

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • SPRING 2012

Seven Ideas to
Create Fun at Work p 6

The Tao of "Ta-Da" p 10

It's OK to Play p 13



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

Having Fun



page **6** Seven Ideas to Create Fun at Work

Member News	3	Eye on PAMPI Students: Are You	
February Program	4	on a Path to Being a Toxic Leader?	20
Eye on AV	5	Eye on PAMPI Students:	
Seven Ideas to Create Fun at Work	6	It's Okay to Have Fun at Work	21
Eye on Philadelphia	9	Eye on Professional Designations:	
The Tao of "Ta-Da"	10	CMM Mexico 2012	21
Eye on Advocacy	11	My First PAMPI Event	22
PAMPI Golf Tournament	12	Eye on PAMPI Membership	23
April Education Program	13	Eye on Professionalism: The CSI Principle	25
Your PAMPI board enjoys traveling		Buy MPI: Member Directory	
the Sands of Time...	14	is a Powerful Tool	26
Eye on New Members	16	Mark Your Calendar	26
Welcome New Members	17	From The Editors	27
		Event Calendar	28

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President's Message

Kelley Thwaite, CMP

Time sure does fly when you're having fun! I find I've been saying that to myself a lot the past few years while I have been volunteering with PAMPI. And this year as President is no exception. I've really enjoyed my time so far this year, but don't get me wrong, it's a lot of time and hard work. I think when you really have a passion for what you do, finding enjoyment while you work can actually happen.

Of course, given all that has taken place to our industry over the past few years, and the fact that so many of us are now doing more with less resources, finding enjoyment in your job may be more difficult. And trying to find time to volunteer in addition to your paying job, definitely may sound less and less like fun. However, I think if you talk to any one of us who has volunteered for a few years, you will see that there becomes a sense of fulfillment and I feel that for anyone who may be feeling overwhelmed, volunteering may help you find your passion again and hopefully you'll find the fun in the industry again as well.

If you didn't have a chance to attend the past two events where our presenters

gave you tools to help put the fun in your work, read the articles regarding those presentations in this issue for some tips. If you are one those that has a passion for what you do and has fun while working, what tips could you give to your over-stressed colleagues in the industry? Feel free to use our Facebook, Twitter or Linked In groups to start that conversation. I'd love to see this discussion continue beyond just the two months we had presentations on the subject. I'm sure in the next week or so I will have at least one day of frustration and could probably use some advice to bring the fun back into my day.

As I stated previously, this year really has flown by, I can't believe we're into spring and planning our summer fun at the shore. While you're making your plans for the spring and summer don't forget about our upcoming events, and our year-end Gala. And stay connected as we prepare for some events over the summer as well. Your PAMPI board and volunteers are working hard to give you plenty of opportunities for education, networking and FUN!

Member News

Your tool kit just got larger. Supplier members now have free access to the sustainable-minded community that uses the Sustainable Event Measurement Tool (SEMT) to evaluate meeting performance management process. The SEMT, which launched at WEC 2010, has helped professionals around the world, and now can help you design socially, economically and environmentally conscious meetings and events. The SEMT can be found at <http://mpi.sustainableeventtool.com/>.

February Monthly Program

“Get Into the Groove” featuring Joel Comm at Sigma Sound Stage

Amy Drum Caruso, CMP, CAE, Drum Consultants

David Hughes, Highgate Hotels' Hilton Cluster Sales Office, New York City

February's Educational Program at Sigma Sound Stage was a cool setting and a funky evening! The hot topic of Social Media and a unique venue combined for another memorable experience! *MPI to Eye* joins PAMPI President Kelley Thwaite, CMP in thanking Sigma Sound Stage, Cutting Edge Entertainment, our P3 partners and speaker Joel Comm for their participation and support.

The event kicked off with a lively roundtable discussion facilitated by Ronald M. Vitale, Associate Director, Website Communications for American Association of Cancer Research. Nicknamed “The Social Media Whiz Kid,” Ron talked about the best ways to utilize social media to promote attendance at meetings and to enhance the experience of meeting. He provided examples of instances of social media adoption by AACR, and answered questions regarding measurement metrics in determining effectiveness. Some pointers were to determine which types of phones your audience has and vary your message depending on the site (Facebook, Twitter, etc.). Key take away? Know your audience and allow plenty of time when setting up a new program.



Attendees enjoy beverages at Sigma Sound

Afterwards, attendees participated in a networking reception while the main floor was reset for our keynote speaker, Joel Comm. Joel is an entrepreneur, *NY Times* best-selling author and new media innovator who has been involved in social media since the early days of MySpace. Joel led us through an interactive discussion beginning with the



Joel Comm discusses “Social Media Success”

basics of social media, from the “hunger to connect” to some very basic advice: “Be careful in choosing your words to avoid misunderstandings.” From Facebook and YouTube to LinkedIn and Twitter, his lively delivery, real-life case studies, and insights gained from experience gave the audience a deep understanding of the benefits of social media and practical strategies for developing a winning social media campaign.



Jessica Dixon, Linda Still, CMP, Heather Seasholtz, CMP and Brad Magarity

[continued on page 5](#)

Joel delved into a discussion of reasons why businesses make the leap into social media, including entering a conversation with potential customers and getting closer to existing customers. Components of the conversation can include areas such as brand-building and tech support, with end goals being customer engagement and community building.

After providing some anecdotal stories of major sites such as LinkedIn, YouTube and Google+, Jim recapped four easy “take away” steps for building better relationships and sales:

- 1) **Like me**
- 2) **Know me**
- 3) **Trust me**
- 4) **Pay me**

Armed with this simple progression, Jim explored case studies, including a Pottery Barn example where a disgruntled customer was unable to achieve resolution with the local

store, but received a response leading to satisfaction within 30 minutes of posting the complaint on-line with the Pottery Barn hash-tag. To effectively use social media, Jim says you should, **“Be bold and ask for what you want...it never hurts to ask.”**



Carolina Pino tries one of Feastivities' food carts



Katie Schultz, Susan Mahoney and Gary Miller



Attendees networking at Sigma Sound

Eye on AV: Using Audio/Visual Technology to Make Events Fun

Cameron Wicks, Visual Sound

It's always been my opinion that people who work in the meetings and events industry have to love what they do. There are long hours, lots of travel, and stressful situations, so someone has to be really invested to become a part of or stay involved with our field.

Nowhere is this truer than in AV services. Planning, setting up and executing the AV for a large event can take a lot of time, and, since we're always dealing with high-tech equipment, there can be a lot of issues with compatibility,

user-friendliness and other things. So, while we love what we do regardless, working on an event with an element of fun is a special treat.

“March Madness is one of Philly's biggest party scenes,” says Gary Miller of Cenero. “The Zarwin Baum/HUB International party attracted over 5000 people. In addition to the large format screens, old time arcade games like Pac-Man were

[continued on page 6](#)

available for free. Traditional event spaces were transformed into sports bars for afternoons of fun and food.”

