

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • SPRING 2013



THE POWER OF POSITIVE THINKING



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

The Power of Positive Thinking



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Pennsylvania Convention Center



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President's Message

Laura Lee Wren, CHSP

As I near the end of my term as PAMPI President, I reflect not only on what has been accomplished during the past year, but also what had inspired me to lead this group of industry professionals in the first place. Some just know when they are ready to lead, while others need to be convinced – or more appropriately perhaps, nudged in that direction. It is no secret that Kelley Thwaite led last year's board without a President-Elect for the first half of the year. It was not until our mid-year board retreat when, due to the encouragement of others, I agreed to step in – or step up.

Truthfully, I was surprised at their choice. I did not want to be simply a warm body filling a needed slot. Just because I had board experience did not mean I should be the obvious choice. One by one, however, fellow board members let me know why they felt I should accept the position. Over and over, they gave examples of how I influenced or supported them in some way during the recent past. These conversations could not have been any more surprising and yes, inspiring. If I have the ability to see potential in others and have encouraged or motivated them to something more, have not I been leading all along? Wouldn't it be the perfect challenge to do so on a larger scale?

I love the saying, loosely copied here: Leaders do not create followers, they create more leaders. Hence this year's theme and goal for 2012-13: Discover Your (MPI) Potential. My fellow board members led me to this extremely rewarding experience, for which I thank them. Past Presidents reached out

to offer advice and support, proving invaluable. Industry leaders called or emailed their offer to do the same, and again, I am very grateful for they have provided me with knowledge and insight I might never otherwise have experienced. That is what is so fabulous about this organization and our industry as a whole – we love to be helpful and hospitable!

Through the year I have tried to pass on the favor as I met some of our newest and brightest future leaders by encouraging them to take on tasks they had not realized they could accomplish – which they DID, and very well, by the way! And I hope that you all are doing



the same. If each member took time to mentor another, praise their abilities, and inspire them to new heights, just think what we could all accomplish! You, too, can be the one who inspires another to discover their true Potential!

April Golf Outing: Tee for Two (or Four)

Allen Anderson, Hilton Philadelphia Airport

The Talamore Country Club, beautifully situated in lovely Ardmore PA, hosted the 2nd annual PAMPI golf outing on Monday, April 22, 2013. Golfers and hangers-on began to arrive at about 11am for a delightful early lunch, and the more astute dedicated golfers sauntered over to the putting green or driving range to warm up. By 12:30pm all the golfers and clinicians were fed and prepped, and the day's activities began, starting with the traditional follow-the-leader golf cart rally which evenly distributed all the golf foursomes around the course.

It was a beautiful day, with a bit of cloud cover to chill things off, but by no means the chiller of last year. The idea is that each foursome plays their hole, and move from hole to hole evenly around the course. Considering the various skill levels in attendance, with low-handicap golfers like PJ Gonzales, teeing off his ball like it was rocket, or unnamed others merely whiffing past the ball and missing it entirely, this feat was carried off quite well. We calmed and slowly lurched around the course in unison. I think that we felt wonderfully relaxed, thanks to the beer and other refreshments provided by Valley Forge CVB.

Meanwhile, back at the clinic, Golf Pro 'Lou' was keeping an eye on things and making it a good time for the non-golfers attending the golf clinic. Somehow the 'clinicians' started with some whiskey and Irish coffees to keep them warm and later on stogies came out for this all-women group that embraced the entire experience. Word is that it certainly exceeded guest expectations in terms of fun – oh, and I hear Judy McLaughlin actually learned how to hold the club and



Cathy DosSantos poses with our President Elect, Anne Madden, before she heads to the course.



Rachel Wolkiewicz and Marc Kaminetsky before the big event.



Cameron Wicks, Matt Asherman, Tim Lescoe and Michael Hochman are ready to hit the greens!

hit a ball, somewhere between the smoking, drinking, and sitting by the fireplace. This great group of ladies and a fun pro made the event so worthwhile.

There were some official awards, but I have in mind a few other honorable mentions – Casey Mack, for “Most Spring-Like Outfit.” I went to grab a napkin at the dinner, but it was her skirt. Sorry Casey! Cigar-lovers Dan Love, Carmel Rose, Stephanie K, and Jen Ross – for “Smokiest Foursome” ; Chris Neissen should get “Best Sport” for being the passenger in my cart golf cart. I just wanted to see what that baby could do. How far can we tilt the cart without tipping? And Jim Pio wins for having the “Largest-Headed Golf Club.” Jim’s golf club (if you want to call it that) looked like a large waffle iron on a stick. When he hit the ball is sounded liked a gong going off in a Buddhist monastery. The balls generally disappeared towards the next county. Wow, who needs steroids or the

continued on page 5

Golf Outing continued

tricks listed above with this kind of golf weaponry?

