

MPI EYE

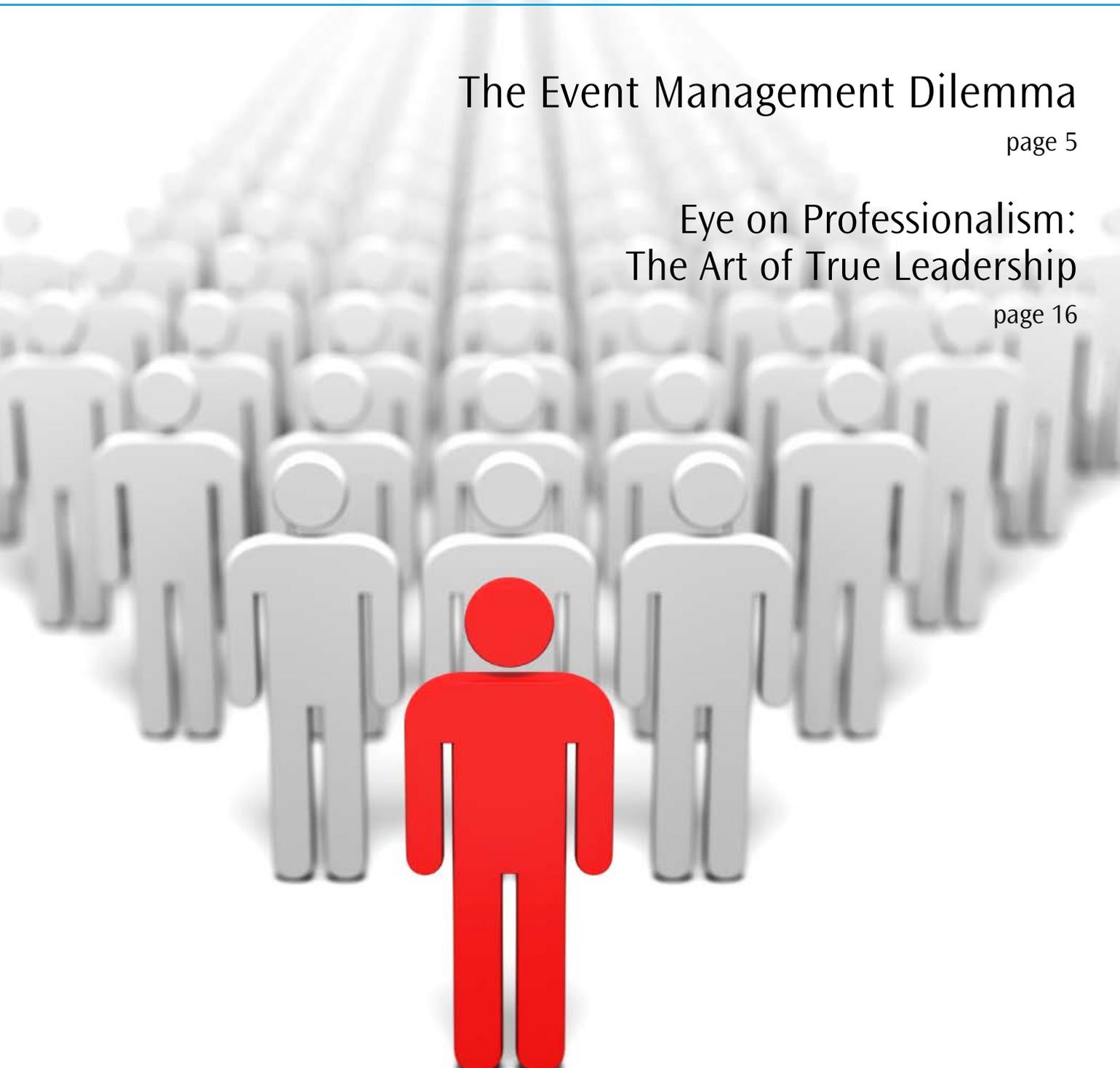
PHILADELPHIA AREA CHAPTER MPI NEWS • FALL 2011

