comfortably amongst them during her presentation. King has been a Certified Global Trainer for MPI since 2010, and has over twenty years of experience in the meetings and events industry, and is a Past-President of the MPI New England Chapter.

King's program focused on the value of a strategic meetings management model, and ways to convince Senior Leadership that an SMM model is necessary. King stressed that when approaching Senior Leadership, we can't speak in meeting planner lingo – we need to speak the language of business. King polled the audience, asking how many independent planners or companies had a travel policy in place; the majority of participants raised their hands. Of those, she asked how many had an effective expense reporting system in place – only about one-quarter of participant hands remained raised, an issue that's affecting a number of highly regulated companies.

King continued onto her next topic: stating objectives for your meeting and truly defining the program to satisfy those objectives. "A lot of times, stakeholders use the excuse that they're hosting a particular meeting this year because they held the same meeting last year. As meeting planners, we know it shouldn't work like that," King reminded the audience.

PAMPI members learned it's important to reevaluate the current economic position of your company and conduct a needs assessment to better determine what alterations must be made to satisfy its current goals and objectives.

Toward the end of the program, PAMPI members participated in a group activity focused on improving or producing a mission statement based on company goals and objectives. Linsey Poletti with SEI stated, "Karen asked us to work together to create a new mission statement for PAMPI. Our table was fortunate in that we were able to work directly with PAMPI's President, LauraLee Wren. We began with our current mission statement, reviewed it, and had an open discussion about how we can improve. It was a great opportunity to collaborate."

After the program, the PAMPI Facebook page was filled with praise for Karen and her entertaining, thought-provoking presentation. PAMPI members agreed Karen was a quality speaker, who is welcomed back to PAMPI anytime!



Karen King, CMM, CMP

Membership News

PAMPI offers excellent renewal incentives from October 2012-June 2013! One winner will be selected via a random drawing at the end of each month and announced via web and email. Prizes include a membership extension, a new iPad, and free EMEC/WEC registration!!!

Eye on PAMPI Students: Social Media: How to Transform from Personal to Professional

Taylor Landon, Temple MPI Student Government Representative

When it comes to most college students nationwide you can be sure we all have three things: a laptop, a Smartphone, and a social media account. Whether it be Facebook, Instagram, or Tumblr we are all connected via social media. When the word social media is heard, instantly what comes to mind is people “liking” other peoples’ pictures and statuses, trending topics and getting friend requests from your 87 year old Aunt Mae who lives in a nursing home in Virginia and barely knows how to use a computer. But not only is social media a great way to keep in touch with old high school friends and family members, it is a great way to network with professionals in the field you are studying!

We are such a tech-savvy generation; we really need to start taking advantage of the Wonderful World of Social Media. While many college students have some sort of social media account, most have not signed up for any websites specifically for professionals. Sites such as Biznik.com and LinkedIn are a great way to use social media as a communication tool with people that could possibly be contacts for internships, summer employment, or full time employment after graduation. In addition, students can use their Facebook, Instagram, or Twitter pages as a

communication and/or networking tool as well. If you already have a Facebook account, keep in mind that many employers check applicants’ pages before hiring them, so keep it clean. Also, use it to “like” pages for companies you are interested in working for. Their page updates could give you insight on what is hot in the industry, as well as upcoming networking events open to the public. Similar to Facebook, Twitter is another great way to follow your favorite companies and icons in the industry. You can also update your followers on what you are doing in the industry such as “I just came home from an awesome PAMPI meeting for my SPO MPI; we talked about our upcoming fundraiser for Temple University.” Just be careful on what you tweet and retweet, you never know who is viewing your page. Lastly, Instagram can be used as a collection of pictures at events or even as an online version of your portfolio.

Social Media and college students go hand in hand. We are constantly getting updates to our phones and “checking in” between classes, but these sites can be addictive but can fulfill professional needs if used correctly. Maximize your time by using social media as a form of professional networking!

EYE ON PAMPI MEMBERSHIP

Our Membership Team has been hard at work over the past few months reaching out to all of our members – present and future. We strive to keep you informed of all that PAMPI has to offer but realize that there are many ways to communicate with you. You can also look for any Membership representative at the monthly meetings and feel free to ask for more details.