It was a delightful day of golf and horsing around. New relationships were made and old relationships reaffirmed, and a few ladies got sick on cigars. Some of the men too. Everyone retreated back to the clubhouse for more libations, a wonderful dinner, and the awards ceremony. The winners won fabulous prizes, including overnight stays and golf outings. Cathy Dos Santos noted there were nearly as many prizes as there were attendees. The real heroes of the event were Katie Schultz and Carmel Rose Caporale for co-chairing the event and all of the attendees for coming. See you all next year!



Cigars and Drivers ready! Jennafer Ross, Carmel Rose Caporale, Dan Love and Stephanie Krzywanski get ready to tee off.



"Putter"-ing around with Anne Madden, Lisa Hart, John Knob and Mario Thompson



Randy Hudson, Vince Ferri, Michael Hochman and Matt Asherman dress for success....on the golf course that is!



Karen Rogowski sinks a putt while teammates cheer her on.



Randy Hudson takes a swing

Education Institute: Discovery in Delaware

Sarah Fuller, CORT

On March 20th PAMPI partnered with the Philadelphia Business Travel Association to deliver its annual Education Institute (EI). This year, members travelled to Delaware for a day of networking, tradeshow exhibits, and education. With 13 meeting rooms and 87,000 square feet of meeting space, Chase Center on the Riverfront provided the flexibility needed for such a large and intricate event.

Chapter President Laura Lee Wren said, “As quoted from MPI International’s mission statement, ‘we believe in the unequalled power of events and human connections.’ When advancing your career or learning new strategies, [EI] workshops offer new ideas and CEU credits for CMP certification/renewal. Holding the event in such a beautiful new venue was simply an additional bonus! I hope all attendees came away with something they can use, whether for personal or business.”



“What’s New in the Airline Industry” presented by Stephanie Williams, Southwest; Ricki Reichard, USAirways and Terry Krstininch, Virgin America.



Stephanie Krzywanski speaks on “Champagne on a Sparkling Cider Budget – 25 Creative Ways to Maximize Your F&B Dollars”

Between workshops, attendees were encouraged to explore exhibitions from Ace Conference Center, Valley Forge Casino Resort, American Express, Parking Spot, and more. “I met lots of great new contacts while really getting a great education at the same time. Most notably, Jim Spellos’ session sparked many new and potential ideas for my business,” said exhibitor Susan Shaid of Sheraton Wilmington South.

After a morning keynote session, “Hot Technologies in the Meetings Industry” presented by Jim Spellos, CMP, of Meeting U, attendees split into breakout sessions. Topics included “Creative Sponsorships,” “Digital Storytelling,” and

“Rockefeller Habits for Meeting and Event Professionals.” With afternoon breakouts like “Effective Hotel Sourcing” and “Serving Up Sales,” planners and suppliers were given another opportunity to pick a workshop most relevant to their business.

Enthusiasm ran high as the morning sessions came to a close. “I thought many of the sessions, including David Frick’s course on Mastering the Rockefeller Habits and Jim Spellos’ opening session were particularly interesting and informative,” said Cameron Wicks of Visual Sound. “Jim knows everything there is to know about modern mobile technology and apps, something that is essential for events



Jim Cohn and Sandy Sipe review the day’s agenda to determine what session they might attend next.

Education Institute continued

these days. David was able to bring business knowledge to EI in a clear, to-the-point way.”

After lunch, everyone gathered in Christina Ballroom for an interactive afternoon keynote. Dr. Jerry Teplitz encouraged attendees to participate as he presented “Increasing Your Planner and Power to New Levels of Excellence.” The overall takeaway was the enormous impact that positive—or negative—thinking has on your overall effectiveness.

The day concluded with a closing keynote from Midori Connolly of AVGirl Productions and Jessica Levin of Seven Degrees Communications on “Top Technology Tools...And How to Actually Use Them!” Using concepts discussed in the morning keynote, this session provided practical applications for meeting professionals.

At the end of the day, new PAMPI member Christy Myers of Plan Ahead Events said, “I really enjoyed networking with local vendors and event planners to help build the relationships that are necessary to be a successful event management company. The lectures provided me with additional knowledge and resources that I can use in my business. The Education Institute was planned very well.”



James Enright, Karen Rogowski and Katie Schultz enjoyed all the time allotted for guests to visit the exhibitor booths.



