

MPI EYE

PHILADELPHIA AREA CHAPTER MPI NEWS • SUMMER 2015



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

CONTENTS

SUMMER 2015



- 3 Editor's Note
- 4 President's Message

In Every Issue: PAMPI's Eye is On

- 6 Philadelphia
- 8 Conventions
- 11 Community Service

Features

- 9 Interview with the President
- 14 Day In The Life

Regular Columns

- 5 The Social Corner
- 10, 13 New Member Confessionals

Awards and Other News

- 4 P3 Sponsorships
- 12 Monthly Sponsorships
- 13 New Member Listing
- 15 Calendar of Events

PAMPI has published 56 magazines since 2004! Thank you to all of our members who have contributed their time, effort, words, and wisdom to the magazine.

*Cover photo:
JFK Plaza, also known as Love Park, is in the heart of Center City. Photo by Edward Savaria, Jr. for PHLCVB*



PHILADELPHIA AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2014-2015 Board Of Directors

OFFICERS

ANNE MADDEN, CMP
President

DAN LOVE
President-Elect
Catering By Design

KATELYN WEEKS, CMP
Vice President Education
MSFC

JULIE RICE, CMP
Vice President Communications

CATHY DOSSANTOS, CMP, SMMC
Vice President Finance
Maritz Travel Company

JUDI MCLAUGHLIN, CMP
Vice President Leadership
Development
HelmsBriscoe

LAURALEE WREN, CHSP
Immediate Past President
Kalahari Resorts

DIRECTORS

NICOLE BENNER, CMP
Blank Rome LLP

CATHERINE DIEM
Hilton Worldwide

JOYCE BAGIRANEZA, CMP
Valley Forge Casino Resort

CAMERON WICKS
Cenero

LAILA EA, CMP
Inn at Penn, A Hilton Hotel

NICK DOMINIJANNI
Penn's View Hotel

LINDA JONES, CMP
Pennsylvania Convention
Center Authority

DREW BOSLOW
Chapter Administrator

LINSEY POLETTI, CMP
Editor

MPI to Eye is published quarterly and is the official publication of the Philadelphia Area Chapter of Meeting Professionals International. 352 NE 3rd Avenue, Delray Beach, FL 33444, (856) 231-7666. Editorial contributions are welcome and can be sent to the Editor at the address above. Contributions will be by-lined, however we reserve the right to edit submissions for length, content and clarification. Advertising rates to reach over 600 regional meeting professionals can be obtained by contacting Drew Boslow, PAMPI Office at 856-231-7666.

From the Editor Return on Investment

LINSEY POLETTI, CMP, SEI

Depending on the project, calculating ROI can either be a complex math problem or can be non-existent. A prospect event in which we can determine the value of an attendee by calculating the new business we see within 6 months of the event deems itself fairly easy. An annual client event in which we know is important to retain our clients and keep them happy might not be so transparent.

We value an ROI on many things in life-the houses and cars we buy, the investments we make, the jobs we take, and the events we plan. What I think we sometimes forget is that ROI is something to evaluate consistently.

Over the last two years as editor, we've monitored not only our readership numbers, but also our time, money, and effort put into the magazine. Would you believe that since 2004, we've published 56 issues? That is absolutely incredible. What most of the past editors will tell you is that it takes a village to produce.

What we've found in our research is that every member/reader is different. Some prefer their magazine printed and in hand, while others prefer the digital version. Some members prefer lots of photos while others prefer valued content.

It has been a difficult process but has also been decided, that we will no longer be publishing quarterly issues of the magazine. MPI to Eye will become a blog with various writers contributing weekly with short snippets that are easy to access and easy to read quickly (as we all know what busy lives are about.) This will not only give us the opportunity to spend the money and excellent volunteer resources elsewhere, but will also give us the opportunity to focus on value content.

MPI to Eye (the blog) will still feature some of our favorites: Eye on Philadelphia, Day in the Life, New Member Confessionals, President's Message, and more. The blog will allow us to truly track what is being read and how often, providing us with a tool to tailor the blog posts to what you want to read!

Not only will the blog be happening throughout the year, but we will now be printing an annual yearbook so that we satisfy both of the old fashioned book readers as well as the new-age techies.

Thank you for the support over the years and we look forward to connecting, commenting, and writing with the new and improved version of MPI to Eye.

Linsey Poletti
lpoletti@seic.com
(610) 676-1078



CALLING ALL INTERESTED WRITERS!

Do you have an interest in writing or editing for our upcoming blog, MPI to Eye? We are looking for volunteers to give us just a small amount of time to commit to writing a few blog posts throughout the year. Please email Kristine Plourde Golden at Kristine.Golden@Glenmede.com.



President's Message

ANNE M. MADDEN, CMP

"I am MPI. I love what we do." We have all seen this before, advertised on MPI's website, and promoted at WEC and other MPI nationwide events. But have you read any of the individual stories submitted?

When I was asked to write about the ROI on MPI Membership, I wanted to read and understand other members' views on their ROI. After reading a handful, it was clear that even though each member had a different industry background or experience, they all had strong common views on their MPI membership ROI: cultivating relationships, furthering industry knowledge, and gaining value in volunteering. I couldn't agree with them more. My MPI membership and involvement has brought such a rich depth in my career.