Announcing a new ROI campaign! With your help, the Membership Team will quantify all of the business connections our members make through PAMPI participation on a monthly basis. Most people think of ROI as an immediate piece of business or other value that is instantaneous, but we want to show our members just how many types of connections we can make through the chapter. Business can be via a referral, connections made now can result in a job attained at a later date, professional developments can be gained... the opportunities are bountiful. This is a program you are

going to want to be a part of - more details, including how you can help us tally the numbers and the introduction of opportunities for fabulous prizes, to follow.

Our membership team strives to keep you up to date on all that PAMPI Membership has to offer. ***Do you have a question for our team? Are you new to the chapter and need some direction to get the most out of your membership?*** We are here to help you. Please feel free to contact your Membership Directors. We look forward to making you feel welcome!

Shira Baumstein, CMP – VP Membership
sbaumstein@seic.com

Judy Flanagan, CMP – Director of Retention
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Eye on Breaking News: Delaware to Sponsor Education Institute

Lawrence Treu, Borgata Hotel Casino & Spa

That's right, the "First State" has teamed up with the magnificent Chase Center and PAMPI to host and to sponsor one of the most exciting and creative Educational Institute events on March 20, 2013!

Chris Guidone, Delaware's Tourism Development Leader for Meetings & Conventions, began investigating the idea of hosting in Delaware with the Sponsorship Committee not too long after he attended last year's Education Institute. Chris was extremely impressed the variety of industry-related educational sessions, networking opportunities and the supplier exhibition.

The Education Institute brings together some of the region's most creative minds, speakers and culinary experts from a variety of Organizations; and they are all coming together... especially for you!

The planning of an event of this magnitude takes many volunteer man-hours and requires collaboration, coordination and organization. Here are a few candid shots of your Education Institute Planning Committee touring the beautiful Chase Center.

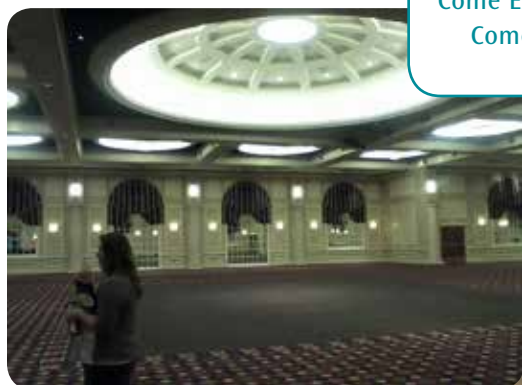
From The Social Network:

"This event promises to be so extraordinary, with Delaware adding some special surprises for the entire audience!"

"The word is definitely out! There are over 30 supplier exhibitors that have already registered!"

"Jim Spellos as KEYNOTE! This is a CAN'T MISS EVENT!"

**Come Explore the new Delaware Riverfront Complex,
Come and Learn, Come and Make Connections!**



To find out more about the Educational Institute and register: www.pampi.org

Chase Center: www.centerontheriverfront.com

Delaware Meetings: <http://www.visitdelaware.com>

Keynote Speaker Jim Spellos: <http://www.meeting-u.com>

Eye on AV: From the Boardroom to the Ballroom

Cameron Wicks, Visual Sound

One of the hottest AV rental trends in the meetings industry right now, is “communication” tools. Sure, AV is all about communicating a message, whether it’s through video footage, sound amplification or mood lighting, but these technologies are specifically geared towards communication, networking and teaching.

These include electronic whiteboards (“Smart Boards”), video teleconferencing technology, and desktop sharing software. Some of these technologies have been popular, in one form or another, for several years in the AV installation and integration business, and for use in B2B applications. However, as the price comes down on these technologies and they become more mobile, they’re becoming more widespread for use in live events, as a part of conferences, conventions and meetings.