Not only was the party celebrating the most exciting event in sports, but Mr. Miller and his team were able to put together a mix of old and new technology which turned a seemingly normal event space into something completely different. The theme of the event, mixed with the technological capabilities, made it fun for the AV techs involved.

David Krakow, of Swank AV, has another take on it: “We have, thanks to some technological advances, made our client offerings more fun and more interactive. A good example is an app that allows us to manipulate some of our lighting

through a color pinwheel on an iPad. This is form and function coming together in a beautiful way.”

For Mr. Krakow, it is advances in technology that make AV a fun field to be in. He’s also shown the app to various clients. He says, “We’ve seen faces light up on both our clients and our hotel partners as we have exhibited the app. We even let them play with it, and they feel more invested in what’s occurring.”

There are a lot of different things (location, theme, subject, speakers and technology, to name a few), that contribute to making an event fun. However, as the comments from Mr. Miller and Mr. Krakow make clear, it’s really a combination of everything that puts an event over the top.

Seven Ideas to Create Fun at Work

Joel Zeff

The crowd of 400 waited patiently for the ballroom doors to open. The trumpets of the William Tell Overture signaled the start to find the perfect seat. As trumpets blared, 400 smiling employees of a large insurance company stampeded to their chairs. In less than 2 minutes, they were seated and ready. The room buzzed. Employees and executives mingled, smiled and enjoyed each other’s company. They had no idea what would come next.

One of their leaders, a vice president and actuary, walked on stage wearing a very tight Lone Ranger outfit. He called it “robin’s eggshell blue”. He wore a mask. The outfit had lots of fringe. As he gave out awards and recognized various individuals, he punctuated everything by drawing his toy gun. The crowd ate it up. He had perfect timing and the crowd loved it.

For a little more than two hours and the price of a hotel chicken lunch, employees celebrated, received applause and recognition for a great year, relaxed, and had fun. And when lunch finished, the employees returned to work with a bounce in their step.

It is a simple formula. Break from work + free lunch + actuary dressed as the Lone Ranger + recognition = tons of fun. Why can’t more companies figure this out?

Fun wins again. Fun is our secret weapon. Fun will always win against the stress, frustration and impatience of change and uncertainty. Fun energizes our passion for the day to day



Joel Zeff is a national workplace expert, speaker and humorist.

work. It is our fuel and for many companies it is in short supply.

Fun is also simple. It really doesn’t take much time, budget or energy. It just takes willingness. Here are seven ideas for managers to promote, encourage and instigate fun:

- 1. Dress Up and Act Silly** The “Lone Ranger” Vice President is the perfect example. I have seen executives dress up as a Roman emperor, cowboy, Greek Olympian, super hero, and everything else. It always works. Work is

continued on page 7

serious. Business is serious. It is okay to lighten up a little with a touch of silliness. Here is another example: One of my best friends works at a telecommunications company. They had a large chess piece (about four feet high) in their office. It would appear in someone's office one day and reappear the next day somewhere else. Sometimes they would take the chess piece to meetings with them. It was silly. Sometimes it was given as an award. If you were having a rough day, it was guaranteed the chess piece would show up in your office. The recipient would always smile.

My friend, who is in the Army, was called up and sent to Kuwait in support of the war effort. One day, his colleagues mailed him the chess piece. My friend carried this four-foot chess piece around the base and took pictures: in the mess hall, on a tank, in the latrine. Everyone on base laughed at my friend's chess piece during the impromptu photo session. They offered photo ideas. He sent the photos back to his friends. His friends at work loved the photos.

One four-foot chess piece created fun on two continents, one war zone and one large corporation.

What is your four-foot chess piece? Fun sometimes comes from unlikely places. The common ingredient is always a little silliness, mixed with a little surprise and some imagination.

2. Recognize and Celebrate. A little positive support and recognition is a huge ingredient to fun. Be creative and different. Telling someone "thank you" or "I appreciate you" is the greatest gift you can ever give. And it doesn't take any money, planning, budget or a PowerPoint presentation with an upside down triangle.

- Create a "thank you" bulletin board in the break room.
- Give out a funny trophy each week.
- Take someone out to lunch.
- When I host award programs, I always suggest the client create a slide show to play during dinner with photos and work/personal achievements of everyone in the room. Ask employees and managers to submit their achievements. You might only be giving out 12 awards, but you just recognized everyone in the room with the slide show.

There are hundreds, if not thousands, of ways to celebrate and recognize employees for their work, dedication and

excellence. And every way you find will foster, encourage and create fun.

3. Energize Meetings (Skit night). Skit night is a big deal. What is skit night? "You can't miss skit night," I was told repeatedly. "What time are you coming to skit night?" I was asked. Believe me, I am not missing skit night.

Skit night is the highlight of the annual leadership meeting for one of my large apartment management clients. On the opening night, the CEO and COO give a presentation. And then skit night happens. Several of the regions are tasked with performing a skit that includes

There are hundreds, if not thousands, of ways to celebrate and recognize employees for their work, dedication and excellence. And every way you find will foster, encourage and create fun.

everything from acting, video, music, lip synching, and "dancing". Each region performs every other year, to increase the anticipation. Each skit was about their culture, current trends, executives, state of the business, and just about everything else. Between the videos and the stage performance, dozens of people were involved in each performance.

Skit night is a release. Everyone working on the common objective of skit night is an equal. Different departments working together on skit night builds camaraderie, respect, loyalty, passion and friendship. Those are the same skills that will be needed during a crisis. Skit night is fun. And just one more reason why the company is consistently named one of the "Best Places to Work."

4. Promote Innovation. I was recently invited to speak at a medical technology company's Innovation Week. Each day offered a different session that lasted 1-2 hours. All of the sessions occurred on-site and were attended on a voluntary basis. Employees and managers were

[continued on page 8](#)

encouraged to attend with door prizes and giveaways.

The sessions were fun and built around an important skill that builds success. Fun can also be about business. Taking a few hours once a year to promote and encourage innovation offers year-round dividends. Most of the sessions were focused on serious topics and creating ideas to help build their business which means saving lives and helping their patients who use their devices. The Innovation program was about their business, but also a break from their routine. It was special and different. Again, these are the ingredients for fun.

5. Donate your time. Donating time as a team creates a fun, rewarding experience. I have participated in dozens of programs over the years. And I have yet to hear someone complain. There are hundreds of possibilities to create fun and give back to the community. Here are three of my favorites:

1. Team shopping excursion. Choose a worthy recipient organization. Split the group into small teams of six or less. Give them a mall gift certificate, a shopping list and a one-hour timeframe. Stand back and let the shopping begin. My group ran from store to store with our list, looking for the best discounts. We wanted to see how much we could buy on our list. Every group did the same thing, running through the mall with energy and excitement. The best part was when the organization came to the meeting to accept the donation.