Lunch at the Chase Center was delicious!



Rick Kauffman and Nancy King are deep in conversation and thought.



“Education Institute attendees learn about creative sponsorships from Jessica Levin, MBA, CMP, CAE, President and Chief Connector, Seven Degrees Communications and Midori Connolly, Principal, AVGirl Productions”

Eye on Legacies: A Tribute to Dennis Neff

Kelley S. Thwaite, CMP, American Express Meetings & Events

As some of you may know, I got my start in the industry working for a small association management company owned by June and Dennis Neff. I consider them both to be my mentors in this business. Unfortunately, while looking forward to the end of chemotherapy treatments for cancer, Dennis' heart gave out in early April and the Neff family suffered a devastating loss.

Some of you may know June and I believe most of you have interacted with their daughter Denise as she has taken over the business when they retired, but maybe many of you are not as familiar with Dennis.

When I worked in the office Dennis was the backbone keeping the business running smoothly. He knew when to get out of June's way and let her do her work. There were things he did in the office that we relied on being completed and never had to ask him to do it – he just did it. Of course, there was a price for his efficiency - when he was in the office, he had his transistor radio with him tuned to Rush Limbaugh's show. Whether you like Rush or not, it was a small price to pay to have his company in the office for a few hours.

He was highly intelligent and was actually a Jeopardy contestant. If you played a trivia contest, you wanted him on your team! He loved to read and spent a lot of time at the local library. The man was always on a quest for knowledge, and was probably one of the smartest men I knew.

Above all this, though, Dennis was a true family man. He and June were married for 45 years and had two beautiful daughters. As adults, they have given him five incredible grandchildren. His family was his



priority and the most cherished part of his life. As he was the backbone of the business, he was also the foundation of his family. While we continue to mourn his loss and give support to his surviving family, I'll leave you with one last remembrance of Dennis:

Answer: Husband, father, grandfather, brother, uncle, retired business owner, and mentor in the meetings industry who had a great thirst for knowledge and immense love for his family.

Question: Who is Dennis Neff?



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PAMPI PRESENTS:
The 35th Annual Awards Gala
Where the PAMPI Stars Shine

June 19, 2013
Pennsylvania Convention Center

Ballroom A Foyer
Cocktail hour: 5:30pm – 6:30pm

Ballroom Foyer
Dinner, awards and dancing
6:30pm – 10:00pm

Dress code: Black Tie and Fabulous Attire Welcomed
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spectacular "Vegas" raffle prize*

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Eye on PAMPI Membership: A Day in the Life of a PAMPI Ambassador

Lisa Cunningham, Gold Coast Production Management

When approached to write this article I was undecided on what I wanted to share with my PAMPI colleagues about membership. I considered writing about the membership committee. Impactful, but fairly straightforward. I could pitch the benefits of membership and ask you to bring someone to a future meeting in attempt to join. Shameless? Yes. Although, not entirely out of consideration.

Since this was my first time writing for PAMPI MPI to Eye, I wanted to wow the readers. I needed a topic which would be exciting, edge-of-your-seat entertainment. But, recounting my trapeze experience at the Philadelphia International Festival of the Arts is not necessarily related to membership.

So—back to the drawing board I went. It then dawned on me that it was ideal to write about my role as Chair of the Ambassador Committee. You see, the reality of the matter is that the article is not necessarily about me and my efforts. It is about each of you—the members of PAMPI.

Yes, in my role I act as the primary liaison for PAMPI. It is my job to meet and greet with all non-members at chapter events. I'm a "people person" so I love every minute. I even go so far as to reach out to the non-members prior to each event to thank them for their interest in our chapter and taking the time out of their undoubtedly busy schedule to attend the event.

However, more often than not, I find myself recounting my experiences with PAMPI. Most especially, the warm welcome I received at the first event I attended. I was so surprised by the friendly faces greeting me, the willingness to facilitate introductions, the interest in my professional development, and the overall genuine hospitality. Each time I meet someone new, I strive to provide this same experience for them because I wholeheartedly believe that is the face of PAMPI.

Our members truly are passionate, professional, and some of the most genuine people I have met. There is a camaraderie and sense of teamwork that is hard to create and replicate. It is this dynamic that I have to thank each of you for. Time and time again, you perpetuate this same spirit to each member and non-member you come in contact with.

Because of the energy, commitment and passion you present, you make my job as an Ambassador much easier. I can confidently speak of PAMPI and its members knowing I am sharing the truth. I never feel I have to "sell" our chapter to someone. We sell it ourselves. And, to be honest, I think it is a fairly easy sell.