Electronic or interactive whiteboards are a form of touchscreen technology. Traditional touchscreens allow users to interface with an operating system or program using hands, but electronic whiteboards take it to a new level. In addition to interaction with the programs or sites you’re using, users can highlight or circle items that are on screen, convert “written” words into text on screen and utilize (depending on the brand) built in conferencing technology. The added content can then be projected for a large audience to see.

Once the province of college classrooms and high-level board meetings, whiteboards are now found in breakout rooms and trade show booths. SMART is considered the leading brand,

Once the province of college classrooms and high-level board meetings, whiteboards are now found in breakout rooms and trade show booths. SMART is considered the leading brand, but Panasonic, Sharp and PolyVision are also in the market.

but Panasonic, Sharp and PolyVision are also in the market. Video teleconferencing is another technology that, up until recently, was found mainly in board meetings and offices. While still suited to smaller groups to foster conversation between

those on either end, portable teleconferencing is finding a niche in the events industry. Like whiteboards, the technology is being used in breakout rooms and smaller learning groups. Because it requires technology and cooperation on both ends, the cost can be high, and the technology can be finicky. However, with proper preparedness and with the right event, it can be a great option.

Desktop sharing software is also useful for live events, and can be used on a much larger scale than video teleconferencing. Using software such as Webex and GoToMeeting, a presenter from a remote location can show a large or small audience exactly what is happening on the presenter’s

computer screen. New software demonstrations are the perfect opportunity to use this “telestrator” technology seen in the whiteboards. These programs also carry the voice of the remote presenter to the audience.

As boardroom and classroom technology progresses, it can be further adapted to larger events and meetings, and provide our industry with new ways and idea of presenting information.

Eye on Advocacy: PAMPI Shows Outpouring of Support for Philadelphia Marathon Runners

Susan Paschkes, Gray Consulting, Inc.

On Sunday, November 18, 2012 at least two traditions were upheld - The running of the Philadelphia Marathon, and the PAMPI Community Outreach Committee's staffing of a cheering and water station. With 11,617 finishers, the 2012 Philadelphia Marathon was the largest in the city's history. With 24 PAMPI volunteers, the community service event, in its third consecutive year, was a great success.

Volunteers, both new and returning, shared the reasons for their enthusiasm. "This activity is so different from other events", noted Linda Jones, Pennsylvania Convention Center. "There's so much interaction. It's exciting to see all of the runners!" For Laila Ea, Hilton Inn at Penn, this was her second time volunteering for the event. "I love the Marathon; I'd like to run it myself one day!"

Volunteers arrived at 6th and Walnut Streets just before dawn. Experienced volunteers and first-timers worked together to set up many hundreds of water cups, despite the challenges of the winter wind. We worked in unison and with great enthusiasm. In anticipation of the runners' approach we practiced the art of the hand-off, a calculated approach to ensuring the water doesn't splash out of the cup!

The marathoners passed in waves – disabled athletes in racing wheelchairs, then the elite runners, followed by a tremendous, prolonged surge of amateur athletes. The energized team of PAMPI volunteers stayed the course as well, replenishing the water supplies, meeting runners' out-stretched hands, and a thorough cleanup afterwards.

Dedication to service is at the heart of the Marathon's mission, which supports over 20 charities including the Philadelphia Ronald McDonald House, Alex's Lemonade Stand, Magee Rehabilitation Hospital, and Covenant House Philadelphia,

"The Marathon supports so many charities," Cindy Hamilton, Marriott Hotels International, commented. "It's a great group activity, there is great interaction. There are a lot of sports enthusiasts on the committee, including runners."



eye on philadelphia

David M. Krakow, CMP,
Swank Audio Visuals



Social Media

The words social media, if taken literally, would presumably speak to a different way of communicating with the world around you. It would, if grand ambitions were met, be about talking with, not to an audience.

Over the past few years, social media as practiced at the Four Seasons Hotel Philadelphia, has meant promoting the hotel by doing more than telling potential guests about free night stays and discounts at the spa.

“It has allowed us to reach our guests on a more personalized level,” according to Christia Donohue, who has been the hotel’s Director of Public Relations for the past four months. “It’s truly amazing that you can speak one-on-one with your guests.” To hear Donohue explain it, this is a mutually beneficial shift in the landscape.

