



November/December 2014

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

www.iaeedc-chapter.com

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My Take Away...After 15 Years

*Donna Jarvis-Miller, CMP, CEM,
American Public Human Services Association*



When asked to contribute to our newsletter, I pondered what bits of wisdom that I could share which would cause one to read beyond the first sentence.

Should I be philosophical and talk about all the changes that have happened since starting my career? Should I share experiences about working with multi-generations, or give the reader some profound new idea that will help them do their job better?

I settled on sharing my “top six takeaways” from the past 15 years. These are ideals in which I practice every day as a conference manager and trade show organizer and they have served me very well. So here goes...I hope you read to the end!

1. Find Your Passion

My father, who is now 80, taught me that finding your passion will cause for light work even when you are putting in long hours or being challenged. When I mentor individuals who want to join the ranks of planners and trade show organizers, I advise them that when you LOVE what you do you will always put out your best work. Set the expectation of yourself that failure is not an option, surround yourself with smart people, and work hard- play hard. If this work is truly your passion, you will then enjoy one of the best careers possible.

2. Color Outside the Lines

When handed a floor plan or menu, don't take it at face value that it is the only

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NOTES FROM THE Board

It Takes a Village to Accomplish Great Things!

How is it suddenly November already? I feel like just yesterday I was arriving in Houston at Expo! Expo! and being handed the reins of the IAEE DC Chapter by Debbie Langelier. (My first clue should have been how excited she was while handing over those reins!) However, in all seriousness, being IAEE DC Chapter Chair has been a very rewarding and terrific learning experience. As the saying goes, you should do one thing every day that scares you...honestly becoming chair was something I thought long and hard about. Not that I was scared, but I wanted to make a difference to the chapter and make my year count as chair.

If you've attended a chapter luncheon in the past few years, you know we do "shout outs." To start this closing article, I want to give a shout out to my fellow board members as well as all the terrific volunteers who helped make this year so successful.

Under Charlie Robinson and Paula Herz's stewardship, we had strong programming at each of our luncheons. Charlie brought some of the most well-known industry leaders to the chapter and had them speak

on all the hot button topics of the year. Paula worked hard to secure locations that were not only convenient to most of our attendees but as cost-effective as possible for the chapter. We had record attendance at our lunches, even when Mother Nature threw a wrench into the February one!

B. Murphy and his Special Events Committee once again hosted a number of terrific networking events. The ever-popular bowling night moved to a new location to Pinstripes in Georgetown; we bonded with other chapter members at a reception held during the Women's Leadership Forum; karaoke made a return with a record number of "singers;" the Las Vegas CVA generously hosted us at their offices in mid-October; and we gave back to our community at the Capital Area Food Bank. Be sure to mark your calendars for the chapter reception at Expo! Expo! Raffles were added to the bowling and karaoke events — helping us raise additional money for our chapter charities.

Thanks to Bill McGlade and his Sponsorship Committee, we had a number of new sponsors support our events and lunch-

eons this year, in both the form of traditional cash sponsorships and through the donation of raffle items. A great big thank-you to all these organizations for your support, we wouldn't be able to offer some of the opportunities we do without you!

Our social media outreach continues to grow, thanks to Mary Higham and her Communities and Outreach Committee. There were a record number of tweets and Facebook posts/likes for our various events and outreach efforts. We also started our blog, Capitol Ideas. Please send an email to IAEEEDC@gmail.com if you would like to contribute to the blog.

Of course, no one would know about all these great events without Donna Johnson and her Marketing Committee; they kept the chapter abreast of registration deadlines and produced the critically acclaimed Show Buzz.

And last, but not least, the "behind the scenes" people upon whose counsel I consistently relied: Ronnie Schaer secretary, for keeping the minutes of our Board meetings, thereby keeping us on track; Dede Walsh, our treasurer who will continue to lead us to financial



Karen P. Miller
2014 Chair

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prosperity; Andrew Ortale, vice chair, who was brave enough to step in when my “real job” took precedence; and of course, Debbie Langelier, immediate past chair, who continued to guide the chapter with her knowledge and experience.

Looking back, we, as a chapter, accomplished quite a few things that we are proud of and I would like to share those accomplishments with you, our members.

One of the responsibilities that we have as the board is to make sure the chapter stays fiscally viable, while still offering exceptional programming without increasing costs to the members. We’ve managed to do that through careful review of our expenses, program locations and offerings.

Two major decisions were made this year: the hiring of a chapter administrator and moving Show Buzz to an online format. Yes, friends, this will be the last print issue of Show Buzz. In addition, with the move of Show Buzz to a digital format, traditional articles also will be found on the chapter blog starting in the new year. Look for more information about advertising and story submissions in upcoming emails!

