



July/August 2010

A newsletter of the Washington, D.C. Chapter of the
International Association of Exhibitions and Events

www.dc.iaee.com

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...and more

10 Ideas for Using Your Space Effectively

by Maria Gracia

Feel like you're running out of space for all your stuff? Here are 10 simple ideas for using your space more effectively.

INSUFFICIENT OR INEFFECTIVE.

Do you have insufficient storage space or ineffective storage space? There's a big difference. Insufficient storage space means you don't have enough space for your things. Ineffective space means you have enough space for your things, but you're not making the best use of that space. Most closets and cabinets have the volume to hold twice as much as they are usually constructed for. And you probably have quite a few nooks and crannies for storage that you haven't even thought of. Of course, it's important to make sure you don't have things you don't like, are outdated, etc., but it is also important to have

effective storage space for the things you do like and enjoy.

ADD-A-ROD.

Looking for extra storage space in your closet. If you have the type of closet with two+ walls for hanging clothes, on one wall hang a rod at head height for long clothing (dresses, pants, etc.). On the other wall, hang two rods--one above the other--for shorter clothing (shirts, skirts, blazers, etc.) In other words, you're not restricted to only one clothing rod.

INSTALL SHELVES.

Most shelves can be moved up-a-notch or down-a-notch. If you have three inches of space above your linens, you may consider adjusting the shelf so the shelf below it has more space. Or, perhaps you can add another shelf in between. Plastic, multiple level shelves are wonderful for kitchen

Continued on Page 9.

NOTES FROM THE Board

Why We Do What We Do



Amy Durkin, CEM,
Vice Chair

Being an exhibits manager is an exciting, fast-paced job that can also be stressful. From the bad economy to floods to oil spills, there always seems to be something to keep us up at night. Despite these things which are beyond our control, have you ever walked into an exhibit hall right before it opens, when no one is around? The lights are still dim and the finishing touches are being put in place, but the chance to take a look at what you have been working on for so long is a thing of beauty. Being an exhibits manager can be hard at times, but there is a sense of pride when we walk around the halls and take in all of our hard work. If you have never taken that walk, we encourage you to do so.

Like many people in our industry, Amy sort of fell into her role. Amy was asked the summer before her freshman year in college, "What she wanted to be when she grew up?" Her response: "I don't know...plan parties?" Derek on the other hand always had an idea that he wanted to work

in the Hospitality Industry and more specifically in sales position within the industry. In fact, he even went to Johnson & Wales University and declared his major in Hospitality Sales & Meeting Management before his first day.

Amy's first job out of college was as a marketing assistant for the National Ready Mixed Concrete Association, co-owners of the world's largest tradeshow for construction materials in the Western Hemisphere, ConExpo/ConAgg. As soon as she stepped into the Las Vegas Convention Center, she was hooked. She knew she had found what she wanted to do "when she grew up." Derek on the other hand, took a roundabout way of getting into a sales capacity in the Hospitality Industry. He first worked as a civil service employee for the US Air Force in a two year training program where he learned how to operate and run a US Air Force Lodging Facility. Although the pricing was different, the principals learned there would prove valuable throughout his

career. The experience gained with the US Air Force allowed Derek to move to DC and eventually work his way up to Senior Account Executive for HPN Global.

After working on the exhibitor side for a few years, Amy started working on the show management side and at that time, could not tell the difference between a corner and an inline booth. Eight years later, she has gone from not knowing the difference between a corner and an inline booth to being the vice chair of the DC Chapter of IAEE. "I love telling people about what I do for a living not because I'm a know-it-all, but because I want people to feel as passionate about the exhibits industry as I do."

We could not have gotten this far without our mentors and getting involved with the local chapter of IAEE. Both Amy and Derek encourage you all to come to a chapter event or to become a mentor to someone who is just starting out in the industry. ♦

Coming Soon—the NEW Washington, D.C. Chapter Website!