For the hotel, heightened engagement with social media goes much further than an emphasis on Return on Investment. Since ROI is, technically, difficult to measure, the hotel uses these platforms to instead concentrate on getting the message out on the hotel and what it offers.

“It falls more in the category of influence and brand awareness,” says Donohue. The month-to-month fluctuations in hits – trending upward she says – tell the hotel how well that message is getting across. But she warns that it’s not only about the hits, but the follow up hits... in other words, engagement. “You have to stay engaging or people will drop off,” she cautions. That engagement is where the guests benefit. With social

media, existing or prospective guests can talk back, be it Facebook posts, tweets, or reviews on the Trip Advisors and Yelps of the world. Donohue is happy to note that the hotel’s “likes” tend to be folks who actually do like the hotel or an experience they’ve had. “You do have to take the good with the bad,” she says, but adds that removing, say, a negative Facebook post would be ill advised, perhaps downright disingenuous.

With social media, those who join the conversation are opting in; there is no cold calling involved.

To help her help the hotel stay engaged, Donohue works side-by-side with the hotel’s first ever social media intern. This of course makes perfect sense since this is the first generation of college graduates for whom email is about as modern and

tech-y as dial up modems. Donohue notes that social media was not even part of the curriculum when she was in college a decade ago.

The hotel has already discovered which sites are most conducive to its designs and metrics. Donohue noted that Twitter, with its maximum characters and Instagram, its platform purely visual, best suit the needs of a hospitality establishment.

Although the commitment to social media does have a cost in human capital, it is still far less risky – and costly - than traditional advertising. With traditional ads, Donohue notes, “there is always a risk, with throwing it against the wall and hoping.”

With social media,
those who join the
conversation are
opting in; there is no
cold calling involved.

January Monthly Program: MPI After 5 at XFINITY LIVE!

PAMPI held a networking happy hour on January 16, 2013 at XFINITY LIVE! Philadelphia.



Elizabeth Hudock, CMP and Linda Jones, CMP



James Delmar and Lindsay Heck



Ryan Mazon, Cameron Wicks and Patricia Maurer



Steve Ross, David Jackson, CMP and Marty Milligan



Anne Madden, CMP presents Lindsay Heck from XFINITY LIVE! with a certificate of appreciation



PAMPI Members network at XFINITY Live!

Eye on Volunteers: Bright Shining Stars!

Brenda James, CMP, Janssen Pharmaceuticals, Inc.

The Shining Star award is granted on a monthly basis to members of PAMPI who make contributions on the international and/or chapter level. The award recognizes

commitment, achievement and involvement and this month there are two winners of the Shining Star!

Emily Ciano, CMP

As a co-chair for the 2012 Awards Gala, Emily used her creativity and vision to contribute to the "Come Fly with Us" theme of the gala. Her strength in planning and execution allowed the gala committee to surpass expectations for the event. Emily's ability to share her vision for the event, delegate to team members, and tireless efforts make her a true Shining Star!



Emily Ciano, CMP and Tracy Blithe, CMP receive volunteer recognition awards

Tracy Blithe, CMP

Tracy is a Shining Star for her efforts in co-leadership of the 2012 Awards Gala where she partnered with Emily Ciano in leading the gala committee to tremendous success. Her strength in budget management, attention to detail, and ability in planning were recognized as shining examples of leadership.

The Transcendent

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Annie Jones

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Eye on the Industry: Camp Out for Hunger

Kori Dremow, VP of Communications, ISES Philadelphia

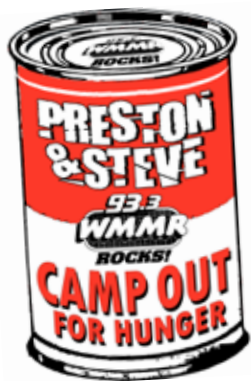
Each year around the Thanksgiving holiday, you can find WMMR morning radio hosts Preston & Steve and their whole crew in the parking lot of the Metroplex Shopping center in Plymouth Meeting for their annual Camp Out for Hunger. It is there where they set up shop for five days, collecting non-perishable food items to benefit Philabundance and sleeping in an RV - when they are not meeting and entertaining fans.

