



Show Buzz

A Newsletter of the Washington, DC Chapter of the International Association for Exhibition Management

DC Chapter Members Awarded at Expo! Expo!

January 2006

Congratulations to several IAEM Washington, DC Chapter members who were recognized during the awards presentation at Expo! Expo! 2005:

Lifetime Achievement Award
James Boney

Distinguished Service Award
Jane Dahlroth, CEM, CMP

Outstanding Achievement: Marketing & Sales Show Management
Susan Littleton

Platinum Circle
Peggy Daidakis

Platinum Circle
Thomas M. Mobley, Jr.

Mark Jan. 20 on Your 2006 Calendar for the DC Chapter Luncheon

Join Chapter members on Friday, January 20 for the first IAEM DC Chapter Luncheon of the new year at The Ritz-Carlton, Washington, D.C. The topic will be "Working with CVBs and Understanding How They Can Make Your Life Easier!"



Thank you to our SILVER sponsor: Washington Area Convention Bureau Satellite Offices (WACBSO).

For full details and to register, please visit:
www.dcchapter.iaem.org

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Chair Column - "An Exciting Time of Year"

What an exciting time of year! New beginnings, fresh perspectives, great expectations...

As we embark upon this New Year together, with wonderful anticipation, I am so honored and proud to be your new Chair for the DC Chapter. It is with deep gratitude that I have spent the past several years on the Board, in the company of some very dedicated leaders. I thank them all for their stellar example of leadership and their generosity. Laura Larson, Ryan Strowger and Robin Preston, thank you.



In preparing for this role over the past several months, I have been brainstorming on ideas that would benefit our membership. In reflecting on several conversations with members, a theme began to take shape. Those conversations, coupled with how we witnessed how fleeting normal became this past year, and what we did to respond, clarified it for me. What seemed to allow us to rise above the despair and to consider the hopeful possibilities again had to do with reaching out and "**Building Community.**" The direction became obvious.

The theme of "**Building Community**" is a commitment to our Chapter to reach people on both a personal and professional level. It is a theme for the year, a mind-set, that will help to continue to propel us in a positive direction...together.

This year you have an elected and continuing Board who is dynamic, creative and single-minded in their pursuit of providing "what our members want." We are eager to serve and to that end, have engineered new programs, incentives and fun designed to "bring more" and to "be more" to our Chapter. From new members, to new programs, to new networking opportunities...the emphasis is on building community.

Educationally, our programs will continue to address your real-life business concerns. We are clearly focused on the importance of our educational series and the value your organization is looking to gain from your participation at IAEM. We intend to exceed their expectation -- and yours! We will strive to stay cutting edge, while keeping our members informed on every issue that impacts our professional lives. We will

work to provide answers, ideas and solutions to the ever-changing demands that are placed upon us all.

Chapter-wise, though we are the largest, we are a close-knit bunch. Our Chapter is fortunate to enjoy a rich and multi-faceted contribution by our members, and for that we thank you. We understand there are many more you want to reach, and there is a wealth of diverse experience we can benefit from by embracing new members. You will see new networking opportunities, teamed with innovative incentives to reach out and encourage new membership.

As I think about what is planned for this year, what is ultimately clear is how important **you** are to the equation. We have amazing members and urge you all to share your talents, your experience, your enthusiasm, your spirit and, yes, your valuable time with our Chapter. Your participation in our Chapter is paramount to our success. We promise you will get back what you put into it ten-fold...and so will we.

The first opportunity to participate in 2006 is January 20 for the Chapter luncheon program, "Working with CVBs and Understanding How They Can Make Your Life Easier!" This will be held at The Ritz-Carlton in DC and is bound to be a meeting to remember. We also encourage you to bring your friends this year. You know, the ones you've been meaning to ask? It's what building community is all about and we'd love to meet 'em.

And be sure to visit: www.dcchapter.iaem.org for more details on upcoming events, methods for providing feedback, and a Board contact list. We look forward to hearing your comments, suggestions and anything else you care to provide so that we can make participation in **your** Chapter as valuable as possible.

Thank you once again for your trust and support in this coming year. I look forward to seeing you soon!