The Event Management Dilemma

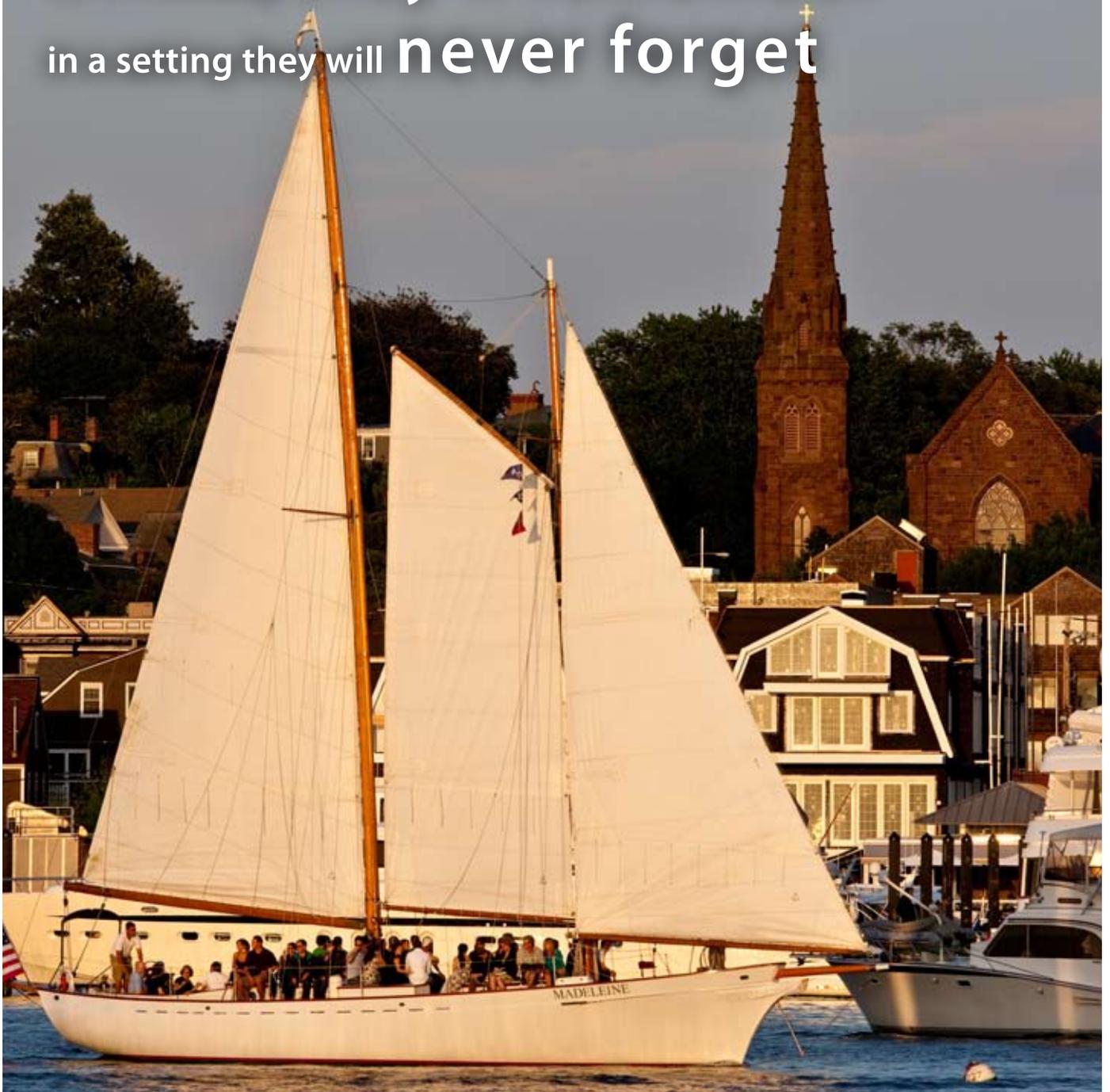
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Eye on Professionalism: The Art of True Leadership

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President's Message

Kelley Thwaite, CMP

I can't believe it's time to start prepping for the holiday season again! It seems like just yesterday I was enjoying Holt 45, singing Bon Jovi tunes at the Gala and making summer plans to lie on the beach in Wildwood.

As I reflect on my time as President so far, I can't help but think about how appreciative and honored I am of being in this leadership role. When I ventured into this career, making the transition from paid staff to volunteer, I became involved with the intent of becoming the best meeting professional I could be. Oh, the visions of a young 20-something were definitely grand! But I digress. I became active at the committee level because I wanted to make sure I was "in the know" about anything new pertaining to our industry. I went to the education sessions to hear top professionals in our industry teach and talk about new trends and changes in how we do our business.

As some of you reading this could attest, once you become involved as a volunteer, it's easier and easier to stay involved and the next thing you know, you are a committee chair and then a director sitting on the board. It wasn't until I was in that seat as a director that I actually considered the idea of one day being President of this chapter. Now, a few years later, here I am.

Obviously, your story of why you are an MPI member and how you got here is going to be very different than mine. But whatever your basis for being here is, know that becoming active

and honing your leadership skills is always an option. While I didn't think about aspiring to President until I was sitting on the board, the leadership skills I developed in the committee level provided me a strong foundation from which to build those skills and helped me enter my Presidency with a feeling of confidence.

Do you have an inner leader itching to be seen? Do you wish you had more confidence to take those steps toward leadership roles in your business world? I stand before you as a living, breathing testament of how volunteering in PAMPI can help you reach those leadership goals. All of us actively volunteering in PAMPI are a part of a succession plan and we are always looking out for future leaders to take our places in this volunteer organization. If we haven't already asked you, please feel free to step up and be recognized. Or simply give me a call and I'll be happy to help you achieve whatever your leadership goals may be!