This year, representatives from the Greater Philadelphia Hospitality Industry chose to support WMMR Preston &

non-perishable food items were actually collected. Even with the devastating blow caused by Hurricane Sandy that impacted much of the region, Hospitality is Hungry to Help was able to collect an astounding 1719 lbs of food.

Philabundance explained that for each pound of food and for each dollar raised, 3 meals can be realized and provided to individuals across the Delaware Valley. In its inaugural year, Hospitality is Hungry to Help was able to put food in the bellies of 5,157 hungry people across the Delaware Valley.

According to Kelley Thwaite, this is the first but definitely not the last time that Hospitality is Hungry to Help will take



...listeners donated 627,678 pounds of non-perishable food items, 50,991 lbs. over what was collected last year.

Steve's "Camp Out for Hunger" as a community outreach project. ISES Philadelphia President Jason Cataldi has been involved with this initiative for several years now as his employer, IMS Technology Services, has very generously donated their services, time, money and several hundred pounds of non-perishable food items to the project each year. Cataldi explains, "I was inspired by the efforts of my co-workers and thought this cause is something I believe the hospitality industry will embrace."

He was right. It wasn't long before Kelley Thwaite, PAMPI's Immediate Past President jumped on board followed by NACE and ISES New Jersey South. Thwaite explains her enthusiasm in taking part in the project, "There are so many of us out there in the work force that live paycheck to paycheck. Any one of us could need this assistance at any given time. So in the years I can help out, I feel it's my responsibility to do so."

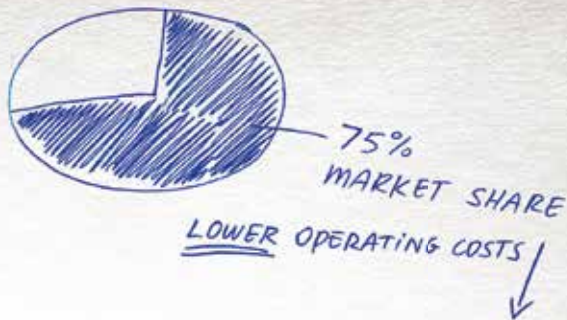
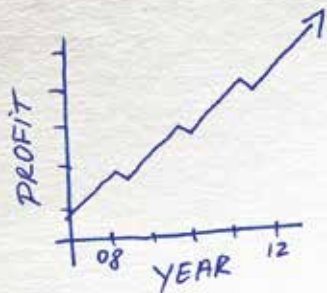
Hospitality is Hungry to Help set the bar high for their first year with a goal of 2000 lbs.

Each organization worked as a team collecting food donations at monthly association meetings and education events from August to November. Executives and members from each of the involved associations, as well as employees of IMS Technology Services, showed up on November 28th to make their donation. As they formed an assembly line of sorts to hand off the items to the Camp Out volunteers who were braving the cold weather to take part in this initiative, everyone involved seemed a little shocked as to how many

part in this initiative to feed the area's hungry. "Not only is this a great cause," she explains, "but it's a great way to bring our collective associations together for an event that doesn't require too much effort. Hopefully we'll continue to grow just as this event has grown over the years!"

As a whole, WMMR and Preston and Steve listeners donated 627,678 pounds of non-perishable food item, 50,991 lbs over what was collected last year. Over 313 tons filling 24 tractor trailers were collected over the five day live broadcast. This is the largest amount collected in all of the fifteen years that this event has been taking place. Though Preston & Steve encourage individual and business food donations, their listeners also donated over \$106,000 in cash. Thanks to this incredible initiative and to groups such as Hospitality is Hungry to Help, over two million individuals will have a chance to eat.

Like years before, there were doubts as to how successful this initiative would be in the face of the economic recession, as well as the recent destruction caused by Hurricane Sandy. In the end, such challenges seemed to have given participants more of a reason to come together as a community and show support for those that are less fortunate. When asked why he took a personal interest in this cause, Jason Cataldi shared, "I was inspired by someone very close to me who is always giving of her time and resources to help those in need. I now understand what it means to personally commit yourself not to a cause, but to caring about the welfare of another human being."



