

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • SUMMER 2012



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PHILADELPHIA AREA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Recognition: PAMPI Membership



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President's Message

Laura Lee Wren, CHSP

How strange that, after years of writing an Editor's Notes column for MPI to Eye, I am now asked to pen the President's Message column! I am humbled and honored to accept the gavel and serve as PAMPI President 2012-13, knowing I have big shoes to fill.

Luckily, since I have been sitting on the board in the last few years I can attest to the very difficult time we just scraped through during the tough economy. We had to make difficult decisions -- sometimes based on finances alone. But with the improving economy we've seen our chapter get healthy again. Though we still need to be a bit tentative and cautious, we are able to finally relax a bit. I hope you've noticed some of the positive changes lately.

For instance, without going into specific detail, MPI HQ no longer gives us a chunk of your membership dues to use as operating expenses -- instead, they hold these funds for us to spend on EDUCATION alone. This is good news for you, because now more dollars go directly toward providing quality education -- the #1 reason surveys have shown that you all join MPI. The #2 reason is NETWORKING -- and not just suppliers. Don't we all enjoy the social

part of the MPI events? We've had a lot of fun at unique venues providing you with the opportunity to connect and get to know each other beyond the cold call.

Of course, I know what it's like to return from a PAMPI event with a boss asking what was learned, or what kind of business leads were made.

TODAY, however, I want you to think about another benefit that is often forgotten -- LEADERSHIP. As a chapter volunteer you have the opportunity to learn new skills you wouldn't otherwise get in the everyday workplace, along with the confidence to take risks. Suppliers might choose to serve on a committee that plans events, to get a better perspective from the other side. Planners might help the finance committee find sponsors, to experience the cold call. You just may find a talent you didn't even know you had!

Be assured that when I joined the MPI organization eight years ago I never dreamed I would ever stand as President. Without the past years of volunteering within this community, I would not have been capable of it. Yes, I'm asking you to volunteer, but I have another goal



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Immediate Past President Kelley Thwaite, CMP opens up

David Hughes, Highgate Hotel



If you knew then what you know now, would you have accepted the nomination to be PAMPI President?

Of course! It was an honor to represent this association and to have the opportunity to work with so many of the volunteers and the members. Having been a part of MPI in some capacity since the beginning of my career, I've always wanted to be an active member as I truly believe in what MPI stands for in our industry and this chapter has always had such awesome members. To be President was something for which I had always strived.

If you had to name one favorite moment during your tenure as PAMPI President, what would it be, and why?

Wow! This would be a tough one to narrow down to just one moment as there were so many that had special meaning to me. Sitting on the board over the past few years, it's always been a thrill to see something we've discussed successfully come to fruition and to have the members embrace it. Last year was the first year we did a dedicated networking event in January and it was so successful, we added another to our calendar for this past year. Then the education team wanted to add an education event to the afternoon before the networking. This ended up being our first sold out event in many years! And being able to talk to our members and see them excited about something with the chapter, especially getting involved in the chapter, is always a very exhilarating moment. I absolutely loved being in a position to help others get excited about the chapter the way I have always been.

What was your greatest challenge?

I guess the biggest challenge was that finances always had to be at the forefront of my mind. With the economic issues we've had, unfortunately that always had to be a big focus. In a perfect world, while finances would be a priority, it wouldn't have always had to be a primary focus in all decisions.

What was your greatest accomplishment?

My greatest accomplishment is knowing that I am leaving my position with the chapter in a much better, stronger place than we have been in the past few years. We are much more stable and have a better strategy to handle any more economic issues in the future.

What was the best and worst advice you received before or during your tenure?

Most of those offering advice were either from International or were Past Presidents, and so I really don't think anyone really offered bad advice as most had lived through this experience. But probably some of the best advice was to always remind myself that any decisions that are made are always for what is best for the membership. I may not like it, the board may not like it, but what we do as a board and what I represented as President was all about the members.

How would you describe your emotions as you transition into your new role as Immediate Past President??

In a word, mixed! It's been a very challenging couple of years so I'm definitely due for a break of sorts. But after being so involved for the past few years it's difficult to let go. But I know that with the succession that follows, I'm leaving the chapter in fabulous hands and I look forward to seeing the wonderful things that Laura Lee and then Anne will have in store for the chapter!

What aspect of your personal life are you most looking forward to enjoying as Immediate Past President that you sacrificed during your year as President?

As Immediate Past President, I still sit on the board and have some duties to fulfill, but yes, I do see me starting to get my personal life back a bit. My husband and I are very involved in animal rescue so I see that taking a lot of our time as I continue to transition off of the PAMPI board. I also hope to put some more focus on my hobbies and home life with husband and furry babies.

What advice do you have for Laura Lee Wren at the start of her term, and is it the same advice you'd give her "off the record?!"

Laura Lee and I have developed a great relationship over the past few years, and talk often. So I'm sure I've given her a few pearls of wisdom "off the record". Probably the best advice I can give to her though, is to listen to the members, and to surround herself with a strong capable board (which she has done). And her time at meetings belongs to the

continued on page 5

members. There have been many times at meetings during the networking sessions where I've had nothing to drink or eat because I'm talking to the members. The members are the priority, you can eat later!

Any final profound words of wisdom to share with the Chapter?

You get out of your chapter and your membership what you put into it. I have talked to a member here and there that doesn't feel they get anything out of being a member, but yet they only come to the occasional meeting; they don't read the magazine; and they don't volunteer. I would bet that almost everyone you talk to who is an active member, who volunteers, and who stays on top of the information we put out there, feels that they are getting something from being a member. To take it one step further, I'll say this: I'm personally more inclined to work with someone or recommend someone that I've worked side-by-side with as a volunteer than someone who just hands out their business cards. Volunteering is a form of networking, trust me!

President's Message continued

in mind. I want you to GROW as leaders, to volunteer AND to make your way up the chain to sit on the board and, one day, stand as president – yes, you! Just think what you may discover inside of you. Consider this a personal invitation for you to join our committed volunteers and Discover Your MPI Potential!

FOOD DRIVE!

Community Outreach Food Drive!
PAMPI's Community Outreach Committee wants to beat its goal of 250 donated non-perishable food items to benefit Philabundance. Donations can be dropped off during the September, October, and November meetings. Check the PAMPI website Facebook page for more info!

We Want to Hear From You!

Recently promoted, married, gave birth, started a new business, expanded your current property, partnered with a new company?

Share your news with the PAMPI MPI to Eye team, so we can highlight it in the quarterly magazine.



