



March/April 2009

A newsletter of the Washington, DC Chapter of the  
International Association of Exhibitions and Events

[www.dc.iaee.com](http://www.dc.iaee.com)

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...and more

## Capital Area Food Bank Helps People in Need During Hard Times

The Capital Area Food Bank (CAFB) is the official IAEE DC chapter charity, and we help raise money for them via our 50/50 raffle at each luncheon, canned food drives, and individual cash donations. Thanks to those of you who contributed over the course of the year—we collected \$1,000 in 2008. Our 2009 goal is \$1,500.

We invited CAFB to our January 9 Chapter Luncheon, where we were able to give them a generous donation. After the meeting, we caught up with Shamia Holloway, the Marketing/PR Associate at CAFB, and asked her a few questions to better understand how our donations help those in need.

**Q:** Can you give us a brief background on the CAFB—history, mission, geographic reach?

**A:** The Capital Area Food Bank is the largest, public nonprofit food and nutrition resource in the Washington metropolitan region; and was founded on Martin Luther King, Jr's birthday in 1980.

Our mission is to feed those who suffer from hunger in the region by acquiring and distributing food through our network of member agencies; and to educate, empower and enlighten the community about the issues of hunger and nutrition. We currently serve over 383, 000 residents suffering from hunger through our network of 700+ partner agencies, which include soup kitchens, homeless shelters, youth programs and faith-based organizations. Some of our agencies are Bread for the City, DC Central Kitchen, Martha's Table, SOME and Alive. Our service areas include D.C.,

*Continued on Page 10*

# NOTES FROM THE Board

## How I Got Involved in IAEE and the Board



**Susan Bennett,**  
**Vice Chair**

My father was career military and he said the first thing they taught him in the Army was “Never Volunteer”! This phrase became a family joke with a wink and smile from my dad. We were always on the go participating in a variety of activities and my parents were always willing to take an active role. After stumbling into the industry, I was fortunate to find industry mentors who also encouraged me to get involved.

I joined IAEE in 1999 following in the footsteps of two mentors, Anne DeOrsey and Lori Amundsen. That same year Anne was recognized as

an IAEE Merit Award Winner. Lori was awarded that same honor the following year. Not only was I fortunate to have mentors within my company but within the industry. The first event I was assigned was WasteExpo where I met Lawson Hockman. Lawson’s passion and commitment to the industry had a significant impact on my involvement in IAEE and eventually led to me being a part of the IAEE DC Chapter Board. While on the Board, I met Nancy DeBrosse and again found a mentor with a passion and commitment to the industry. Her goal as

Chair was to drive volunteerism and that reminded me of that old family joke, “Never Volunteer”...wink....wink. As a member of the 2009 Board, I am proud to continue our mission to increase opportunities for participation and collaboration among members.

As for my mentors, I want to say thank you. You were always there to lend me your expertise, enhance my education in the industry, assist me in building a professional network of colleagues, and encourage me to get involved. Time to pay it forward. ❖

## My Time on the IAEE Board, 2nd Year



**Debbie Dyson,**  
**Director,  
Sponsorships &  
Advertising**

Changing employers can always take a period of adjustment, moving over from 14 years as a GSC to become an Exhibits Director for a non-profit proved to be just that. I had always been a member of IAEE as a vendor, but it now became a new perspective as an Exhibits Director. I needed advice, opinions, guidance and networking from my peers who had been in my shoes many years before me and I found all of these through my membership with IAEE.

Becoming an IAEE board member greatly increased my

networking circle. It is through my time served on the IAEE board that I have come to appreciate what our volunteers do for our event on an on-going basis, how much time and effort is put forth by committees outside of their normal job and how important it is to our individual industries.

I have also come to further understand just how important the exhibition industry is not only to those of us directly involved but to those communities we choose to take our events to. Being a part of the board has not only allowed me

to network with my peers but also serve as mentor to those who are new to the industry.