Hiring a chapter administrator was vital, too. Patti Steele, of Steele Conferences, will be responsible for managing administrative chapter duties among other tasks that the chapter might need. This will free up time for board members - who historically have been overwhelmed with these details - to concentrate on a more strategic role in the coming years, ensuring the continued health and growth of the chapter.

One of our largest endeavors was supporting Exhibitions Day. We had more than 100 industry

professionals visit Capitol Hill to meet with members of Congress and ask for their support of important industry initiatives such as JOLT Act; the impact of the Visa Waiver Program; the importance of the International Buyers Program; and support of the Travel Promotion Act.

Since we are the Washington, D.C., Chapter and the largest chapter of IAEE, this was a natural fit. If you weren’t able to participate this year, keep your eye out for announcement of the 2015 Exhibitions Day. I strongly urge you to take part in this worthwhile activity and show your support for our fabulous industry.

With the passing of Bob Dallmeyer, an important figure in our industry, a decision was made to make his Education Fund the charity for 2014. In addition, money also was donated to the A.J. Janosko Education Trust. I would like to extend a thank you to all those who contributed to these outstanding causes.

In the beginning of the year, my goal was engagement, so I want to thank each and every one of you for engaging, reaching out, volunteering, mentoring and looking out for one another. I saw an increase in all levels of involvement from the membership. I believe the DC Chapter had an outstanding year and it was my honor to lead this fine group of IAEE members.

I will still be available should you have a suggestion, need assistance or advice; in addition, remember to follow #IAEEDC on twitter and like the chapter Facebook page (IAEEDC).

Get ready, Andrew Ortale, the reins are coming your way!

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:

IAEE Luncheons:

When: November 14, 2014

Where: Maggiano’s, Chevy Chase, DC

Topic: Millennials, but How...?

Speakers: Leigh George, PHD, VP of Social at Ogilvy and Mather and Eric Mistic, VP of Business Development at Bear Analytics

When: January 9, 2015

Where: TBD

Topic: Roundtable Discussions

Special Events

Expo! Expo!

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

Registration open now!

GEORGE
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EXPOSITION & EVENT SERVICES

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Congratulations

New CEM

Megan Becker

Electronic Retailing Association

Rebecca Mercado

The Rosen Group Inc.

Margaret A. Wanca-Daniels

LeadingAge

Alexandra C. Zapple

SmithBucklin

New CMP

Nancy Crum

ConventionPlanit.com

Penelope Freire

American College of Medical Genetics and Genomics (ACMG)

Ashley Jones

United States Geospatial Intelligence Foundation

Welcome New Members

Air Force Association

Larry Dilworth, VP,
Development & Marketing

Air Force Sergeants Association

Robert Frank, CEO

Airborne Law Enforcement Association

Cindi Davis, Bookkeeper
Amanda Ridenour,
Administrative Assistant
Daniel Schwarzbach,
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Donna-Renee Arrington,
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Kyle Culpepper, Information
Technology Analyst
Sage Price, Senior Marketing
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Alex Russ, Global Affairs
Manager

Conference Incorporated

Emily Grossberg, Project
Manager

Consumer Electronics Association/CES

Brian Moon, CEM, Vice
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Sales

Frost Miller Group

Heather Meyer, Account
Strategist

Georgetown University

Kimberley Doyle

Hargrove Inc

Caitlin Cook, Sales Executive
Danny Hardman, Sales
Executive
Jimmy McMurtrey, Retail
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InfoComm International

Stuart Weiser, DMCP,
Exposition Services Manager

National Association of Broadcasters

Samantha Thompson,
Coordinator, Exhibit Services

PMMI, The Association for Packaging and Processing Technologies

Gerardo Barajas, Event
Director

Semiconductor Equipment & Materials International

Richard Jiang, Program
Director

Showcare Event Solutions Inc

Shannon Hearn, Account
Director, Event Management
Jacob Lilly, Vice President of
Technology
Ted McGregor, Sales
Representative

Taffy Event Strategies

Jennifer Hoff, CEM
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Dustin Ross, Project Officer

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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
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@
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with subject line Copy of
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Photography: Bob Blanken. Printing: Day & Night Printing.*

Shooters

MOVERS & SHAKERS

Jane M. Berzan, CAE is now President at The Direct Marketing Association

Mike Burke, CMP, CEM, CMM is now Meeting & Event Planning Advisor at National Rural Electric Cooperative Association (NRECA)

Alan Carter, CEM is now Director Member Services at SPI: The Plastics Industry Trade Association

Nancy Crum, CMP is now Regional Director of Sales at ConventionPlanit.com

John P. Gallagher is now Director, Business Development at NaylorCMG

Katherine Hawley is now Associate Expositions Manager at American Association of Pharmaceutical Scientists (AAPS)

Jennifer Hoff, CEM is now President at Taffy Event Services

Terri Jones is now Sales at Conference Incorporated

Anna Keller is now Director of Conventions and Meetings at American Public Health Association

Benay Osborne is now Membership Manager at Airborne Law Enforcement Association

Cliff Reiss is now Director of Exhibitor Sales at Hargrove, Inc.