Mark Your Calendar

Chapter luncheons are typically held the second Friday of every month EXCEPT in April, July, August and December in 2010.

Typical agenda:

11:45 a.m. – 12:30 p.m.:

Networking Reception

12:30 p.m. – 2:00 p.m.:

Luncheon and Education

Program

IAEE D.C. Chapter Luncheon—September

When: Friday, Sept. 10, 2010

Where: Sequoia on the

Georgetown Waterfront

Speaker: Larry Arnaudet,

ESCA Executive Director

IAEE D.C. Chapter Luncheon—October

When: Friday, October 8, 2010

Where: Clarendon Ballroom

Speaker: Chris Meyer, IAEE

President

IAEE D.C. Chapter Luncheon

When: Friday, Nov. 12, 2010

Where: TBD

Speaker: Geoff Freeman,
Senior Vice President, U.S.
Travel Association

IAEE EXPO! EXPO!

When: December 7 – 9, 2010

Where: New Orleans, LA

Do you have a topic that you would like covered at a lunch? Contact Paula Herz to learn more at 571-438-4065 or pherz@shepardes.com.

Interested in sponsoring an event? Contact Amy Ladd to learn more at 508-737-9712 or aladd@cdsreg.com.

IAEE D.C. Chapter—SPECIAL ANNOUNCEMENT Help Us Have a Hot Reception at Expo! Expo!

The Hilton New Orleans

Riverside is offering a special discount for our chapter reception being held during Expo! Expo! This will be a HUGE savings and would help our Chapter immensely on food and beverage costs.

If you are planning to join us in the Crescent City, book today and help our chapter save! If you are not joining us, you will be missing out on Food, Fun and more Fun with your industry peers, so book anyway in case you change your mind.

Expo! Expo! Housing Now Open: Special IAEE Chapter Incentive for Booking at the Headquarters Hotel — The Hilton New Orleans Riverside.

As an added benefit to IAEE D.C. Chapter members; use the following link to book within our assigned chapter room block and IAEE D.C. Chapter will receive a 5% discount on booked banquet food & beverage for every 10 peak rooms booked up to 25%. Stay at the headquarters hotel and help your save at the same time!

Washington, D.C. Chapter reservation link:

http://www.hilton.com/en/hil/groups/personalized/MSYN-HHH-IAK-20101205/index.jhtml?WT.mc_id=POG. ❖

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If you any questions or comments about the articles in this newsletter, please contact DeVonne Parks at dparks@sla.org or call +1.410.528.3920.

If you would like an extra copy of any issue of Show Buzz newsletters, please send an e-mail to dparks@sla.org with subject line Copy of Show Buzz.

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Photography: Bob Blanken. Printing: Day & Night Printing.

www.dc.iaee.com

Welcome New D.C. Chapter Members

American Society for
Microbiology
Stacey Trey

American Society for Training
& Development (ASTD)
Steve Earnest
Amanda Miller

ASIS International
Ellen Bonanno

Biotechnology Industry
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Meghan Schofield

Trish Sexauer

Corey Siembieda

Lexi Witman

Connect with the D.C. Chapter

- Facebook: See "International Association of Exhibitions and Events D.C. Chapter"
- LinkedIn: See "International Association of Exhibitions and Events Washington, D.C. Chapter"
- IAEE D.C. Community: http://www.iaee.com/iaee_membership/members_only_resources
- Flickr: http://www.flickr.com/groups/iaeedc_chapter
- Twitter: <http://www.twitter.com/iaeedc>
- Visit the IAEE D.C. Chapter Web site at <http://www.iaee.com/content/aboutIAEM/Chapters/washDC/WashDC.html>

4:

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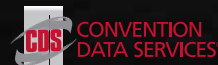
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Photos of the Washington, D.C. chapter luncheons and other events

Photos: Bob Blanken

April 2010 Event at The Arlington Cinema Draft House

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May 2010 Luncheon at the Embassy Suites, Chevy Chase Pavilion



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Pictured above—

Top: Members and guests mingle before the program begins.