There is a lot to learn in the exhibition industry and everyone needs someone to guide them in the right direction, and I feel it is part of my responsibility as a board member to be that guidance. In my final year on the board I continue to look forward to learning something new every meeting, networking with my peers and pushing the initiatives of the exhibition industry wherever they may need to go. ❖

# 2009 IAEE DC Programs and Events

## Washington DC Chapter

Please note: Additional programs and events will be added to the calendar. The information below is subject to change. Please visit [www.dc.iaee.com](http://www.dc.iaee.com) for the most up-to-date information.

### Networking/Luncheons

Networking receptions and luncheon programs are on the second Friday of the month. The networking reception runs from 11:45 a.m.–12:30 p.m. and the luncheon program runs from 12:30 p.m.–2:00 p.m.

**New to IAEE DC Chapter Luncheons? Attend your first luncheon courtesy of the chapter. Contact April Key ([april.key@experient-inc.com](mailto:april.key@experient-inc.com)) to register for free for the next luncheon!**

Friday, March 13, 2009

### Super Session

Location: Grand Hyatt, Washington, DC.

AM session on Digital Marketing (Google-licious and Wikiville). Lunch Session on Hot Technologies in the Meetings Industry. Speaker: James Spellos, Principled Innovation.

Wednesday, April 22, 2009

### Joint PCMA/IAEE Baseball Game

More details and registration information to come soon. Sponsor: Champion



Friday, May 8, 2009

### Networking Reception and Luncheon Program

Location: Maggianos, Chevy Chase, MD.

Topic: "What Can the B2B Industry Learn From Public Shows." Speaker: Eric Udler, Super Pet Expo.

Wednesday, June 10, 2009\*

### Networking Reception and Luncheon Program

Location TBD.

Topic: State of the Industry. Speaker: Margaret Pederson, IAEE Chair

\*Please note: new day for the luncheon in June.

July, 2009

No program scheduled

August, 2009

Special program TBD

Friday, September 11, 2009

### Networking Reception and Luncheon Program

Location: Walter E. Washington Convention Center.

Chapter Year in Review / CEIR Reports. Speaker: Doug Ducate, CEIR.

October 9, 2009

### Networking Reception and Luncheon Program

Program topic and location TBD.

November 13, 2009

### Networking Reception and Luncheon Program

Program topic and location TBD.

**Interested in sponsoring an event? Contact Debbie Dyson to learn more!**

**Debbie Dyson**  
703.247.9480  
[ddyson@ndia.org](mailto:ddyson@ndia.org)

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[nancy.debrosse@experient-inc.com](mailto:nancy.debrosse@experient-inc.com)

## Did Someone Say Volunteer?

Expand your network of professionals by joining a committee! To see where you can get involved, contact Susan Bennett at [susan.bennett@experient-inc.com](mailto:susan.bennett@experient-inc.com).

Show Buzz is published six times per year (January, March, May, July, September and November) by the Washington DC Chapter of the International Association of Exhibitions and Events.

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# Volunteer of the Quarter for Q4 2008: Amy Ladd

When Amy Ladd decided to become more active with the chapter, she jumped in with both feet, making an instant impact for the chapter. Within months, she'd helped secure valuable sponsorships for chapter events, earning her the Volunteer of the Quarter Award for Q408.

"Amy is a great asset to the Sponsorship Committee," said Debbie Dyson, Committee Director. "During one of the busiest periods in my year, she stepped in and took over like she had been doing it for years. IAEE is lucky to have her as a volunteer and a member."

Amy was a member of the chapter for about a year when she decided to volunteer her time. Her decision to volunteer was in part due to the fact she works in a satellite office and

wanted the opportunity to work side-by-side with industry peers.

"My company (Convention Data Services) is headquartered in Massachusetts, so being involved with IAEE is a great way for me to meet peers and make those 'workplace' connections," said Amy.

"Volunteering immediately made the experience of membership more rewarding for me. My experience coordinating sponsorships has made me a stronger networker and given me the confidence to reach out to people."

Amy also believes it's always helpful to know people—having peer relationships provides a network of people who can help her perform her job better.

Amy loves working with the sponsorships: "We're an



Amy Ladd receives the Volunteer of the Quarter award at the January luncheon.

active chapter where people want to be involved. It's very gratifying to be involved in that."

