



# Show Buzz

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

## Plan to be at the First DC Chapter Luncheon of 2008 - January 11

January 2008

Save the date for the January 11, 2008 IAEE DC Chapter Luncheon Program. The Program Committee has organized a variety of table topic discussions facilitated by subject matter experts in the industry to start the new year.

There will be a variety of topics including: 21<sup>st</sup> Century Shipping Options, New Ways to Generate Revenue, Sneak Peek into the CEM Courses, and Implementation of Charitable Giving at Your Event.

Additional topics, facilitators, and the location will be available on [www.dc.iaee.com](http://www.dc.iaee.com) on January 2, 2008. Join us and share best practices with your industry peers.

## Don't Miss these Other 2008 DC Chapter Luncheon Programs

February 8, 2008	September 12, 2008
March 14, 2008	October 10, 2008
May 9, 2008	November 14, 2008
June 13, 2008	See You There!

Visit our Chapter website at:  
[www.dc.iaee.com](http://www.dc.iaee.com) for information  
throughout the year. . .

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

# Notes from the Board



Nancy DeBrosse

I would like to thank all the members of the IAEE DC Chapter for electing me to serve as your 2008 Chair. I have been a member of this organization since 1989 (Ok, so now I have dated myself!) and have found my participation in Chapter as well as national events to be very rewarding both personally and professionally. I have made some wonderful friends over the years as well as met new clients and foster those relationships through IAEE events.

I hope everyone had a wonderful holiday season and I wish you all a fantastic 2008! That being said, it is time to get back to business and I would like all of you to help us make 2008 a wonderful year for our Chapter!

The Board's goal for 2008 is to bring great programming to you, our members. We received some wonderful feedback from many of you about some of the 2007 programs and we want to expand upon those

this year in order to entice some of you to return to Chapter events and feel that you are receiving quality education through our programs. In order to do this, our Program Committee has reached out to all of you via a survey asking you what type of programming you want and need. We will consider your suggestions carefully.

I would also like to put out there a Call for Volunteers. In the last few months, the Chapter has made a concerted effort to reach out to new members as well as veteran members asking you to join one of our committees. We now have an updated list that continues to grow. We've spoken to many of you already and members have been placed on one of our committees. For those of you who would like to get more involved, please contact me and we will make sure that your energy is used wisely! You can call me at any time on my cell: 703-623-3431.

The Capital Area Food Bank (CAFB) was the "Charity of Choice" for 2007 that the Chapter chose to support. Through your wonderful donations throughout the year, we were able to present the CAFB with a nice check at the November 2007 luncheon. We want to continue this effort throughout 2008 and I encourage you to continue being as generous as you were in 2007 so we can assist this incredible organization.

As we get started in 2008, please always remember to visit: [www.dc.iaee.com](http://www.dc.iaee.com) for information about all this year's activities and information on how to contact the 2008 Board members. We are here to serve you and welcome all comments and questions. Remember to get involved: It is YOUR Chapter and we NEED your assistance to bring fantastic programming, special events and the *Show Buzz* Newsletter to you throughout the year. I look forward to hearing from you and remember, I am only a phone call away!

Let's have a wonderful 2008! Thank you again for this opportunity to serve you!

## IAEE Washington, DC Chapter 2008 Board of Directors

*IAEE Mission Statement: IAEE 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 IAEE is the principal resource for those who plan, produce and service the industry. Adopted 2006.*

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**2** *Show Buzz* is published six times per year (Jan., March, May, July, Sept., and Nov.) by the Washington, DC Chapter of the International Association of Exhibitions and Events. Editor & Designer: Valerie Carrico, The Write Company, [valerie@carrico.net](mailto:valerie@carrico.net)

# Chapter Charity: Capital Area Food Bank Presented with Check at November Luncheon

At the November 16, 2007 DC Chapter Luncheon Program, the Capital Area Food Bank (CAFB) was presented with a check for \$750 that was collected throughout the year from our 50/50 drawings, the U.S. Flag raffle, and donations. Shamia Holloway and Jana Richardson of the CAFB attended and accepted the check.