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Eye on Professionalism: Making Connections

Cameron Wicks, Visual Sound

The theme for this issue of MPI to Eye is “Making Connections.” I can’t think of an industry that’s better suited to doing this than the meetings industry, or a better organization than MPI. In fact, making connections is one of the key reasons that MPI exists.

I’ll be honest, I don’t know much about the history of MPI: where it was founded, who founded it, or exactly why, at that time, they founded it. I imagine, however, that it was for much the same reasons that we are all members today. The people that founded it wanted, I’m sure, to represent the meetings and events industry, to provide a forum for learning more about the industry, and to connect the various people and sub-groups within the industry.

Whoever they were (and your intrepid reporter intends to find out, for a future article), they did a really good job of accomplishing those goals. For me personally, MPI has done all of those things. And while I appreciate that I can learn

about an industry that I fell into by chance, and I like that someone advocates for us, my favorite part of MPI is the networking, the connections, and the friends I’ve made.

We all know that meetings and events are about connections. The whole point of what we do is to bring people together, for business, or fun, or education or a million other reasons.

So it only figures that the best way to make your way among our industry is to connect with other people.

I’ve found, at least working in audiovisual services, that people want to work with someone they trust. Sure, quality, experience, and pricing all play a part, but in the end, it’s about knowing the type of person you’re working with and trusting them to plan or work on your event.

For me, that’s what MPI is all about. I started attending events to learn more about meetings, but I stayed and became a member because I liked the people I met.

We all know that meetings and events are about connections.



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Buy MPI:

Q&A with Chris Guidone, Delaware Tourism Office

Kristine Plourde Golden, CMP, Glenmede

Q: What makes Delaware an ideal location for groups and events?

A: Three distinct regions and a unique tax-free status make Delaware ideal for groups and events!

Delaware is tax-free and more affordable than surrounding metropolitan areas. After paying 8-10 percent occupancy tax, booking in Delaware is less taxing. In fact, you won't pay taxes on any other goods or services including rentals, entertainment, parking or food and beverages. When compared to surrounding destinations, choosing Delaware could save planners upwards of 14 percent toward the bottom line.

Delaware is nestled between major Mid-Atlantic cities such as Philadelphia, Baltimore, and Washington, D.C., making it attractive for businesses and associations looking for a nearby and central location.

Northern Delaware, known as New Castle County, is anchored by the cities of Wilmington and Newark. This area provides planners with theater, nightlife, interesting cultural attractions, and event venues - both downtown and throughout the Brandywine Valley. With more than 6,000 rooms in the greater Wilmington area, choice and convenience are yours. AMTRAK and I-95 make northern Delaware a perfect option for planners who seek a simple solution or are challenged with finding space elsewhere due to high hotel occupancies and citywide events.

Central Delaware is known for its historical significance as the state capital. It is also home to the Dover International Speedway, featuring two annual NASCAR racing events and numerous festivals including the new Firefly Music Festival. If you're holding an event outside of racing season, meeting delegates can take a break from their work and experience the thrill of personalized race car driving on The Monster Mile and its steeply pitched track. Additionally, unique event space like the Air Mobility Command Museum - teeming with historic planes and located at Dover Air Force Base - is only minutes away from downtown Dover. Gaming is another popular activity both in New Castle County and Kent County.

Southern Delaware, also known as Sussex County, is home to more than 24 miles of pristine, award-winning beaches. Dotted with historic and charming seaside

towns, signature golf courses, outlet shopping, and both large resorts and small inns, southern Delaware is great for retreats, conventions, and incentive groups. Several locations on Delaware's Wine and Ale Trail can be found in this part of Delaware, including Dogfish Head Brewery and scenic Nassau Valley Vineyard. These attractions compliment the experience of holding meetings here.

Q: How is PAMPI Educational Institute important to the Delaware Tourism Office and the Chase Center?

