



# Show Buzz

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

## Winning Chapter Logo Design Announced

May 2007

The IAEE DC Chapter called upon its members to exhibit (pun intended) their creativity to design a new chapter logo. The logo, which was used for many years, was in need of an update. Thank you to the many members who submitted such original designs for the contest.

The IAEE DC Chapter Board of Directors selected Michael Belyavsky's logo from Hargrove, Inc. The winner was announced at the April 19th Chapter Happy Hour at Whitlow's on Wilson.



*Old logo*



*New logo*

The new logo will appear on all Chapter print materials, the Chapter website, and on signage.

Congratulations and thank you to  
for volunteering your time and talent  
to the contest.



HARGROVE INC.

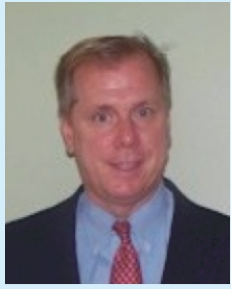
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International Association  
of Exhibitions and Events  
*formerly known as IAEM*

# Notes from the Board



**Michael Currier**

At our monthly luncheons, networking, and social events, you'll find a healthy mix of the meetings and exposition industry as a whole. Just take a look at some of our local IAAE Board of Directors. We each serve our employers in a different capacity.

For example, at the National Association of Home Builders, I'm primarily a sales guy selling exhibit space, sponsorships and promotions. This year's Chair, Dave Coray focuses more on the operations and customer service for the Optical Society of America as does Secretary, Kelly Kilga for the Graphic Arts Show. Our IAAE Director of Marketing, Catherine Zipf works primarily on attendee and exhibit show promotion for InfoComm International, and Director of Programs, Kim Newell sells exhibit space and handles operations for the Mortgage Bankers Association.

The Washington DC, Maryland, and Virginia area hold the largest IAAE membership with just over 1,000 members, of which 52% are show organizers. By becoming a sponsor of one of our local events, you have the opportunity to reach out and network with potential new clients as well as existing clients. Sponsoring an event gets you in front of some very influential individuals who may or may not be decision-makers, but who can lead you down the right path.

With summer fast approaching, we will once again have our annual Washington Nationals Baseball game, slated for Thursday, July 19<sup>th</sup>. Over the past two years, this has become a popular event that lends itself to excellent networking opportunities. **We are looking for sponsors for this event as well as the August and October luncheons.**

If you are interested in becoming a sponsor for any of the upcoming events, please do not hesitate to contact me. I'd be more than happy to assist you!

*Michael Currier, IAAE DC Chapter Director of Sponsorships, mcurrier@nahb.com, 202-266-8689*



**Kim Newell, CEM**

I am pleased to report that IAAE's DC Chapter started our first quarter of educational programming off with three informative and well attended Chapter Luncheon Programs. This is my second year serving as the Director of Programs and every month I am delighted to see the new faces and new chapter members in the audience. We are striving to provide our members with an educational forum that combines professional development and networking. I encourage our chapter members to bring a colleague, industry friend or client to the next program you attend.

Looking ahead, we look forward to welcoming IAAE's Chairman, Jeff Price, as our guest speaker on May 11th for IAAE's Report on the State of the Industry. This summer we will be hosting a joint program with TS2 during their Annual Meeting at the Washington Convention Center on August 1<sup>st</sup>. Make sure to add these and the rest of our programs to your calendar (full list of dates is on page 11). We are always on the

lookout for new ideas for topics and speakers from our chapter members. Please contact me any time with your ideas and/or if you are interested in organizing a program yourself!

*Kim Newell, IAAE DC Chapter Director of Programs, knewell@mortgagebankers.org, 202-557-2791*

## IAAE Washington, DC Chapter 2007 Board of Directors

*IAAE Mission Statement: IAAE promotes the unique value of exhibitions and events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions, and IAAE is the principal resource for those who plan, produce and service the industry. Adopted 2006.*

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# Don't Miss the May 11 Chapter Luncheon on the State of the Industry

## **EVENT:**

IAEE DC Chapter Luncheon Program: "IAEE Report on the State of the Industry."

## **GOLD SPONSOR:**



## **SPEAKER:**

Jeff Price, IAEE Chairman and President of Cygnus Expositions at Cygnus Business Media.

With over 15 years' experience in executive management, Jeff Price's involvement covers various facets of sales, marketing, finance, administration, customer service and acquisitions.

