



July/August 2014

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

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An Exhibitions Day Perspective From Those Who Were There

Contributions by: Karen Miller, CEM, National School Boards Association and Chair, 2014 Washington, DC Chapter; Amy Durkin, CEM, National Catholic Educational Association and Past Chair, Washington, DC Chapter; and B. Murphy, CEM, Fern Expositions and Event Services, Special Events Director, Washington, DC Chapter

June 17 was a momentous day for our industry...the inaugural Exhibitions Day when over 100 industry professionals descended upon Capitol Hill to meet with various members of Congress and their staff. The purpose of this venture was multi-faceted:

- to support the JOLT Act (Jobs Originated through Travel Act);
- to allow government attendees to come to more events;
- to discuss the impact of the Visa Waiver Program;
- to stress the importance of the International Buyers Program;
- and to ask for support of the Travel Promotion Act.



Karen's Perspective:

When David DuBois and Cathy Breden approached the DC Chapter about supporting the event, it was a natural fit. Not only because of the location, but we are the largest chapter of IAEE and I felt it should be our mission to make sure we had a strong representation from the chapter.

Although I have been in Washington DC for 20+ years,

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NOTES FROM THE Board

Getting your CEM is more than another acronym after your name!

2:



B. Murphy, CEM
Director of Special Events



Donna Johnson, CEM, CMP, CTS
Director of Marketing

IAEE created the Certified Exhibit Manager (CEM) program in 1975 – before many of us even knew what a trade show was (well some of us might have known). It was developed for the industry to raise professional standards and is recognized throughout our industry as the pinnacle of professional achievement.

Our industry is constantly changing and working towards your CEM certification and/or renewing your certification provides everyone an opportunity to immerse themselves in our industry's best practices. It also provides an opportunity for you to network with colleagues and learn new innovative ideas.

The CEM classes are more than just a presenter and book. They are fun, interactive and sometimes challenging. You gain practical knowledge that you can use in your job every day, but it is the relationships and the bonds formed with fellow classmates throughout the

CEM classes we sat through and now teach that are invaluable. We have an expanded network of colleagues to reach out to discuss a real life challenge or talk about what's new or just to say "hi". The financial and time investment is invaluable.

Another great advantage of the CEM program comes in the form of the "synergy" and appreciation that we get for "Both sides of the Story." As a Supplier, I got an eye-opening experience as I sat in some of the classes and realized that there is so much more to putting on a successful event than what I see inside my limited scope. I gained a totally new insight into the many "nuances" that Planners and Show Managers have to deal with, no matter what the size of the event.

In the CEM training modules, there is no Planners vs. Suppliers – There are Planners, Show Managers and Suppliers coming together to learn, share ideas, challenge each other to "think outside of the box," and ultimately improve the quality of the events we present and the industry as a whole.

Earning your CEM and walking across the stage at Expo!Expo!; hearing your name read in front of thousands of industry professionals; being recognized by your peers as someone who is truly "vested" in our Industry, and having the honor of using those initials behind your name is really the "icing on the cake" of this program.

For more information about the CEM Training Program visit www.iaee.com

Mark Your Calendar

Chapter upcoming activities are noted on our website <http://www.iaeedc-chapter.com/page.cfm/ID=1>

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

Typical agenda:

Registration and Networking Reception:

11:45 a.m. – 12:30 p.m.

Luncheon and Education

Program:

12:30 p.m. – 2:00 p.m.

IAEE Luncheons:

When: September 12, 2014

Where: Sequoia Restaurant Washington, DC

Topic: Using Predictive Data to Segment Your Show Marketing, Presenters: Kevin Miller, President, Frost Miller Group & Doug Oldfield, Senior Director, New Business, Epsilon
Registration coming soon!

When: October 10, 2014

Where: TBD

Topic: Using Data to Drive Exhibitor ROI – A Consultative Approach
Panelists: David DuBois, IAEE President & CEO; Skip Cox, IAEE Chairperson, CEO & President Exhibit Surveys; Jason McGraw, IAEE Immediate-Past Chairman, Senior Vice President Expositions, INFO-COMM; and Chris Brown, Executive Vice President, Conventions & Business Operations, National Association of Broadcasters

Special Events

Expo! Expo!

IAEE DC Chapter Reception at Expo Expo will again be sponsored by



Registration open now!