2. Creative United Way fundraisers. Many companies run United Way campaigns through paycheck donations. The annual United Way campaign (or any charity) is a perfect opportunity for fun and creativity. One client had a talent show. Another client made a miniature golf course at the office. Any visitor (vendors, partners, customers, delivery men) would pay a few dollars to play the course. Contact your local United Way and they can offer more ideas.

3. Spend a day giving back. Spending a day (or even a few hours), cleaning, painting, building, reading, or helping brings people together. It isn't just fun for the employees. It is rewarding.

6. Decorate to enhance your surroundings.

I visited a client in their office a few weeks ago. When I walked in, I noticed a huge painting, separated into small vibrant boxes. I mentioned the painting to my client. Her department created the painting over the course of

several days. Each team member chose one of the boxes for their portion of the painting. Four people could work on the painting at one time. Each box within the

Find your fun.
Encourage it.
Fight for it.

painting represented the team member's style, interests, and personality. Their first objective was to enhance their surroundings. The second objective was a fun activity that brought the team together. The third objective was to highlight the team's individuality and personality.

7. Compete. Competition is always fun. I always laugh when a corporate scavenger hunt (or similar competitive activity) begins. There is always a group that is "too cool." They hang back, crack jokes and resist. And then a funny thing happens. They see everyone having fun. Or, they can't resist the urge to help their friends. Or, they can't resist their urge to do something. Whatever it is, a transformation happens. The "too cool for school" kids participate and have fun. Grumpiness erupts into giddiness.

Fun is different for everyone. Still, there are some common ingredients that create fun. Fun doesn't have to cost anything or take a lot of time. And in the corporate world right now, the fun bar is so low, that it really doesn't take much to hit a home run.

Find your fun. Encourage it. Fight for it. Find your Lone Ranger or four-foot chess piece. Give back. What is your skit night? What is your Innovation Week? More importantly, what is your fun?

Joel Zeff (www.joelzeff.com) is a national workplace expert, speaker and humorist. He has presented at the 2010 and 2011 IAAM conferences. His spontaneous humor and vital messages have thrilled audiences for years. Corporations and organizations nationwide seek him out to motivate and energize their employees on such topics as work/life balance, passion at work, creativity, communication, teamwork, and leadership. His first book, "Make the Right Choice: Creating a Positive, Innovative and Productive Work Life", published by John Wiley & Sons, is available on Amazon.

eye on philadelphia

*David M. Krakow, CMP,
Swank Audio Visuals*



Fun at Work

In late January I attended a lovely party at a local luxury hotel in Philadelphia. There was food and drink, dancing and talent contests performed and graded American Idol-style. A memorable evening was had by all. About three weeks later, I joined three gentlemen for an afternoon of pool playing and lunch. We discussed subjects serious and some not-so-serious but regardless of topic, a memorable afternoon was had by all.

What did these two events have in common? They were both sponsored and/or hosted by employers for whom, on other days and nights, I toil doing things that are not always quite as memorable.

We've all had days where work was anything but fun, and oftentimes we've heard some version of the cliché, "well, it's not supposed to be fun, that's why you get paid." However, work can sometimes be fun, and my two employers – Swank Audio Visuals, provider of my paychecks, and the Four Seasons, where the work is performed – both, in their different ways, do what they can to make sure work is not always about work.

"Without some fun at work, it can all be too much to bear," says Paul Urian, Director of Human Resources at the Four Seasons. "We try to mix it up with a variety of simple, fun activities for our staff." And mix it up they do. From monthly celebrations of employees' birthdays to larger shindigs like the annual Holiday Party, there is a constant stream of leisure activity taking place at the hotel. Mr. Urian points out that the hotel guests are "very travel savvy," and what that means for his employees is simply that they have to work very hard to maintain the standards for which the Four Seasons is famous.

For Doug Waltman, Eastern Regional Manager for Swank Audio Visuals, providing fun for his 70 team members provides a greater challenge. Unlike Mr. Urian, Waltman has no home advantage, no place where he can simply summon the space and resources to throw parties and bring people together. So on that afternoon in February, he collected his three employees being honored for their customer awareness

recognition, at Lucky Strikes in Center City, and spent a few hours playing pool, eating and just hanging out with the guys. Other recent events to honor employees for similar achievements included Phillies and Flyers games and a whitewater rafting trip.

"As a manager of 70 team members spread among 20 locations in three states, it can be challenging to ensure that everyone is having fun at what they do," Mr. Waltman noted. "If you aren't passionate and enjoying

what you do, then how can you do it well." He also pointed out the direct correlation between the hospitality Swank is selling and providing to its clients and the work he performs to reward successes among his staff.

These celebrations provide the counterpoint to what happens during those 40 or so hours a week. As Mr. Waltman noted, "the camaraderie and good-natured ribbing that ensues as a result adds a level of fun that puts things into a better perspective."

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.

“The Tao of Ta-Da: Watch What Happens When Work Becomes Play” featuring Joel Zeff

David Hughes, Highgate Hotels' Hilton Cluster Sales Office, New York City

PAMPI's educational programs continued on March 21 at the SEI Wetlands Conference Center in Oaks, PA. I've written before that one of the best things about my PAMPI associate membership is the opportunity to experience some of the many great venues that the Philadelphia area has to offer. The SEI campus and conference center turned out to be another great example!

I was fortunate to arrive early enough to join other attendees for a guided tour of SEI's West Art Collection led by SEI Curator, Lee Stoetzel. Lee's enthusiasm for the impressive art collection on display was contagious, but fortunately everyone escaped the “shark tank” unharmed (and with lots of pictures of a very animated David Jackson, CMP, PAMPI's Immediate Past President).

After enjoying a fantastic networking reception, PAMPI President Kelley Thwaite called the meeting to order in SEI's spacious amphitheater with thanks to AIBTM – the Americas Meetings & Events Exhibition -- for sponsoring the event. Kelley also thanked Michelle Ross from the Kessler Collection for being the event's tabletop sponsor and raffle prize donor, as well as PAMPI's P3 Partners. Kelley then introduced Caryn Taylor-Lucia, CMP, a 20-year SEI veteran and their current Director of Events, for a welcome on behalf of SEI.

Introductions completed, Joel Zeff and his boundless energy took center stage for the main event: “The Tao of Ta-Da: Watch

What Happens When Work Becomes Play.” Joel introduced our goal: to have fun, while exploring the concept of refueling passion with positive support. He capitalized on his strength as an improv actor by choosing volunteers from the audience for several imaginative skits. In the first scenario, emotional states such as angry, happy, afraid and sad were acted out in a demonstration on how one person can impact his/her emotional surroundings, as three volunteer hitchhikers one-by-one enter and exit a car with an angry driver.