Bottom left: Members mug it up for the camera.

Bottom right: Veronica Allen, CMP and Debbie Dyson.

Pictured on previous page—

Top left: Dede Walsh, B Murphy, Amy Durkin, Mary Beth Baluta, M. Richard Melliand, and Joe Felperin

Top right: Shannon Watson, CMP, Andrew Ortale, and Traci Atwood Sayer.

Bottom left: Jim Kelley and Rjiv Jain

Bottom right: Annette M. Suriani, CMP and B Murphy

June 2010 Luncheon at Morton's Steakhouse



*Top left: Grace Woodyard, Victor Erickson and Courtnay Davis
Top right: Rhea Blanken, ASAE Fellow, Joseph E. Criscuoli and Freda Stewart
Middle left: Dede Walsh, CTS, Stephanie Houck and Faye Pastor
Middle right: Dan Goodwin and Josie Caldwell
Bottom left: Joe Felperin and Nelissa Okamoto, CSC
Bottom right: Aime Rice, Kristin Gibson, CMP, Karla Kelly, Tracy Janosko*

Use Space Well, Cont.

Continued from Page 1.

cabinets. And corner shelves are great for picture frames, knick knacks and other small treasures.

USE STORAGE UNITS.

Storage units, which can be picked up from housewares or hardware stores, are great space savers. Your spices can be removed from drawers and placed on a spice rack. There are racks for canned goods that, when a can is taken from it, the next can in line rolls forward. Some of these hold over 40 cans! Ice cube trays are inexpensive storage containers for smaller items such as earrings. There are coffee tables on the market with storage space hidden inside. Under bed containers are perfect for storing quilts and linens. Be creative and make use of these great tools!

DON'T FORGET ABOUT WALL SPACE.

Look around and you're sure to find quite a bit of empty wall space. There are many uses for this new-found space. Pots and pans can be taken out of cabinets and hung on walls. Tools can be placed on pegboards. Shelves can be installed for picture frames and knick knacks. Many stores now carry corner shelves that can be installed in a snap.

PUT FREQUENTLY USED ITEMS WITHIN ARMS REACH.

Whenever possible, store regularly used items where you use them most. Recently, my husband created a toilet paper holder on the back of our bathroom cabinet door, with a small dowel, 2 nails and 2 loops of rope. It holds three rolls of toilet paper, and

it's right near the area it's needed most. You shouldn't have to walk from one room to another to retrieve items you use every day. Store linens in the bedroom. Store videos near the television. If you use the scissors in the office area and in the sewing room, have two pairs of scissors, one in each room.

ADD-A-DRAWER OR SLIDING SHELF.

Many hardware and housewares stores carry drawers that can be installed underneath a cabinet. These are great if you have a home with limited drawer space. In addition, you can also install shelves under cabinets that slide out when you need them, and slide back in when you're finished with them.

KEEP YOUR DESK CLEAR.

A clear desk is directly related to your productivity. You will get more done, if you're not constantly under a pile of papers and files. A sturdy, full-suspension filing cabinet is a must for any home or office. Portable file boxes that hold hanging file folders also come in handy. There are plenty of storage choices for CD-roms and diskettes. Desk supplies belong in an on-the-desk caddy or in trays inside your desk.

REARRANGE.

Everyone is different, and has different needs. Make your home or office work for you. One woman I know told me she never uses her dining room, not even when she has company over. And she had no intention of ever using it since her kitchen was big and elegant enough. She also said she hated her dark basement office. So, I suggested she rear-



range a bit, and turn her dining room into her office. And that is exactly what she did. So think about your surroundings and make them work for you, even if they seem a little out of the ordinary.

ROTATE.