Only a few short years after becoming a member of MPI in 2001, I increased my level of involvement. I started out like any other volunteer serving on a committee, and then continued up the ladder, eventually being appointed to the Board. It all began with an active member encouraging me to get involved (thank you, Maria Ramos!). Through my membership and involvement, I have built incredible relationships, both personal and professional. In addition, it has opened up many doors for my career by strengthening my leadership skills and gaining additional confidence to take risks and explore new avenues in my career.

The key word here is involvement. You get out of your membership what you put into it. As I reflect back on my last two years as President, the experience was very challenging but very rewarding. My MPI membership not only aided me in both my personal and professional life; it helped prepare me to take on new challenges. I hope you make the best of your membership, and you are able to find what makes your personal ROI.

Writing this article feels bittersweet, as this is the last MPI to Eye Magazine issue, and also my last message to you as your President. I want to thank Linsey Poletti and both current and past MPI to Eye Magazine staff members for making this success over these last years, dedicating your time and creativity. *To my fellow PAMPI members, it has been my honor to serve as your President these last 2 years. As I reflect, we have accomplished a great deal, and continue to make our chapter stronger.* Thank you for your support and dedication over this time, and joining me on our journey to "Elevate, Innovate, and Motivate!"

The key word here is involvement. You get out of your membership what you put into it.



PAMPI PARTNERSHIP PROGRAM

- President's Partner PHLCVB <http://www.discoverphl.com>
- Gold Partner Kahalari Resorts and Conventions www.kahalarimeetings.com/pennsylvania/partnerships/digital/philadelphia-area-chapter-mpi
- Bronze Partners Princess Royale Oceanfront Resort & Conference Center <http://www.princessroyale.com>
- Sands Hotel and Casino Bethlehem <http://www.pasands.com/meetings.html>
- In-Kind CMP Study Group Host - Radisson Blu Warwick Hotel, Philadelphia <http://www.radissonblu.com/hotel-philadelphia>
- Advertising - Mid-Atlantic Events Magazine <http://www.eventsmagazine.com>
- Transportation - King Limousine <http://www.kinglimoinc.com>
- Photography - Christine Angeline Photography <http://www.christineangelinephotography.com>

5 Secrets of Social Networkers

JUSTIN RAMERS, MEETING MATCH

We all know one of the most important things you can do for your career is to build a strong business network. But too often people only try to build their network when they need something from it (ex. when they are looking for a job or trying to close a deal). Power networkers know that building relationships is a long-term effort that requires an honest and sincere approach.

As human beings, we are very good at sensing the difference between genuine connections and ulterior motives (even if subtle). If you are only networking to generate leads or promote your business, people will see right through you.

The key is to be genuine and help others more than you help yourself. As Dale Carnegie said “You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

As with any relationship, the little things go a long way.

Be Present in the Moment

If you find yourself responding to emails or texting friends while at a networking event, you are doing it wrong. Give the event the same level of attention you would any other business meeting during normal work hours.

Put the phone away for an hour and focus on the task at hand. Set a goal for yourself of talking to 5 people before the event is over. After you've reached your goal, you can check back in with the digital world.

Pay it Forward

Power networkers know that helping people solve problems is the easiest way to build relationships. Helping people altruistically shows them you are serious about forming a relationship and not just looking to gain something from them.

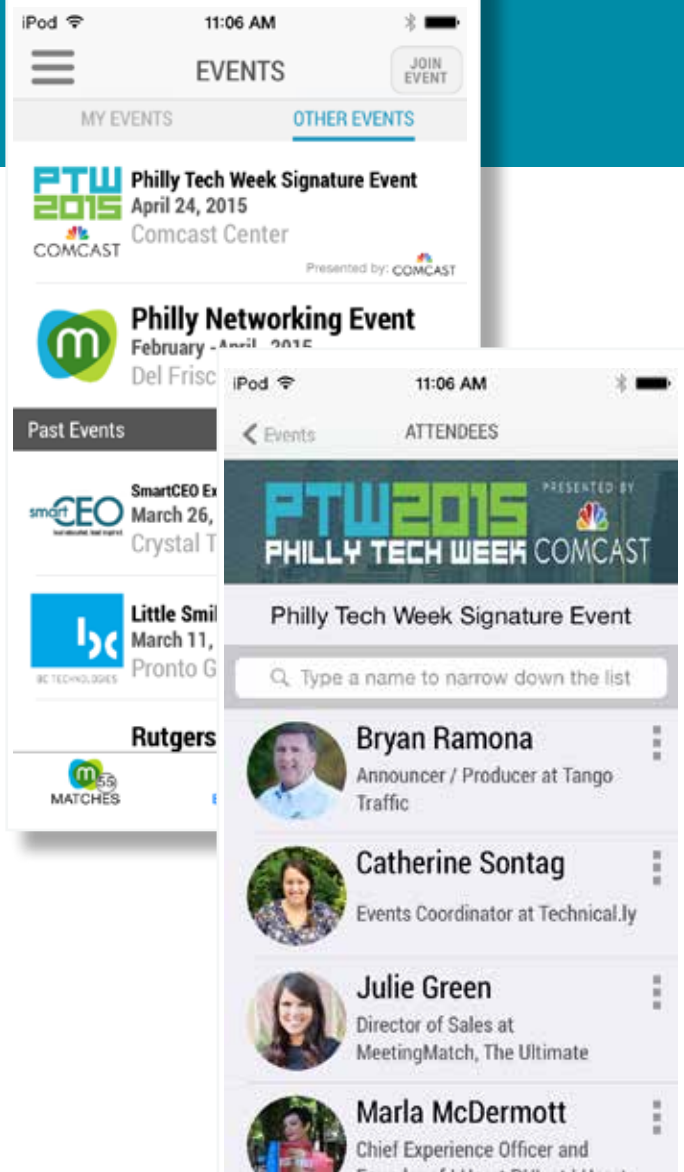
“I can't emphasize this enough—if you want to form a relationship with another person, you first need to show them how they'll benefit,” says professional relationship development expert Keith Ferrazzi, author of *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*.