A: Having the Educational Institute in Delaware will help educate planners about the ease and accessibility of the First State. The Chase Center on the Riverfront is located in a newly developing section of Wilmington. Planners will undoubtedly appreciate the experience of meeting at this premier venue with its upscale finishes and excellent services. New hotel development at the Chase Center (Westin Wilmington opening spring 2014) strengthens the meetings package.

The Delaware Tourism Office and its partners view the Educational Institute as the perfect platform to create awareness about Delaware's meeting industry. It's also an opportunity to tell our story and showcase our hotels and conference facilities.

Our co-sponsors are highlighted below:

Greater Wilmington CVB, which represents the beauty of the Brandywine Valley, married with the vibrant cities of Wilmington and Newark and their many fine attractions, restaurants, hotels, and meeting spaces. The Chase Center on the Riverfront is Delaware's largest event venue with 87,000 square feet of beautifully appointed space. It anchors Wilmington's Riverfront, a section of Wilmington that has become a destination within a destination. University of Delaware Conference Services features venues throughout Delaware with their largest and most flexible meeting space, Clayton Hall (meetings for up to 1,000 people), conveniently located on the campus of the University of Delaware in Newark.

Kent County Tourism Corp, Inc., represents central Delaware's heritage and historic significance as the state capital (Dover) and is also home to the AAA, 4-star Dover

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Downs Hotel & Casino. This is Delaware's largest hotel featuring 500 rooms, 41,000 square feet of meeting and event space, and more than 3,000 slot machines.

Southern Delaware Tourism represents lower Delaware's pristine beaches, scenic state parks, fun seaside towns, and winding waterways. This is home to great year-round oceanfront hotels such as the Atlantic Sands Hotel and Conference Center (180 deluxe rooms and 10,000 square feet of space) and the AAA 4-diamond Boardwalk Plaza Hotel, complete with Victorian ambiance. They are located on the boardwalk in the charming seaside city of Rehoboth Beach. Neighboring Rehoboth Beach is the quaint and historic town of Lewes, steeped in maritime history and settled by the Dutch in 1631. Poised canal side in Lewes is the Inn at Canal Square, complete with its picturesque Nantucket-style architecture and 1,500 square feet of event space.

Q: Why are you a member of MPI? Why do you support PAMPI?

A: The Delaware Tourism Office supports MPI because we understand the value of relationships. Our industry embraces the mindset that people do business with people they know and like. We appreciate the valuable role meeting planners play and the challenges they face when securing the perfect space for a client or their own organization. By being involved, we can educate planners about new options and show that we are able to assist in making their job easier. PAMPI provides us with the opportunity to gain valuable industry knowledge as well as added exposure through networking events that help us to strengthen our relationships and position ourselves as trustworthy partners.

For more information on how you can partner with PAMPI to showcase your facility or services, email Director of Venue Procurement at Kristine.Golden@glenmede.com to learn more!

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Save the Date – April 22, 2013

SPRING GOLF OUTING AT TALAMORE COUNTRY CLUB, AMBLER, PA!



Mark your calendars for a fun-filled day which features activities for everyone.

Monday, April 22, 2013

11am-12:30pm - Registration & Lunch

12:30pm - Shotgun Start / Clinic

5:15pm - Reception & Dinner

Planners - are you interested in playing but not able to have your entry fee considered a business expense? Consider signing up and being matched with a supplier who will cover your entry fee. Suppliers, please consider one of our sponsorship levels. Sponsoring a hole is a great way to maximize your exposure to all the golfers and buying a foursome is a great way to show appreciation to your clients.

Not a golfer but always wanted to learn? Consider participating in the clinic which received rave reviews last year and is sponsored by PA Dutch CVB.



Watch for more information soon!



welcome new members!

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continued on page 21

eye on new members

Peggy Cummings, CPM, OnSite Meeting and Event Management LLC



Lisa Kauffman, ARAMARK

Reflecting over her past ten years in this wonderful Industry of ours, Lisa truly realizes that hers was the correct decision. While a student at Drexel University in the late 90s, she was indecisive about her major, actually changing it several times. Being a “people person”, she desired a career that would allow her to use her interpersonal and organizational skills, as this would be a fulfilling career. In 2002, she graduated with a Degree in Hospitality Management and entered the world of the Meeting Planner.