Necoya Tyson is now Senior Operations Manager at National Trade Productions Inc.

Adrienne Whitestone is now Senior Manager, Event Operations at Global Business Travel Association

John Woodstock is now Director of Sales at The Direct Marketing Association



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

September and October Luncheons



Kimberly Graves, Dan Ketelson Anaheim and Lesly Rehaut

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Eric Mistic, Charles Robinson and Doug Oldfield



Rex D. Houlihan, Bob James and Jack Chaiden



Mark Szymczak and Faye Memoli



Joe Felperin, Kim Bercovitz and Tom Albrecht



Aaron Udler, Donna Johnson and John Woodstock



Karen Blonder, Leslie-Anne Hinton, Lily Mitchell Sheraton and Michelle C. Soto



Patti Steele, Kyla Knudson and Kristie Chang



Kimberly Hardcastle, Eric Music and Marissa Maybee



Grace Wooyard, Faye Pastor, Theresa Anthony and Jenn Ellek



Rocky Gupta, B. Murphy, Gergory Rancone and Lesly Rehaut



David A. DuBois, Gregory Rancone, John Hyland and Charles Robinson



Joe Felperin and Kasey R. McNeil

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Dion James and Rosa Mendoza-Friedham



Rex D. Houlihan and Bob Lucke



Mildred Hernández and Faye Pastor



IAEE Board

My Take Away...After 15 Years

Continued from page 1

option. For APHSA's 47th ISM Annual Conference, I wanted to give the attendees a networking experience during their annual awards luncheon that they had not seen before. We all have been to the usual plated chicken luncheon — and — the attendees are glazed over. I worked with Executive Chef Martin Pfefferkorn, and Joey Davis, our Event Services Manager, at the Hyatt Regency Atlanta to create a family-style lunch for almost 900 people! It worked exactly as I had envisioned — there was a buzz during the meal as attendees passed the meats and vegetables, because in the passing of a dish you discover that your neighbor could be your next advocate or employer...which leads me to #3 on my list.

3. Build Strong Relationships

Every person you meet is a relationship to build on — the housemen who set our rooms, the GSC that ensures our drayage arrives, the member who attends our conferences for the first or 30th time — they are all relationships that we are impacted by or impact. We meet hundreds of people in our line of work; remember that each person is one phone call away from providing a service, being the chair of your program committee or serving on your board of directors. Put value into your relationships — learn who they are as people, find out what drives them to be successful, take the time

to listen to their stories. You never know who will change your life or whose life you will change — sometimes without ever knowing. Fifteen years later, I have connections that I can call on from when I sold my first 10 x 10 booth...because they matter.

4. Be Kind

There is a saying that 'you get more with honey than vinegar.' This is a fact! Saying please and thank you with a smile will get the most difficult person to work with you. Over the years I have become known as a direct, factual driven, but kind organizer. I have had to make some tough calls to improve meetings in my career. When I do it with an attitude of kindness and appreciation, I find that cooperation is always at hand.

5. No is Not an Option

We are asked to perform miracles in our jobs...sometimes I question my sanity when I say that 'no' is not in my vocabulary. When you live your life with the 'glass half full,' then no is not an option. I am always willing to dig for a solution or offer an option that can't always be seen by my customers. It may not be the exact solution that they wanted or that I even wanted...but I always try to find a solution that meets somewhere between the "dream" and "no".

6. Always Be Open to New Ideas

'Learn something new every day' is what both of my grandfathers taught me. In our industry, it is almost impossible not to learn something new daily. Whether it is how to handle multiple clients with completely different styles, managing up to manage our workloads, adapting to new organizational cultures, or simply finding a solution to finish a meeting resume, there is always something to learn. From time to time, I am asked why I always have a smile? How can I not when I get to work in a field where I get the opportunity grow every day... and that leads me back to #1 — PASSION!

Wrap your head around what you love to do, provide creative solutions for your internal and external customers, never underestimate the value of the person removing the trash, be kind and gentle... and...always look for options!