And, PS—Committee Day is around the corner! (Yes, I told you I would insert a shameless plug). See you there!

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, free admission to a chapter event, a new iPad, and free EMEC/WEC registration!!!

Don't wait – renew your membership today!!

eye on philadelphia

Deirdre Childress Hopkins
Pennsylvania Convention Center

The Pennsylvania Convention Center Celebrates its 20th Anniversary

It has been a big year for the Pennsylvania Convention Center, which marks its 20th anniversary this summer, as a major economic engine for Southeastern Pennsylvania and the city of Philadelphia.

The Center, expanded to more than 1 million-square feet in 2011, will commemorate its platinum anniversary with the installation of precious artworks in cooperation with the Pennsylvania Council of the Arts and the Pennsylvania Academy of Fine Arts.

Through a separate artistic donation, the Pennsylvania Convention Center plans to install four colorful mosaics donated by the Hotel Palomar of the Kimpton hotels chain. The panels, completed in 1964 by Italian American artist Bogdan Grom, depict scenes around Philadelphia, including City Hall.

Don't overlook the newly redesigned third level of the Pennsylvania Convention Center.

Significant improvements to the dining and relaxation experience for attendees are in progress and almost complete on the third level of the Pennsylvania Convention Center.

The enhancements began last year with the introduction of an ergonomic seating area that allows guests to couple a more comfortable workstation with the ability to work on a laptop and to munch on a snack in the Overlook Café and Lounge area. Planter boxes and eight banners, which drape down from the Overlook Café to the second level of the building, have been added, drawing attention to the cozy soft seating and dining area upstairs.



A new tasting kitchen, to be used by PCCA Culinary Services led by Chef Eric Hall, is almost complete under the project direction of Strategic Financial Manager Gil Hall, CMP, CPCE. PCCA Culinary Services will use this private area for roughly 40 VIP tastings, Chef's Tables and special events each year.

"The Center staff's focus on the customer led to the improvements in its dining and hospitality areas," said President and CEO Ahmeenah Young. "The changes were designed to give meeting planners,

exhibitors, and attendees a complete experience that extends outside of their special events."

The Center also made Expo magazine's list of top trade industry stories for 2012 with the elimination of an 8 percent labor-management fee. The facility has moved to a more efficient use of electricity, resulting in a greener footprint with a 34 percent reduction in electrical costs.

Young describes the center as "the most technologically advanced such facility in the nation with high-definition security cameras offering full-perimeter views to cell-phone charging, way-finding and explore machines, expanded digital signage, and one gigabyte of Wi-Fi available for attendees." The center is exploring

new digital advertising opportunities this year.

Among the other amenities in Center City Philadelphia are new private parking facilities located in the Convention Center District. Four new hotels are planned for completion in the area by 2014 with one new hotel scheduled to open this summer across from the Center and historic Reading Terminal Market.

"The Center will continue to embrace innovation in its 20th year with the goal of providing excellent customer experiences," Young said.

"The Center will continue to embrace innovation in its 20th year with the goal of providing excellent customer experiences."

February Monthly Program: The Digital Coconut Telegraph

Heather Boyette, Pennsylvania Biotechnology Association

Caleb Carr, Ph.D., joined us at the Kimmel Center on February 20th for a program entitled “The Digital Coconut Telegraph: Integrating Social Media into the Workplace and its functions.” Caleb sprinkled his unique brand of humor throughout the presentation, making it both engaging and informative.

“The Digital Coconut Telegraph” refers to a Jimmy Buffet song about the gossip that follows Saturday night exploits. A line in the song about “put[ting] it on the coconut telegraph in 25 words or less...” seems eerily applicable to today’s digital media outlets, although in 1980, Mr. Buffet could not have known that he was singing about Twitter. Like salt on the bar after a few margaritas, what you say on the internet has the potential to spread far and wide.

Because of its permanent nature, we all should know better than to put anything blatantly negative on the Internet. Your social media impression carries a lot of weight, especially for anyone who does not know you personally. Thankfully, I have been careful with my own exposure on the internet, because at a certain point in the program, I was publically “Googled.” From this search, Caleb easily discovered I attended Kutztown University from 2003-2006, and subsequently shared with everyone an anecdote about the Old Main clock tower at Kutztown University. I had not thought about that crazy chicken-like structure for years! A photo search revealed a rather benign picture of a (delicious) latte that I had made, but when Caleb pulled up a satellite photo of the home of another member of the audience, people showed some concern about the easily accessible nature of personal information.