2011 West Prize Winner “Mad Cow” by artist Billie Grace Lynn



Lee Stoetzel - the curator for the art collection at SEI conducts a tour



David Jackson, CMP and Immediate Past President begin chased by a shark sculpted from tire treads!

Another sketch involved a zoo keeper and sound effects, with take-away lessons involving dealing with change beyond our control, being prepared for change, and being focused on the task at hand.

Next up was a very humorous illustration of volunteer puppets and puppeteers teaching us, “you’ll be successful as long as you stay in the game” and “if you quit trying, failure is guaranteed.”

Joel concluded the event with one final demonstration; volunteers were tasked with pantomiming a location, an

occupation, and an object to one another, with the end goal being for the last volunteer to identify each of the three (which were initiated by the audience while the volunteers were outside the room). While the volunteers were not 100% successful, the activity was a good demonstration of teamwork, of having a goal, and of helping each other achieve it.

The overall take-away of Joel’s session was that ownership and responsibility make us care, and once we care we’re more likely to be passionate about our work.



Attendees sample the delicious food at SEI



PAMPI volunteers “act out” to demonstrate teamwork during Joel Zeff’s program

Eye on Advocacy: Where I Work

Ryan Derfler, Mural Arts Program

Where I work, we talk about what’s going on for the weekend. We give each other hugs when someone is down or going away for awhile. Sometimes we bring in free food that we made just for the office.

Where I work, we have a staff meeting every week where everyone gets a chance to say what they’re working on and what they need to be more efficient, even the interns. We talk about where we are headed in life and how our work might help get us there. We tell each other when someone has a boogie in their nose, or if they don’t look so hot before going out to a meeting.

Where I work, when we have a very productive week we end it with a “wine-thirty,” where we share a glass of wine together. We don’t get too stressed out; in fact, we reinforce that there are no crises. From time to time, we get up and take a stretch,

go for a walk together, or settle a dispute with a set of foam sabers. Sometimes the work is so inspiring we feel like we might cry.

Where I work...well, where I work is changing. I’m moving on to another office with a new staff in San Jose, with a new company, CityTeam International, where I will serve as the Chief Experience Officer. I will still plan events (though they will now be around the world and opportunities for the wealthy to help the poor), and I will stay connected to my esteemed PAMPI friends. Hopefully these things I’ve listed above that make work fun for me, they will stay the same wherever I work.

[Editor’s Note: We will miss our regular contributing columnist and dedicated PAMPI volunteer. Good luck, Ryan!]

April Monthly Program: PAMPI Golf Tournament – Resurrected!

Anne Madden, CMP CTA, Hilton Anaheim

Monday, April 23rd at Talamore Country Club in Ambler, PA was the place to be. After a number of years, our chapter resurrected the PAMPI Golf Tournament as this year's spring fundraiser. The Special Events committee did an amazing job of bringing this event back to life. In spite of our region being hit with a Nor'easter the day before the tournament, we had a great (although a bit chilly) day of golf, food and fun. The twenty-four hours leading up to the event were nerve-wracking, wondering if the weather was going hold out for us.

The day began with registration and lunch. There were staggered arrivals, which provided a great opportunity for

networking before hitting the links for a shotgun start. The 56 golfers had a great time on this beautiful, yet challenging course. Short periods of rain here and there couldn't dampen the players' spirits. Meanwhile, there were seven lucky people receiving a professional golf clinic from one of Talamore's pros. The day also provided the option for an educational session, featuring the very talented Evan Marcus of DillonMarcus Executive Retreats. With all portions concluding, all enjoyed drinks and dinner, hoping to be a lucky raffle prize winner.

Even with the unseasonably cold and wet weather, the day was a huge success. Overall, the tournament exceeded the



Lunch at the golf outing



Kipp Gaynor at the putting green



Dan Love, Carmel Rose Caporale, CMP, Stephanie Krzywanski and Jennafer Ross, CMP



Charlene Beck, Chris Works, Teddy Thomas, Luke Weber

Golf Tournament continued

Chapter's profit goal, raising over \$6,000! We could not have done this without the generosity of our numerous sponsors. We would like to give a special thanks to the planning committee, Talamore Country Club and our many sponsors

for contributing to the success of the program. Stay tuned for next year's date, as 2013's tournament will be even bigger and better!

April Education Program: It's Okay To Play

Jeanne Gray, GlaxoSmithKlein

For as long as I can remember I have always felt a tickle in my stomach about life. I see life as a precious and miraculous gift to be nourished, grown and enjoyed. When I saw that the education portion of the PAMPI Golf Outing was entitled "It's OK to Play" I thought it was such an appropriate choice for the event and something I believe as a philosophy for both my work life and personal life. As planners and suppliers we are in the people business and "if you are not having fun, you are not getting it done." Fun is serious business to those in the events and meetings industry. Our speaker Evan Marcus

was brilliant, helping us see how important play is and how to turn any task into play. Every day can be filled with games; every day WE can make life fun, exciting and challenging for ourselves and everyone around us. Every day WE can see the beauty, the light and the positivity at work and at home. The lesson is to play, not toil. The entire group of attendees was energized and shared their stories about how they use play in their lives. "It's OK to Play" was a wonderful and enriching learning experience.

A special thanks to our sponsors

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Your PAMPI board enjoys traveling the Sands of Time...

LauraLee Wren, CHSP, President-Elect PAMPI, Split Rock Resort & Golf Club

Okay, that may be hokey, but I can attest to the fact that your PAMPI board members love to have a good time, enjoy traveling, and manage to get plenty of work done during their two retreats a year. Remember, board members are volunteers, each with full-time jobs, so gathering them together to get serious and plan goals for the year and beyond can be quite a task. Luckily, we have been enticed this past year by two generous venues that sponsored the retreats, providing facilities that made it easy to get the job done, and also kept us entertained.

In November we were treated to an ocean view in newly renovated rooms at the Atlantic Sands Hotel & Conference Center. A convenient walk down the hall led us to one of

their eight meeting rooms, where we were taken care of by their professional catering and conference staff. While the weather didn't cooperate for our scheduled rooftop reception, it was easy to see that this would be a special highlight for group events.

We were surprised when the Jolly Trolley picked us up for the short trip into Rehoboth, the friendly driver/owner entertaining us along the way to Dogfish Head Brewery for a Beer-Tasting dinner and tour of the facilities. Even non-beer connoisseurs came away with knowledge of the brewing process, and the instructor's enthusiasm was infectious. How nice to find a bottle of "Namaste" beer in our rooms to enjoy at home!



Anne Madden, CMP, Laura Lee Wren, CHSP, Jeanne Gray, and Kelley Thwaite, CMP



Allen Anderson and Larry Treu



Denise Downing, CMP, Kristine Plourde, CMP, and Maya Northern



Jeanne Gray and Alisa Peters, CMP, CMM

The special treat? A s'mores bar outdoors at a cozy evening bonfire, complemented by toasty drinks, salty air, and the sound of relaxing surf just yards away.