## **DESCRIPTION:**

What is new, fresh, and different about IAEE becomes instantly apparent when IAEE Chairman Jeff Price shares important information and insights about what is happening and how it will influence you and your events.

Key industry issues will be probed with you using a new and powerful lens – it is the view from the industry's first true trade association of which you are now a vital part.

## **WHEN:**

Friday, May 11, 2007

## **TIME:**

11:45 am -12:30 pm Luncheon Registration & Networking Reception  
12:30 pm - 1:15pm Luncheon  
1:15 pm - 2:00 pm Program

## **LOCATION:**

Renaissance M Street Hotel  
1143 New Hampshire Ave., NW, Washington, DC

Metro: Foggy Bottom & Dupont Circle

## **REGISTER:**

Call IAEE Customer Service, April Key at: 301.662.9401, ext. 2257

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# Welcome New DC Chapter Members

**a2z Inc.:**

Mariam Ghobadi, Eric Hatch

**American Academy of Otolaryngology****Head & Neck Surgery Foundation:**

Mary Pat Cornett, CMP

**American Association of Physicists in Medicine:**

Hadijah Robertson

**American Machine Tool Distributors Association:**

Joshua Caulfield, Naomi Romanchok

**American Society for Training & Development (ASTD):**

Christine Baker

**American Staffing Association:**

Amanda Morgan, Ray Richards, Lisa Simpson

**Association for Advanced Life Underwriting:**

Carrie Green

**Association for Unmanned Vehicle Systems International:**

Jackie Barnes

**Biotechnology Industry Organization:**

Eric Misic

**Champion Nationwide Contractor:**

Kelly Massey

**Conference Incorporated:**

Chareese Cunningham

**Consumer Electronics Association/CES:**

Elena Caudle, Kathryn Covert, Bart Gustafson,

Marybeth Majka, Nicole Vidovich-Parker

**Convention Data Services, Inc.:**

Amy Ladd

**Dulles Expo & Conference Center:**

Sarah Tucker

**Equipment Leasing Association:**

Royann Holland

**Experient:**

Randy Hummer, Rob Simmons, Laurie Trautner-Black, CMP

**Fixation Marketing:**

Bruce Morgan

**Gaylord National Resort & Convention Center:**

Tina Sampson

**GES Exposition Services:**

Jennifer Chagnon, Renee Clark, Michael Joyce, Jeffrey Miller

Philip Monforte, II, Stefanie Moss, Julie Smith, Deborah

Stokes, CMP

**Greater Richmond Convention Center:**

Lori Coyne

**Hampton Roads Convention Center (SMG):**

Lewis Dawley, III, Mary Vann, Jennifer Fiske

**Hargrove, Inc.:**

Mark Shadwick

**ICAT Logistics:**

Matthew Campbell, Rob Dinker, Jim Kelley

**International Association of Fire Chiefs:**

Kate Rube

**MarketArt:**

Rob Hamlin

**National Association of Broadcasters:**

Bill Brady, Robin Cornelison, David Dziedzic

Yvette Harris, Cathy Hawkins, Joy Lindsey, Brian Needles

Heather Shuster, Brad Williams

**National Association of Convenience Stores:**

Seva Raskin, Leigh Walls, Dave Heiges

**National Association of Home Builders:**

John Kelley, Sean Lenahan, Franklin Margiotta, Meg Meyer

Edward Staley, Kristi Wainio

**National Association of Independent Life Brokerage****Agencies:**

Jack Chiasson

**National Association of Independent Life Brokerage****Agencies:**

Michelle W. Jones, CMP, Janay Rickwalder, Meg Rose,

John Woodstock

**National Business Aviation Association Inc.:**

Margie Morgan

**National Concrete Masonry Association:**

Liz Kasabian

**National Defense Industrial Association:**

Alden Davidson, Heather Horan, Dana Pezzuti

**National Electrical Contractors Association:**

Mickey Cuzzucoli

**National Institute of Governmental Purchasing Inc.  
(NIGP):**

Lauren Gaffney

**National Sheriff's Association:**

Sheta Benefield, Yanecia Green, Greg MacDonald,

Louise Taylor

**Nationwide Limousine Service:**

Muhammad Ashraf, Jonathan Marlow, Mauricio Trigs,

Joshua Vermillion

**Nomadic Display:**

Gwen Parsons, DJ Tasker

**Optical Society of America:**

Robert Murphy

**Packaging Machinery Manufacturers Institute:**

Christian O'Hara

**PCIA The Wireless Infrastructure Association:**

Jennifer Blasi

**Quince Imaging:**

John Cantrell, Ron Currier, Fonda Nichols, Scott Williams

**Washington DC Convention & Tourism Corporation:**

Bill Hanbury, Lisa Kidder

Have you recently been promoted, changed jobs or received an award? Send an email to Valerie Carrico: [valerie@carrico.net](mailto:valerie@carrico.net) and your announcement will appear in a future *Show Buzz* issue.