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May Monthly Program

Gary Miller, Cenero

2012 Education Institute Provides Learning and Networking Opportunities to PAMPI Members

PAMPI held its annual Education Institute this year at the Desmond Great Valley on Thursday, May 17th. Attendees and sponsors all enjoyed what turned out to be an exceptional opportunity to learn about new trends in hospitality industry technology and mobile apps, presented by keynote speaker Corbin Ball. (www.corbinball.com)

With over 100 people signed up, opportunities to network, meet new people, and share ideas were readily available. Exhibitors all enjoyed and benefited from the strategic time to showcase their products and services. Anne Madden, CMP, Sales Manager and exhibiting on behalf of the Hilton Anaheim, stated, "I am glad we were part of the Education Institute. This is one the best opportunities for us to showcase our services, and is a great investment of time and money for the Hilton Anaheim."

Breakout sessions throughout the day covered topics including changes in the industry, audiovisual trends, tips on selecting locations, planning multi-generational meetings, and using analytics to help justify and improve your meetings, to name a few.

Lynne Kopchains from the Down Town Club, who presented during the morning breakout sessions about multi-generational meeting planning, said, "This was a great opportunity for me to help improve our industry by discussing a topic I am interested in, get a better understanding and input from my

peers, as well as meet new people."

According to the post survey results over 80% of the attendees thought this was a quality event and good use of their time and money. Shira Baumstein, CMP, from SEI and Vice President of Membership for 2012-13, said, "The 2012 Education Institute was well worth my time outside the office. I was impressed by the amount of pertinent information I was able to bring back with me. Not only did I learn, but I was able to network and connect with other industry professionals. I would highly recommend the Education Institute to others."



Keynote speaker Corbin Ball



Caryn Taylor-Lucia, CMP, Jim Cohn and Lisa Karl



Attendees listen to morning keynote speaker Corbin Ball



Liz Weber presents at a breakout session

Eye on AV: CTS Certification

Cameron Wicks, Visual Sound

In keeping with this issue's theme of "recognition," I want to talk a little bit about CTS certification. The most common certification you'll find in the meetings industry is CMP, or "Certified Meeting Professional." If you work more in special events, you'll also find the CSEP designation.

However, if you've ever looked at the business card for someone from an audiovisual company, you might have noticed that they have the designation CTS after their name. CTS stands for Certified Technology Specialist, and it means that the person with the designation has achieved a special level of education, training and skill when it comes to AV equipment.

CTS certification was created by, and is offered through, InfoComm International. Founded in 1939 as the National Association of Visual Education Dealers, InfoComm is, according to its website, a "nonprofit association serving the professional AV communications industry." Furthermore, it "promotes the industry and enhances members' ability to conduct business successfully and competently." The CTS certification is also accredited by ANSI, the American National Standards Institute.

There are three levels of CTS certification: General, Design and Installation. The Design and Installation levels are geared more towards those people who work with permanent AV systems. For someone who works on the technical side of event audiovisual services, the General certification is usually the norm. According to the CTS Candidate Handbook, "A Certified Technology Specialist performs general technology solution tasks by creating, operating, and servicing AV solutions, while conducting AV management activities which provide for the best audiovisual resolutions of the client's needs, both on time and within budget."

In order to receive certification, a candidate must pass an exam. The exam consists of 100 questions, and is divided into four parts. The first part, which makes up about 60% of the exam, covers the creation of "AV solutions." That section tests candidates on things such as conducting site visits, learning about the customer and event, designing a solution and selling that solution. The second section covers the operation and maintenance of the chosen AV solution. The third part, which makes up 17% of the exam, covers "AV management activities." This includes project management, choosing personnel, and price estimation. The fourth and final section, which is also the shortest, covers repairs and troubleshooting.

The CTS designation is the AV industry's major certification. It lets people know that the person with the designation

There are three levels of CTS certification: General, Design and Installation.

is an expert in AV, especially the technical aspects of it. It also serves as a form of recognition. Much like the CMP designation, CTS certification tells you that the person in question has spent a lot of time and effort learning their trade and honing their craft. You can rest assured that the designee is dedicated to providing you with the best possible solution to your AV needs.



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Attendees Flew With PAMPI at the 35th Annual Awards Gala

Jeanne Gray, GlaxoSmithKline

Before the start of the Gala, the PAMPI Board met in a large room for a champagne toast and hors d'oeuvres. We had a lot of laughs seeing each other's 60's-themed outfits; everyone worked hard on their attire to capture the era of Mad Men and PAN AM. I went for the Jackie O look, complete with a "John F. Kennedy for President" button. Allen Anderson dressed as a PAN AM pilot, with an authentic hat and genuine Pan Am wings. How awesome Anne Madden looked - as if she came off a cover of Life Magazine!

After that we all stood together and were sworn in by the beloved Past President, David Jackson. He made it feel like a solemn oath to serve with the utmost integrity, and we all promised to do so. There were tender heartfelt moments



Come Fly with PAMPI!



The ballroom of the Hilton Airport Philadelphia, beautifully decked out for the gala.



Anne Madden, CMP and Cathy DosSantos, CMP, SMMC



The Awards Gala Committee gets ready for take off.



"Pilot" Allen Anderson prepares Tracy Blithe, CMP, Lynne Kopchains, and Emily Ciano, CMP for boarding.

Awards Gala continued

between outgoing President Kelley Thwaite and incoming President Laura Lee Wren, as they are good friends as well as colleagues. I saw so much admiration among the board members. This is a well-formed team of professionals who respect each other!

The Hilton Philadelphia Airport Hotel looked fantastic – attendees felt like they were stepping into a dazzling experience of the glamorous sixties, when air travel was romanticized, and people dressed up for their flight as if it was a special occasion. We knew how much went into the theme and preparations for the Gala because it was at the PAMPI VP of Finance, Allen Anderson's Hilton hotel! So many vendors and suppliers came through for PAMPI. It was amazing and it came in at budget! A big Thank You to all our sponsors for all they did to make the Gala such a success. The food and beverage was superb. I loved the split plates

of salmon and chicken. The service was excellent and highly professional. The atmosphere was fun and exciting. The awards were well deserved and appreciated.

And then...the new board was given the challenge (at the Board Retreat) to appear as a Flash Mob on the dance floor to get the dancing started. We had several rehearsals for our Flash Mob dance and we watched a video at home to learn it. It might not have looked so great but it was certainly a bonding experience for us! The remainder of the night was great music and dancing and networking and just plain fun and celebration. I can't think of a better Gala than this one (until next year's Gala, of course)!