Penny Parr, CEM, CMP
IAEM DC Chapter Chair
National Sales Executive
Brede Exposition Services, Inc.
pparr@brede.com



Washington, DC Chapter 2006 Board of Directors

IAEM Mission Statement: IAEM promotes the unique value of exhibitions and similar events and is the principal resource for those who plan, produce and service the industry. - Adopted Sept. 2004

Chair - Penny Parr, CEM, CMP, Brede Expositions, pparr@brede.com; **Vice Chair - David Coray, CEM**, Optical Society of America, dcoray@osa.org; **Director, Past Chair - Robin Preston, CEM**, National School Boards Association, rpreston@nsba.org; **Secretary - Kelly Kilga, CEM**, Graphic Arts Show Company, Inc., kkilga@gasc.org; **Treasurer - John Floyd**, Airways Freight Corporation, jfloyd@airwaysfreight.com; **Director, Marketing - Nancy DeBrosse**, Projection Presentation Technology, ndebrosse@projection.com; **Director, Membership - Mary Beth Baluta**, David Green Organization, mbbaluta@dgodc.com; **Director, Programs - Kimberly Newell, CEM**, Mortgage Bankers Association, KNewell@mortgagebankers.org; **Director, Advertising & Sponsorships - Michael Currier**, National Association of Home Builders, mcurrier@nahb.com; **Director, Special Events, Kristen Mulvaney**, Expovision Convention Housing, kristen@expovision.com

IAEM DC Helps Brighten the Holiday for Hurricane Family

We received a wonderful show of support and assistance for the Dessalegn family that had to leave New Orleans and has moved to this area. With assistance from the American Red Cross and a lot of support from Freeman, AVW-TELAV, and the IAEM DC Chapter members, we collected \$600 in cash and gift card donations. We also received many wrapped presents filled with clothing to keep the family warm this winter, as well as household items, toys and books.



Pictured top left is Susan Haning, CEM and Sue Katz with AVW-TELAV, John Caper with Freeman and the Dessalegn family.

With the donated money we were able to purchase many much needed items for the family including: snow suits for the children; gloves, hats and scarves for the whole family; family games for those snowy days; toys for both children; a sleeping bag; books and puzzles; sweaters and pants for the parents as well as keeping some of the money for other gift cards.

Thank you to all who helped to make the Dessalegn family have a very special holiday season!



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Get Your Story Straight, Then Tell the World

By Betsy McWhirt, Director of Business Development, Fixation Marketing

Deep down inside, every organization has a brand. You may not realize what it is, but it's there. A brand is not just a logo, a color, or a tagline. A brand is a single, unified understanding of what an organization is about and how it is unique from its key audiences' points of view. It's why a potential member, trade show exhibitor, or other customer would choose you over your competition.

So what is your brand? Sometimes it helps to think of it as a story – *your* story. If someone else out there does what you do, sells what you sell, or competes for your customers, then what makes you different? Your story should tell *who* you are as a company and *how* your company and your customers interact.

If you stopped five people in your organization and asked them to describe what your company is all about, would you get the same answer? Most likely not. That's because you either haven't discovered your story or you haven't shared it with them. Those five employees probably answered with clichés like, "We have great customer service," or "We're committed to excellence."

And I bet your competition says the exact same thing. So consider this – if the folks in your organization are the people who interact with your customers every day, and they don't appreciate what makes you different or what kind of experience you are trying to create, then what are the odds that your customers will?

Your brand story should speak of your mission, what drives you, and (here's the most important thing) *why your potential customers should care*. It should talk about the main characters, the journey, and the challenges you'll help your customers overcome along the way.

Knowing and understanding your brand will affect the way you interact with everyone. It becomes a divining rod by which you make key decisions. It will help keep you on target and avoid detours and bumps in the road.

Once you have explored and defined your brand, you'll be amazed at what happens when you start telling your story. Your employees will be energized. Your sales team will exceed goals. Everyone will be headed in the same direction. They'll all share the same vision and take pride in what you deliver every day.

Your customers will sense a difference. Your company will stand out from the crowd because you've made a promise to create a consistent experience. When you keep that promise, you create measurable value. And you create preference for your brand over other brands.

As you step to the next level, that's the kind of strength and focus you want to take with you. Isn't it time you discovered your story?