Caleb provided some interesting statistics about how your social media impression affects others’ opinions. In a recent study it was found that having no social media presence can give as bad of an impression as having a negative social media presence. The lesson here: get yourself out there and keep your messages positive. The most positive impressions are associated with people who portray themselves as either professional or family-oriented. Unsurprisingly, those who are viewed as partygoers (posting too many pictures of themselves posing with red Solo cups) or complainers, left the most negative impression.

Caleb provided some helpful tips for using social media with meetings. Creating a Twitter hashtag and using it early



Guest speaker, Caleb Carr, speaks to an engaged group of PAMPI members, students and guests in the Hamilton Garden at the Kimmel Center.



Vicki Pohl, Betty Robinson, Camela Pastorius and Pat Thierry are all smiles over cocktails and conversation.

and often will make it easy for your audience to become engaged. He recommended that you embrace your brand, ensuring that every message is in line with the image you wish to promote. He also cautioned against feeding the trolls. “Trolling” is the common term used for fooling an internet user into responding, be it by making a promise, or spreading controversy. The only thing you can do when plagued by trolls is to let it blow over.

February Program continued

The program took place after the “Backpacks to Briefcases” student event, which is designed to introduce students to the professional meetings industry. We were pleased to see that

some of the students joined us to hear about the “digital coconut telegraph,” as it was an opportunity for them to become even further immersed in the professional sphere.



LauraLee Wren presents Lisa Cunningham with the Shining Star Volunteer Recognition Award.



David Jackson and Steve Ross are a great example of the many engaging conversations had at PAMPI monthly meetings.



Thanks to all of our student members for participating in “Backpacks to Briefcases.” It was a huge success!



Event Sponsors, Linda Jones and Jason Petrak of the Pennsylvania Convention Center, take a brief time-out for a photo op.

Eye on the Industry: The 2013 Flower Show at the Pennsylvania Convention Center

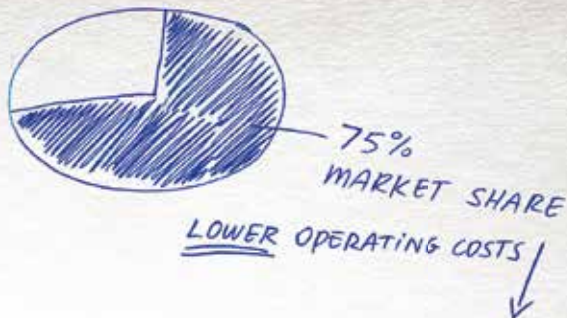
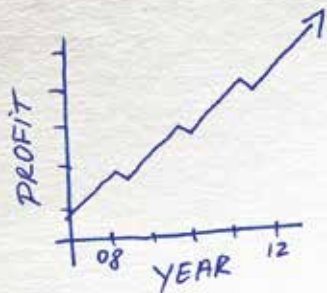
Linda M. Jones, CMP, Pennsylvania Convention Center

The Pennsylvania Convention Center was transformed into a British Garden during the Annual Pennsylvania Horticultural Societies (PHS) Philadelphia Flower Show, held March 2 through March 10, 2013. Over 315,000 square feet of exhibit space became a Brilliant extravaganza as guests wandered through iconic London landscapes, rolling English hillsides, sunny cottage gardens, and foggy streetscapes as well as the Mad Hatter's Tea Party and Jack the Ripper's Whitechapel. A digitally enhanced Big Ben welcomed visitors upon entering the Royal Palace gates along with a floral interpretation of the Crown Jewels.

Highlights of the week included the LGBT Party, Wedding Wednesday, and Girls Night Out. Those who were extra eager attended the fabulous Preview Party or After Party. Brilliant looking attendees took part in the make your own "Fascinator" workshop.

The PHS Philadelphia Flower Show is the world's oldest and largest indoor flower show, attracting more than 260,000 people annually. Mark your calendars for March 1-9, 2014 for the 2014 PHS Philadelphia Flower Show, themed ARTiculture!





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Eye on Professionalism: Silver Linings

Cameron Wicks, Visual Sound

I have a confession to make. If you know me, this probably will not come as a surprise, but I have to get it off my chest. Fellow PAMPI members, my name is Cameron and I am an optimist. Not just your normal, run-of-the-mill optimist, either. I am a hardcore, unabashed, ain't-over-til-it's-over, glass half-full kind of optimist. Some people (mainly pessimists) have even called me an idealist. I always "look on the bright side of life," and try to see the good in every person and every situation.