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September Monthly Program The Event Management Dilemma

David Hughes, Highgate Hotels

PAMPI's September educational program featured event security expert Dale Yeager, speaking on "The Event Management Dilemma: Mistakes that can cost you money and clients." Members gathered at the studios of WHYY, our gracious host for the event.

Kicking off a new year of educational programming, Gary Miller moderated a lively roundtable discussion on the topic "How to make PAMPI work for you." Gary is the king of interactivity, and everyone was encouraged (mandated!) to share their experiences in a lively discussion.

Afterwards, everyone in attendance was treated to an extended networking session while Dale Yeager fought his way through Philly traffic! I will be the first to attest that if you're stuck in an extended cocktail hour, you can do much worse than being wined and dined by Catering by Design, and their partners providing the food and beverage for our event. I was a big fan of their Pacific Rim station and the kim chee pancakes, but my table seemed divided between that and the artisan flatbread pizzas and the Rogue River Smokey Blue cheese stations. Good stuff, greatly appreciated!



Kristine Plourde, Ann Marie Urban, Gary Miller, Jeanne Gray and Julie Renninger at the September monthly meeting

Once Dale arrived, PAMPI President Kelley Thwaite, CMP thanked the event host WHYY as well as sponsors Michael Bruce Florist in and Catering by Design before introducing Maria Ramos for the welcome to our keynote speaker.



Dale Yeager presents "The Event Management Dilemma: Mistakes that can cost you money and clients"

Dale Yeager delivered an eye-opening presentation with an emphasis on event security and how to properly plan for and execute it. He emphasized how important it is to anticipate "people behaving badly" - be they attendees or protestors or others who can be disruptive to a successful event. Dale provided recommendations for evaluating event security options, while stressing to the attending planners that they need to be in charge of the security guards and the security



PAMPI at WHYY

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September Monthly Program continued

plan in general. He walked us through 12 areas to assess and plan for, including police/fire/EMS, traffic, security guard deployment, medical emergencies, etc.

All in attendance were left with Dale's words of wisdom "prediction and prevention" is preferable to "emergency" planning, before Kelley closed the evening with reminders of upcoming Community Outreach and educational events. Our new year is off and running!



Carmel Rose Caporale, Mary Ann Urbanovich, Ned Blair and Jennafer Ross

October Monthly Program October Education Session

David Hughes, Highgate Hotels

As a New Yorker and an affiliate member of PAMPI (my primary membership is MPI-GNY), one of my favorite things about participating in PAMPI events is getting to see various venues in Philadelphia that I might not otherwise get to experience. One great example is the newly-expanded Pennsylvania Convention Center, the host venue for PAMPI's October education session.

On a dimly gray and rainy day outside, the PA Convention Center sales team brightened it for members arriving early for guided tours of the impressive new facilities. The tours ended back in the new Broad Street Atrium for a networking reception, highlighted for me by the ice carving and seasonally-appropriate applejack cider (if the tour hadn't already warmed me up, the cider would have!).

PAMPI President Kelley Thwaite, CMP welcomed everyone with thanks to Russell Kice, CMP, Director of Sales & Marketing for the PA Convention Center and to the PAMPI P3 Partners. She also acknowledged Amber May of the Advertising Specialty Institute as the winner of a Starbucks gift card for participating in the recent chapter survey. And perhaps most importantly, she recognized and thanked those special guests in attendance for Bosses Night!

Next up, members were treated to a special guest appearance by Cindy D'aoust of the Philadelphia office of Maxvantage

Meetings, who is currently serving as Vice Chairwoman of Finance for MPI at the international level. Cindy shared with us the international board's emphasis on "passion, connection and partnership" and enthusiastically announced that Philadelphia has been chosen to host MPI's World Education Conference (WEC) in 2016!

Past President Jennafer Ross, CMP, took the stage as moderator, introducing Stephanie Boyd, who is Vice President, Sales



James Pfizenmayer with Prodigal Security at his exhibit table

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October continued

& Marketing & Convention Services for the PA Convention Center. Stephanie took us back to ground-breaking for the new facilities three years ago, and back to the present highlighting the expanded Center's seven exhibit halls and 679,000 square feet of space. She discussed design elements that blend the Center into the city's history while looking to the future with state-of-the-art technology including a gigabyte of bandwidth supporting meeting room wi-fi (400 users per meeting room!).

Beyond the physical structure of the building, Stephanie also briefed us on the Center's "Treat 'em Right" hospitality training program for labor, as well as the "Ask Me" volunteers who assist visitors with local expertise.