You may have many items you love in your home or office, but not enough space. Rotate them. In other words, keep some things in storage for a month or two and display some of your things. Then, once that time is up, make the switch. The items on display go into storage; the items in storage go on display. What a neat idea! ❖

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Insights from the Hill

U.S. Trade Representative Responds Favorably to IAEE Outreach

Our own Steven Hacker and other industry leaders met in Washington, D.C. recently regarding the increase of U.S. exports abroad. The goal is to position trade shows and events at the epicenter of the National Export Initiative which seeks to boost U.S. exports 100 percent by 2015. That goal, set by President Obama in January, pegs the target of U.S. exports at \$4 billion a year. The Office of U.S. Trade Representative, a division of the White House, is now working with us to determine which of the nation's exhibitions are the likeliest candidates to host more international buyers. IAEE is also preparing

a short survey to determine the percentage of current attendees at your trade shows and events are international buyers.

IAEE is also working closely with several offices of the U.S. Department of Commerce to ensure that if we are able to generate more international buyers for your events they can secure visas to get into the U.S. Right now, sadly, in many of the most crucial trading partners, it is increasingly difficult to secure a U.S. visa. The situation in China is in chaos, especially in Beijing, where wait times for the required visa interview are now running upwards of 100 days! A city of 14 million people, 50 million in the surrounding region, offers only 14 windows to service

U.S. visa applications! That's less capacity than most U.S. county motor vehicle offices provide.

The U.S. is also one of the very few industrial nations that do not provide any financial support to U.S. pavilions abroad. The results are predictable: at too many international trade events, if there is a U.S. pavilion at all, it is likely to look forlorn and stark compared to the lavish and dramatic pavilions of other nations. Thanks to several members input IAEE delivered data about how other nations support their trade pavilions to the Deputy Secretary of Commerce, including photographs! Let's see if this triggers a change in U.S. policy. ♦

*Submitted by
Terence R. Donnelly, CMP
Vice President, Sales &
Account Management
Experient*

10:



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Shooters

Beth Baumgardner is now an Exhibit Support Specialist at National Automobile Dealers Association.

Allison Bayley is now an Exhibits Manager at the American Council on the Teaching of Foreign Languages

Maggie Bittner is now an Association Director Meetings & Events at SnowSports Industries America

Grace Cular Yee is a Sales Director at the Food Processing Suppliers Association

Daphne Greenwood is a Sr. Marketing Manager at Optical Society of America

Nicole Guy was promoted to Conference Director at

Hachero Hill Conference & Exposition Management

Cornell Hooton is an IT Consultant – Hooton Consulting

Amanda Miller is now at American Society for Training & Development (ASTD).

Brandon Nolke is a Project Manager at Attendee Interactive LLC

Catherine Portner was promoted to Meeting & Events Manager at Courtesy Associates

Scott Ripkin is Director of Technology at Convention Strategy in Germantown, MD.

Necoya L. Tyson is now a Meeting & Exhibits Manager at Society of American Military Engineers (SAME) in Alexandria, VA.

CONGRATS!

Jerome E. Bruce, CEM, CMP, Senior Manager, Exhibits & Sponsorships at National Association of Federal Credit Unions (NAFCU) in Arlington, VA was recently accepted for ASAE's Diversity Executive Leadership Program (DELP) which provides scholarship to ASAE events and training programs for two years.

Amy Durkin, Andrew Ortale, and **DeVonne Parks** were accepted to participate in the IAEE Robert L. Krakoff Future Leaders Institute in San Antonio, TX, August 6-8, 2010.

Congrats New CEMs

Congratulations to our Chapter's newest CEMs (*as of April 1, 2010*):

- **Yesha Bell, CEM**
Exhibitions Assistant
Water Environment Federation
- **Terri Harrison, CMP, CEM**
Event Manager
Dulles Expo & Conference Center
- **Colette E. Massey, CTE, CEM**
Senior Manager Exhibits & Advertising
National Business Travel Association

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