For instance, for the Spring 2013 issue of MPI to Eye, the Magazine Committee teamed up with the Social Media Committee to have PAMPI members vote on a theme. The vote narrowed it down to two finalists, "What Is Your Take Away?" and "The Power of Positive Thinking." They tied in the poll, and we were not sure which one to choose. Did I fret because I was not sure what to write about? Of course not, I'm an optimist! As I always try to see the happy side of everything, it occurred to me that these finalists could go hand-in-hand.

Seriously, think about it. We've all heard the phrase, "Every cloud has a silver lining" which means that even when something bad happens, you can look at it in a positive light and take something from it, whether it is a lesson for next time or an actual benefit. That, obviously, implies a bad situation, but I think you understand my meaning. If we go into something with an open, positive mind, we are more

likely to come out of it with a take away. Conversely, if you aim to take something away from every situation, you will be better off because of it.

Sometimes, I think, we forget this. This time of year, when we're busy, we might rush through our work, our meetings, and our networking events, not necessarily seeing them in a negative light, but not thinking about the good side of them, either. In times like that, it is important to stop, even just for a few minutes, and think positively about what we're

going to learn or what we're going to gain. Honestly, if you cannot see the positive side of something, you're not going to take anything away from it.

It is also important to see the silver lining in every cloud. You do not win every bid, you do not keep every client, and you do not hit a home run every time you step to the plate. If all you do is harp on the failure, or

blame everyone else, you are not going to get it right next time. Look at it as a learning experience and be honest with yourself. Things will go better next time.

For all of you optimists out there, keep it up. For those of you that are pessimists (and as an optimist I do not think there are a lot of you), try to look on the bright side more often!

If we go into something
with an open, positive
mind, we are more
likely to come out of
it with a take away.

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.

Buy MPI: Q&A with Linda Jones, Pennsylvania Convention Center

Kristine Plourde Golden, CMP, Glenmede

Convention Centers not only provide meetings and events with flexible space, but they truly impact the economy of the local community. In Philadelphia, we are privileged to have the Pennsylvania Convention Center, which now spans three full city blocks.

The 35th Annual PAMPI Awards Gala was appropriately themed “Oscars.” I recently had the chance for a Q&A session with Sales Manager, Linda M. Jones, CMP, to learn more about their PAMPI support.

Kristine: What makes your convention center location great and ideal for groups or events? How can it accommodate different size groups?

Jones: The Pennsylvania Convention Center (PCC) is an ideal location because it is located in the heart of downtown Philadelphia. Our facility is located within a one day’s drive from 40% of the US population. Our regional rail station has service from the Philadelphia International Airport with the station conveniently located directly underneath the Convention Center. The PCC can accommodate groups from 10 to 10,000 people, our meeting rooms have airwalls that we can open and close based on the meeting requirements, and meeting planners love our contiguous breakout rooms and the flexibility the airwalls provide. The PCC boasts having the largest ballroom in the northeast United States.

Kristine: How is the 2013 PAMPI Awards Gala important to the PCC & ARAMARK?

Jones: The Awards Gala is important because it provides the PCC and Pennsylvania Convention Center Culinary Services

(ARAMARK) with the opportunity to showcase our outstanding facility and award-winning culinary services. We are the only convention center in the country to win the National Association for Culinary Excellence Award. The menu for the gala has been meticulously selected by our new Chef Eric Hall and is California “inspired” in keeping with the “Oscar” theme of the Awards Gala hosted by The Pennsylvania Convention Center on Wednesday, June 19th, 2013.

Kristine: How does the PCC & ARAMARK partner with other MPI members?

Jones: I personally am using the Connections Campaign to reach out to other members for my own marketing initiatives at the PCC as well as in my role as Committee Co-Chair for the PAMPI Awards Gala securing sponsorships. I believe in the importance of ROI and supporting my fellow planners and suppliers.

Kristine: Why are you/staff members of MPI?

Jones: I have been a member since 2002 and in those ten plus years I have had the opportunity to meet people in the industry that have become lasting friends and colleagues. The networking and education on the chapter and national level has been invaluable in my growth, both personally and professionally. I also earned my CMP in 2002.

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



The Pennsylvania Convention Center located in the heart of center city Philadelphia offers over one million square feet of saleable space and provides best-in-class experiences for meeting planners. The center offers the largest contiguous exhibit space in the northeastern with 528,000 square feet and the largest ballroom on the east coast.



welcome new members!