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Outgoing President Kelley Thwaite, CMP passes the gavel to President Elect Laura Lee Wren, CHSP.



Our 2012 President's Award Recipients – The 2009-2010, 2010-2011, 2011-2012 Board Members

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Bananas Foster for desert



Flash mob by the PAMPI Board

Eye on PAMPI Students: Student Recognition: The MPI Advantage

Jessica Bauer, Four Seasons Hotel Philadelphia

As students graduate in today's economy, they are faced with some of the highest unemployment rates of any age group. In addition to competing with their fellow students, they are now competing with professionals who have years of experience. In the meeting planning industry, where experience is so valuable, it can be challenging for students to compete with seasoned professionals. Recognition that they have excelled in their academics, internships, jobs, or volunteer organizations can make a recent graduate stand out from the crowd.

Most schools require students to volunteer, complete an internship (or two!) and, of course, maintain good grades as part of the program. This means that graduating students need something extra to really get them noticed. Simply completing the requirements of their school's program has become the bare minimum and may not be enough to get them the interview or job that they have been working toward. Many schools recognize students for their academic performance and involvement within the school setting. But there are other ways that students can receive additional recognition outside of the school environment that can really help make a lasting impression. This is where their involvement in MPI can help!

MPI gives students the resources to go beyond their required internships and volunteer hours. They can participate in an additional internship, shadow an industry professional

to better understand the position they are working toward, or volunteer at events to gain additional experience with event planning. In addition, they have the opportunity to get involved with other industry professionals by joining and participating in committees, further increasing their own network. All of these experiences can help them stand out when they begin the job search, plus they will have their own network of professionals that may be looking for someone or can help refer them!

As professionals, our job is to continue to support and recognize these students for taking the additional step and getting involved.

When we meet a student at an event, we should recognize that they are taking their career seriously and are trying to set themselves apart. We should be open to sharing advice, helping them find an internship or even letting them shadow you for the day. And when you work with a student who really impresses you, be sure to recognize them!

Eye on MPI International: MPI's Business Value of Meetings Toolkit: A Summary

Jessica Dixon, AACR

In an era in which determining the business value of meetings is becoming increasingly important, MPI has provided desperately needed guidance with its Business Value of Meetings (BVOM) toolkit; a collaboration with the MPI Foundation and America's Meetings & Events Exhibition (AIBTM). The toolkit consists of five sections:

#1: Perception vs. Reality

The ability to measure BVOM has come a long way in recent years, but the biggest challenge remains leaping the cost-intensive perception hurdle. Just the sound of BVOM measurement tends to invoke a knee-jerk reaction, for fear of excessive time and monetary commitments. It is up to the meeting planner to quell such concerns by building a case for understanding and communicating BVOM and by explaining its benefits, to include clarity of purpose, quantification of meeting success, identification of strengths and weaknesses, and the creation of better measures. It is important to demonstrate that BVOM can be low-cost, by focusing on key priorities in a well-timed and strategic manner.

#2: Stakeholder Commitment

Once the decision is made to measure BVOM, it is essential to garner the commitment and support of the stakeholders. This is best done by fully and clearly informing them of the resources required and the outcomes to be expected. It is advisable to start small, to allow stakeholders the chance to grow accustomed to the process before expanding.

#3: Defining Your Objectives

In order to successfully measure a meeting's performance, the goals and objectives of the meeting must first be determined. As described above, stakeholder commitment is essential in establishing goals that are both clear and measurable. Steps involved in establishing such objectives include defining what led to the creation of the meeting, defining how the meeting has changed over time, defining stakeholder expectations, and documenting expected outcomes.

#4: Meaningful Measures

It is imperative to identify the most suitable type of measurement in order to yield the most accurate results. This may be done by utilizing existing resources, to include internal measurement tools, such as sales, profit/

loss, and satisfaction reports, and external measurement tools, such as online survey systems and consultants. Upon establishment of existing resources, the appropriate measurement type(s) may be chosen, in the form of quantitative and/or qualitative. Quantitative measures are number-based and straightforward to analyze, and include numeric averages, counts, sums, frequencies, and percentages. Qualitative measures take into account comments/conversations that serve to explain the reasoning behind the numbers indicated by quantitative measures. Examples include survey feedback, personal interviews, panels, and focus groups. The best way to pinpoint the most effective combination of these measures is by the trial and error.

It is important to demonstrate that BVOM can be low-cost, by focusing on key priorities in a well-timed and strategic manner.

#5: Analysis and Reporting

Post-measurement, the resulting data must be analyzed and reported. Analysis options include visual, subjective, and statistical. Visual analysis is the most common form, and expresses quantitative data through visual aids, such as charts and graphs. Subjective analysis takes into account both quantitative and qualitative factors, making it a more time-consuming and less popular method. Statistical analysis utilizes mathematical formulas to more fully interpret quantitative data, and to predict future values. The most challenging of the methods, it tends to be not only particularly time-intensive, but also generally involves the use of computer software and special training. Analysis results should be reported in a usable format that speaks to its audience and includes a call to action. The report should be shared with stakeholders in an easily accessible format, such as an electronic document, handout, and/or webinar.

eye on philadelphia

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



Museum Mile

For many decades, walking down the Benjamin Franklin Parkway was a predictable experience: Academy of Natural Sciences, Franklin Institute, Rodin Museum, and the Philadelphia Museum of Art stood amongst the trees, apartment buildings, and bicycle lanes. Well, welcome to the summer of 2012. You thought you knew the Parkway? Think again.

Sister Cities Plaza, with its coffee shop, plaza, garden and fountain, is a lovely, if modest addition across from the Cathedral Basilica of Saints Peter and Paul at 18th Street.

The Rodin Museum is still there, but a recent renovation has returned the 83-year-old museum to its roots architecturally and, to an extent, thematically. Some sculptures have been returned to their original locations while others have found new placements. Fabric that coated the original walls reappeared when four generations of renovations were stripped away.

Last but certainly not least in headlines and controversy has been The Barnes Foundation, the collection shipped from its former home in Merion to the new edifice on the Parkway between 20th and 21st Streets. With these additions, the Parkway in particular and Philadelphia at large have their very own “Most Artistic Square Mile in America,” a destination

unto itself, featuring two of the nation’s finest art museums.

The potential of these riches is not lost on the city’s tourism and convention marketers.

“The city has galvanized” around these attractions says Cara Schneider, Media Relations Director for the Greater Philadelphia Tourism and Marketing Corporation (GPTMC). “The city was waiting for this to happen.” One can log onto the city’s central tourism website <http://withart.visitphilly.com> to find

out more about how the city’s hospitality forces are packaging and promoting the new Parkway.