While I've described the fun extras, be assured that this is a necessary planning event where the board can review successes and goals of their committees, and make adjustments to the event calendar or budget where necessary. Yes, face-to-face meetings are the best way to achieve these goals!

Spring forward six months and it's time to transition this 2011-12 board to your newly slated 2012-13 officers. This year's succession went smoothly, beginning with a transition meeting to help new leaders get comfortable with their new roles. This was immediately followed by a teambuilding session to help us all get to know each other – led by myself as incoming President and Maria Ramos, outgoing VP Communications. Details? Sorry – but this is a secret that won't be revealed till the June gala! Curious? Make sure you attend our fun awards event June 13!

The May retreat was sponsored by the Sands Casino Resort Bethlehem, the largest conference center in the Lehigh Valley (and an easy 60 miles from Philadelphia!) and can I say "beautiful"? Who would imagine that the cozy historic town

of Bethlehem would see an old steel mill transformed into such a unique property? Not only are the accommodations beautiful, the meeting space state-of-the-art, but just yards away lies an indoor Outlet Mall, Casino with slots and table games, seven restaurants and a brand-spanking new Events Center. Yes, top acts such as Incubus, Beach Boys and Alan Jackson are among many others scheduled to perform in May 2012. The resort staff's goal to exceed our expectations was certainly met!

Yes, there were nice distractions, including fantastic meals at each of the three Emeril restaurants on-site and a convenient sale on Coach handbags in the Outlet Mall during our stay. However, our facilitator Alisa Peters, CMP, CMM, National Account Manager Experient and incoming MPI International Board of Directors, kept us on track. Let me be the first to announce that the 2012-13 PAMPI calendar is full of high-end educational programs, unique venues, fun networking opportunities, and potential for great leadership development for all involved members. All of this will be provided within a healthy budget plan. If you were considering getting more involved with your PAMPI chapter, THIS is the time!

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Peggy Cummings, CPM, OnSite Meeting and Event Management LLC



Wendy Levine, Hilton Garden Inn Philadelphia/Tenth Floor Events

Born and raised in the City of Brotherly Love, Wendy hails from the Northeast section. Enjoying our city as she does, Wendy was delighted to begin her career in hospitality as a Sales Assistant with Marriott International in 1996, working for Allen Anderson. Her career continued to advance, and soon she secured the position of National Accounts Coordinator in the Event Booking Center. Deciding to pursue her passion, she began a search for an opportunity in a different aspect of her profession, and fortunately a position at the Sheraton City Center Hotel in the Catering Department was offered to her. Here she spent six happy years, where her diligent work and dedication resulted in \$1.9 million in annual sales!

In October, Wendy joined the team at the Hilton Garden Inn Philadelphia as the Catering Sales Manager. Responsible for all catered events at the property, Wendy set lofty goals for her position. Typically not a wedding venue, the intimate space at the Hilton Garden Inn in the beautiful Garden Room, located on the 10th floor, is ideal for any wedding or social event. As a current bride-to-be herself, Wendy is able to relate to the stresses of the hotel's potential brides and offers the calm assistance and direction that a hectic bride so desires.

In January 2012 Wendy was directly involved with the transformation and rebranding of the meeting and catering facilities at the Hilton Garden Inn to Tenth Floor Events. As a new and participating member of PAMPI, Wendy is looking forward to more events, more networking and more business connections through PAMPI in 2012.

When Wendy is not working at the Hilton Garden Inn/Tenth Floor Events, she is diligently planning her own wedding, scheduled for this September. Wendy's fiancé is also in the business, as chef at a restaurant in Southampton, PA.



Kym La Gattuta, KL Logistics, LLC

For the past twelve years, Kym La Gattuta has worked as a Project Manager and Director of Client Services for the medical education companies EBMED and MD Evidence. The focus of her work has been developing direct client, physician, and third-party vendor relations, managing project and company logistics, and planning and designing programs to align with client objectives. Additionally Kym brings 15 years of project management experience including working with financial institutions, hotels and casinos, meeting management companies, and leading the TSA project for select airports nationwide.

Most recently, Kym has formed her own meeting planning and project management company, KL Logistics, LLC. Her company boasts both domestic as well as international experience.

After graduating from Florida International University with a Bachelor of Science in Hospitality Management, Kym went on to manage an International Youth Hostel and teach English in Luxembourg, and she traveled extensively for two years throughout Europe to absorb the different cultures.

[continued on page 17](#)

❖ If you see Wendy or Kym at a future meeting, please introduce yourself and welcome them to the chapter!



welcome new members!

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continued on page 18

eye on new members continued

Kym loves to travel for both work and pleasure and has done so extensively throughout her career. Whether traveling or at home, she is an avid photographer and never misses an opportunity to capture a great image or moment. At home she likes to “get lost” working in her garden, planting flowers, herbs, vegetables and anything else that is fun and adds beauty to her home. Living by the beach has its advantages and Kym uses this to the benefit of her dog Buddy, a Flat Coated Retriever who loves to run in the open spaces and jump into the ocean for a swim.

Now looking to expand to new horizons and showcase her unique and highly personalized style to new clientele with KL Logistics, Kym is an independent meeting consultant. In joining MPI she is looking to connect with likeminded, enthusiastic individuals with a passion for providing exceptional service and enjoying new adventures and experiences. Kym is excited about creating new relationships within the PAMPI community.

welcome new members! (continued)

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Eye on PAMPI Students: Are You on a Path to Being a Toxic Leader?

Akita Brooks, *Highly Spirited Hospitality, LLC*

Toxic. We define it as something that is harmful, that very much threatens our wholeness or well-being. As new leaders in the meetings industry, you have the opportunity to take several paths to developing your own leadership style. However, the way of the toxic, or sometimes called catabolic leader, is one of the most ineffective.

A toxic leader can be defined as one who does not effectively manage their own thoughts or behavior, and basically “rubs” members in their group the wrong way. A toxic or catabolic leader may have issues controlling their anger, may place blame on others for the ineffectiveness of the organization, and may rationalize that it is the complex and demanding hospitality environment which causes their behavior. However, Bruce D. Schneider, author of *Energy Leadership: Transforming Your Workplace and Your Life from the Core*, asserts that “a catabolic leader is not the result of the challenge. A catabolic leader IS the challenge.”