Be a connector and think about whom in your network would benefit from an introduction. By focusing on helping others grow their business, you will soon see those connections coming back to help you.

Get an Introduction

A warm introduction goes a long way in networking situations. If nothing else, it helps overcome the social awkwardness of walking up to strangers.

When you arrive at an event, find someone you know (and have hopefully helped in the past – see Pay it Forward above). Ask them if they can think of anyone that would be good for you to meet. Don't tell them any specifics of what you are looking for; allow them to think about an introduction that would be useful for you on their own.



Follow Up

This one is obvious but also the most overlooked. How often have you come back from a conference or networking event with a stack of cards that quickly become coasters on your desk?

The day after you attend an event, block off 30 minutes in your work calendar to send quick follow-up emails to everyone that you met. You really don't have to say much. Just a simple “nice to meet you and hope to chat again soon” goes a long way and is more than most people do.

Use Power Tools

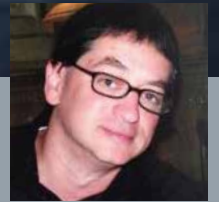
Technology has made it easier than ever before to be a great networker. In addition to the big social networks like LinkedIn and Twitter, there is a whole new generation of tools to help you network more efficiently.

Our free app MeetingMatch (available for Apple iOS and Android) allows you to make introductions within your network, learn more about people at events, and helps you automate the follow-up process. Our goal is to make becoming a power networker as simple as downloading the app.



The Hidden City of Hotels

DAVID KRAKOW, ARAMARK



In the year 2000 when the Millennium was a pup and the Republicans convened in this most Democratic of cities, the bulk of their events were held at the First Union Center. The arena, home normally to the Philadelphia Flyers and 76ers, was flanked by the Spectrum and Veterans Stadium, and delegates looking for a high-end restaurant fix were likely to travel to Walnut Street. The city, vibrant as it was, had seen its population decline for decades.

My, how times have changed.

The city's population has been on a steady, if barely perceptible, rise for the past several years. And when the Democrats convene in 2016, the nominating events will be held at the Wells Fargo Center. Which was, in 2000, the First Union Center. And before that, the Core States Center. And later, the Wachovia Center.

And visitors looking to patronize our trendiest restaurants might go not to the heart of Center City, but to East Passyunk Avenue, to places including Will, Fond, and Stateside.

Meanwhile, another evolution has taken place, one apt by design to be noticed more by visitors than residents. That evolution has taken root in the very places the visitors sleep: our hotels. Hotels that will have plentiful visitors for the World Family conference this fall and the Democrats next summer!

That evolution can be traced back to that time around 16 years ago when the Millennium – and the Republicans – were still just a gleam in our collective eye. Ground zero of the metamorphosis of Philadelphia hotels from past to present is most evident in a skyscraper at 12th and Market Streets that literally and symbolically connects Philadelphia's hospitality universe before and after the 21st Century.

The building is none other than the PSFS building, opened in 1932 and occupied until the early 1990s by the Philadelphia

Savings Fund Society.

When the Republicans chose Philadelphia as its 2000 host, an agreement was in place that the city would increase its hotel room inventory. And that is when the Loews chain, still mostly thought of as small and boutique, planted itself at 12th and Market, leaving, by rule, the iconic letters atop Lescaze and Howe's International Style masterpiece.

At the time, Philadelphia's hotels were five-star classic (Four Seasons, Rittenhouse) and old-school elegant (think Latham and Warwick). Nothing that would make the glossy pages of a style magazine.

Now, suddenly, with the arrival of the Loews, Philadelphia had a hotel that was sleek, modern, and cool while still maintaining high-end standards. There were bank vaults, exposed beams, and a news station doing its morning show from the restaurant at the bustling corner of 12th and Market Streets.

But the Loews soon had company.

The Hotel Sofitel soon took over at the corner of 17th and Sansom Streets in a building, like the Loews, that had formerly been associated with finance, the Philadelphia Stock Exchange.