After Stephanie's overview on the expansion, Jennafer introduced Julie Coker, Senior Vice President for the



Mark Steinmetz, Jason Cataldi, Shira Baumstein and Emily Nichols



Dessert buffet



Linda Szoke, Laura Lee Wren, Michael Lyons and Maria Ramos



Mary Ann Urbanovich, Scott Hammonds and Pat Thierry

Philadelphia Convention & Visitors Bureau (PCVB). In beginning her remarks, Julie reminded everyone that Philadelphia was host to the very first US convention and remains a premier convention city that has the advantages of being walkable and compact. She provided information on the economic impact - \$580 million in 2010 - of the convention & tourism industry to the area, as well as a thorough introduction to services offered by PCVB.

Jennafer opened it up for questions from the audience

after Julie's presentation, and we learned more about how Philadelphia is now better positioned against traditional competitors such as DC, Boston, Chicago and Baltimore. Before closing, there was also discussion of the need for another major convention hotel in the city, as well as possible locations (such as GSK after they relocate to the Navy Yard).

After a coffee and dessert reception, it was time for guests to depart, better informed than ever as to the many reasons why people choose to meet in Philadelphia!

Please Donate Your Eyes

Ryan Derfler, Mural Arts Program

Open your eyes PAMPI! Seriously, WATCH OUT.

"What for???" you're thinking.

For the Meetings Monster!

"What is THE Meetings Monster?"

The Meetings Monster is defined by Wikipedia as what an event planner does not know that will soon wreak havoc on his/her event. It's the restaurant you booked that is ready to fold and take your deposit with it, it's the snow storm headed up the coast that will delay half your attendees flights, it's the poor wiring in the hotel about to bring down your A/V set-up.

You catch a Meetings Monster with your eyes and ears. Make no mistake, it's almost impossible to catch him; but, in theory, it's possible. After all, the restaurant owner knows he's going out of business long before he does, the weather man knows the storm is brewing, the electrician is aware of the shoddy workmanship. It's a matter of knowing. People know, the CIA knows, and meetings planners always wish they had, somehow, known too.



The Monster works on the micro and the macro level, so while each of us individually needs to keep an eye out for the "storms-a-brewing," PAMPI as an organization needs to keep an eye out as well. We need to know what's happening locally, regionally, nationally, and beyond. Are meeting planners getting a bad rap in the press?, Is threatening legislation looming?, Is the big venue in your neighborhood ready to shut down? We want to know.

Specifically, the Advocacy Committee wants to know. As an organization, we need to keep our eyes open—and hundreds of eyes are better than a few. Please, if you see an article in the paper about meetings or hear about something, anything, that could affect us or our industry or partners,

send me a quick email with a note about it and I promise to ensure we act on it if necessary.

Together, we can stop the Meetings Monster.

PAMPI Membership Incentive!

Any PAMPI member who brings a potential member to the January Membership Incentive Program will be entered to win (4) Orchestra tickets to the Tony Award winning play,

"God of Carnage" on opening night, March 13, 2012 at the Walnut Street Theater. For each additional member you bring, you will receive another chance to win.

eye on philadelphia

David Krakow, Swank Audio Visuals



PAMPI – Life Sciences

In a nod to the growing influence and potential of the field of Life Sciences, the Philadelphia Convention and Visitor's Bureau's Greater Philadelphia Life Sciences Congress (GPLSC) has released a new video for meeting planners to show off the city's credentials as a convention destination. The five minute video, narrated by Philadelphian Lauren Hart, cancer survivor, was launched in early October.

The GPLSC is one of three separate divisions of the PCVB along with the Philadelphia Sports Congress and Philadelphia Multicultural Affairs Congress.

The region's prominence in the field was underscored by an oft-quoted study by the Milken Institute in 2009, when Philadelphia and the tri-state area was ranked second behind only Boston – and ahead of such presumed stalwarts as New York City and the Bay Area of Northern California – as a life sciences cluster, using such metrics as employment, research and development capacity, output, work force development and other factors.

In 2007, about 50% of all meetings in the Philadelphia region were Life Sciences related, and some 94,000 people were employed in Life Sciences fields such as pharmaceutical, biomedical science, cell biology, and medical devices. Those companies earned an estimated \$7.7 billion that year.

Philadelphia's sales community now has a specific marketing tool to attract conventions to the city. "There was no comprehensive tool for our sales team to take it on the road," said Bonnie Grant, executive director of the GPLSC. "This will help meeting planners see what we have to offer."

And there are other events, small and large, to continue the dialogue, from the Cup of Joe where practitioners can meet potential investors in University City, to Biotech 2011, the 11th annual conference taking place at the Pennsylvania Convention Center (PCC) October 24th and 25th.

According to Grant, it was the expansion of the PCC, which opened in March, which helped prompt the production and release of the video. "We can obviously attract larger

meetings, and many of those are in the life sciences field," she said recently.

Other major upcoming conventions at the PCC include the Aesthetic Expo, which expects 3,000 attendees in October and the American Association of Nephrology, which expects approximately 12,000 in November.

In 2007, about 50%
of all meetings in the
Philadelphia region were
Life Sciences related.