Volunteering is also helping Amy professionally. One of the unexpected benefits of her involvement is that she is generally more aware of what is going on in the industry. "I

pay attention more now and I'm always thinking of how the things I learn relate back to my job. It's keeping me sharper professionally," she said.

In fact, Amy has had such a great experience volunteering that she's looking for ways to become even more active.❖

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# Welcome New DC Chapter Members

Access Intelligence LLC  
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Michelle Peterson

BDMetrics Inc  
Ed Gorey  
Kristyn Reed-Salow  
Mollie Spilman  
Erwin Stierle

Booz Allen Hamilton  
Yolanda Aycock  
Cindy Jordan  
Luke Miller  
Carolyn Sagawa  
Ronnie Schaer

CISTEMS (Convention  
Information Systems Inc)  
John Black  
Peter Fernandes

FSI  
Nadia Kader

Hawaii Convention Center  
(SMG)

Joe McAdams

Helicopter Association  
International  
Tina Brown

IMN Solutions  
Sara Meeks

MarketArt  
Dahlia Awad

National Defense Industrial  
Association  
Scott Rekdal  
Samantha Riemer

National Recreation & Park  
Association  
Shannon Azbill  
Sigi Friedman  
Matt Ott  
Necoya Tyson

National Science Teachers  
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Michelle Butler  
Alex Early  
Donna Fletcher  
Delores Howard  
Amanda Upton  
Dina Weiss

NAVTEQ  
Lorena Diaz

Puerto Rico Convention  
Bureau  
Mildred Hernandez

Smart City Networks  
Janet Allen-Smith

SnowSports Industries  
America  
Linda Boodley

US Green Building Council  
Kimberly Lewis

## What Do You Think?

What do you love most about your job?

E-mail your responses to  
dparks@sla.org by March 13.

In January we asked "What is your New Year's Work Resolution?"

"My new year's resolution is to be more charitable. Not only financially, but volunteering for organizations needing hands on support. Also, how many of us just don't take the time to listen anymore? My goal is to be more of a listener than a talker this year—I want to be a better friend."

Susan D. Haning, CEM, CMP  
Director of Business  
Development, NAILBA

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Photos of the Washington DC chapter luncheons and other events

January 2009 Luncheon

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# Get Connected with the IAEE DC Chapter

- Facebook: see International Association of Exhibitions and Events DC Chapter
- Flickr: see [www.flickr.com/groups/iaeedcchapter](http://www.flickr.com/groups/iaeedcchapter)
- LinkedIn: see International Association of Exhibitions and Events Washington D.C. Chapter
- IAEE DC Community: [www.iaee.com/iaee\\_membership/members\\_only\\_resources](http://www.iaee.com/iaee_membership/members_only_resources)

## 2009 ShowBuzz Advertising

Interested in advertising in 2009? ShowBuzz is a great value! Published bi-monthly, the newsletter is mailed to all DC chapter members. Please contact Debbie Dyson to learn more, renew your contract or contract for space in 2009, [ddyson@ndia.org](mailto:ddyson@ndia.org).

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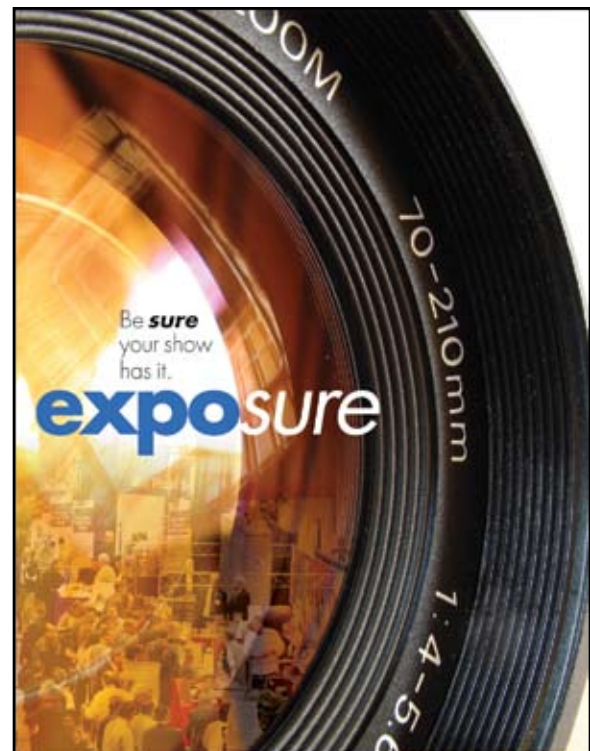
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## Shooters

**Jack Black**, director, tech operations is now at CISTEMS (Convention Information Systems, Inc.) in Alexandria, VA from Techneat, Inc. in Sarasota, FL.

