



May/June 2014

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

[www.iaeedc-chapter.com](http://www.iaeedc-chapter.com)

## Inside

From the Board 2

Mark Your Calendar 3

Welcome New Members 4

Shooters 5

Social Buzz 6

IAEE DC Chapter Members Speak at GWU Conference & Exposition Management Class 9

## International Travel Needs a JOLT!

By Terence Donnelly, CMP



I am not asking you to pick your favorite sugary soda. The meetings and travel industry needs to help “jolt” international travel by getting

the word out on the JOLT Act (HR-1354). There are currently 123 bi-partisan congressional sponsors for the bill.

### Why support the JOLT Act? Because the JOLT Act would:

- Modernize and expand the Visa Waiver Program. Currently the process to get an international Visa to travel to the United States is cumbersome with onerous requirements. Particularly for countries like Brazil, Chile, and China, it can take months for travelers to get a Visa. Currently, only 37 other countries enjoy this “Visa-free” entry process.

- Allow video conferencing for interviews from U.S. consulates. Right now someone from Brazil or China has to incur travel expenses (including flights and hotels) to meet with a U.S. consulate for an interview to be approved to visit the United States. By utilizing a modern and secure video conferencing platform, these costs and delays in the process could be eliminated.

- Reduce Visa wait times through enhanced processes and ease of restrictions for all international travelers. Current wait times are a minimum of 10 days after you have already filled out the application, sent in your photos, had your application service center and consulate interviews, and provided fingerprints. And this is the standard whether you

*Continued on Page 4*

# NOTES FROM THE Board



**Bill McGlade,**  
Director of  
Sponsorship &  
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**Andrew Ortale,**  
Vice Chair

## Golf Means Business

Keep your eye on the ball, focus, and aim toward the target. That can be attributed to almost anything in life, including business. We all need to focus and strive to achieve our goals the same way we focus and practice to play better golf. But golf is not just a sport where we seek to excel athletically. Golf is a social gathering and relationship building activity, golf is a business opportunity, and golf is a personal learning experience.

Ben Hogan said, “golf is mainly played on a five and a half inch course, the space between your ears.” There is no better way to develop a deeper your connection and understanding with industry peers, potential clients or vendors, or professional mentors. Here are a few reasons why golf should be an important part of your professional development:

1. Golf is a great way to build or deepen business relationships. As a sport, you spend very little time hitting the ball. The majority of time is spent in conversation with other players.
2. Players of every ability and age can enjoy golf together.

With handicap scoring, golf allows a novice to play alongside a veteran player and still keep the game enjoyable for everyone. In business this levels the playing field and makes it possible for anyone to play together.

3. Golf enhances mental skill. Golf is a thinking game about course management. Playing with colleagues may give insight into how they handle stress or a difficult situation. Want to know how your vendor handles pressure? Golf with them.
4. Golf can also be a reflection of character. This is a sport of scrupulous honesty where players are asked to score themselves and it is easy to cheat. Honesty and integrity are usually fairly evident on a golf course.

From the greats like Bobby Jones, Arnold Palmer, Gary Player, and Jack Nicklaus we were taught the values they brought on the course and off, the great life lessons and virtues, the kindness of the human heart, the tenacity and will to push on even under the greatest of odds. In business we

want to work with these same kinds of people. Golf is a great way to find out more about the people you work with...and enjoy a great day of exercise and good conversation as well.

The weekend of September 13th, the IAEE DC Chapter has again been invited by the IAEE NYC Chapter to participate in a Ryder Cup style golf event hosted by Atlantic City. This is the perfect opportunity expand your own professional development, enjoy some time with other DC Chapter members and at the same time build new relationships with NYC chapter members. Planners will be hosted for free, and vendors have several sponsorship or participation levels to choose from.

Like the exhibition and events industry, golf takes hard work and focus. As a face to face industry built on relationships...what better way to learn more about the people you work with and rely on to meet your budget, make your sales goal, and ensure attendees and exhibitors have the most conducive environment for business. Golf means business, and business is done on the golf course. Let's tee it up.

## 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

*When:* November 14, 2014

## Special Events

### Bowling & Bocce Ball

Join your industry colleagues for fun night of Bowling & Bocce Ball on Wednesday, July 16th at Pinstripes, 1064 Wisconsin Avenue NW, Washington, DC 20007. More details and registration information will be coming soon!

### Expo! Expo!



IAEE DC Chapter Reception at Expo Expo will again be sponsored by Additional details and registration information will be coming soon!

### Karaoke Night

Join us for a night of karaoke on August 27th at Rokit Grill at 6:00 pm located at 1316 King Street, Alexandria, VA. Sponsored by Avid Productions.