Karaoke Evening in Old Town

Join us for a “Last Summer Fling – Sing!”

August 27th at Rockit Grill at 6:00 pm! Registration is now open – please register by August 25th. Food & Drink provided. Rockit Grill is located 3 blocks from the King Street Metro.

Sponsored by: AVID Productions

Correction

The article featured in the May/June issue IAEE DC Chapter Members Speak at GWU Conference & Exposition Management Class was submitted by Kelly E. Kilga, CEM.

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Welcome New Members

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Lina Attai
Rosser Clark
Jaclyn South
Brittany Tevis

Frank Strategic Marketing

Gerry Frank

Freeman

Ruth Contino
Martin Cymbal
Jason Wolf

Hampton Convention & Visitors Bureau

Helene Lippe

Hotels for Hope

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Denise Clineff

LeadingAge

Heike Spichal

Marketing Design Group

Alyssa Amand
Kimberly Coerr

Marriott International Inc

Lisa Estala, CMP

National Association of College Auxillary Services (NACAS)

Lillian De Lisle
Eleanor Mower
Caleb Welty

National Business Aviation Association Inc

Sierra Grimes
Aimee Kaufman

National Cable & Telecommunications Associaton

Carleigh S. Blewett
Tobi Brown
Lauren Dwyer
Lesley Fondren
Regina Ford
Vicki Jansheski
Mark Manlove
Lauren Martella
Katie Mousavian
Esther Song
Krista Tran

National Catholic Educational Association

Matt Russell

Trinity Washington University

Devin L. Watts

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Do you have a topic that you would like covered at a lunch? Contact Paula Herz, pherz@shepardes.com or Charlie Robinson, crobinson@tradeshawlogic.com.

Interested in sponsoring an event? Contact Bill McGlade to learn more at bmcglade@a2zinc.net.

If you have any questions or comments about the articles in this newsletter, please contact Donna Johnson at 202.367.1271 or djohnson@courtesyassociates.com.

If you would like an extra copy of any issue of Show Buzz, please send an e-mail to Donna Johnson at djohnson@courtesyassociates.com with subject line Copy of Show Buzz.

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

Shooters

Patricia K. Adair is now at National Home Infusion Association

Mark Bell, National Cable & Telecommunications Association, is now Vice President Industry Affairs

Tammy Berger, CEM, American Speech-Language Hearing Association, is now Director Exhibits

Karissa Bingham, Association for Unmanned Vehicle Systems International, is now Meetings Manager

Karen Bradley Burnett, American Academy of Physician Assistants, is now Senior Director, Conference & Meetings

Michael Cerami, Association of the U.S. Army, is now Director, International Sales

Kimberly Coerr, Marketing Design Group, is now VIP Program Specialist

Alice Conway, Stratford University, is now Director of Event Management Program

Martin Cymbal, Freeman, is now Senior VP, General Manager

Nancy Davis, Illinois Court Reporters Association, is now Executive Director

Lisa Estala, CMP, Marriott International, Inc., is now Senior Manager Meeting Planning Services

Jay McCabe, CES Security Inc., is now Senior Vice President

Cheryl Padilla, National Business Aviation Association, is now Vice President Convention & Forums

Chris Strong, National Business Aviation Association, is now Senior Vice President

Carol J. Sullivan, National Cable Telecommunications Associations, is now Show Management

Mike Swinburne, CEM, National Association of Chain Drug Stores, is now Exhibit Sales Manager


Michael Claire Tedford, CMP, Association of Microbiology is now Convention Sales Manager

Sherri Thadeus, Hawaii Convention Center (AEG) is now Regional Director of Accounts East


Kristin Via, Hampton Convention & Visitors Bureau, is now Group Sales Manager

Jason Wolf, Freeman, is now Client Solutions Manager

Melinda Yum, National Cable & Telecommunications Association, is now Show Management




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Photos of the Washington, D.C. chapter luncheons and other events
Photos: Bob Blanken
IAEE DC Pinstripes Event



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NY/DC IAEE ATLANTIC CITY INVITATIONAL HOSTED BY MEET AC

September 14-15, 2014

The NY/DC IAEE Atlantic City Invitational hosted by Meet AC and sponsored by Harrah's, Trump Hotels, Revel Entertainment, and Borgata is the perfect place to meet and network with IAEE members, exhibit managers, meeting planners, and vendors from both the New York and Washington, D.C. chapters. This will mark the sixth year of the event. Go to golf.nyiaee.com for full event details and registration.