With Art Philadelphia, a collaboration of 15 advertising, marketing and public relations entities, promotes current offerings and uses social media to allow visitors to share experiences.

Local hotels are also acting while the spotlight is on.

“It’s a huge part of our marketing initiative,” said Ann Armstrong, Director of Sales and Marketing at the Four Seasons which, perched at 18th Street, is just a stone’s throw from many of the offerings. “The Barnes was just a crowning touch to what was already an amazing wealth of art venues.” The hotel is working closely with various museums, from the obvious candidates on the Parkway to those just off the beaten path such as the Please Touch Museum in Fairmount Park.



The Philadelphia Art Museum



The Barnes Foundation

Philadelphia continued

Armstrong said that potential visitors get in touch quickly once they are aware of museum openings and exhibits. “We were getting calls as soon as the *Van Gogh Up Close* exhibit was announced,” she noted. “Same with the Barnes and the *Visions of Arcadia* exhibits,” which opened at the Museum of Art in June. “You can literally turn left or right outside (of the hotel) and visit some of the best art venues in the nation.”



The Rodin Museum

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/>.



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July Monthly Program: Committee Day and MPI After 5

Linda M. Jones, CMP, Sales Manager, Pennsylvania Convention Center

On Wednesday, July 18th, PAMPI held their annual committee day at Temple University Center City Campus. Committee Day is a fun event where PAMPI members have the opportunity to meet the various committees within PAMPI and learn more about becoming an active member. They learn about the various committees and what positions are available within each committee.

Within PAMPI there are twenty two committees. Some of the committees are Awards Gala, Community Outreach, Magazine and Membership Retention, to name a few. Each committee had a table and some committee chairs really went all out decorating their table in creative ways and offering candy and pretzels to nibble on.

The event was well attended. As her first official duty as President, Laura Lee Wren welcomed our hosts from the Temple University Center City Campus. The venue can be rented and is available for meetings and trainings.

After the event we took a short walk over to Tír Na NÓg Irish Bar and Grill for a happy hour and networking. Tír Na NÓg did a fabulous job hosting PAMPI's After 5 with a traditional Irish spread

of smoked salmon, shepherd's pie and traditional crudités, cheese and fruit displays. There was a nice selection of Irish beer on tap as well.

The MPI After 5 event was a great opportunity to meet prospective committee members and discuss the coming year goals and objectives over a pint.

Both Committee Day and PAMPI After 5 were outstanding events and I'm personally looking forward to an exciting year ahead planning the Awards gala with my co-chair, Lynne Kopchains, CMP, and a great committee.



Cameron Wicks, Mark Steinmetz, Michael Sardanopoli and Jeff Kelly



Kelley Dougherty and Jeanne Gray man the Monthly Programs Committee Table



Laila Ea signing up for a committee



Laura Lee Wren, CHSP presents a certificate of appreciation to representatives from Temple University Center City

Eye on Professionalism: Recognizing Achievements

Cameron Wicks, Visual Sound

Recognition is an important thing. While most people don't actually make it their first priority to get recognized for a particular achievement, we all love it when we do. Whether it's an Oscar, a Cy Young, PAMPI's Tomorrow's Leader award or a "Five Years of Service" certificate, it makes us feel good when people reward our work and praise our efforts.

Making sure people are rewarded for their successes is especially important in the meetings industry. People often work long hours and odd schedules to make sure events happen as planned. In such a stressful field, recognizing everyone – employees, coworkers, vendors and clients – can go a long way.

Employees & Coworkers

There are a couple ways you can show your employees or coworkers that you appreciate their efforts and all they've done for you. At Visual Sound, where I work, we are treated to a picnic in the summer and a party during the year-end holidays. Employees who have hit milestone years with the company are honored with plaques. The company also sends out e-mails for employees' birthdays, as well as to honor them for awards and certifications, and to welcome new employees.

Spreading the word about employee achievements and treating employees to a party doesn't just make the employees who are being honored happy. It also shows other employees that the company really does care about them and what's going on in their lives, personal or professional.

Vendors

When I was in college, I interned at QVC, the West Chester-based television shopping network. The people I worked with told me that, a few years before, Trans-Siberian Orchestra had selected QVC to sell one of their albums. The album ended up going "certified gold," and the band gave anyone at QVC who was involved with their album a replica of the RIAA's plaque and a bottle of Dom Perignon champagne.

Obviously, that sets a really high bar for how to reward and recognize your vendors. However, it does bring up a great way (other than paying them on time!) that you can show your appreciation. Give them something that they can "show off" to other prospective clients. It doesn't have to be a plaque, of course, but a card, or a letter, or even an e-mail which they can post on their site to demonstrate to prospective

customers that they meet their clients' needs. Think of it as a recommendation letter!

Clients

Clients drive our businesses and our industry, and we need to ensure that they know how much we appreciate their patronage. You should always call or e-mail your clients after an event and thank them for working with you. That can go a long way to earning their business in the future. Many people also like to take clients, particularly those who have done a lot of business with them, to lunch or dinner to show appreciation. I also like to send my clients holiday cards, to thank them for the business over the past year.

These are all suggestions on how to make sure that everyone involved in your business knows they are appreciated and gets the recognition they deserve. Of course, nothing can take the place of a simple "thank you."



Peggy Cummings, CPM, OnSite Meeting and Event Management LLC



If you see Kate or Joyce at a future meeting, please introduce yourself and welcome them to the chapter!

Kate Coffman, CMP, Meeting Manager at Maxvantage

Who would not be enticed to study abroad, if they could experience places such as Coogee Beach in New South Wales? Kate spent a semester at the University of Sydney while matriculating at Penn State University. Graduating in 2005, her degree in Marketing and International Business and her experiences while traveling throughout Australia and New Zealand provided the needed nexus for her future career.

Kate's position in sales and account management for an international shipping company was an exciting introduction to the business world. A family friend, realizing that Kate was looking for more personal fulfillment in her profession, suggested applying for a position with Maritz Travel Company. It was a perfect fit!

Kate's present responsibilities as a Meeting Manager at Maxvantage include planning physician-attended meetings for a pharmaceutical company. This position affords Kate the opportunity to travel, with two of her most memorable spots being St. Petersburg, Russia, and Buenos Aires, Argentina.