In addition, many members in attendance brought canned food items and our final donation from the food drive was delivered the week of December 17<sup>th</sup>. Our Chapter collected and donated over 400 pounds of canned food items.

The CAFB representatives also drew the winner of the U.S. Flag raffle and it was Mike Ambrose from Freeman. The flag had been flown over the U.S. Capitol, came with a certificate and is mounted in a shadow box. Congratulations to Mike!



Dave Coray, CEM & Susan Bennett, CEM present our check to CAFB.

**Thank you again to our DC Chapter members for your contributions throughout 2007 to support the Capital Area Food Bank!**



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# Welcome New DC Chapter Members

## **A2z Inc.**

Pranay Kohli

## **AARP Services, Inc.**

James Buie

## **Affinity Events**

Dave Body, Anthony Tedesco

## **American Academy of Audiology**

Brittany Kuntz

## **American Academy of Otolaryngology Head & Neck**

## **Surgery Foundation**

Tamara Burakowski

## **American Institute of Architects**

Christopher Gribbs, Christine Klein, Duane Zepeda

## **American Machine Tool Distributors Association**

Peter Borden, CMTSE

## **American Meat Institute**

Chris Bond, Anne Halal

## **American Psychological Association**

Mona Alcazar, Todd Voorhees

## **American Podiatric Medical Association**

Melanie Brandon

## **Association of Jewish Aging Services of North America**

Etel Menda

## **Baltimore Area Convention & Visitors Association**

Kim Allison, Ronnie Burt, Chad Chappell, CMP,  
Miskey Garcia-Smith, Ann Garvey, Kenneth Helmsley,  
Nicole Honeywood, Sheila Mires, Thomas Noonan,  
Alexis Perry, Theresa Rawlings, Pat Smith, Norma Taylor,  
Maria Webb, Aurelia Welsh, Kelly Williamson

## **The Bridge Group**

Cathy Arevian, Luke Durocher, Nancy Monahan

## **Choice Hotels International**

Virginia Gentilcore, Grant Pearce, Karolyn Riordan,  
Sarah Wingfield

## **Conference Incorporated**

Ben Hoffman, Jim Wilson

## **Consumer Electronics Association/CES**

Michelle Griffin, Angela Newburn, Tom O'Donoghue

## **Convention Strategy**

Joe Cooper

## **The Corporate Executive Board**

Imran Siddiqi

## **The Council for Exceptional Children**

Victor Erickson, Joan Melner, Annmarie Kallias, Carol Serrano

## **DMAA: The Care Continuum Alliance**

## **The Event Management Group**

## **EJ Krause & Associates, Inc.**

Norman Hannah, CMP

## **EventReady -TMI**

Stacy Andrulis

## **Experient**

Nancy Crum, Marcus Eng, Aaron Deorsey, Nancy Wise

## **Graphic Arts Show Company**

Chrissie Hahn, Patrick Langdon, Erin Harrison

## **Hargrove, Inc.**

Nancy Helton

## **INFOCOMM International**

Susan Burkhart, Robert Pennylegion

## **International Association of Emergency Managers**

## **The Investment Company Institute**

Shani Jackson

## **ITN International, Inc./bCard.net**

Judy Fairbanks

## **International Association of Emergency Managers**

Clay Tyeryar, MAM CAE

## **LA Inc. The Convention & Visitors Bureau**

Mary Bones

## **National Association of Broadcasters**

Bob Blau, Kelly Camirand, Jessica Sheridan

## **National Association of Chain Drug Stores**

Matthew Sherring

## **National Association of Convenience Stores**

Meredith Thomas

## **National Conference Services**

Kristen Francies

## **Las Vegas Convention & Visitors Authority**

Judy Chambers, CEM

## **National Contract Management Association**

Michelle Bourke, CMP

## **National Postal Forum**

Maureen Hite

## **National Trade Productions, Inc.**

Rhyanna Cleckley, Allyson Jenkins, Jamie Tiburzi

## **PCIA The Wireless Infrastructure Association**

Tim House

## **Questex Media Group**

Sarrah Anderegg, Jay Ashton, Lucy LeTourneau,  
Annie Leung, Courtney May, Mary Nicklin,  
Cal Simmons, Christy Vasquez