:3

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# International Travel

Continued from page 1

are traveling from not just Yemen, but less threatening countries like Brazil or Chile.

- Expand the successful Global Entry Program. I personally just completed my process with a TSA interview at the PCMA Convening Leaders conference in Boston. It was an easy process that creates a pre-approval process for low-risk international travelers. I believe by expanding this program, it shows the friendly and inviting side of our country and destinations.

And, what do you do next?

- Go to TravelCoalition.org and click on “Action Center.”

- Choose “Alert 2” referencing the JOLT Act in the center of the page and click “Take Action” to tell your congressional representative to co-sponsor the Act. The site is user-friendly and can easily take you through the process.

This sounds like a no-brainer. However, this bill has a long way to go to get passage. So, we need you to take action. Our Task Force will continue to follow its progress. There is a possibility that some of the elements of the JOLT Act could be included in an overall immigration reform bill that is getting a lot more press.

In other news, the meeting industry has recently given a “jolt” to the Meetings Mean

# Welcome New Members

## AABB

Tyniah Christian

## Association of Clinical Research Professionals—ACRP

Samantha Engler  
Terri Hinkley, RN, BScN, MBA, CCRC  
Sara Kilkenny  
Christine Montgomery

## Choose Chicago

Peter Cronin

## Conference Managers

Eunice Dade  
Tabitha Kasik  
Kim Laws

## EJ Krause & Associates Inc

Monika Blume  
Kara Krause  
Carleigh Smith

## Freeman

Bob Lucke

## Greater Richmond Convention Center (Global Spectrum)

Jenny Toomey

## International Sign Association

Scott Meeks  
Karen Smith

## Koeppen, Elliott & Associates Ltd

David Elliott  
Michael A. Koeppen

## National Recreation & Park Association

Matt Brubaker

## Optical Society of America

Glenn I. Ono

## Pasadena Convention Center

Ann Garvey, CMP

4:

# 2014 Board of Directors

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ASIS International  
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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 bmclade@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.**

ShowBuzz is published six times per year (January, March, May, July, September and November) by the Washington, D.C. Chapter of the International Association of Exhibitions and Events.  
Editor: Donna Johnson, CEM, CMP, CTS, djohnson@courtesyassoc.com  
Design: Two Sisters Creative, karen@twosisterscreative.com  
Photography: Bob Blanken. Printing: Day & Night Printing.



# Shooters

**John Bailey, CEM**, National Rifle Association is now the Operations Manager

**Tira Baror**, Consumer Electronics Association, is now National Account Manager

**Mark Bogdanskyy**, National Retail Federation is now VP of Exhibit Operations

**Lynn Brewer**, American Bus Association is now Senior VP of Meetings

**Whitney Brown, AMT** — The Association for Manufacturing Technology is Media Communications Manager

**Patricia Coldwell**, Hargrove, Inc. is now Director of Exhibit Sales

**Alexandra Crispino**, Eventpedia, is now Specialist

**Peter Cronin**, Choose Chicago, is now National Sales Manager Convention Sales

**Jennifer Custer**, CTIA — The Wireless Association, is now Meeting & Events Coordinator

**Danielle Dade**, Consumer Electronics Association, is now CES Marketing Specialist

**Linne Dilorio**, Greater Richmond Convention Center (Global Spectrum), is now Director of Sales & Marketing

**Sarah Driver, CEM**, has joined AABB, as the Manager, Exhibits & Corporate Services

**David Elliott**, Koeppen, Elliott & Associates Ltd, is now Vice President

**Caitlin Fox**, Access Intelligence is now Senior Marketing Manager

**Nicole Gentile**, American Jail Association is now Director of Business Development

**Maureen Goodson**, National Postal Forum is now CEO

**Mary Guthrie, CMP, CEM**, National Postal Forum is now Director of Marketing & Exhibits

**Roger Haisman**, COMPTTEL, is now VP, Membership & Conference Services

**Kristen Heggenstaller**, National Rifle Association, is now Manager of Exhibitor Services

**Donna Jarvis-Miller, CMP, CEM**, has joined the American Public Human Services Association as Conference Manager

**Sara Kilkenny**, Association of Clinical Research Professionals - ACRP, is now Director, Global Conference & Exhibition

**Michael A. Koeppen**, Koeppen, Elliott & Associates Ltd, is now President & CEO

**Alyssa Kolat**, has joined the National Rifle Association as Meetings Manager

**Heather Lee-Landers**, CTIA — The Wireless Association is now AVP, Sales & Marketing

**Shannon Lockwood** has now joined Greater Richmond Convention Center (Global Spectrum) as Sales Coordinator

**Bob Lucke** has joined Freeman as Director of Business Dev. - Washington DC

**Bill McGlade, CEM** has joined a2z, Inc. as Director, Strategic Accounts

**Christine Montgomery**, Association of Clinical Research Professionals - ACRP, is now Global Conference & Meetings Manager