At an intersection that dripped old world élan, the Hotel Sofitel bridged sophistication and cool in a way no Philadelphia hotel had done previously. Their slogan was Life is Magnifique and employees addressed visitors and each other in French. Suddenly, one of Philadelphia's most European pockets had actual Euro cred.

Fast forward 15 years and new entrants to the city's hotel scene have to fight to establish their mod credentials. It is not as if the city has not constructed unremarkable hotels. Kimpton has planted its flag with hotels on either side of town, the Monaco near Independence Hall and the Palomar across the street from

the Sofitel. A Le Meridien popped up a couple of years ago on Arch Street just west of Broad Street.

The Monaco is unlike any hotel in town. Its lobby, haphazard in all the right ways, looks like the result of someone traipsing through a very cool rummage sale. The rooftop bar, meanwhile, has become a favorite gathering place for visitors and residents alike.

The Palomar – occupying, fittingly, the former Architects Building which opened three years before PSFS – has made its impact felt as well. Its ground floor restaurant, Square 1682, was named the country’s best hotel bar in a USA Today readers’ poll in 2013.

“WE ARE NOT A CITY OF CORPORATE BOXES,”
SAID ED GROSE, EXECUTIVE DIRECTOR OF THE
GREATER PHILADELPHIA HOTEL ASSOCIATION.

“IT SHOWS HOW FAR WE’VE COME AS A CITY.”

And there is no better evidence of the continuing vitality of the scene than the hotels in various stages of planning or construction. It is a scene in which “convention” hotels are mostly a thing of the past while developers are less likely than days gone by to worry about meeting space and restaurants.

“It is easier to finance places that don’t have food and beverage or meeting rooms,” said Peter Tyson, Senior Vice President of PKF Consulting. “We can really use only one more convention hotel.”

That hotel, with shovels recently touching ground, is on the site of the former One Meridian Plaza, vacant since an ugly fire destroyed it in 1991. And one of the two hotels planned there is a brand that is synonymous, conversely, with boutique; after several false starts over the past couple decades: a W is finally coming to Philadelphia, paired with an Element Hotel that together will add about 700 rooms to Center City’s inventory.

Bolstered by the frequently-controversial tax abatement, the W and Element have broken ground and are due to open not long after the Democrats visit. There were rumors of planned W’s in the past – adjacent to the Convention Center and, around the time of the Republicans’ visit, a project with Will Smith’s involvement near Head House Square – that went for naught. Now, a construction billboard with a gleaming, red W sits at the corner of 15th and Chestnut Streets behind the Ritz Carlton Hotels and Condominiums.

Also rumored is another Kimpton on the site of the Children’s Court building on the Benjamin Franklin Parkway; more than a rumor is the Four Seasons new site on the top floors of the Comcast Technology & Innovation Center being erected next to its current headquarters.

According to Grose, there is an expectation of service that has risen alongside the boutique stock.

“We are catering to a more upscale customer,” he said. These types of hotels “show the type of visitor we are starting to attract.”

But it’s not just a new definition of service; there is also the Millennial effect, a paradigm that exists where a hotel stay must involve services that cater to what young people – not their parents – want.

“They don’t care so much about the size of the rooms; they want bells and whistles,” Tyson remarked. “They want to go congregate in the lobby, the bar.” As far as food, these guests want to “grab and go,” Tyson said. The white tablecloth experience – embodied here in the Four Seasons’ Fountain restaurant – is, if not extinct, not the mainstay it has been in the past.

Grose feels that the transformation in what hotel guests want indeed echoes what has happened with Philadelphia’s restaurant scene, where the white tablecloth legends of the past – the Le Bec Fins, Suzanna Foos, and Striped Basses – have been replaced by eateries that reflect a more casual ethos that is deceptive in that the service expectations are as high, or higher than they were when the behemoths of Walnut Street ruled the roost.

“There are not a lot of Outback’s and Applebee’s here,” he noted. Restaurant patrons and hotel visitors alike are spending their leisure time in a city that is no longer hidebound to its past.

But alongside all the good tidings are warning signs that cannot be dismissed. As far as the new hotels, Grose used an analogy that speaks to a future when Philadelphia might not be hosting political conventions and the pope, “You don’t build a chapel for Easter Sunday.”

The implication? The throngs that will be here for those two blockbuster events will scatter and the city will need to fill those beds with new heads.

Tyson noted that the city’s reliance on “Eds and Meds” – education and medicine – does not sustain occupancies during the week. He said the paucity of Fortune 500 companies hurts the city’s ability to keep hotels filled during the week. Our banks and manufacturing companies were bought by out of town interests. We don’t get government business – think Washington DC – or dominate a region the way Boston presides over New England.

The weekends, fortunately, are another story. The city, Tyson noted, has no trouble keeping rooms filled during leisure times.

An encouraging sign emanates from the building most responsible for bringing visitors to the city: the Pennsylvania Convention Center.

Beset for years by labor issues that scared large conventions away, changes implemented last year by the building’s new management have made the building more attractive to meeting planners and many groups who had said they would never return have signed on to come here, most in the years 2017 and later.

On that level, Grose noted, “the future looks very good.”