But most of the work being done is not what is witnessed by hundreds or thousands of people in public meeting spaces, but in the synergy between Philadelphia area health care providers doing the daily work in the fight against a wide variety of diseases. For example, a partnership was recently created between

the Wistar Institute and the Christiana Care Health Care System's Helen F. Graham Cancer Center to collaborate on translational cancer research.

And, as the video touts, this all takes place in a region, and a city, that housed the country's first hospital, first teaching hospital and first children's hospital, among others. As the video also notes, some 80% of pharmaceutical companies have headquarters in the region, a statistic unlikely to be lost on meeting planners who have to decide where it's most convenient to send its attendees.

Eye on PAMPI Students: What Our Professors are Saying

Elizabeth Holland, Temple University School of Tourism and Hospitality Management

All too often leadership and management are used interchangeably, and many people confuse the two as meaning the same thing. However, management and leadership are two distinct concepts. When we balance the two correctly, true success is achieved.

In University, we are bred to become the managers of tomorrow. Managers provide structure, guidelines, rewards, and so on, but all too often what managers fail to provide is an inspiration to their workers. Our industry requires a substantial amount of managers to continue the business, but in reality what our industry calls for most are leaders to shape the future.

In the School of Tourism and Hospitality Management, although management lays in its title, we study that our industry leaders are those who become most successful. Leaders motivate, build excellence, seek diversity, are innovative, and challenge their followers. In turn, followers are able to perform to the best of their abilities when they are in the presence of a great leader. Empowering employees is a term found in almost all core curriculum.

In the hospitality industry, we are allowed a bit more freedom when it comes to providing our guests with exceptional service. Yes, there are guidelines we all must follow, but our true success comes through when our guests are satisfied.

Having worked in the industry for a few years now, I have personally noticed the difference it makes when a particular

manager acts a leader. In my various positions throughout the industry, I have seen not only myself, but my co-workers provide outstanding experiences to our guests when we are given the power and freedom to make our own choices. It completely changes the atmosphere in the workplace, where employees know that structure exists, but in their own way are able to mold and transform their daily jobs.

But the real success is when managers and leaders are transformed into one. Managers need to be leaders, to guide and stimulate their workers to achieve the best. In turn, leaders need to have enough experience in the industry that they are able to maintain a high level of success and use their resources effectively.

That is where the students of today become the leaders of our future. Our classes provide us with a solid base for entering the industry, through lecture, text, and even outside experience. Focusing on diversity, international markets, finance, development, and a multitude of other areas,

students in our program have the opportunity to become managers who will lead effectively. Part of the school mission statement states: To meet the leadership needs of the tourism, hospitality, recreation, and sport industries by providing quality, student-centered, professional preparation program (www.sthm.temple.edu). Clearly we are set in the right direction.

...our true success comes
through when our
guests are satisfied.

PAMPI Membership Incentive!

If you are a potential member who attends the January 25th meeting and you then join PAMPI by February 20th, you will be entered for a chance to win a King of Prussia

visitor's package, including Dinner for (2) at Season's 52 and an overnight stay with breakfast at the Dolce Valley Forge Hotel and more.

The Green Cars of Tomorrow in Philadelphia

Mark Devlin, Student

The Philadelphia International Auto Show will come to the Pennsylvania Convention Center January 28 through February 5, 2012. This event won first place for best local event in a Phillyhotlist.com poll in 2011. Green technology will no doubt be a highlight at the 2012 convention. A number of new hybrid, diesel, and electric vehicles will be on display for everyone to experience. A few vehicles to be on the look out for are the Hyundai Veloster, Scion IQ, Fiat 500, and the expansion of the Toyota Prius line. You may even notice new window stickers that focus more attention on fuel economy. An example can be seen at www.fueleconomy.gov/feg/label/.

Concept cars will also be on display at the auto show. These cars show us what possible future production vehicles may look like. Future automobiles will require strict guidelines to eventually meet production standards. Based on information

obtained from NHTSA.gov, new vehicles will continue to require higher miles per gallon (mpg) ratings. Over the next ten to twenty years expect to see automobile manufacturer ratings closer to fifty mpg! This rating will be required by the government as per the Corporate Average Fuel Economy (CAFE) law.



As meeting professionals, we should strive to become leaders in the event planning field by utilizing green systems and ideas when planning an event to reduce waste. It is not only the job of the government to lead the way. Everyone has an opportunity to be a leader in making the world a cleaner place to live and work.

We can all be leaders by making Philadelphia and the world more eco-conscious. Continue finding ways to incorporate green technology in your events.

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Community Outreach: Bark in the Park

The last time PAMPI participated in a community outreach event, it was a cold, rainy, winter day at the headquarters of Philabundance in the shadow of the Philadelphia's sports stadiums. Nice, worthwhile event but weather-wise, the whole day sort of went to the dogs. Fast forward about seven months and PAMPI's latest volunteer endeavor also went to the dogs, but for a very different reason.