If your organization cannot tell a consistent story at every touch-point with the public, your messages may be getting lost in the 3,000 or more advertising messages we're bombarded with daily.

Overwhelmed when planning your next out of town conference, event or meeting?
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You can find us here:



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Welcome New DC Chapter Members

Sharon Beard, CEM, Champion Nationwide Contractor
Kevin Boyle, USTelecom Association
Shawn Canfield, CEM, National Association of Broadcasters
Elaine Carle, Goodwill Industries International, Inc.
Robert Colvin, Conferon Global Services, Inc.
Ramona E. Crawford, American Urological Association
Nina Dadgar, National Community Pharmacist Association
Tom Dozier, AIM Meeting & Events, Inc.
Stacey E. Fleming, Washington Convention Center
Gilbert Gonzalez, American Society for Engineering Education
Leslie Hulick, VNU Expositions
Susan Krysz, American College of Cardiology
Judy Lewis, Association of Trial Lawyers of America
Caitlyn Noto, AARP Services, Inc.
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Toby Palmer, VERIS Consulting
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Kim Schellinger, American Association of School Administrators
Dennis Sharland
Gregory Spiller, Long Beach Area Convention & Visitors Bureau
Jessica Tagatz, American College of Cardiology
Anna Vuckovic, Chicago Convention & Tourism Bureau
Andre Walker, Chicago Convention & Tourism Bureau
Scott Williamson, American Society for Engineering Education
Ellen Wilson, CMP, Long Beach Area Convention & Visitors Bureau

Congrats to our Chapter's Newest CEMs

Karen Avore, CEM

Karen Burley, CEM

Karen P. Miller, CEM

Kelly Faist, CEM

Kimberly Bright, CEM

Kimberly Newell, CEM

Renee Mason, CEM

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PDC in DC -January 18

IAEM is pleased to announce a new learning opportunity in 2006, Technology Solutions: An IAEM Professional Development Conference (PDC) on January 18 at the Washington Convention Center.

The exhibition and event industry faces unique and challenging circumstances when dealing with the complexities of enterprise software solutions versus micro and specialty software solutions that both drive registration, housing, exhibit space assignment and contact management programs for the industry. Dozens of different ideas, applications, programs and specifications are competing for your support. The result is confusion, frustration, needless expense and, all too often, the under-utilization of technologies that could reduce your stress, expense and time.

Why the Technology PDC:

In listening to our member's needs, technology application in the exhibition industry remains a continuous challenge. The purpose of developing this program is to provide focused programming to assist industry professionals in understanding how to use existing and emerging technologies to promote their events and activities, and to demonstrate the opportunities presented by the use of the new technologies and business models.

For more info and to register, please visit: www.iaem.org.

Meeting, Event & Exhibition Management Classes at NVCC

Northern Virginia Community College's Hospitality and Tourism Management Program will be offering six courses for the spring semester beginning the week of January 9th. All classes will meet from 7:00 p.m. - 9:50 p.m. at the Annandale, VA Campus.

Introduction to Meeting Planning (TRV 130-001N) Monday eves. Designed for the individual with no prior work experience in the field.

Introduction to Association Management (TRV 140-001N) Tuesday eves. There is no prerequisite for this course.

Principles of Meeting Planning (TRV 235-001N) Monday eves. For individuals with prior meeting planning experience or who have previously completed TRV 130.

Exhibition Management (TRV 238-001N) Thursday eves. Designed for the individual with prior meeting or exhibition industry experience or who has previously completed TRV 235.

Meeting and Exhibition Marketing (TRV 255-001N) Wednesday eves. Designed for the individual with prior meeting or exhibition industry experience or who has previously completed TRV 235.

Meeting and Event Entertainment (TRV 295-001N) Tuesday eves. There is no prerequisite for this course.

Note: this course begins on February 7, 2006.

For more information about these classes and the Meeting, Event and Exhibition Management Program, contact Howard Reichbart at 703.323.3084 or hreichbart@nvcc.edu.

The entire program can be reviewed at www.nvcc.edu/curcatalog/

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Members Spend Time Together at the DC Chapter Reception at Expo! Expo! in Atlanta



DC Chapter Members Kick off the Holidays at The Mix





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A Newsletter of the
IAEMDC Chapter

Show Buzz

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