## **Snack Food Association**

Emily Baskin, Chris Clark, James McCarthy,  
Terri Sullivan, Shannon Welch, Elizabeth Wells

## **Society for Neuroscience**

Stephanie Embrey, Elvia Gonzalez, CMP,  
Paula Kara, CMP, Dawn Keane, Ramona Sawyer,  
Sharon Kerley-Bowles

## **Starwood Hotels & Resorts Worldwide, Inc.**

David Scypinski

## **Two Sisters Creative**

## **United Services Companies**

## **USA Hosts -Washington, DC Office**

Kudazyi Ngwerume, Gina Veneziano

## **Utilities Telecom Council**

Andy Browne, Peter Doherty, Janie Jones,  
Nicole Koglin, Karnel Thomas, Kristy Weinsbel

## **Vision Council of America**

Maureen Beddis, Brian Carroll, Evelyn Jimenez,  
Susan Martonik, Kristina Schatz

# DC Chapter Members Share their Expo! Expo! Experiences

Expo! Expo! IAEE's Annual Meeting & Exhibition in Las Vegas, in December was a smashing success! Penny Parr, Kimberly Bright and Chip Stansbury were some of the many DC Chapter members who attended and have recapped their experiences to share with our Chapter.

## **Penny Parr, CEM, CMP** USA Hosts

IAEE has always been the “must go to” educational meeting of our industry and the theme of this year's meeting, “The Power of Face to Face” aptly recognized the critical importance of doing business up close and personal. While it is a given that technology is essential to the healthy growth and development of any company, nothing takes the place of business through a face to face encounter.

My company is a new member of IAEE and although I have been a member for many years, it was important to see how the new, embrasive reach of IAEE would benefit us, a Destination Management Company. We play a dual role, as both a planner and supplier, so we were particularly interested in how this would impact our company. We were there to view the meeting on several levels. Did it speak to our needs as a company in search of new business partnerships? Did it speak to our needs as a company in search of new business solutions and did it speak to our needs as a company in search of understanding where our clients need us to go in the future?

It was also of particular interest, as we believe relationships are the power of what business is about. Knowing how your business partner thinks, what the company is about and building a foundation, based upon the alignment of principles, philosophies and trust is essential. Not only that, but the ability to “reach out and touch” a product to see how it works, to ask pertinent questions as it functions before your eyes, is invaluable. And the ability to experience adult learning in an interactive setting, to explore a topic in ways attendees in the room take it's direction, adds to the richness and depth of the topic that can't be replicated over the phone or on a screen. These were all components of the meeting we were deeply interested in experiencing.

As I review this past week's experiences as they relate to our goals, it would take another article to discuss in depth the benefit we gained from this meeting. Suffice it to say that the value of “The Power of Face to Face” was realized at this always current, educational meeting. It was demonstrated in every aspect that we were seeking; from meeting potential clients, to learning where our industry is going, to understanding how we can give back, and on a very personal level, to seeing old friends, the power of Face to Face was truly the focus *and* valuable outcome of the meeting.

## **Kimberly Bright, CEM** National Sheriffs' Association

Viva Las Vegas! The Annual IAEE Conference in Las Vegas again proved to be a valuable and worthwhile investment of both time and resources.

The ER Clinics on Monday offered a variety of options. I chose to attend the session, “Walking in Your Exhibitors' Shoes,” an informative look at your conference from the perspective of your exhibitors. Monday evening featured the Opening General Session and Opening Reception which offered a wonderful opportunity to catch up with people I have met during the past years conferences.