On October 8th, under a gorgeous blue sky at Rose Tree Park in Media, Delaware County, PAMPI's volunteer contingent staked out their spots and took part in the county's annual Bark in the Park event, held to raise funds to provide discount vaccination clinics, microchipping, spay/neuter clinics and many other services. It was a day full of barks, children, food, fun and a lot of serious attention paid to some very special animals.

Recently, PAMPI's volunteer outreach committee conducted



Cindy Hamilton and Linda Jones working the registration table.

an informal vote and it was decided that the number one choice for its next activity was something that involved animals.

And there to provide a bit of serendipity was Sharon Goodspeed, a PAMPI member who happens to be a long time volunteer at the Delaware County SPCA. With the Bark in the Park pending, she put on her two hats and did the legwork to create a role for PAMPI.

The day started with a registration and 2K walk; the parade of dogs and owners looked like a canine re-enactment of the Normandy Invasion, hundreds of dogs marching down Providence Road at the border of the park, then making a quick turn along the picket fence and finally onto the course.



The PAMPI gang and their 4-legged family members who took part in festivities for the day



Phyllis and Allen Anderson with their dog Coby along with Tracy McCloskey and Linda Jones

The action then shifted to the Fall Festival area where food and frivolity shared space with more serious endeavors such as an obedience tent, a vaccination area, and a tent containing information on animals awaiting adoption. There was even information provided on pet burials.

As music blared from the DJ tent, the guests made their way through an assortment of tents mostly focused on food – from cupcakes and cookies to ribs and chicken and much more – and animal services.

The mingling was social networking of the pre-Facebook variety, people, many who do not see each other that often, trading stories, updates and, of course, the love of dogs, their own and others.

The PAMPI walking team raised \$770 in donations in addition to the \$25 per person registration, and also provided several hours of volunteer work at the festival. The event was a success, surpassing their goal by raising over \$51,000 for the shelter!

PAMPI’s next outreach activity is scheduled for November 20, when we will again man a cheer/water station during the Philadelphia Marathon. Join us if you can! Check your PAMPI Pulse or our website for details on how you can help.

We Want to Hear From You!

Recently promoted, married, gave birth, started a new business, expanded your current property, partnered with a new company? Share your news with the PAMPI MPI to Eye team, so we can highlight it in the quarterly magazine.

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Eye on PAMPI Membership: I AM MPI and I Love What We Do!

Maya Northen, Chimera Travel

If someone were to ask you the number one reason for being a part of MPI (and the PAMPI chapter) what would you say? We are each involved in MPI for a reason. Not only have we joined the organization, we've continued to come to the meetings and renewed our memberships. Many of us have volunteered on committees and some of us have been part of the chapter leadership as chairs, directors, vice presidents and presidents. What is it that compels us to join, become involved and stay dedicated to this organization?

While items such as monetary ROI and client growth are certainly important, often our inspiration is something that cannot be fully expressed in a statistic. It's something personal to each of us, and different from one person to the next. In fact, one of the best ways to portray the benefit of MPI to someone considering joining or getting involved is to share our unique stories.

MPI has recently launched a new campaign called "I am MPI". The campaign was created to encourage MPI members to share these personal stories and express to others how being a part of the organization has made a real difference in their personal and professional lives. "I am MPI" allows us to celebrate our achievements and inspire others through our individual experiences.

The process for sharing your story is quite easy – log onto this link: <http://www.mpiweb.org/Membership/Stories/>



[MemberStories](#) and fill in the quick questionnaire. The beauty of this campaign is that it doesn't simply ask for traditional data. It includes questions such as "when did you realize you wanted to be involved in the meeting and event industry?" and "what was your most memorable moment at an event?" It allows us to explore our benefits in a different way and to touch others by doing so. The Membership Stories section of the MPI website portrays photos and stories of those who have already participated in the campaign, providing examples for those who want to share their own details.

So please, tell us how you have been inspired and how MPI has made a difference in your life – we'd love to hear about your journey. If you have any questions about the campaign, please contact Maya Northen at maya@chimera-travel.com. We look forward to learning about why you are MPI and why you love what you do!

Member News

Your tool kit just got larger. Supplier members now have free access to the sustainable-minded community that use the Sustainable Event Measurement Tool (SEMT) to evaluate meeting performance management process. The SEMT, which

launched at WEC 2010, has helped professionals around the world, and now can help you design socially, economically and environmentally conscious meetings and events. The SEMT can be found at <http://mpi.sustainableeventtool.com/>.

PAMPI Membership Incentive!

Why join PAMPI when there are so many hospitality organizations to choose from? There are many ways to answer that question, but one of the best reasons is that PAMPI has an almost even rate of planners to suppliers alike. You are able to easily network and glean insights

from both sides of the Meetings industry. In addition to your member benefits, you will receive chapter newsletters, local directories and access to monthly education programs. Discover all the many benefits of membership by visiting www.mpiweb.org/Membership.