Eye on Conventions:

Wizard World Comic Con Draws Crowds

LINDA JONES, CMP, PENNSYLVANIA CONVENTION CENTER



In its 13th year at the Pennsylvania Convention Center, Wizard World Comic Con drew more than 28,300 fans to the Pennsylvania Convention Center over Mother's Day weekend, May 7-10.

An appearance by legendary actor Burt Reynolds of *Smokey and the Bandit* (a 1977 action comedy) fame marked one of the highlights in the four-day public show.

"Burt was super nice and sharp minded at 79 years young, with all his health issues, but it was so worth it and there was national attention for him making an appearance there," said one attendee.

Other notable celebrity appearances were Stephen Amell and Katie Cassidy from the hit show *Arrow*, based on the DC Comics character Green Arrow, a costumed crime-fighter. The chance to meet the pair was a sellout.

Some attendees couldn't get near the pair for photos, but if you were a diehard fan and came with memorabilia and photos to sign, the Wizard World folks were more than glad to oblige with a "meet and greet." Stephen's assistant said the star signed 6,800 autographs on Saturday.

Katie Cassidy is none other than the daughter of David Cassidy for all you Partridge Family fans. I realize I may be dating myself!

Perhaps the most fun is had by fans who engage in cosplay, dressing up as a favorite comic book character. Our very own Nikki Benner, CMP, and family took a few photos at Wizard Word this year. Nikki's husband Jesse was Captain America, her Dad and Nikki were dressed as characters from *Doctor Who* and Nikki's son Jackson wore a Rocket Raccoon shirt (from *Guardians of the Galaxy*.)

We can't wait for next year!



PAMPI Venue Procurement Committee is always looking for venues to feature to its members.

If you have a property that you would like to showcase to PAMPI members, please contact Linda Jones at lindaJG@paconvention.com





Interview with the President

ALLERY L. ELDER, WUXI APP-TEC, INC.

The setting is perfect. It is a gorgeous evening on the deck of Boathouse Row's Crescent Club in Philadelphia. Our soon-to-be Past President, Anne Madden, sits across from me with a glass of wine, looking effortlessly cooler than me, relaxed and pulled together. It made me feel an instant desire to pick her brain and get to know how she maintains that presence after two whole years as PAMPI President....a historical feat that she has tackled with aplomb. I brought out my scratch pad and list of questions, and nervously began the conversation.

Immediately, I assumed that she was going on a big vacation, or planning some down time in lieu of her newly found free-time. Not so, she assured me! She has recently started a new job, which has come at a good time, as she will be focusing whatever free time she does have on her new position. In addition to that, she said she is not going away. As Immediate Past President, she has goals she wishes to accomplish, and she will be supporting and guiding the incoming President, Dan Love, and fellow board members for the coming year.

I asked her about how she came to be the PAMPI President in 2013. "Initially," she said, "I had my own aspirations and was going to apply for a VP position within the board when LauraLee Wren, then Incoming President, approached me about the President's position." Her first thoughts were, "WOW! Am I prepared for this?" Of course she was! Anne is a seasoned and respected industry leader, with so many having faith in her capabilities. While she might not have thought she was prepared, MPI Chapter Business Manager, Holly Dotson, was key in showing her a mirror with what everyone else saw in her.

Anne did not hesitate to accept the position. She said, "The

succession planning in place and knowing the strong and supportive team that was the incoming Board, gave me the confidence that this would be a successful endeavor." She also knew that the incoming board would be the crucial element to the success of the year (or two). ***She said that it was just a perfect combination of the right support at the right time.*** She also mentioned her gratitude towards her former boss as he was also instrumental in fully supporting her endeavor.

Looking back on her two full years of PAMPI President, she says that it has been "an absolute privilege and honor" to serve. And just from listening, I can tell she means it! She mentioned, "The first year was all about on-boarding, and by the time that term was up, I was fully prepared for a second year. I could just jump in and continue the up-swing momentum of the Board."

Like any presidency, there comes a host of challenges, and I asked Anne about hers. She mentioned that the PAMPI Board had aggressive goals, and the challenge was to continue formulating strong succession planning to be able to accomplish those goals. She indicated that building a pool of candidates can be a difficult job, as the Board is-and should be-focused on quality versus quantity. They are very careful to plan for success.

While Anne had her challenges, she has definitely left her mark with a host of accomplishments! Under her leadership, the PAMPI Board was able to formulate and implement a long overdue RFP process for selecting a Chapter Business Administrator. This was a difficult business decision, but an essential move for the

continued on page 10

growth and success of the chapter. With the specific support of the VP of Finance, Cathy DosSantos, and the VP of Leadership Development, Judi McLaughlin, PAMPI was able to create a best practices template for this process that other chapters have now adopted!

When I asked her about what, if any, advice she had for the incoming President, Dan Love, she said, “You are here to lead, and see that their business Goals and Objectives for the chapter are carried through. Trust in your board members. Although you and I have different styles, embrace yours and the board will follow, not only embracing your style but their own. *Every President brings their own unique style to the chapter.*”

To the other incoming board members, Anne suggests “Speak up! Don’t be scared. You just may be the one voice who makes a difference.” She continues, “Be open-minded and not self-serving. You are a collective unit. If you can’t change the situation, change your attitude.” Ever the comedian, Anne couldn’t leave it at that. She quipped, “Don’t burp in Board Meetings.” Thanks, Anne. It slipped out, I swear!