# Social Media Program Recap

Jeff De Cagna, chief strategist and founder of Principled Innovation LLC presented a most informative session on social media at the DC Chapter luncheon on March 9, 2007.

Blogging, podcasting, wikis and other forms of social media are incredibly valuable tools, but only when they are applied intelligently and creatively to your company's work. The tools themselves are not completely remarkable but they can help you create different interfaces with both current and prospective customers, employees, suppliers and others. These tools can be used in a variety of ways, including in your organization's meetings, conferences and trade shows. So before you worry too much about which technologies you want to use, think strategically about how you want to use them.

## Blogging

Blogging is about creating a different kind of conversation with your customers or other audiences. A weblog (or blog for short) is an online space in which an author or authors can instantly share views about any topic. A blog can be an opportunity to initiate a new conversation with your customers or other audiences, one that is informal, more authentic and, quite possibly, more trusted. In today's world, traditional organizational communications are often dismissed as nothing more than perfunctory corporate speak. With a blog, you have the chance to reach out to your stakeholders in a fresh and more engaging fashion, and open a new channel for a genuine exchange of ideas.

## Podcasting

Podcasting is about adding dimension and richness to the conversation. The word podcasting is a "portmanteau," i.e., the combination of two other words into a single term. Unfortunately, it is also a double misnomer. A podcast – a form of do-it-yourself Internet radio that is easily created, downloadable and portable – neither requires the very popular Apple iPod to create or enjoy, nor is it a form of broadcasting. What makes podcasting so compelling is the introduction of voice and, more recently, images to convey emotion and meaning more richly and with greater dimension. In creating an audio or video podcast, you are developing your own portable radio or TV show in which you can share the ideas you care about most!

## Wikis

A wiki (the Hawaiian word for "quick") is an easily edited Web page that is used for online collaboration. Wikis are a great way to get your members, customers and other partners working together on developing new products or services. You can use the wiki to post text, images and links to other resources and anyone can enter the site, edit the content and help advance the collaboration.

The best known example of how wikis can be used is the free open encyclopedia, Wikipedia ([www.wikipedia.org](http://www.wikipedia.org)). Wikis are less familiar to most people than blogging or podcasting, but that will likely change very soon.

Blogging, podcasting and wikis are about participation rather than publishing. These tools (among others) are collectively known as social media because they are designed to make it easy and inexpensive for everyone to use them. The first decade of the World Wide Web (or Web 1.0) was about publishing content to sites that we surfed. Web 2.0, which has just emerged in the last couple of years, is about connecting people to content and conversations that come to them. You can be a part of it!

Thank you again to Jeff for explaining this exciting world of social media. Jeff can be reached at: [jeff@principledinnovation.com](mailto:jeff@principledinnovation.com).

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# Several First-Time Attendees at DC Chapter's Feb. Luncheon



*First-time attendees  
Christine Screnci and Rob Dinker.*



*First-time attendee, Gaye Dullaghan (left).*



*First-time attendee, Will Trokey (left).*



*First-time attendees (left to right):  
Dominique Spaide, Robert Hamilton  
and Chris Noyes (far right).*



# Members Mingle at March Luncheon



*First-time attendee, Robert Murphy  
pictured right.*



# Industry News

## Exhibition Industry Foundation Establishes Robert Krakoff Award

The Exhibition Industry Foundation (EIF) has announced the creation of the Robert Krakoff Award intended to support the development of future leaders of the exhibition industry. EIF Chairman Lawson Hockman, CEM notes, "The recent and untimely passing of Bob Krakoff has left a void in the industry. He was uniquely responsible for mentoring and developing so many of the leaders of our industry. Dedicating a leadership development award in his name will help remind us all of his extraordinary contributions and is entirely consistent with the values that were so important to him."