Tuesday's exhibit hall provided a plethora of options and new products. I met with some really great people and will be following up with several regarding new products my association may be interested in researching further over the coming year.

On Wednesday I attended the session “You Can Not Bypass Finance on the Way to Strategic,” a session from which I gained so much information it made the entire conference worthwhile. I would highly recommend this to anyone attending if it is offered again.

The Chapter Challenge was a great time, and an opportunity to meet people from our local chapter as well as see old friends. Unfortunately our team didn't make the finals but it wasn't for lack of a cheering section – those questions were hard! Wednesday evening I took the opportunity to taste a little “Vegas Flavor” and went to see the Cirque du Soleil show KA, which was an amazing production and an unforgettable experience.

Las Vegas was great, I had a wonderful time (and even left with a little money from the casino).

Can't wait for Miami!

## **Chip Stansbury** GES Exposition Services

IAEE's Annual Meeting means many things to each and every one of us.

But, for me, there are really two main take-a-ways that I get. First, and to me the most important, is the chance to develop, re-ignite, and to continue to grow relationships within our industry. There are many people that I get to see once a year at IAEE's Annual Meeting. There are people that I see once a month at the local IAEE meetings, but get to spend more time together at the Annual Meeting. But, the most important opportunity is to meet new people.

This year I had a great opportunity to introduce a “first timer” around. It was just a little scary to learn that I had graduated high school around the same time of her birth, but it was really a lot of fun to experience an Annual Meeting through the eyes of a person that is very new to our industry.

Second, the education. I do enjoy the opportunity to either learn new things or have someone re-affirm that what I am doing is the right thing. Each and every year the sessions at IAEE's Annual Meeting allow me to do both.

Let me take this opportunity to invite each and every one of you to attend the 2008 Annual Meeting. I am sure that you will find it is a great chance to grow both personally and professionally.

*Our thanks to Penny, Kimberly and Chip for sharing their experiences.*

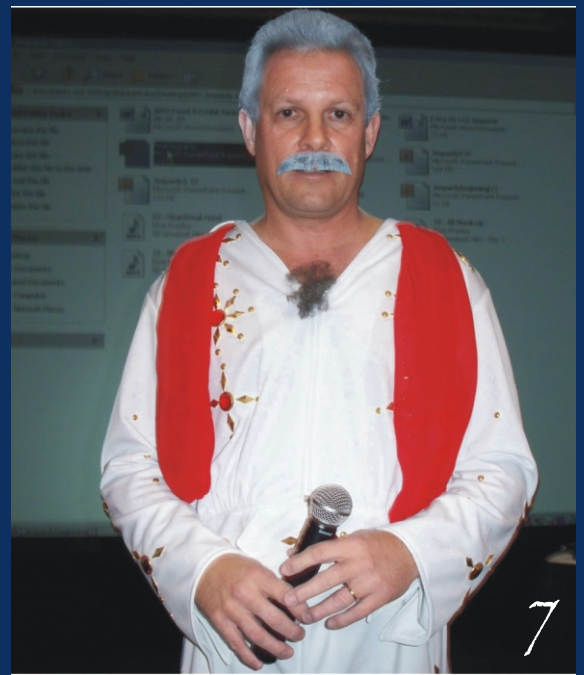


# DC Chapter Members at Expo! Expo!





# in Las Vegas ~ December 2007



# IAEE Award Recipients Honored at Expo! Expo! Congratulations to Several DC Chapter Members

IAEE honored the winners of the IAEE Individual Awards during the Opening General Session & Awards Presentation on December 10, 2007 during Expo! Expo! IAEE's Annual Meeting & Exhibition in Las Vegas, Nevada. IAEE's awards program recognizes professionals who have made outstanding contributions to the exhibitions and events industry.