Peggy Cummings, CPM, OnSite Meeting and Event Management LLC



Janet Rodier, Doral Golf Resort & Spa, a Marriott Resort

While a new member of PAMPI, Janet Rodier has over 20 years of experience in the hospitality industry, 15 years of which have been with Marriott International working on multimillion-dollar sales and account strategy. Since 2010, Janet has served as a senior sales executive for Miami's Doral Golf Resort & Spa, A Marriott Resort. Based in Gettysburg, PA, Janet works remotely, representing the Doral in the Northeast region, including New York, Massachusetts, Connecticut, Rhode Island and Pennsylvania.

Since joining PAMPI in March, Janet has become a member of the Community Outreach committee. Outside of PAMPI Janet supports The Smile Train (assisting children born with cleft palates), and the American Society for the Prevention of Cruelty to Animals (ASPCA).

An avid golfer, Janet is thrilled to be working with Doral in preparation for the resort's 50th anniversary in 2012. The historic South Florida resort offers five championship golf courses and hosts an annual tournament with the PGA Tour. In addition to the golf courses the Doral offers 100,000 square feet of meeting space featuring Legends Ballroom at 24,079 square feet.

In addition to her time on the fairways, Janet enjoys biking, long walks with her 7-year-old Airedale and visiting the south of France with her husband Claude.



Erin Hoban, SEI Investments

Erin's family, originally from Buffalo, NY, moved to Baltimore, MD, where she lived until moving to Collegeville, PA to attend Ursinus College. In her senior year of college, Erin participated in an internship at the Radisson/Scanticon Hotels and Valley Forge Convention Center in the Sales and Marketing Department.

Her experiences during the internship were so rewarding, and the bonds of friendship so strong, that upon her graduation in 2006 with a degree in Media and Communication Studies, she accepted a full time position with the Radisson Hotel, as Catering Coordinator.

Having decided she loves living and working in the Philadelphia area, in November of 2007, Erin was delighted to accept a position with SEI Investments on the Corporate Events Team as a Corporate Concierge. In this roll, she became a wealth of knowledge about restaurants, sightseeing, theatre and sporting events! When Erin goes to a restaurant with friends, her favorite thing on the menu is cream of crab soup, crabs steamed in Old Bay Seasoning, and a cold beer...a tribute to her native state of Maryland.

In January of this year, Erin was promoted to Event Planner on the Corporate Events Team. Her responsibilities are focused on planning meetings and events for both internal and external clients. The environment that surrounds her at SEI, including the private art collection of CEO, Al West, all contribute to her professional fulfillment in working with such an innovative company.

In August, after years of attending PAMPI functions as a non-member, she took the plunge and joined! Erin is already enjoying the new relationships she has established, and the valuable insight that has been shared. When there is free time in her day, Erin fills it with wedding plans!

❖ **If you see Janet or Erin at a future meeting, please introduce yourself and welcome them to the chapter!**

Eye on Professionalism: The Art of True Leadership

Lauren Tosti, Roberts Event Group

The terms “Leadership” and “Management” are often assumed to have the same meaning, but in reality they have very different significances. A manager’s job is to direct a group of people to efficiently complete a task. While a leader’s role is to motivate a group of people to want to efficiently accomplish a task and work toward a common goal.

When planning, managing, and executing events and meetings it is important to not only understand the difference between leadership and management, but to practice key leadership skills in order to manage the logistics, staffing, and ultimately the entire event as best possible.

The manager administers; the leader innovates.

The manager maintains; the leader develops.

The manager focuses on systems and structure; the leader focuses on people.

The manager relies on control; the leader inspires trust.

The manager has a short-range view; the leader has a long-range perspective.

The manager has his or her eye always on the bottom line; the leader’s eye is on the horizon.

In the current economic situation most companies do not have the leisure of employing managers that are not leaders. The meetings and events industry is no exception to the rule.

At Roberts Event Group (REG) these two roles coexist in one position - Director of Operations. Rob Carachilo leads teams; large and small. He also manages the logistics of REG events; from timelines to site plans.

During large city-wide events such as Welcome America! and the PIFA Broad Street Fair, Rob employed both leadership and management skills. His careful planning and documentation were complemented by his ability to direct a large staff.

How does he do it? Rob says, “Be prepared. Planning is the key to effectively managing an event.”

And what about leadership? “When relying on a group of people to create an event it is important to inspire them. Your staff should want to be there! They need to be made aware of the importance of their roles and take ownership in their duties.”

Daniel Goleman, author of *Primal Leadership*, explains that the most effective leader should be able to adapt one of six leadership styles to fit the needs of his or her staff:

Visionary: Moves people towards a new set of shared dreams.

Coaching: Develops individuals, shows them how to improve their performance and connect their goals to the goals of the event.

Affiliative: Emphasizes the importance of team work, and connects people to each other.

Democratic: Draws on people’s knowledge and skills, and creates commitment to goals.