Exploring the Philadelphia restaurant and social scene, especially BYOs, is how Kate and her fiancé Chris enjoy spending any free time they may have, which is not too much these days, since they are planning a fall wedding. Saving those frequent flier miles is something Kate is delighted she did, as their honeymoon is planned for South Africa.

Having earned her CMP last year, Kate is continuing professional development with her new membership in PAMPI, and is looking forward to networking and meeting others in the Industry.



Joyce Bagiraneza, Catering Sales Manager, Valley Forge Casino Resort

One of the first questions I ask prospective subjects for the "Eye on New Member" article is, "Who or what inspired you to pursue a field in our Industry?" Joyce's response was most unique and motivating. Joyce shares that her father has always instilled in her a sense of pride in whatever job she did, no matter the position. He quoted Dr. Martin Luther King Jr., saying, "If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well." While in college, Joyce worked as a banquet server to defray her expenses, and her father, who was a business traveler, shared with the hotel staff that he had a daughter in the hospitality industry.

That parental praise and encouragement inspired her to pursue a master's degree in Tourism and Hospitality Management, while working as a meeting planner for a non-profit organization in King of Prussia. While enjoying all aspects of her position, Joyce decided after a few years to explore another venture.

In 2010, Joyce joined the Valley Forge Convention Plaza, which has been transformed into the Valley Forge Casino Resort. This exciting full-service resort features a casino with table games, slot machines, two hotel towers and over one hundred thousand square feet of meeting space. As the Catering Manager, Joyce enjoys working with planners to execute the perfect meeting or event!

When not at the Casino Resort, you can find Joyce in Chuck E. Cheese's, enjoying herself with her husband and little girl. She is most excited about getting involved in the many aspects of membership in PAMPI, especially networking, volunteering and continuing education programs.



welcome new members!

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welcome new members! (continued)

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Volunteer Awards Recipients

By Brenda James, CMP, Janssen Pharmaceuticals, Inc.

Kudos to our Shining Stars!

For his ability to step in and lend a hand wherever needed in the chapter, **Allen Anderson** (Director of Sales and Marketing, Hilton Philadelphia Airport) is a Shining Star! Allen hosted and served on the committee for the chapter gala. His tireless efforts in implementing and promoting the water station at the Philadelphia Marathon were no easy feat. He contributes his leadership skills and energy to the community outreach program and recently rejoined the PAMPI Board. Kudos, Allen!

For her leadership in managing the golf tournament, **Carmel Rose Caporale**, CMP (Lead Dog Meeting & Event Management), is a Shining Star! She demonstrated her above-par organization skills for an event where financial goals were exceeded and Carmel raised the bar for future golf tournaments with her vision to resurrect this important chapter activity. Kudos, Carmel!

Applause for our Rising Stars!

As a new chapter member, **Linsey Poletti** (Event Planner, SEI) took the lead in follow-up calls for the Recruitment Committee, earning her the spot of Co-Chair on this committee. Her energy and efforts to recognize the need to fill a void in recruiting and seek out new members was demonstrated during the Membership Program in January. For her commitment and willingness to meet and greet, Linsey is a Rising Star!

Give her a challenge to increase prizes for the Spring Fundraiser – Golf Committee and **Katie Schultz** (Sales Manager, ACE Conference Center) rises to the occasion! Katie was a consistent part of the planning process for the

committee and she was able to score double the amount of raffle prizes for attendees of the golf outing. For her enthusiasm and energy, Katie is a Rising Star!



Katie Schultz, Carmel Rose Caporale, CMP, Allen Anderson and Linsey Poletti receive certificates for their volunteerism



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Eye on WEC: Creating the New Connectivity

David Hughes, Highgate Hotels and Maya Northern, Chimera Travel

St. Louis rolled out the red carpet July 28-31, 2012 for MPI's annual World Education Congress (WEC). Reflecting the trends in society at-large, as well as within our industry, the theme this year was "Creating the New Connectivity." Two thousand planners and suppliers gathered for four days and nights of high-octane education and networking within the confines of the America's Center Convention Complex and at several of the city's unique entertainment venues.

The Opening Reception at Busch Stadium, home to the 2011 World Series Champion St. Louis Cardinals, kicked off WEC in grand style. Attendees had the opportunity to network on the field, in the bull pen, the dugouts and the locker room as the city highlighted its rich heritage with a food truck-themed culinary display capped off by fireworks over the stadium.

...our actions have three degrees of influence...

Sunday brought the opening General Session, with Jonah Lehrer as keynote speaker. His presentation, "Connectivity is the Key," focused on the need for human interaction and reinforced how connectivity is a vital part of how we innovate.

The "best and brightest" MPI members were honored at the annual "Recognizing Industry Success and Excellence (RISE)" awards luncheon, and breakout sessions and additional keynote presentations continued throughout the conference. This year, the education component was divided into clusters such as "Connecting to Your Audience," "Connecting to the Market," and "Connecting to Professional Development," offering a wide variety of topics for planners and suppliers of various levels of experience. Some themes and concepts stood out:

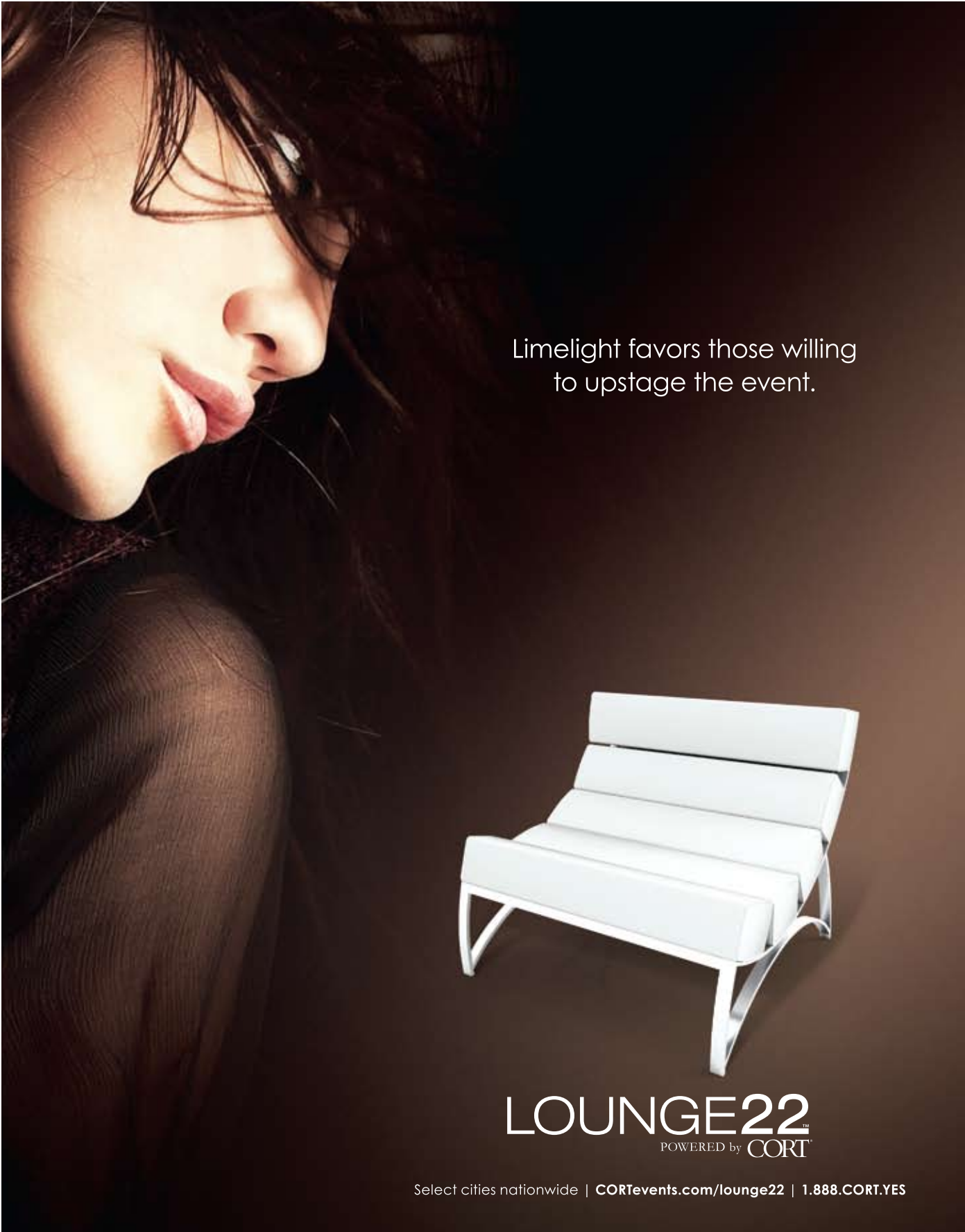
- Targeted serendipity, or intentionally bringing certain people or groups together and then letting connections take their natural course, lays the groundwork for people who might connect well the opportunity to do so. This includes bringing together people that might seem to have an obvious connection (i.e. outside of the industry), but who could learn from each other.
- Physical networks have a great impact on our lives. One presenter spoke on the way that our actions affect others,

stating that our actions have three degrees of influence: what we do not only affects the person we know, but the person that they know, and the person that he/she knows. While simple in concept, this scientific research made clear the importance of our actions and influence, and made attendees want to look more closely at what message their actions really are sending to those around them.

- Open meetings and un-conferences provide "unstructured" meeting formats where topics are either given for attendees to discuss amongst each other, or attendees can pose topics for various breakout sessions and anyone who wants to discuss that topic comes to join them at the allotted time and place. The concept behind these is that people often learn more and better when discussing ideas and experiences among peers than by having someone speak to them from the front of the room. This session

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was so popular that they added it again the following day.

WEC provided numerous ways for attendees and chapters to keep connected to each other while there. Thirty-minute breaks between sessions allowed attendees the opportunity to connect throughout the day. These meetings were sometimes planned, but more often a result of just running into each other and helped to strengthen connections with both new and familiar contacts. Social media provided excellent opportunities to connect; through the twitter hashtag #WEC12, attendees could not only interact with each other, but learn from the seminars that they couldn't attend.

The WEC event has evolved over the past couple of years as the tradeshow component was eliminated and Hosted Buyer event was added. Interwoven throughout were dedicated appointment time slots where Hosted Buyers had the opportunity to meet one-on-one with participating suppliers. As if that wasn't already a full agenda, there

was also a community service activity for Stray Rescue of St. Louis, a silent auction, The Hive (for those interested in the latest developments in Audio/Visual technologies), MarketSquare receptions, and the Flash Point Idea Assembly ("speed education" – 15 minute presentations from a diverse collection of experts from outside our industry).

Sunday evening saw the return of "The Big Deal", a poker-themed networking event benefitting the MPI Foundation, sponsored by Hilton Worldwide, Caesars Entertainment, and Encore Productions. The MPI Foundation was also the beneficiary of Monday night's Rendezvous event at the City Museum, sponsored by San Francisco Travel and Universal Orlando. The major networking events concluded with the Closing Reception at the Missouri Botanical Garden.

WEC 2012 was evidence that the event is still highly relevant, and the bar was raised for 2013. Mark your calendars now for July 20-23, 2013 in Las Vegas!



The advertisement features a central image of a smartphone displaying a 'Meetings' app. The app screen has a blue background with white text that reads: 'We Plan.', 'U Save.', 'C 4', 'URself.', 'Chris Guidone', and '302-672-6818'. To the left of the phone is the 'Delaware Tourism' logo in a blue script font. To the right is a 'Snag the Tag' logo consisting of a square with colorful triangles, with the text 'Snag the Tag' and the URL 'http://www.gettag.mobi/' below it. At the bottom left, contact information for Chris Guidone is provided: 'Chris.Guidone@state.de.us', 'Delaware Tourism Office Meetings and Conventions', and '(302) 672-6818'. At the bottom center is the website 'www.visitdelaware.com'. At the bottom right are social media icons for Facebook, Twitter, YouTube, and LinkedIn.

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Eye on PAMPI Membership

Maya Northen, Chimera Travel

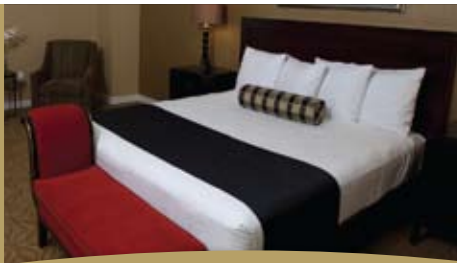
As we start the 2012/2013 year, we're excited to put together our teams, reconnect with returning volunteers and welcome new faces. Without a doubt, it is our volunteers that truly make our chapter the success that it is. These members work hard to create educational programs, special events, community outreach projects, membership initiatives, sponsorship opportunities and much more. Not only is volunteering incredibly important to the chapter itself, it also is one of the best ways for our members to get involved, network, and grow both personally and professionally.