**Sarah Novak** has joined American Feed Industry Association as VP of Membership & Public Relations

**Amanda T. Patrick**, Railway Supply Institute Inc, is now Membership & Marketing Manager

**Moya Pheleps**, National Mining Association, is now Senior VP

**Jeffrey Poole, CEM**, National Rifle Association is now Managing Director of Shows & Exhibits

**Monika Schulz**, Association for Healthcare Philanthropy, is now COO

**Karen Smith** has joined International Sign Association as Manager, Business Development

**Tammy B. Workman, CEM** has joined Association of Clinical Research Professionals — ACRP as Advertising & Exhibit Sales Manager



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

IAEE DC March/April Luncheons

**March Luncheon**



*Richard L. Dobson, CEM and Terrence Keenan*

6:



*Lesly Rehaut, CMP, CMM, Josie Zamolyi Caldwell GES and Mark Szymczak*



*Angela Carr, Kiki Janssens, Tara Gabaldon, Steven Storey and Alan Bannatyne*



*Sheila R. Neal, CAE and Tom Albrecht*



*David McAuley and Faye Memoli*





*Pennie Hawks, Scott Hersh and Sara Wittshire*



*Kiki Janssesns, Pennie Hawks and Sara Wittshire*



*Karen Miller, CEM, Charles Robinson and Angela Carr*



:7



*Tara Gabaldon*



**April Luncheon**



*Terence Donnelly, CMP and Mary Higham, CEM*



*Tara Gabaldon*

8:



*Selwa "Sel" Alawi, Martha Dowd and Lisa Lanna*



*04a Mary Gallagher, CMP, Christine Segal, CMP,  
Tara Gabaldon, B Murphy and Lesly Rehaut, CMP, CMM*

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# IAEE DC Chapter Members Speak at GWU Conference & Exposition Management Class

By Amy Durkin

In February, a group of IAEE Washington DC Chapter members presented information about the trade show industry to a class of students in the Masters of Tourism program in the School of Business at George Washington University. The presenters were led by Amy Durkin, CEM, Director of Association Events at the National Catholic Educational Association (NCEA), with Diane Vidoni, CEM, Vice President of Operations and Conferences at National Trade Productions (NTP); Kelly Kilga, CEM, Director of Operations at Graphic Arts Show Company (GASC); and Andrew Ortale, Executive Vice President at NTP joining her.

This class was focused on Conference and Exposition Management and there were over 30 students in attendance. Soyoung (Vicky) Boo, PhD, is the professor who organized for the IAEE DC Chapter members to present and speak about how the trade show industry works as well as discuss career options within the trade show industry. She has a degree in Hospitality Administration from the University

of Nevada, Las Vegas, and has done extensive research about ROI and risk management for events and meetings.

The four industry professionals provided brief overviews of their current positions along with some background on how they got into these careers and specific jobs while making connections between various areas of the industry; i.e. how general service contractors work with show managers.

The group also had the opportunity to share information about the IAEE mission and goals and invite students to future chapter events. Dr. Boo has worked with the DC Chapter for a number of years and is strong supporter of student involvement with the chapter. Students were encouraged to attend monthly luncheons and take advantage of the “first-time attendee” free registration or attend networking events to make connections that could lead to careers. Dr. Boo was also interested in sharing internship/open position information from anyone in the chapter with her students. She can be reached at soyoungb@

gwu.edu

There was time at the end of the presentation for questions and the graduate students came prepared! The focus of their questions was on careers: what are starting salaries; what personalities and skills are needed to get positions in this industry, especially for salespeople; and how do corporate event planning jobs differ from those in the association or government sector. These students were thinking ahead to their careers and how to make the most out of their graduate studies as they prepared for the future. Diane observed, “It was inspiring to see the level of interest the students had in various sectors of the events industry.

From expo and conferences to wedding planning and special events, the students had a keen desire to learn more and begin using their classroom knowledge in practical settings.”