Her position at the lovely Rittenhouse Hotel introduced her to many skilled planners who mentored her, grooming her skills which were a natural fit. In 2004, she received her Meeting Planning Certificate from Temple University, and now was on her way!

Presently, she is employed by ARAMARK, at the corporate headquarters here in Philadelphia. Lisa is responsible for sourcing, contracts, and negotiations, as well as logistics for a variety of high profile meetings and incentive programs throughout the world. Her business travels have taken her to Maui, St. Kitts, Bermuda, St. Thomas and San Juan...quite an impressive list of desirable destinations!

When Lisa is not working, you can find Lisa and her boyfriend discovering the many BYOBs in the city or enjoying a yummy dinner at any Stephen Starr restaurant. She is diligently saving her frequent flier miles for a European Holiday.

Lisa is planning to pursue her CMP in the coming year and ready to discover the next new challenge in her career. She is excited to be a part of the PAMPI community, where she hopes to re-connect with former colleagues and make new friends.

If you see Lisa
at a future
meeting, please
introduce
yourself and
welcome her to
the chapter!

welcome new members! continued

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From the Editor

Nicole Benner
Blank Rome LLP

I recently got a FitBit pedometer and I love it! The FitBit tracks the number of steps I take and totals them up. I can connect it to Facebook and find friends who also have a FitBit. In fact, I am now linked to my Facebook friend Hal, and we have a feverish competition going to see who can take the most steps each day.

My friend Hal lives in California, so this is a small way we can stay 'plugged in' with each other on a daily basis. Because we're both in "fitness" mode, we're able to cheer each other on or share tips for getting more steps (or not, it is a competition after all). Hal and I have known one another since nursery school, but our FitBit connection has deepened our relationship.

Our meeting planning industry's purpose is making connections, or at least providing the resources necessary to facilitate those connections. When we are open to it, opportunities to make connections, to create and nurture relationships, are all around us. This issue of MPI to Eye focuses on some past (and some

upcoming) events that allow us to come together and share "war" stories, brainstorm, and have conversations with colleagues who have experienced the unique challenges our jobs and our industry presents. You don't need a FitBit to find a point of similarity with your fellow PAMPI members – we're all in this industry together. I strongly encourage everyone to attend the monthly meetings and to engage with your fellow members on our various social media channels (especially if you can't make it to the meetings).

So whether you take steps with FitBit or as a member of a PAMPI committee, just do it. These connections you make can follow you (in a good way) throughout your career.

By the way, in the steps competition, I consistently beat Hal by 2000-3000 steps. Hal thinks I've found some elaborate way of cheating, but the truth is much simpler. Instead of sending an email or calling my co-workers, I get up and walk to their offices. I hand-deliver messages (and use the stairs) instead of using intra-office mail. I take the long way to the train platform instead of the shortcut, and park my car as far away from the entrances to stores. I know Hal hopes to catch me one day, but for now, I'm one step ahead of him!

event calendar

register online at pampi.org



Wednesday, March 20, 2013

EDUCATION INSTITUTE

8:00 – 4:30 p.m.

Chase Center on the Riverfront

815 Justison Street

Wilmington, DE 19801

Monday, April 22, 2013

2013 Golf Outing

Talamore Country Club

723 Talamore Drive

Ambler, PA 19002

11:00 – 12:30 p.m. Registration & Lunch

12:30 – 4:30 p.m. Golf Outing

5:15 p.m. – Reception & Dinner

Wednesday, May 22, 2013

Educational Program

5:30 – 8:30 p.m.

Topic: "Your Signature Style"

Speaker: William Squire, a Fashion,
Style and Etiquette Expert

Location: TBD

Wednesday, June 19, 2013

35th ANNUAL AWARDS GALA

6:00 – 10:00 p.m.

Pennsylvania Convention Center

1101 Arch Street

Philadelphia, PA 19107

MPI WORLD EDUCATION CONGRESS (WEC)

July 20-23, 2013

Las Vegas, NV

Register at www.mpiweb.org