At the PAMPI Gala in June, we honored some of our volunteers for their outstanding accomplishments this past year. These members truly understand and have experienced first hand the benefits of participation in the chapter. I thought that for this magazine issue, I'd ask them each a couple of questions – both to recognize them once more and to allow them share their thoughts with new and current members who are considering volunteering.



2012 Supplier of the Year Dan Love with 2011 Supplier of the Year Anne Madden, CMP

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Membership continued

First, let me introduce our award winners:

Nicole Benner, Blank Rome LLP:
Tomorrow's Leader

Shira Baumstein, CMP, SEI Investments:
Planner of the Year

Daniel Love, Catering By Design:
Supplier of the Year

Allen Anderson, Philadelphia Hilton Airport:
Volunteer of the Year

Question 1: What was your most memorable moment from this past year in PAMPI, aside from receiving the award?

Nicole: The second PAMPI event I attended was the August 2011 Committee Day. I was terrified – I had only met a few people at the Education Institute, and I hadn't seen their names on the attendee list. Two of the first people I met were Heather Walter and Laura Lee Wren – although I had already signed up for the Magazine Committee and had submitted an article for the next issue of MPI to Eye, I hadn't yet met them in person and they were only email addresses to me. Both Heather and Laura Lee were so welcoming, and before the end of the evening (and before I even realized it) I was committed to co-editing the Magazine. I've made some great friends in the Chapter, but I still remember feeling so welcomed by Laura Lee and Heather at a time when I didn't know many people at all!

Shira: There were a lot of moments that were personally rewarding, but I have to say that hearing everyone belly laugh during Joel Zeff's presentation at the March meeting at SEI was awesome! It was great to take a step back and just see everyone thoroughly enjoying themselves and laughing so incredibly hard. Sometimes in this business you just need to let off some steam.

Allen: Well, that's a tough one. I have fond memories of the (hot!) Dave and Busters event, the packed all-team meeting at the Hyatt, the fun Dog Walk, that happening Auction at the Hub, the adrenaline of the Marathon, the hip Sigma Sound meeting, the informative Social Media discussion at Inn at Penn, the art and laughs at SEI, the fabulous golf outing, the Student Affairs meeting at the Downtown Club, and of course Education Day at the Desmond. Like I said, it's tough but my favorites were the Student Affairs event and Education Day. I made great connections at both, and hired a student I met at Education Day.

Question 2: What recommendations do you have for others looking to get involved/be more involved in the chapter?

Nicole: Putting yourself out there is scary, especially if you're attending an event by yourself. However, everyone you are friends with now was, at one point, someone you didn't know. At least when you go to PAMPI events, you know that you have at least one thing in common with everyone there – the meeting industry! Plus, everyone there was once new to the chapter, and remembers what it was like to not know

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Planner of the Year Shira Baumstein, CMP receives her award from Caryn Taylor-Lucia, CMP



Volunteer of the Year Allen Anderson



Tomorrow's Leader Nicole Benner with 2011 Tomorrow's Leader Jessica Bauer



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Membership continued

many Chapter members. I also strongly encourage joining a committee that meets your interests, and becoming involved. I'm of course biased toward the Magazine committee, but authoring an article (especially a summary of an event) can provide a convenient excuse to talk to people at a monthly meeting. Most importantly, don't let the fear of the unknown stop you from becoming involved. The more active you are in the chapter, the more connected you will feel to your colleagues, the chapter, and the industry!

Shira: In my award acceptance speech, I implored others to get involved. It is so important to join a committee in an organization like MPI. It will make or break what you get out of the group. I think people shy away from groups they don't have a natural connection to, but they should reach out to a board member and we'll help you find a good fit. Do not be afraid to try something out of your comfort zone.

Allen: You have to show up at the meetings, period. As Woody Allen says, 97% of success is showing up. There is enormous variety in the types of events we offer, so there are activities and meetings, which serve everyone's interests. And if you don't like what we are presenting, change it! Join the

Education committee, or Venue Procurement, or Community Outreach, or any of the others and make your voice heard. We do an outstanding job of tailoring our offerings to serve our membership.

Finally, I wanted to sum up this article with two quotes from Supplier of the Year winner, Dan Love. These illustrate Dan's enthusiasm for his work, and his involvement an innovation in the events industry. When describing his role in his company, Dan said, "My input into Catering By Design helps create a unique company - one that is not simply a caterer, but rather an artistic partner in event planning."

When it comes to passion for the industry, there can be no doubt that Dan is overflowing with it. When discussing his love for what he does he said, "Producing events and throwing parties is what I love to do. "Service is My Life!" is a quote I yelled while under hypnosis in front of 2200 Conference attendees, of which I am especially embarrassed and proud."

If that doesn't motivate and inspire people to get actively involved in the industry, then I don't know what does! A huge thank you to all of the award winners for their input!

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Buy MPI: Hilton Philadelphia Airport

Kristine G. Golden, CMP, Glenmede

Airport hotel properties are used for groups and meetings with attendees from all over the country. Yet, being near an airport also makes it convenient for locals as well – leaving behind tough street parking in the city.

The 34th Annual PAMPI Awards Gala was appropriately themed for the 1960s where guests could “Fly PAMPI” at the Hilton Philadelphia Airport. I recently had the chance for a Q&A session with Director of Sales Allen Anderson to learn more about their PAMPI support.

Q: What makes your airport location ideal for groups or events?

Allen: Airport hotels are generally less expensive overall for group customers and individual travelers. We also offer free parking, complimentary wireless high speed internet access in the guest rooms, a free shuttle to the airport, and also all the benefits of Hilton Honors membership including meeting planner points. Our food and beverage prices are generally lower than Center City.

What sets the Hilton Philadelphia Airport apart is our team member culture. We have 170 team members and they are all highly trained in guest service. Our otel culture is so transparent, and communication between departments is so fluid, that I think we line up well against the best hotels in Philadelphia. Hilton is our brand, and our motto on property, “We Are Hilton,” reminds us of that every day. And, we love to have fun!

Q: How was the PAMPI Awards Gala important to Hilton?

Allen: The Hilton Philadelphia Airport was very pleased to play a part in the 34th Annual PAMPI Gala in June. It was our chance to showcase the hotel to the meeting planning community, and to our peers in the hospitality industry. We showed that our service, food, look, and accommodations can keep up with the newer hotels in Center City and in the suburbs.