As a student in the hospitality industry, you are probably aware of the work demands placed on leaders to engage clients as well as appease other stakeholders. These commitments show up as competing deadlines, mounting tasks and reports, accountability for performance and the like. Sound familiar? When was the last time you felt like the demands of your school work, projects, club meetings, social gatherings, and family commitments were weighing you down? Examine your previous thoughts or behaviors towards these activities. Have you ever blamed a team member for a less-than-preferred grade on a group project, even when they followed your “advice” for completing their end of the assignment? Do you usually criticize or judge others? Has anyone ever told you that you’re out of touch with what others are thinking or feeling? Most of us have observed some level of the aforementioned toxic behaviors.

So, what is one to do? You can start by focusing your attention on those things that are constructive. Non-toxic leaders focus their energies on inspiring their group and promoting ways to motivate others to take action in an environment that is consider healthy. Look again at the time when you were working on that group project. Did you do or say things that positively helped your fellow classmates? How would you now change your thoughts, attitudes, and behaviors to make the process more constructive? Add to your new list of behaviors to include acknowledging others for great work, no

matter how small. You can also remain creative by keeping your mind focused on opportunities instead of challenges. Also, learn to be able to “read” others to gauge understanding in communication.

By practicing some of these sound leadership techniques while in school, you’ll be able to transition them to your “real world” situations seamlessly. Move in a path that allows for greater awareness of how your energy affects others. Just as one rotten apple can certainly spoil the bunch, your negative thoughts as a leader can spoil the group that you’re trying to motivate.

Akita Brooks is the founder of Highly Spirited Hospitality, LLC, a leadership development company for the hospitality industry. She also teaches hospitality management at The Restaurant School at Walnut Hill College. You may contact her at Akita@highlyspiritedhospitality.com for comments.



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Eye on PAMPI Students: It's Okay to Have Fun at Work

Kat O'Connor, Catholic Charities Diocese of Trenton, Bucks County Community College

The term “four-letter word” doesn’t usually refer to something good. I’m not sure when it happened, but at some point w-o-r-k got added to this list. I don’t know about you, but my waking hours are more often spent at some type of labor than at home. Full-time job, part-time school, part-time volunteer -- all the time busy! Love every jam-packed second! Of course there are moments of stress and questioning why I do this to myself. But the answer is clear: I do it because it’s fun. And when it’s not, I make it fun! “How?” Here’s an example.

It started with an idea and a joke five years ago. My officemates were all atwitter with speculations of who was going to win the Super Bowl (I had no idea who was even playing!). Being the non-sports fan that I am, I stated that I would much rather discuss soup in bowls than the Super Bowl. That silly little comment turned into something bigger than I ever could have imagined. With a lot of laughter and a little planning, the office Soup-er Bowl was born. Dozens of coworkers brought in their best pot of home-cooked deliciousness to wow visiting judges with their culinary talent for bragging rights and, yes, even a trophy, handmade by yours truly. I may not have been hired for my hot glue gunning ability, but it sure has become a valuable asset! This is now an annual event and has inspired several other friendly “food fights” throughout the year.

Sounds ridiculous, right? I assure you, it is. However, I try to put a bit of ridiculous into everything I do, not just the events. It keeps me smiling and reminds me to not take everything so seriously all of the time. I take pride in making my office a place where, no matter their reason for entering, people leave with a smile. It might be because I took a moment to compliment a new haircut, or that

my calendar highlights bizarre holidays for each day, or that they caught me singing along with the “on hold” music - again; it doesn’t matter why. You can’t always control what the job will throw at you, but you can control how you handle it. A positive attitude is contagious; smiles and laughter, infectious, and they make the daily grind that much easier to bear.



Eye on Professional Designations: CMM Mexico 2012

Dena Rose, CMP, Project Management Institute

Imagine you are heading to the beautiful beaches of Riviera Maya, Mexico. You will be staying at the all-inclusive Paradisus Playa Del Carmen La Esmerelda Resort. Waves, sand, and surf, what’s not to like? But there is a catch - you will be in an intensive Strategic Meeting Management course for 5 1/2 days, morning, noon, and night. Uh-oh, beach, what beach? I believe I heard the waves crashing from my balcony at 5am. Before you think “oh man, that totally sucks,” let me assure you that no, it did not. I was fortunate enough to spend an energized week with 44 of the “cream of the crop” meeting planners. It was probably one of the most difficult

weeks in my 10+ year career but one of the most enjoyable. Our instructors were top leaders in the industry. There was such a wealth of knowledge. These leaders pushed us to our limits and beyond - out of our comfort zones. I have memories to last a lifetime and made professional contacts and friends. I still have a ways to go before I can use the CMM designation but WHEN I pass, I will use that designation with pride. I encourage anyone who is serious about their career and the meetings and event profession to make this a goal.

My First PAMPI Event

Laura DiMarzo, Advanced Staging Productions

Recently, I was hired to handle marketing at Advanced Staging Productions, an Event Technology Management company that specializes in the Management of Audio, Video and Lighting production for events. When I was invited to a Philadelphia Meeting Planner's International event, I was pretty excited. This would be my first ever MPI event, and even more importantly it was my first glance into an organization that focuses on the industry of my new company. Although I came from a technology driven organization, I have to say event production and planning is completely new to me.

The event was held on March 21st at SEI's Wetlands Conference Center in Oaks, PA. As with any new organization or group, the hardest part is walking in for the first time. I knew Jeff Kelly, my co-worker and Account Executive at Advanced Staging was already at the event, but at first I had a hard time locating him. However, I was pleasantly surprised that the group was very friendly and easy to approach. I enjoyed meeting many new people and was happy to learn that I might have the opportunity to partner Advanced Staging Productions with certain individuals in the future.

Every ½ hour during the event, Lee Stoetzel, a Director at SEI Investments, gave a tour of the West Art Collection owned by SEI founder Al West. This phenomenal collection of assorted art included a display sliced completely from phone books. My favorite pieces were the men's formal shoes made of licorice and the Shark Tank display constructed from discarded automobile tires. The tour definitely added a bit of flair to the event. In addition, the food was fabulous and the way the stations were spaced out allowed for easy mingling with the other guests. I had a few of the appetizers and the flatbreads were delicious.

The presenter for the event was Joel Zeff who was quite the comedian and very engaging. His presentation, called "The Tao of Ta-Da", was about empowering your team of employees to come up with solutions on their own and in their own way. Honestly, this is the first time I have ever been to an event where I was laughing out loud, which was a nice feeling. Considering I love cupcakes, the "make your own cupcakes" was a nice touch at the end and, in addition to the great people and awesome presenter, another sure fire way to get me to return to future events!



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Eye on PAMPI Membership

Maya Northen, Chimera Travel

It's easy to get caught up in the sea of deadlines, meetings and email at work. There never seem to be enough hours in the day to check off all of the items on your to-do list. Often, the day-to-day routine can feel simultaneously overwhelming and sluggish, and as a result morale can suffer. Ever thought about adding a little fun to your workday? It might seem counterintuitive - if you're barely getting through the growing list of tasks, how could you make room for something that's whole aim is to turn your focus from that list, even briefly. The truth is, adding in fun can make you more productive. It can boost morale and give your brain a much needed reboot, which in turn can boost morale and allow you to conquer your projects with a clearer mind.