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eye on new members

Peggy Cummings, CPM, OnSite Meeting and Event Management LLC



Dana G. Devine, CMP, CMM

Sales & Marketing Manager, Morton's The Steakhouse, Philadelphia

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

Past President Dana Devine is back! Though she has been on a brief hiatus from PAMPI (where she had been a member dating back to 1998), she has rejoined PAMPI with a new job and a new category. Dana is now the Sales & Marketing Manager of Morton's The Steakhouse in Philadelphia, and a Supplier in our association.

Dana spent 13 years as Market Events Manager of PricewaterhouseCoopers. During her tenure she was solely responsible for the planning and execution of over 190 events per year for 15-2200 people. Dana also served in various positions on our Board of Directors and Executive Committee and was President in 2003-2004.

To go from a corporate meeting planner with over 25 years experience to the role she holds with Morton's is almost like starting over in the business, but Dana does not feel that way! "It is a big change, but one I was ready to make," Dana said. "Planning corporate events the size and scale which I had been planning, after a while, you have done everything you can do in a role. Those events were, often times, the first large corporate events in Philadelphia's newest event venues. During my time there, I feel as if I opened the Loews, The Constitution Center, and Citizens Bank Park. There was nothing new I could do anymore and I was longing to slay some dragons."

"Steve McGrath, who was Sales & Marketing Manager of Morton's almost as long as I was with PwC, had been promoted to General Manager and called me, asked me if I wanted his old job. I was not sure if I could do it. You ask yourself, how do you go from being a career long buyer to a brand new seller? My husband was more confident in me than I was at the time, so I took the plunge. Of the many great things about this job, working for the guy who did the job before me, is priceless. I have never worked for anyone who could teach me. Corporate Event Planners are often the only one of their kind in a company, so you tend to be a bit of an orphan.

The first thing I did when I got there was renew my MPI membership since the best Sales Managers I have ever known are here and part of this group. So, if I'm going to learn new job skills, this is the place to work with the best."

"I'm excited to join Morton's at this time, they are a part of the Landry's family of restaurants and we have just completed a huge renovation in the restaurant. To me it feels like a brand new place, which is thrilling to be able to showcase to my colleagues in the city, both as a meeting and event venue."

We're delighted to welcome Dana back to PAMPI in her new Supplier role.

Eye on AV: Stop, Hey, What's That Sound?

Cameron Wicks, Visual Sound

Sound is one of the most important aspects of not only audiovisual services, but meetings as a whole. People can see a video or a PowerPoint presentation, but if they cannot hear the voiceover or the presenter, those things lose their meaning and their effectiveness. In my five years working in AV, as a technician and an account manager with several companies, I have probably heard more complaints about sound than about video and lighting combined. That is why it is important that you and your AV provider keep a few things in mind in regards to event audio.

As with everything, you need to have the right tools for the job if you're going to make everything work. Some of these things are obvious: Does your presenter walk around while they're speaking, and thus require a wireless microphone on their shirt or jacket, or are they more comfortable at a podium? Are you only having someone speak, or is there audio and music that goes with the presentation?

In addition to the right microphone, it is also important to select the right speakers. Large events, especially in a downtown hotel ballroom or a convention center, often require a line array system. Line array speakers are louder, clearer and reach a larger area than normal speakers, and are fitting for large conventions, meetings, or concerts. Generally they need an amplifier, either external or built in, to power them. In smaller meetings and breakout rooms normal powered speakers will work well and will not make a huge footprint.

You should also think about the space or venue that your event is occupying. While most meeting-specific rooms are built with acoustics in mind, older and non-traditional spaces may be a little tougher when it comes to sound. There is no need to pick a venue based on acoustics, but make sure that your provider has a chance to see (or hear) the space beforehand. Additionally, if you're going to be outside, your provider will probably want to use a higher number or more

powerful speakers to account for the open area and all the other noise outdoors.

It is also good to schedule time for a rehearsal or sound check prior to an event. It gives your audio technicians the chance to tweak their sound settings in a situation similar to the actual event, and to figure out any potential problems or misconnections beforehand. Sound checks also let your audio technician interact with your presenters; some presenters may have certain preferences about

the microphones or sound, or may speak in a way or at a volume which requires further changes to the audio settings. If you have live entertainment, the band will want to test their instruments and see how their music sounds on your particular system.

So, keep these things in mind when planning your event and choosing your AV provider. If it sounds too good to be true, well, you've probably made the right choice.

As with everything,
you need to have the
right tools for the job
if you're going to make
everything work.

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From the Editor

Linsey Poletti, CMP – SEI

Most people I know tend to get extremely excited when the 31st of December comes around. I am not just talking about the elaborate parties, colorful fireworks, and bubbly cocktails even though they too excite me. New Year's Eve is really a challenge to come up with the best resolutions. What can we do better next year? Which new adventures are we willing to partake in? How do we want to improve our current social and/or professional life?