I am most proud of the Gala committee’s efforts to pull off a look and feel of 1960s glamour. Co-Chairs Emily Ciancio and Tracy Blithe deserve the lion’s share of credit for this. There were no corners cut, and not a single false note in the whole presentation. It was a flawless effort, and trust me it was a lot of work for all involved. I very much appreciated how the ladies and gentlemen dressed up and got into the

swing of things. Wow! That evening could have taken place anywhere - Center City Philadelphia, or a swank hotel in New York City. The Gala demonstrated that the Hilton Philadelphia Airport hotel can keep up with the best, and I am very proud of it.

Q: Why are you a member of MPI?

Allen: One of the many reasons I am an MPI member is to have an opportunity to work on committees to create events such as the PAMPI Gala. I also truly enjoy the networking and educational opportunities. The Gala refreshed me. These activities are great, but the efforts of Community Outreach committee are my favorite. It is gratifying to give back to the community, and the Community Outreach committee does just that.

Q: How do we make the Buy MPI idea stronger?

Allen: I think healthy dialogue is the key, and disagreements healthy and normal. While I was very involved in the genesis of the Buy MPI culture, I am thinking now that it might not be the soul and mission as an organization. Better we should just work together on committee projects to improve our education, improve our community, and improve our minds and along the way we may find we have business reason to work together.

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 kristine.golden@glenmede.com.



Nicole Benner
Blank Rome LLP



Amy Drum Caruso, CMP,
CAE, Drum Meeting
Planning & Event
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From the Editors

Nicole The theme of this edition of MPI to Eye is “Recognition,” selected because PAMPI recently held our 35th Annual Awards Gala at the Hilton Philadelphia Airport, where we recognized some of our members for their contributions to the chapter over the past year. There are some obvious definitions of recognition; recognition is “an awareness that something perceived has been perceived before.” Of course, and tying into the theme of the Gala, recognition can also be “attention or favorable notice.”

I joke with my husband that, as a meeting planner, it’s not necessarily a good thing if someone “notices” my role in an event. This could be said about nearly any job in the hospitality industry. Well-planned and executed meetings and events run smoothly and with little to no disruption to the attendees, and the planning involved that ensures attendee ease isn’t always obvious. When my presenters have a copy of their presentation at the lectern (in case they forgot to bring a set with them) and their PowerPoint decks are pre-loaded, they often don’t recognize that someone thought about their needs without prompting. If attendees are able to check in at the registration desk with little wait, they may not know that the placement of the registration table and the number of staff checking them in was carefully considered to avoid bottlenecks. When audio/visual playback is reliable, the hours of load-in and pre-event dress rehearsals aren’t noticeable. As attendees take their seats, they probably don’t think about the room set and how it accounts for the size and style of the meeting. They may also think that the room seems to magically re-set itself after a break or meal (because the hospitality staff are efficient). If all goes according to

plan, to the attendee or presenter it seems as though the flow just happened. They don’t (and probably shouldn’t) see the thought and planning that went into pre-, on-site and post-meeting arrangements. To me, it’s why recognition for venue staff, audio/visual technicians, and other vendors and support staff is so important – when we do our jobs well, it’s easy to overlook the hard work involved!

The paradox of being unrecognized as a good event planner or supplier in the “real world” is one reason the recognition from our peers by PAMPI means so much – each of us understands (maybe more so than an average participant) the hard work necessary to make these things appear effortless.

If recognition, in one sense of the word, is the awareness that we are looking at things or people we have already identified, then to recognize something requires our active engagement. From that awareness, we can move on to the other definition of recognition – giving attention and favorable notice to those around us who help us every day. I have yet to meet someone who doesn’t like to hear a thank-you or an acknowledgement of their hard work! Please take a moment to recognize not just this year’s winners, but everyone in our industry and in our chapter.

Amy I recently attended my mother’s family reunion in the South (Smith Mountain Lake, Virginia). She has six siblings and each has an average of 2.5 kids. I haven’t been to an official family reunion since I was a small child so I assumed I was just going to visit some family. I spent more time preparing my luggage and my stuff than my mental checklist of who the various people were that would be there. I guess you could say that I walked in a little bit unprepared.

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After a very long drive in the middle of a 100+ degree heat wave, I was greeted in the driveway by a cousin I hadn't seen in 30-some years. "Wow," I thought, "he hasn't changed too much," and I knew who he was right away. Then I thought, "Wow, I didn't know he was going to be here."

Just after the walk down the long windy driveway were his other brothers, sister, mom, and kids in tow. Next was another cousin, (or was that his dad? It was hard to tell the difference. We were the last to arrive so we walked in late to a somewhat large gathering. After a few minutes of surveying the crowd and saying hello, I felt like I had walked back in time. I hadn't seen most of these family members in 30 years. Even the ones that I did see about 12 years ago had changed, but I still remembered them from the past. Now that a month has gone by I still think about the trip and the reunion and wonder what everyone is up to. I was surprised at how much older everyone was! I was surprised to find out that some cousins work in the events industry! I was surprised that some of my cousins' kids were the same age as my kids. I was surprised at how organized my aunt was in keeping 70 people busy and fed outdoors for over two days in a heat wave and a power outage (a lake, a grill, a deck and an ice

cream boat helped). I had a lot of catching up to do. What an interesting family I had! I couldn't have learned half of this without the face to face gathering.

Unless we get to know people and find out their interests and pursuits, we can tend to think of them based on our last interaction with them or the last time that we did business with them or worked for them. When it comes to recognition for jobs well done and saying thank you in a meaningful way, it's best to personalize the effort and base it on the personality of the person at hand. Recognition and thank you are not one-size-fits-all and need to be customized to the individual or the team. Regardless, a "good job", thank you or end of the project kudos also work best when it's not a one-time action. Regular and recurring kudos go a long way! One last thought: check out the book *A Simple Act of Gratitude: 365 Thank Yous* by John Kralik. Consider taking on this approach when it comes to thank you and recognition in your day to day life.

Hope you all had a wonderful summer season! See you at the next PAMPI monthly meeting.

events calendar

register online at pampi.org



Wednesday, September 19, 2012

5:30 – 8:30 p.m.

Evening Education Program

Topic: "Rev Up The Supplier/Planner Relationship"

Speaker: Jay Gubrud

Independence Visitors Center, 1 N Independence Mall West, Philadelphia, PA 19106

Saturdays from September 8 – October 27, 2012

CMP Study Group

Loews Philadelphia Hotel

1200 Market Street

Philadelphia, PA 19107

9:00 – 1:00 p.m.

Note: The September 29 and October 6 sessions will be held at the Sofitel Hotel (120 S. 17th Street) and there will be a practice exam on Thursday, November 1 from 6:00 – 9:00 p.m. at the Loews Philadelphia Hotel (12th & Market).