I had all intents and purposes to do a spit-fire question/answer session, but if you know Anne, I should have thrown that idea out the window before I even sat down! There is rarely such a thing as a one word answer for her! I still tried, so here goes:



New Member CONFESSIONAL

Mary Anne Fontana
MidAtlantic Factory REPS



Tell us about your role and major responsibilities at MidAtlantic Factory REPS:

I am the President and founder of Mid Atlantic Factory Reps. My major responsibilities as an “independent representative” is to manage the Mid Atlantic sales territory for the merchandise brands I am contracted with. My sales territory is Southern New Jersey, Delaware, Maryland, DC, Pennsylvania, Virginia and West Virginia. Some of the brands I sell in my territory are: Bose, Salisbury, Waterford, Wedgwood, Swarovski and Alison & Ivy jewelry.

How do you think your PAMPI membership will benefit you?

PAMPI is the perfect place for me to network and to really learn and understand how to best serve the needs of the planners. Previously we have worked closely with resellers who sell into the Casino industry as well as distributors who specialize in setting up Service Award & Safety programs. While we have had much success with those industries, I do believe there is a real opportunity in the Meeting & Event industry to offer great brands as gifts and to wrap it with an “experience” that will turn a simple gift giving into a memorable part of the entire event.

What is your favorite movie and why?

Gosh, there are so many great movies out there it is hard to pick just one.... The Godfather, Under the Tuscan Sun, The American President, Rainman. These are all pretty old movies but I think they are classics and can watch them over and over again!

What is your favorite meetings challenge?

“I love high-end strategy. BIG events and product launches”

What is your least favorite meetings challenge?

“Sometimes the smallest meetings can be the highest maintenance, so I would say those”

Choose one: Smells, Sight, or Sounds.

“I would say ‘Sight’. My son is legally blind, and with so much beauty in the world, I don’t want to take that one for granted”

What is your favorite sight at meetings?

“Definitely unique food and beverage presentations. Also, the excitement and production of an opening General Session. It sets the tone for the whole meeting!”

What is your favorite entertainment for an event?

“Music”

If you weren’t in the meetings industry, what career would you like to pursue?

“My alternate career would be either be stage in the theatres on Broadway, that, or teaching”

What was your favorite position you held in PAMPI?

“If I have to say one, I would say President. Not for the status, but for the relationship building across the industry, and within other chapters”

Eye on Community Service:

What is "Team PAMPI" All About, Anyway?

RACHEL WOLKIEWICZ, HOLIDAY INN EXPRESS & SUITES KING OF PRUSSIA

You may have seen or heard mention of "Team PAMPI" or "PAMPI Runs" throughout the last year in a weekly email or a monthly event... but, what is it all about?

Team PAMPI (PAMPI Runs) is geared towards PAMPI members that enjoy running, walking, and supporting great causes!

As a part of the Community Outreach committee, the goal of this sub-group is to identify charitable runs and walks where several PAMPI members may be participating. We also seek out new and fun charitable races that may be of interest to chapter and committee members and invite them to participate.

The committee will organize a meeting place for participating members at each event so that "Team PAMPI" may socialize, take team photos, and perhaps make plans to re-convene after the race to enjoy brunch or coffee together.

Our goal is to foster a sense of inclusion and community within PAMPI by connecting members with a common interest in health, fitness, fun, and charitable work!

Of course, you don't need to be a marathon runner to participate! Many of the races we promote also include a "fun walk" component, or include volunteer opportunities that do not involve running or distance walking.



GENERATION

RUN

Notable events that Team PAMPI has participated in this year include: the Freedom 5k (supporting Independence Mall and the park) and The Lemon Run (supporting Alex's Lemonade Stand). Our next event is the Generation Run, coming up on June 13th at the Navy Yard, benefitting Students Run Philly Style.

**MOHEGAN
SUN
POCONO**

OUR MEETING EXPECTATIONS
ARE AS HIGH AS YOURS.

CONVENTION CENTER | HOTEL | GREAT LOCATION

Located in Wilkes-Barre, Pennsylvania, our 20,000 square-foot Convention Center, hotel, luxury spa and attention to detail will make your next business conference more than memorable. Book your meeting or conference today at mohegansunpocono.com or call **1.855.MEET.MSP.**

**MOHEGAN SUN
POCONO**

Gambling Problem?
Call 1.800.GAMBLER.



Our monthly programs would not happen if it weren't for our generous sponsors including and especially our event hosts. Let's thank those who have hosted us for our most recent events! [Applause]

Radisson Blu Warwick Hotel, Philadelphia – CMP Study Group & June Gala

ACE Conference Center – April Monthly Program

Pod Restaurant – April Membership Welcome Session

The Farmer's Daughter Bar & Restaurant – April Membership Welcome Session

Crescent Boat Club – May MPI After 5

Catering by DiBruno Brothers – May MPI After 5



SUCCESS. BUILT INTO EVERY MEETING.