For this month's article I decided to "interview" several members about the efforts that they (and their companies) take to make work fun. Below are their thoughts and suggestions based on their workplace experiences. Thank you for everyone who contributed to this article.

What tactics/actions do you utilize to create fun at work?

Jeff Kelly, Account Executive, Advanced Staging Productions

"Getting out to enjoy the spring weather makes it easy to get your employees' heads out of their desks, out of the office, and into some fresh air. For the first time in a few weeks everyone was in the office the other day, so we decided it was time to BBQ. As everyone was eating and talking I don't think one conversation about Audio Visual or Meetings came up. So my tactic for fun would be, helping each other get out of our own heads and forget about work for an hour."

Trish Maurer, Student, Rutgers University & Server at Terra Nova Restaurant

"Making each other laugh is the best way to cut tension when people are stressed out during a shift. I also enjoy joking with customers and getting more involved with the events when I can. I recently worked a 30th birthday party and the host asked us to wear beads and Mardi Gras masks. It was fun to be part of the theme and gave us all something to laugh about."

Dan Francis, Webcast Producer, Allied Pixel:

"The biggest tactic of creating fun at work is attitude. If you have a poor one, nothing will be fun. Ever. And that goes for co-workers too. There can be a wide range of small things that can make people happy. At our office, there's a cookie jar in the lunch room. You never quite know what

or when you'll find something in it. Sometimes it's full of candy, sometimes it's not. But it gives co-workers a reason to go and check - and talk, and wonder what will show up next. One co-worker bought something off the web called the "annoy-a-tron". It was a small magnetic box that emits a beep randomly every three to nine minutes. Why is it magnetic? So it can attach easily under someone's desk, be slipped into their bag, or in a coat pocket. Where is the annoy-o-tron? What was that noise? Everyone in the office was on the lookout. Nothing drives audio and video people nuttier than a random beep from somewhere...."

Monica Trego, CMP, Meeting and Convention Sales Manager, PA Dutch Convention & Visitors Bureau

"We have a pretty fun atmosphere in our open/cube work space. For me personally, often I start humming or singing a tune and usually the jokes start flying. "Keep your day job" etc. In addition, we have a great office manager that introduces monthly games, or pools of some sort. The competition gets stiff! Baby golf, prom picture guessing game, baby pic's guessing game, who's who, etc basketball pools, football pools, etc. Whoever gets the most answers or best scores on any given game or pool, gets a gift card to a restaurant!"

Question 2: What obstacles do you run into trying to balance fun at work? How do you address/work with these?

Jeff Kelly:

"If you have ever had managerial duties I'm sure you can relate to this roadblock -- Balancing your respect as a manager and still having a fun time. Two things that can be done that may help are scheduling fun time after hours, or during lunch, and doing your own job to the fullest ability. When you actually schedule time for fun, people see that your time is valuable, and hunkering down on your own duties earns the respect of your peers as a business leader."

Kim Bladen, Senior Corporate Meeting Planner, ETS

"In both my personal and professional life, I feel like there is so much to do in so little time. Although most of us in the industry enjoy staying busy and active, we all have our limits. It all comes down to prioritization. At the end of the day, I look at the tasks on my plate and ask myself if they can wait until tomorrow. If they can wait, I put them at the top of my list for the next day; if not, I tackle them.

continued on page 24

Eye on PAMPI Membership continued

Of course, we can plan as much as we want, but there are always those little emergencies that come up no matter how much you prepare. There are some days I feel like I'm running on a hamster wheel – busy as ever, but not accomplishing what I had planned that day. I'm learning not to beat myself up about that kind of stuff. It's just the nature of the profession. Honestly, if my job didn't keep me busy, I probably wouldn't be having fun anyway!"

Dan Francis:

"That can be a tough one. Getting things done always comes first – but fun is only a little imagination away. A bigger issue may be balancing "micro-breaks". Smartphones have made games and social media so tempting to have at our fingertips. It's easy to have two minutes to yourself, which may go a minute longer than it should. I've seen "no phone zones" made up by clients or customers who don't want half the people in the room poking at their phones at critical times. Hmm... are smartphones the smoke break of the present day?"

Cameron Wicks, Visual Sound:

"Like most everyone in our industry, I can't confine my work between Monday and Friday from 9AM to 5PM. Meetings and events run all hours of all days, and AV is no exception. When a big event is going on, if I'm not already onsite for it, I need to be prepared to help my client no matter what the issue is. Whether I have to go to them, or handle it over the phone, or send someone else, they need their problems addressed immediately. The best way for me to handle this is to make sure everything is taken care of and planned out before the event. I make sure everything is worked out as far in advance as possible, and that any questions or eventualities are prepared for beforehand. This means that my fun time, no matter what it is, is less likely to be broken up by issues with an event. I also make sure that everyone involved with an event has contact information for everyone else. That means that everyone shares knowledge and can step in to fix any problem. For me, it's all about prevention."

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Eye on Professionalism: The CSI Principle

Cameron Wicks, Visual Sound

In keeping with this issue's theme of "Making Work Fun," I want to share with you a little thing I call "CSI." No, CSI has nothing to do with television's most watched drama series. It's what I use to describe (and sometimes remind myself) why I like working in audiovisual event production, and the meetings industry in general, so much.

CSI stands for "Creativity, Success, and Interaction." In my opinion, these are the three core values and ideas that make our industry so fun and interesting. Not everyone got into the meetings industry for these reasons. Many people, myself included, stumbled into this industry by chance or circumstance. However, I'm betting that CSI is the reason that most of those people stayed.

So, without further ado, let's learn about CSI.

Creativity

I've always been creative: My favorite toys were Legos, I always took a sketchbook on a car ride, I went to film school and I write these articles. Working in the meetings industry allows me to channel that creativity. I get to help design scenic elements, lighting patterns and video setups that convey whatever message my client wants to send to attendees. Meeting planners think up a theme, pick a location and hire speakers for an event. Caterers work up menus and invent new dishes. Venues are constantly creating looks and themes to adapt to a client's needs. Creativity is fun, and the need for it helps drive this industry.

Success

The great Vince Lombardi once said, "Winning isn't everything; it's the only thing." While that adage might be a little bit extreme for our industry, I think we can all agree that success is a good thing, and that succeeding at something can be fun. Obviously, success means different things to different people. For some, success is an event that has gone off without a hitch and accomplished its goal. For others, it means convincing a client to use their services or host an event at their venue. In AV and event design, it can be using some new technology, or using existing technology in a new way. For me, all three of these equal success. Whatever it is, we know that being successful gives us a great feeling that justifies our hard work.