Fifty-seven nominations were considered this year, and 14 outstanding individuals were selected for recognition. Congratulations to all the winners. We would like to recognize and congratulate the following **IAEE Washington, DC Chapter members**:

**The Pinnacle Award: Edward (Ned) J. Krause III**, president and CEO of E.J. Krause Associates, Inc. This award recognizes an individual who, over the years, has furthered IAEE's objectives of advancing exhibition and event management through the promotion of education, the dissemination of knowledge and the introduction or development of innovative techniques, and who has been dedicated to the perpetuation of the highest ideals, trust and professionalism in this highly specialized field.

**The Outstanding Achievement in Industry Leadership Award: Karen Chupka**, senior vice president of Events and Conferences at The Consumer Electronics Association (CEA). This award recognizes individuals who have made an extraordinary personal or professional commitment that materially contributes to the advancement of the exhibition and event industry, and demonstrates how voluntary leadership can enhance or change the industry.

**Outstanding Achievement in Innovation in Business Solutions Award: BD Metrics, Inc.** in Catonsville, Md. for its SmartPlatform technology. This award recognizes achievement in the creation of new and innovative business solutions. Candidates must demonstrate the creativity, utility and value that a business solution applies to meet the objectives its creators set out to address.

Apart from the Individual Awards, the following DC Chapter members were recognized and awarded the **Platinum Circle Award**: **Sam Lippman**, integrated show management & marketing (ism2); **M. Richard Melliand**, CISTEMS (Convention Information Systems, Inc.); and **Michael Muldoon**, Convention Management Group, Inc.

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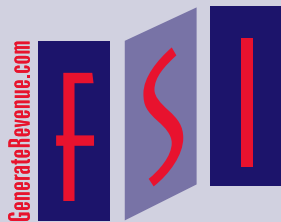
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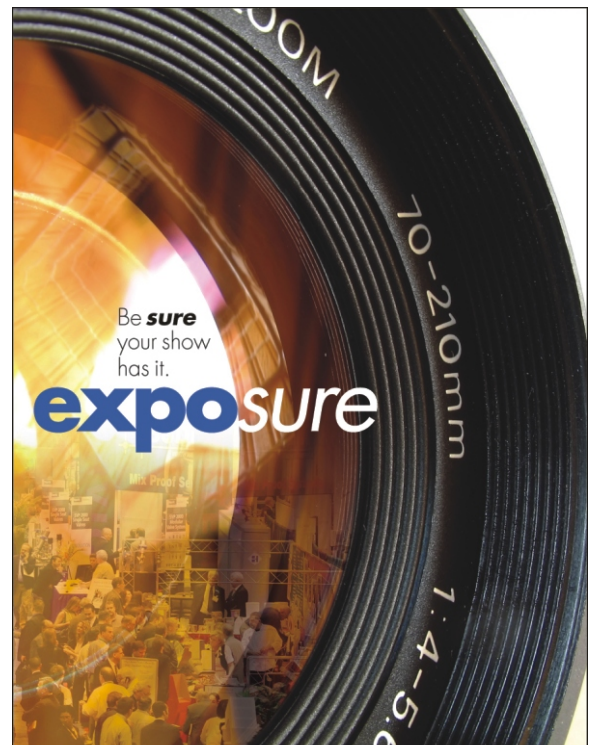
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# November 2007 Luncheon Program



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## Shooters

**Karen Miller, CEM** was recently promoted to Director, Exhibits at the National School Boards Association (NSBA).

**Nancy DeBrosse** has accepted a position at Experient, beginning January 2<sup>nd</sup> as the VP/Washington, DC Region. Previously, Nancy was the Vice President Marketing & Communications at Projection Presentation Technology where she worked for 22 years.

*Congratulations and our best wishes to Karen and Nancy.*

Would you like to share your news with  
the chapter about a  
promotion, job change, or award?  
If so, please email it to  
Valerie Carrico for inclusion  
in a future "Shooters" listing in Show Buzz:  
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of Exhibitions and Events

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