Get down to business in style. With every imaginable innovation. We've assembled the best and the brightest meeting professionals to expertly map out the kind of details that take your meeting or trade show all the way to extraordinary. We're at the top of our game, so you can be at the top of yours.

Contact: Alyssa Lippincott
p: 484-777-7497 • e: alyssa.lippincott@sands.com



Sands

BETHLEHEM
PaSands.com

GAMBLING PROBLEM? CALL 1-800-GAMBLER.



WELCOME NEW MEMBERS

Emily Bayley
Maggiano's Little Italy
philadelphia.banquet@maggianos.com

Randi Berman
Entertainment Cruises
rberman@entertainmentcruises.com

Jessica Bittmann, CMP
Greater Wilmington Convention and
Visitors Bureau
jbittman@visitwilmingtonde.com

Katie Carter
Howl at the Moon
katie.carter@howlatthemoon.com

Patricia K Clancy
AECOM
patricia.clancy@aecom.com

Caroline DeBottis
Phoenixville Foundry
Caroline.DeBottis@phoenixvillefoundry.
com

Nicole Di Mattia
Crowne Plaza Philadelphia West
nicole.dimattia@cphilawest.com

Erica Faletto
Mid-Atlantic Events Magazine
Drexel University
ef363@drexel.edu

Glenna L. Fulks
Advertising Specialty Institute (ASI)
glennafulks@hotmail.com

Nick Gassaway
Franklin Square Capital Partners
Drexel University
nagassaway@gmail.com

Christopher Matthew Hodgkins
The Sure Shot Photobooth
chris@sureshotphotobooth.com

Shawnee Lattimore
Hampton Inn
shawnee.lattimore@hhmlp.com

Brooke Lazizi
Philadelphia Convention & Visitors Bureau
brooke@discoverphl.com

Aliza Levin
Temple University, School of Tourism and
Hospitality Management
aliza.levin@temple.edu

DeAnna L. Lucas
Hill International, Inc.
deannalucas@hillintl.com

Xianfeng Luo
Drexel University
xl349@drexel.edu

Deborah E. Murray
Dave and Busters
Debbie_Murray@daveandbusters.com

James Patricia Newman
jamespnewman@verizon.net

Stephanie Plassa, CMP HMCC
s.plassa@outlook.com

Janet Rickards
Springfield Country Club
Jrickards@springfieldcountryclub.net

Kate Rogers
Courtyard by Marriott Philadelphia
Springfield
kate.rogers@marriott.com

Joan Ryan
Liberty Property Trust
jryan@libertyproperty.com

Michael A. Slivka
Mohegan Sun at Pocono Downs
mslivka@mohegansunpocono.com

Audrianna Sorrentino
Drexel University
as3883@drexel.edu

Paul J. Urso, Jr., CMP
Temple University
PJU1425@aol.com

Renee Weigel
Drexel University
weigel.renee@gmail.com

Patty Stern, CMP
Ladies Who Lunch NYC
patty@ladieswholunchnyc.com

Gerald Deignon
Split Rock Resort & Golf Club
gerald.deignon@splitrockresort.com

Baylor Knoll
W Washington DC
baylor.knoll@whotels.com

New Member CONFESSIONAL

Jessica Bittman

Greater Wilmington CVB



Tell us about your transition from hotelier to CVB Director of Sales. Similarities? Differences?

It is a different mindset when you are promoting the big picture rather than a specific hotel or brand. I am still qualifying leads for meetings and overnight stays. I use the same process, but have so many more properties and areas that I am now able to offer as suggestions! It's been fun, and so interesting. There is a lot of history and culture that I've never experienced before.

Where do you think you will see the greatest impact from your renewed membership?

It's great to be back! I'm looking forward to strengthening my existing relationships. I've always found in associations that while gaining industry partners, I have also found friends. We may not always be direct sources of business but they are people that I have a great rapport with. It will be a fun process to connect with them and reevaluate how we can benefit from each other's services.

If you could spend a day with any person, would it be, and why?

My mother, who passed away 7 years ago. I would love to talk to her about my life, my family, and my career. She always had strong opinions and it would be fun to hear her perspective on all that I have accomplished.

Day in the Life – with Allery Elder

SARAH NORRIS, ACCESS PHILADELPHIA

Have you ever walked into a room and felt curiously drawn to a stranger? It doesn't happen often to me but Allery Elder was one of those exceptions. I first met her at the PAMPI gala the year before last, seated at the same table for dinner, but my first impression was earlier in the evening as I happened to observe her from afar – chatting and laughing with those around her, fully engaged, and genuinely having a good time. Simply put, Allery seemed to wear her (warm, inviting) aura on her sleeve. I'd be lying if I said that I wasn't excited to learn more about her when hearing that she was nominated for my next Day in the Life feature.

Allery and I met at a restaurant in the Navy Yard, only steps from her office at WuXi AppTec. I made mental notes on the drive to our meeting that started with 1) where the heck do you work and 2) how the heck do you pronounce it? So, of course as soon as we sat down I plunged right in with these two very astute and hard-hitting questions!