For 15 years, I have been privileged to be part of an industry that allows me to be creative, have fun and most importantly build a family and network that are second to none. Here is to another 15 years and lots of laughter along the way — with you being part of my family!

DJM's Top Ten Ideals for Success

- 1. Find your passion — it will make a long day go by quickly.**
- 2. Color outside the lines — offer creative solutions even for even the standard sessions.**
- 3. Build strong relationships — value the people whose paths you cross.**
- 4. Be kind — you will garner much more cooperation and success.**
- 5. No is not an option — find the happy place between the 'dream' and 'no.'**
- 6. Always be open to new ideas — learn something new every day.**
- 7. Pick up the phone and have a conversation — we are in the people business which means we need to speak with each other beyond email, tweets, and texts.**
- 8. Engender trust — your word is your bond, it is still a handshake industry, deliver on your promises.**
- 9. Be transparent — be clear with your needs/wishes — our vendor partners and members aren't clairvoyant, as much as we like to believe otherwise.**
- 10. Communicate — getting a reminder email, phone call or updated meeting specs will not ruin a person's day — it might save your day!**

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2014 CEIR Predict Conference: A Look Into The Future Of The Industry

Andrew Ortale, Executive Vice President, National Trade Productions



On September 11, 2014 the Center for Exhibition Industry Research (CEIR) held the 4th Annual CEIR Predict Conference at the Intercontinental Hotel Chicago with more than 115 “C” level executives from across the

trade show industry on hand to hear results of the latest CEIR Index Report. The CEIR Predict Conference is an economic “State of the Industry” where show organizers are presented not only with a picture of where the overall U.S. economy is today and into the future, but also analyses of the health of the trade show industry and the sectors it serves.

According to Ryan Sweet, Director and Senior Economist at Moody’s Analytics who spoke at the conference, “We are going to see a noticeable acceleration of the U.S. economy, and it’s been a long

time coming.” Specifically he shared that the U.S. GDP growth is expected to approach 3% in 2014 and 3.5% in 2015. Growth in the exhibition industry overall is expected to be behind growth in GDP with growth of 2.0% in 2014 and 2.9% in 2015, according to the new 2014 CEIR Index Report.

Following Sweet, President and CEO of CEIR Brian Casey, shared the numbers from the latest CEIR Index Report which tracks the overall health of the trade show industry. According to Casey, attendance was on track to grow faster in future years. This is a sign of good things to come as attendance is a leading indicator of the other three metrics measured by the report (net square footage, real revenues and number of exhibiting companies).

New this year at the Predict Conference, Senior Analyst for CNBC and Financial Industry Expert Ron Insana was on hand to moderate the entire day and sit down with leaders featured throughout the event in every industry segment. This helped to put a face on the numbers and stress the point that this valuable research is critical to understanding our own industry. CEIR is the only organization dedicated to providing show organizers the research tools they need to optimize performance, increase engagement and address emerging customer needs.

For anyone unfamiliar with the CEIR Index Report, the following explanation was

taken from the CEIR website – www.ceir.org;

As an objective measure of the annual performance of the exhibition industry, the CEIR Index measures year-over-year changes in four key metrics to determine overall performance: Net Square Feet of Exhibit Space Sold; Professional Attendance; Number of Exhibiting Companies; and Gross Revenue. The CEIR Index provides exhibition industry performance across 14 key industry sectors: Business Services; Consumer Goods; Discretionary Consumer Services; Education; Food; Financial, Legal and Real Estate; Government; Building, Construction, Home and Repair; Industrial/ Heavy Machinery and Finished Business Inputs; Communications and Information Technology; Medical and Health Care; Raw Materials and Science; Sporting Goods, Travel and Entertainment; and Transportation.

CEIR as an organization is supported entirely through sponsorship of the Predict Conference, the CEIR golf tournaments, and donations from industry professionals. Recognizing the importance of the research CEIR produces in support of individual members, as well as industry initiatives such as Exhibitions Day on Capitol Hill, the IAEE Washington DC and New York Area Chapters proudly sponsored the 2014 CEIR Predict Conference and hope the rest of the IAEE chapters will follow our lead in 2015.

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Event data is a bear!

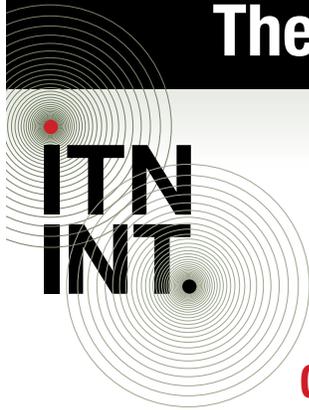
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