Just a few weeks ago, I found myself making a resolution in Mid April. Whoa, hold up! A resolution in the middle of the year? Sure, why not? I attended the Education Institute in March and participated in an interactive session hosted by Dr. Jerry Teplitz. His general message was that positive thinking affects you and everyone around you.

At first I was not really grasping his message. The scientific piece seemed a little questionable to me. But when a colleague of mine and I practiced what he preached in our weekly Events team meeting, we were excited that what we learned from Dr. Teplitz carried back home.

I like to think, in general, I am a positive person. Or at least I portray myself to others in our industry and in my profession

as a positive person. It is in my mind that I tend to be slightly negative. And I do not think that is necessarily a bad thing to admit – I think most people experience some negative thoughts. What we need to be careful of is that do not become someone who carries negative thoughts with them all of the time. You know as well as I do, people like that are not always fun to be around.

So my mid-year resolution is to begin turning negative thoughts into more positive thoughts. And starting small is ok. For example, my drive to and from work is long. How do I take a frustrating morning drive and turn it around so that I am smiling when I walk into work? I can do that! Seems easy enough, right? By beginning my work day with positive thoughts and by not letting the driver who cut me off affect my mood, I think it will prove to be a more productive and successful day.

I challenge each of you to a mid-year resolution. Begin turning your negative thoughts or comments into positive ones. You will be amazed at how you feel about yourself and better yet, how those around you respond.



Nicole Benner – *Blank Rome LLP*

As we gear up for the Gala, Cameron Wicks from the Social Media team posed the question, “Who is your favorite movie hero?”

My favorite movie hero is Po from Kung Fu Panda. He starts off with just a dream – to be a kung fu master so he can fight alongside his heroes, the Furious Five. Through his clumsiness and ingenuity, he's selected to become the next Dragon Warrior, whose legend has foretold will be the greatest kung fu master. Po struggles to learn kung fu, and after being defeated by the training dummy used for little children (and to prop open the door to the training hall when it gets hot), is deemed “Level 0” by Master Shifu. You'd think Po would give up, especially

after hearing the Furious Five mock him behind his back for his lack of talent and for his large size, but Po does not give up. He continues to persevere and eventually earns the Dragon Scroll, which supposedly contains the secret to becoming the Dragon Warrior. He opens the scroll and sees nothing but his own reflection. Dejected, Po assists the Furious Five with the evacuation of his village (due to the return of the evil Tai Lung, who believes himself to be deserving of the Dragon Warrior title), but a conversation with his father triggers Po's realization that the secret to becoming the Dragon Warrior is that there is no secret - for something to be special, one need only believe it to be so, and for one to become the Dragon Warrior, one must only believe themselves to be so.

As I raise my son, it has become very clear to me that control is

continued on page 23

From the Editor

Nicole Benner – continued

an illusion – sometimes things happen despite our best efforts to prevent them. It is why Force Majeure clauses exist. But thinking positively is an amazing ability, and an ability that we can choose to employ. We cannot always choose what happens to us, but we can certainly choose what we're going to do about it, and we can certainly adjust our thoughts and feelings about it.

The simple idea of (as my Mom-Mom used to say) “taking the ‘t’ out of ‘can’t’” is a powerful one. Anyone who ever achieved any success did so because they believed they could – it is a necessary first step in the process. The moment you believe you've lost, you have. If you believe that success is possible, you'll keep striving until you reach your goal.

This is my last issue as editor of MPI to Eye; I'm delighted to join the 2013-2014 Board of Directors and continue to “Discover

My (MPI) Potential,” as Laura Lee challenged us all to do. I was worried I could not do it, but I believed in myself, and edited the heck out of the magazine! I leave you in Linsey's capable hands as she assumes editor duties. She's going to be an amazing editor, because she's extremely talented, very excited, and because she believes she can.

event calendar

register online at pampi.org



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

Wednesday, July 17, 2013

Committee Day & MPI After 5

5:00 – 6:30 p.m. Committee Day

(MPI Members Only)

6:30 – 8:00 p.m. **MPI After 5**

Crowne Plaza Philadelphia West

4010 City Avenue

Bala Cynwyd, PA 19131

Wednesday, August 21, 2013

Volunteer Leadership Day & All-Team Meeting

1:00 – 6:00 p.m. Leadership Training

& All-Team Meeting

6:00 – 7:30 p.m. **Reception**

ACE Conference Center

800 Ridge Pike

Lafayette Hill, PA 19444