The company name is pronounced “WOO-SHE APP-TECH.” And their role within the healthcare industry is pretty fascinating. WuXi AppTec is a global firm that offers state-of-the-art solutions to assist pharmaceutical, biopharma, educational institutions, and medical device firms through their Research and Delivery (R&D) processes. In other words, companies outsource areas of their applied research (e.g. cell manufacturing) to WuXi App Tec. With operations in China and the U.S., they are growing at a rapid rate. Allery joined the team a year and a half ago as a Project Coordinator for Strategic Accounts.

But as job titles often go, it hardly does justice in defining her roles: from supporting the VP of Business Development to high level Executive Assistant work, to sourcing and negotiating for big clients, to meeting and event planning. With every example offered as illustration to her diverse responsibilities, one thing was clear: while she may be one of the newer hires, they really needed someone like Allery and they certainly know how lucky they are to have her. How do I know? Not because she outright told me so, but because she spoke about the integral roles she plays with a sparkle in her eye. There is no doubt that she goes out of her way for her team. She does whatever is needed and she is as doer and an over-achiever. Not for the accolades but because that self-proclaimed “bulldog” mentality is engrained from an early age.

In high school, she was a drama queen, quite literally, with a passion for theater and the arts. She also ran on the track team, among other competitive sports. Allery grew up in an Army family, calling Pittsburgh, Texas, Washington, and Germany home throughout her childhood. “Being an Army brat forces you to lose your barriers, find something to connect to, and to talk to everyone. I can't blame my idiosyncrasies on this upbringing,” she smiles. “It's what I call my special sauce.”

She was the first person in her family to go to college. She split her time attending college at Messiah College in Harrisburg and her final two years at Temple University here in Philadelphia. When she was 22 years young, she gave birth to her beautiful daughter and became a full-time mother and young professional. How did she do it all? “I made daily schedules to get through. And the biggest thing I learned was to trust me and everything I was going through.” **Early on, Allery adopted the mantra that nothing is ever permanent. “Today starts the rest of your life,” she said.** And it was that mentality that kept Allery working hard and taking risks professionally and personally over the years to find out what she really wanted out of life.

This lifelong searcher and her natural curiosity is what I observed when I met her at the PAMPI gala. It wasn't just a girl playing the role of life of the party; it was Allery's drive



Day in the Life continued

to lose her barriers and passion to connect with those around her.

Initially, she joined PAMPI for the standard reasons: to network, develop relationships with potential vendors, and to simply “take it all in” with an industry and peers who were “classically trained” in event planning. Early on she was given the sage advice to get involved and join a committee. She spent last year co-chairing the Connections campaign with Sarah Mainhart, writing for the magazine, and getting the most out of every PAMPI meeting and educational session.

Awesome side note: Within weeks after our interview, Allery was elected to the 2015-2016 PAMPI Board of Directors! I emailed Allery after our interview to congratulate her on this huge accomplishment. Her excitement and almost slight disbelief radiated through her gracious response. I had to smile. This was the same girl who was genuinely grateful yet simultaneously skeptical about being nominated for Day in the Life, emailing the Editor and me to confirm that we were sure that we wanted to feature her. That’s Allery! So busy living life and savoring each moment as a chance to learn that she is admirably unaware of just how rare of a talent and soul she is.

Aside from her full-time career and growing volunteer leadership responsibilities, you can also find Allery moonlighting at the TLA and Tower, tending bar. In such a transient portion of the hospitality business, it’s a wonder that she has been doing it for years now. She loves it, she says. And there is no doubt that her long-time colleagues and customers love her.

But perhaps no role is more important to Allery than being a mom. For as outgoing as Allery is, her tender side was easily evoked when talking about her daughter. Now grown into a smart, self-aware, and compassionate young woman, Allery couldn’t be more in awe of her. “My daughter is the person I want to be when I grow up,” she says with a proud mama tear in her eye.

I ask Allery if she feels satisfied with her life. It’s a loaded question because I am quick to assume that her answer might be a forceful NO! There is so much left to conquer! But on the contrary, I get another response all together - and perhaps the most powerful insight into Allery and the grounded person she is: “I’m on the right path. I’m turning 40 this year and per my best friend’s suggestion, began to write a ‘40 by 40’ bucket list. I realized that I’ve done more than most already!” Allery said she often hangs with her elderly neighbors, spending time chatting and soaking in their years of wisdom. “My goal is to continue to really live life daily. I don’t want a checklist, because life isn’t one. You just have to live outside your chest.” And Allery, that is all you, girl. A lot, a lot of heart.



Events Calendar



register online at pampi.org

PAMPI Gala

June 17, 2015
Radisson Blu Warwick Hotel
Registration is open

MPI After 5

July 15, 2015
Location to be announced
Save the Date

September 2015 Education Program

September 16, 2015
University City Science Center
Save the Date

October 2015 Education Program

October 21, 2015
The Hub
Save the Date

November 2015 Education Program

November 18, 2015
Hampton Inn Philadelphia Center City-Convention Center
Save the Date