**Peter Fernandes** was at RUSH Computer Rentals and is now at CISTEMS (Convention Information Systems, Inc.) in Alexandria, VA.

**Rick Geritz**, BDMetrics was elected to Chairman of the Board.

**Ed Gorey** was at Association Consulting Group in Columbia, MD and is now at BDMetrics in Baltimore, MD as Vice President of Sales.

**Don Mahoney**, BDMetrics was promoted to Chief Product Officer.

**Josh Maze** is now at the American Academy of Otolaryngology Head & Neck Surgery Foundation in Alexandria, VA as a program director. He was at National Association of Broadcasters in Washington, DC.

**Paul Navarro**, BDMetrics was promoted to Sr. Vice President of Communities.

**Gareth Rees** is now at American Association of Museums in Washington, DC from the International Association of Chiefs of Police in Alexandria, VA as Manager Meetings & Professional Development.

**John Toner** at the United Produce Association was promoted to Vice President, Convention and Industry Relations.

## Celebrating Ten Years With IAEE DC

Happy 10th anniversary to the following IAEE DC members:

- Peter R. Eelman  
Vice President of Exhibitions  
AMT—The Association for Manufacturing Technology
- Paige Cardwell  
President, CSG  
National Trade Productions
- Tom Arata  
President & CEO  
Arata Expositions Inc
- Beth Kepnes, CEM CMP  
Director of Sales and Marketing  
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## Congratulations New CEMs

- Bonnie Watts, CEM  
Director of Sales & Marketing  
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- Catherine Zipf, CEM  
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Sallie Mae
- Charlie Hall, CEM  
General Manager  
Freeman
- Dawn Bancroft, CEM  
American Society of Pension Professionals & Actuaries
- Jennifer Heinold, CEM  
Show Director  
Access Intelligence LLC
- Kelly Bryant, CEM  
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**Gail E. Mutnik**, MPA, Director of Meetings, AACC



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# Chapter Raises Money for Capital Area Food Bank

(continued from page 1)

Northern Virginia and Montgomery and Prince George's counties in Maryland. We have two facilities, the main warehouse is located in Northeast D.C. and the other is located in Lorton, VA.

**Q:** How, specifically, does the CAFB operate today?

**A:** Today, the food bank distributes 20 million pounds of food each year, including 6 million pounds of fresh produce, to our network of partner agencies. Clients do not receive food directly from the CAFB, instead we distribute it to our agencies, who then distribute it directly to those in need. We do have an emergency food referral system, Hunger Lifeline, for those clients that need food immediately and we direct them to the

closest agency. Food is sourced from more than 400 manufacturers, retailers, distributors, growers, grocers, processors, the food industry, Feeding America (formerly America's Second Harvest) and food drives. Giant and Safeway grocery stores are our largest donors.

**Q:** What is the population you serve and how do they qualify to receive your services?

**A:** We serve a very diverse clientele. Unfortunately, people equate hunger with homelessness. However, the homeless only account for 12% of our recipients. Our clients include working families, single mothers, senior citizens and children. In fact, nearly half of all the households we serve have at least one working adult, and almost 25% of families we see



own their home. In the D.C. metro area, 1 in 5 children are at risk of hunger; in Northern Virginia 1 in 6; and in Montgomery and Prince George's counties, 1 in 5 children are at risk.