IAEE DC Chapter members have opportunities once or twice per year to present to Dr. Boo’s students. For more information or to get involved in the program, please contact Amy Durkin at [adurkin@ncea.org](mailto:adurkin@ncea.org)

:9



## Upcoming IAEE Events

Krakoff Leadership Institute  
2 – 4 August, 2014

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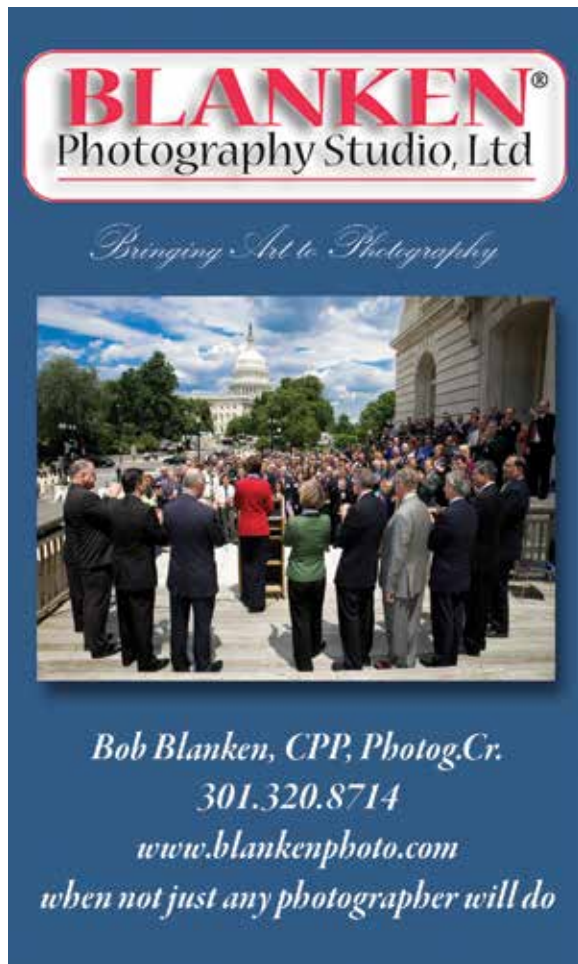
Krakoff Advanced  
Leadership Institute  
3 – 5 August, 2014  
Savannah International  
Trade & Convention Center  
Savannah, GA

CEM Week 2014  
18 – 22 August  
Austin Convention Center  
Austin, TX

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Expo Expo  
9 – 11 December, 2014  
Los Angeles, CA

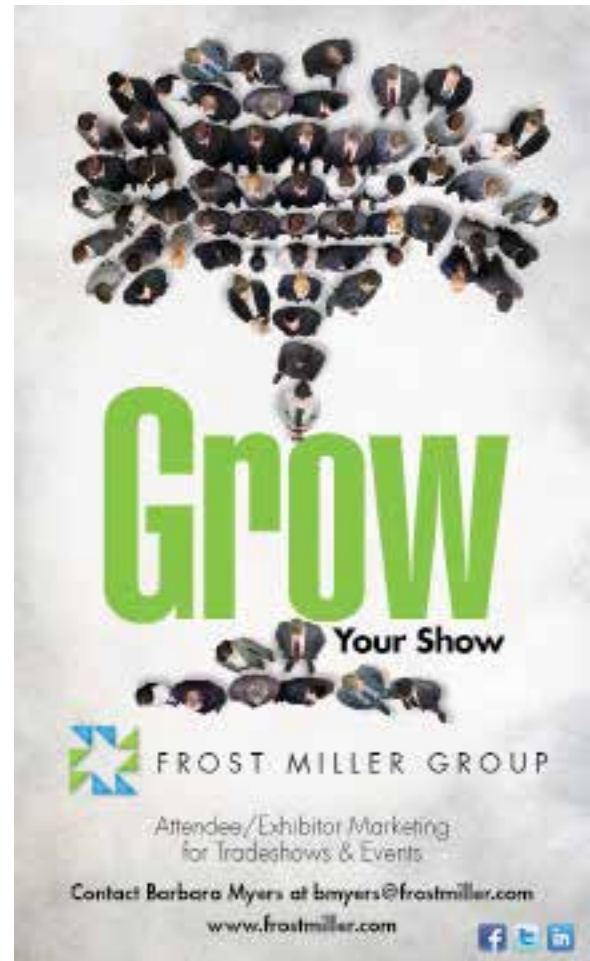
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# IAEE DC Committee Members

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	Allison Burns	Society for Neuroscience	aburns@sfn.org
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	Stacie Doan	AMSUS	stacie.doan@amsus.org
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	Barbara Bienkowski	Barbara Bienkowski Sponsorship and Exhibit Services	barbarabienkowski@gmail.com
	Kate Hawley	American Association of Pharmaceutical Scientists (AAPS)	hawleyk@aaps.org
	Sia Mullen	Optical Society of America	smullen@osa.org
<b>Education Programs</b>	Paula Herz, Co-Director	Shepard Exposition Services	pherz@shepardes.com
	Charlie Robinson, Co-Director	Tradeshow Logic	crobinson@tradeshowlogic.com

:11





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