The Robert Krakoff Award will be presented to individuals pursuing relevant education to further their roles as leaders in the exhibition industry. A task force of EIF is currently drafting criteria and guidelines for the award, and it is anticipated the first award will be presented during Expo! Expo! in December.

IAEE will seed the Robert Krakoff Award fund with a \$10,000 contribution and invites other organizations as well as the hundreds of friends and colleagues of the late Krakoff to do so as well. "I can think of very few individuals who singularly developed leadership for our industry over his lifetime more than Bob Krakoff, so it is very appropriate for the Foundation to establish this annual award and for IAEE to be the leading sponsor," said IAEE Chairman, Jeff Price.

## IAEE Updates Guidelines for Date Allocation and Protection

IAEE has updated its: *Guidelines for the Equitable Distribution of Exhibition Dates and Date Projection: Exhibition Management, Convention & Visitor Bureaus, and Facility Management* to ensure clearly stated guidelines dealing with fair and equitable distribution of event dates, date protection and tentative bookings.

The guidelines provide details for exhibition and event management, as well as convention and visitors bureaus/facility management, for clearly informing and tracking all details associated between the two parties. Having these lines of communication completely open maximizes the economic impact brought to the city in which the event will be held, and avoid unfortunate circumstances for event management such as poor quality of the event and/or instances of outboarding.

Outboarding is defined by IAEE as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer and which seeks to benefit from the audience the organizer attracts. IAEE considers outboarding to be an unethical business conduct that should not be condoned nor tolerated.

The *Guidelines for the Equitable Distribution of Exhibition Dates and Date Projection* is available for free download to members through the Resources section at [www.iaee.com](http://www.iaee.com).



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# Don't Miss these Local CEM Courses

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Effective and smart project management is essential to produce a successful event. Learn the major elements in the process, while fine-tuning project mission, goals, objectives, and project schedule. A key component of the program is identifying the requirements to properly manage and motivate a project management team.



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Springtime 2007 is  
June 14th


Can you Help at our  
Chapter Booth?

Springtime, Greater Washington's premier meetings and association industry expo is June 14 at the Washington Convention Center.


As in years past, the IAEE DC Chapter will have a booth at Springtime so if you can lend a hand to represent our Chapter at the booth, we would appreciate your support.

To volunteer, please contact Penny Parr, CEM, CMP  
Brede Exposition Services, Inc. at:  
(301) 937-8600 ext: 25 or  
pparrbrede@aol.com


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# Our Chapter's Donations Delivered to Troops & Orphanage



IAEE DC Chapter members and local chapters of PCMA, AMPs, HSMAI, PMPI and ASAE donated items to America Supporting Americans. These photos show our troops in Honduras and the orphanage the battalion sponsors with our donated items. Many thanks again to our chapter members for their donations.



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# 2007 DC Chapter Calendar - Save the Dates

May 11

Chapter Luncheon Program - Thank you GOLD sponsor:



June 8

Chapter Luncheon Program - Thank you GOLD sponsors:

**AVW+TELAV**  
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**F R E E M A N**

July 19

Chapter Outing  
Washington Nationals vs. Colorado Rockies  
RFK Stadium

August 1

Chapter Joint Program with TS2  
Washington Convention Center

August (date tbd)

Fun Day

September 14

Chapter Luncheon Program

October 12

Chapter Luncheon Program

November 16

Chapter Luncheon Program

December (date tbd)

The Mix Holiday Party

For more details, visit the  
DC Chapter site at: [www.dc.iaee.com](http://www.dc.iaee.com)

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A photograph of a person wearing a blindfold, sitting in the driver's seat of a car. The view is through the windshield, showing a road and a cloudy sky.

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# Call for Nominations

IAEE announced a Call for Nominations for the 2007 IAEE Awards Program, designed to recognize those professionals who have made outstanding contributions to the exhibition and event industry. Perhaps you may want to nominate an individual from the Washington, DC Chapter for one of these prestigious honors:

- Pinnacle Award
- Merit Award
- Distinguished Service
- Outstanding Achievement in Industry Leadership
- Outstanding Achievement in Innovation in Business Solutions
- Outstanding Achievement in Marketing & Sales, Show Management
- Outstanding Achievement in Marketing & Sales, Supplier
- Rookie of the Year, Show Manager
- Rookie of the Year, Supplier

**Nominations are being accepted until July 16, 2007.** For full details, visit: [www.iaee.com](http://www.iaee.com).

Reserve May 11  
for the Next DC  
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IAEE DC Chapter

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