Interaction

This one should be obvious. In the end, it's what our industry is all about: people coming together and sharing ideas, asking questions and networking. Our industry fosters interaction for various organizations, and we interact with each other to make that possible. For instance, AV allows me to interact with meeting planners, co-workers, freelance AV techs, MPI members and other people. The same goes for pretty much everyone else in our industry. What we do revolves around interaction, and interaction can be fun.

CSI describes the reasons that working in the meetings and events industry is fun. The next time work has you stressed out, just remember those three letters.

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THAT'S MY PHILADELPHIA STORY
—ARLENE KIDWELL, SENIOR DIRECTOR OF MEETINGS,
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Buy MPI: Member Directory is a Powerful Tool

Kristine G. Plourde, CMP Glenmede

Hospitality professionals create experiences, whether it is through food and beverage, or environment, or through meaningful content. In order to create these experiences, MPI members only need to look as far as their handy 2012 PAMPI Directory. Suppliers and planners can support each to make meetings happen.

When members buy MPI, it supports our organization locally and internationally. Members can open their directory to find a variety of resources from unique venues to computer software to security.

“Anytime I have purchased, and or worked with MPI members, I know that the job will be done well and fairly priced!” says Lou Marrocco, CMP, president of Brandywine Events LLC. “I buy MPI because I know that the company is committed to be involved in the Meeting Industry by belonging to MPI.”

**When MPI members collaborate,
the opportunities are endless!**

“Involvement in MPI creates a referral network,” says Maya Northen, president of Chimera Travel. “If I don’t personally know a supplier/planner that fits into the category I’m looking for, I reach out to those within MPI, and ask them for a referral.”

PAMPI exists to support its members through education, information and networking.

“MPI provides me the opportunity to network with and get to know suppliers and other planners both in the area and around the world,” says Northen. “I get to learn their strengths, interests, and personalities, so I can determine the best fit for my clients in each situation.”

When members buy MPI, they know that their supplier MPI member will follow the high standard of professionalism.

“They will represent themselves in the best way possible, adhere to industry standards and practices, and have a sense of professionalism above the norm,” says Marrocco.

Our website www.pampi.org also has an easy to use online directory, where users can find resources by the many categories listed.

If you are a business looking to showcase its services and talents, PAMPI has many ways to help you through venue procurement. Please contact Chairperson Lauren Sapita at lauren.sapita@aberdeen-asset.com for more information.

Mark Your Calendar: Upcoming Monthly Events

PAMPI’s 34th Annual Awards Gala is scheduled for June 13th at the Hilton Philadelphia Airport. Award Presentations include Planner of the Year, Supplier of the Year, Chapter Leader of the Year, Volunteer of the

Year and President’s Award, as well as the passing of the gavel from President Kelley Thwaite, CMP, to President-Elect Laura Lee Wren, CHSP. Come Fly with Us! Click here to register: [<http://www.pampi.org/events/244>]

Go to PAMPI.org for more details on each program.



Nicole Benner
Blank Rome LLP



Amy Drum Caruso, CMP,
CAE, Drum Meeting
Planning & Event
Consultants, LLC

From the Editors

Nicole My son, Jackson, recently turned three. He loves to play – he plays with his train track, puzzles, at the playground... everything he does is play, because at three, he doesn't have any job to do other than to have fun. As his parent though, it's my job to sneak some education into all that fun.

Just the other day, Jackson asked if he could have some jelly beans. "You can have two fives," I answered. "If you have two fives," I said, holding up both of my hands, "how many beans will you have?" He counted the number of fingers I was holding up. "Ten," Jackson said. We got a small cup to put the jelly beans in, and then we counted them out as they hit the cup. As he ate them, I said, "You had ten beans when we started. You ate two. Now how many do you have?" "Eight!", he shouted, joyously. I took some out of the cup and put one in his right hand and two in his left; "How many do you have in your right hand?" I asked. "One!" "And how many in your left hand?" "Two!" So, if we put them together, how many do you have?" "Three!" He thinks it's a game (and the best kind, since he gets to eat jelly beans); I know we're doing basic arithmetic. My ulterior motive is to demonstrate, from an early age, that math (and all learning, for that matter) can be fun.

But play isn't just for kids – we all encounter games on a regular basis. "Gamification" is the application of game mechanics to non-game contexts. We do this for ourselves when we set a goal and a reward we'll give ourselves when we achieve that goal. The badges you get by "checking in" on FourSquare, Gowalla, or Facebook Places makes a game

out of visiting shops and other locations. Have you ever been to a trade show where you received some sort of prize for visiting booths? That's gamification too! In our daily lives, we experience many ways mundane tasks are made fun, either with the promise of a reward or through the game itself.

But play isn't just for
kids – we all encounter
games on a regular basis.

There is no reason why work can't be more like play. Much like turning math into a snack or becoming Mayor of your gym, implementing a contest to see who has the most sales or the best client retention, or even just making a bet with yourself, we can make the tasks we dread something to anticipate.

How do you make your daily routines more fun? Share your stories on LinkedIn or @PAMPI on Twitter, or MPI Philadelphia Chapter on Facebook!

continued on page 28

Amy With the increasing popularity of mobile phone games, someone like me wonders how the tech world keeps inventing or re-inventing all these types of games. My kids rate people's phones by which games they can play on them and what games are already loaded. Blowfish and B'loons Tower Defense rate highly at the top! When my son was three or four, he managed to load a new game on my phone, thus the mystery of the \$9.99 monthly surcharge was solved! I marveled... How did he figure that out?

Much of the time spent on our devices is often time spent playing games and letting us get "distracted" from our work. But they are fun and mindless, right? Despite fears of eye strain and wasted time, they play an important role. We get a break, we have some down time and we hope to beat the machine or get the high score again!

In the beginning of the year, I started using the "you can play when you're done with your (home) work" line. Using play as a reward is the same as going out to lunch with the team or a client when the event is over. But with long days and regulated hours, for both young and old, I am starting to see the benefits of the playtime and games the other way

around. Let's play first! And then we can tackle the work. Teaching kids the old games like hopscotch, jump rope, red light, green light and other sidewalk games, goes a long way for friendships and time together and lets them look forward to play time again.

We get a break, we have
some down time...

Get your team together and get to know each other early on. Use icebreaker games and good old mind teasers! Find out each other's strengths and roles to help make the work a great success. And then you can celebrate again at the conclusion!

events calendar

register online at pampi.org



Monday, June 4, 2012 11:30 – 1:30 p.m.

11th Annual CMP/CMM Recognition Lunch

(By invitation only to MPI members with CMP/CMM designation)

Loews Philadelphia Hotel

1200 Market Street

Philadelphia, PA

Wednesday, June 13, 2012 5:30 – 10:00 p.m.

PAMPI's 34th Annual Awards Gala

Hilton Philadelphia Airport

4509 Island Avenue

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