The economic downturn has undoubtedly changed the scope and face of who we believe is hungry in our community. Our agencies are seeing first-time visitors coming through their doors—middle class families, individuals who have recently been laid-off and those that are victims of home foreclos-

ures. More importantly, the economy has exacerbated the already fragile situation of the working poor, the elderly and other vulnerable populations. Anyone who is in need of food can visit one of our partner agencies, complete a short intake form and receive food. Or if a client is in need of emergency food assistance, they can call our Hunger Lifeline, an emergency phone referral service, and we will arrange for a food pick up at one of our agencies closest to the client.

A photograph showing a person's face from the nose up, wearing a dark blindfold. They are sitting in the driver's seat of a car, with the steering wheel and dashboard visible. The background shows a road and a cloudy sky.

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**Q:** What are your specific goals for 2009 and how do you plan to achieve them?

**A:** With the current economy in shambles, the housing crisis and job losses, the CAFB is experiencing an increased demand for services. We currently serve 383,000 residents in need. However, the demand in the region is about 633,000 residents and growing. We recently broke ground on our new facility—located just a mile from our current facility—that will allow us to double our distribution to 40 million pounds of food a year and expand our nutrition education programs. We expect to move there in 2010. To meet demands in 2009, we will continue to work with our community partners, donors and agencies to effectively address the issue of hunger, raise awareness and nourish our neighbors in need. We will continue to build relationships that will help raise awareness about domestic hunger and strengthen our programs that teach nutrition and healthy cooking.

**Q:** What are your general challenges and how has the economic downturn affected your ability to reach those you serve?

**A:** One of the general challenges the CAFB faces is that too many people don't believe hunger is an issue, especially in our nation's capital. So, just getting the word out and making people aware that hunger is an ugly hidden truth that affects the educational development of our children and is a major contributor to a variety of health problems we see today such as obesity and hypertension. Donations from large corporations and founda-

tions have decreased slightly as many companies are tightening their budgets; however, we have seen individual donations increase and we have received record donations from our larger food drives. Many companies cancelled their holiday parties and donated funds to us instead. We have seen a lot of generosity from our community and we are very thankful.

**Q:** What are the different programs that help you achieve your desired goals?

**A:** We have numerous programs that not only provide food, but educate clients on nutrition. Our Kids Cafe program is an after-school meal program that provides a healthy, hearty snack or dinner to children who eat free and reduced-rice breakfast and lunch at school, but may not have dinner available at home. The Brown Bag program provides nutritious, supplemental food for low-income seniors and families on a monthly basis. Our Operation Frontline program incorporates cooking, nutrition and meal planning to inform parents and children living on a limited income. We also have a Food Stamp Initiative that educates the community about food stamps and assists potential participants with completing their applications.

During these tough times, our programs not only provide supplemental food, but enlighten clients on eating healthy and purchasing food on a limited budget.

**Q:** How can the IAEE Washington DC Chapter assist you (both as a chapter and as individuals) in breaking through your challenges to help you achieve your goals for 2009 and beyond?



IAEE DC donated \$1,000 to The Capital Area Food Bank at the January, 2009 luncheon.

**A:** IAEE Washington DC Chapter and individuals can help the food bank spread the message about domestic hunger in our community. They can definitely reach audiences that we may not touch. Advocating on behalf of the food bank and championing our efforts will get others to start thinking about hunger and hopefully get involved through volunteer work, donating, or maybe even hosting a food drive.

**Q:** Where can we go for additional information about the CAFB or to make a contribution?

**A:** You can visit **www.CapitalAreaFoodBank.org** for more information. You can also donate online, mail in a check to The Capital Area Food Bank, 645 Taylor Street, NE, Washington, DC 20017, or call our office at 202.526.5344. ❖

*Dahlia Awad, Director of Business Development, MarketArt / You Are Here and Megan Kutner, Director of Operations, Show Management Solutions, Inc. volunteer on the IAEE DC chapter marketing committee.*

## Just for Fun...

Did you watch the Academy Awards this year? Did you agree with the best picture pick? Here's your chance to vote for your Best Picture. Name your TOP three favorite movies of all times. We'll publish the top three picks in the next issue of ShowBuzz. E-mail your responses to DeVonne Parks, [dparks@sla.org](mailto:dparks@sla.org), by Friday, March 13.

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