**Register at
golf.nyiaee.com**

**Opening Cocktail
Reception at
The Pool at Harrah's**

**Golf Tournament at
Atlantic City Country
Club**

**Choose to play golf,
spend day at the spa or
participate in golf clinic**

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QUESTIONS?

Tournament Management:
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www.iaeedc-chapter.com

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Exhibition Day Perspective

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I, personally, am as far from being a politico as you can get. However, working for an association has made me understand the power of lobbying and the importance of meeting with members of Congress. Of course there's always the tremendous value of "face-to-face" as we all know, too.

So I channeled my inner "Elle Woods" (from *Legally Blonde*) and joined my esteemed colleagues for a full day of meetings with leaders from 19 states. Due to our location, I knew there would be plenty of industry representation in Virginia and Maryland, so I volunteered to visit representatives and senators from New Jersey (my home state). I had the honor of having Skip Cox, 2014 IAEE Chairperson, accompany me to two of my three meetings. The first thing I learned is that, when lobbying on the hill, you will rarely meet with an actual senator or representative. Instead you will meet with lots of legislative assistants! However this gave Skip and me a great opportunity to educate them about the impact our industry has as well as explain why the support of the aforementioned acts is integral to the US economy as a whole. My last meeting was with Representative Frank LoBiondo (R-NJ) who actually asked me to stay and chat with him personally. Being from a more rural area and one that

is dependent on tourism, he wholeheartedly understood and has supported the issues for which we are advocating. It was a very rewarding end to a busy day.



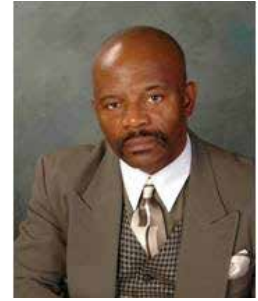
Amy's Perspective:

Ms. Durkin goes to Washington. That was the mindset for my first trip to "The Hill". I have lived in Washington, DC for 15 years, but have never exercised my right to visit with my senator or House member. I, along with many of my industry colleagues, met with members from the offices of Senators Mark Warner and Tim Kaine. We also met with Rep. Jim Moran's staff and were honored when Rep. Moran called in to speak with our group! Since my convention is taking

place in Orlando, FL in 2015, I also visited the office of Daniel Webster (R-FL).

All of the Congressional Staff members were eager to hear about our respective roles in the meetings industry and how our meetings affect their home districts. They had thoughtful and engaging questions.

At the end of the day, I felt I had truly participated in an activity that could impact my industry. I look forward to next Exhibitions Day!



B's Perspective:

Much like my esteemed colleague, Karen, I "opted out" of visiting with the Virginia representatives since I knew it would be well covered. I drew the task of meeting with the entire Utah delegation (4 Members of Congress; 2 Senators) since there was no one in attendance from Utah, and I have lived there for over

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Exhibition Day Perspective

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30 years before coming to DC.

I was surprised and pleased at the reception that I received from the Members' offices. I met with their staff who seemed to be very well versed and educated about the issues that affect our Industry. On one occasion, I actually met with Congressman Chaffetz (R-Ut) himself.

I was joined in my visits to the US Senators' offices by Aaron Bludworh, President & CEO of Fern Expositions, who had flown in from Cincinnati to meet with the Ohio delegates. We spent a great deal of time together with Senator Mike Lee. In the office of

Senator Orrin Hatch, we met with his Chief of Staff.

One takeaway for me from the experience is: How fortunate we are to be able to avail ourselves to our elected officials, and for them to actually "listen." I believe that this was a great opportunity for me/us to educate, inform, and exchange ideas with the people that we elect. All in all it was a successful day. Besides – Now I have, at least, two contacts to help get a Capitol or White House tour!

Final Thoughts:

Just like Karen "Elle Woods" Miller, we are looking forward to the next Exhibitions Day and continuing the conversation with elected officials to ensure the strength and value of our industry. If you were not able to join us this year, consider taking some time out to do so next year. We guarantee that it's an experience unlike any other, and you will help make a difference in getting the word out about the difference we make!

Connect with the D.C. Chapter

- **Facebook:** www.facebook.com/IAEEDC
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