Pacesetting: Sets obsessively high standards for performance.

Commanding: Rarely involves praise and frequently employs criticism. Undercuts morale and job satisfaction.

The first four leadership styles are most effective during the planning and production phases of an event. The pacesetting and commanding styles are never as effective; they play on fear and performance pressure as opposed to vision and empowerment. However, these styles may be necessary during the “crunch time” while the event is taking place, or just before it begins.

Great events are made through effective leadership of the people who make up the event and management of the tactical logistics related to production. One should never be excluded from the other.

Happy planning, managing, and leading!



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- Jerry Pittman
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- Christina Trank, Assistant Director
Deborah Heart and Lung Center

Volunteer Awards Recipients

Congratulations to our Rising Stars!

As a member of the Gala committee, **Julie Renninger**, IMS Audio Visual, stepped up early to sponsor the event and also went right to work on solidifying other event sponsors – a great leader among the pack!

Lee Weller recently joined MPI and immediately volunteered her time and talent to the Member Care team. She contacts members up for renewal each month, an integral role to the success of PAMPI's member retention.

Applause for our Shining Stars!

As a member of the Student Affairs Committee, **Kim Bladen**, Educational Testing Service, continues to connect our student members, area school faculty and our MPI members. She sends out important, time-sensitive messages which has helped the committee connect with student members and build relationships with key school faculty and administrators.

Emily Sipe is one of our student members who participates on our Backpacks to Briefcases subcommittee. She has taken

the lead in a large number of the projects, including putting together a logo for the event, creating and distributing a survey for students to determine their preferred format and discussion points, outlining questions for the professional panelists based on the student survey results, putting together a rough draft of the presentation, and developing a task timeline and calendar for the event – quite a major role in addition to her classes! She is a great example for other student members.

Thank you to the recipient of our Making a Difference award!

Patrick Wallace, HuttleUp, has consistently volunteered for several PAMPI projects and initiatives. He partnered with the Student Affairs Committee to host a school visit at the Restaurant School, and in the same day – volunteered with the Outreach Committee at Philabundance! He constantly looks for ways to assist members, and is an integral member of our chapter!



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From the Editors

Heather Walter
*Bucks County Conference
& Visitors Bureau*

Nicole Benner
Blank Rome LLP

Heather – How appropriate. The theme of my last issue of MPI to Eye Magazine is Leadership. Before I sat down to write this, my last editor column, I read all of my past magazine articles. After getting over the initial shock of how different my editor photo looked four years ago, I started to reflect on the content of my columns. As I got more involved in PAMPI and grew into the committee chair role, my writing evolved. There was a sense of confidence and belonging. To me that is PAMPI, an organization that promotes professional growth. Not only have I had the opportunity to network with countless meeting planners, but on a personal level, my leadership skills have developed. The PAMPI leaders that I connected with over the years opened doors for me to become a chapter leader.

My PAMPI story starts with past PAMPI President, David Jackson, my mentor and predecessor at Visit Bucks County, and the first familiar face that I saw when I attended my first PAMPI meeting. David introduced me to PAMPI President, Kelley Thwaite, CMP who encouraged me to join the Magazine committee. Kelley entrusted the co-editor role to me and introduced me to Vice President of Communications, LauraLee Wren, the brains behind the PAMPI MPI to Eye Magazine. In 2010, I met past PAMPI President Jennafer Ross, CMP who recognized me as PAMPI’s Volunteer of the Year, and unveiled PAMPI’s Legacy theme, which is so appropriate to the mission of this organization. As I step away from PAMPI to grow in my career, I hope to leave my own legacy behind. “Never be afraid to step into a leadership role.” After writing just one article for the PAMPI magazine, Kelley Thwaite, CMP asked me to assume the role of co-editor. Though hesitant, I went for it and the rest is history. I hope that future PAMPI members will follow in my footsteps by joining committees, becoming chapter leaders and leaving legacies for future members.

Nicole – At the end of October, Heather Walter let me know that this issue of MPI to Eye would be her last, and Laura Lee Wren asked if I would assume the position of Editor. I won’t lie – I was freaked out! I haven’t even been a PAMPI member for a full year, I’ve only written two articles for the magazine, and I haven’t even completed a full quarter as co-editor! I’m both scared and excited.

Leading is scary – it means I am responsible for charting the path and making sure everything stays on course. What if I do it wrong? What if I make a mistake? I’ve never done this before, and when I ask for help, will people think I don’t know what I’m doing? Will people read this and think I am untalented?

But, I don’t think poorly of people who ask me for help. In fact, I enjoy showing people how I do things; what makes me think others don’t feel the same way? I’ve learned a lot when I’ve done something incorrectly (at the very least, I usually have a funny story when it’s over), and it’s never been the end of the world. And sure, I’ll do things differently than Heather did them, but does “different” mean “wrong”?

If we let the fear of failure stop us from leading, what opportunities will we miss? So, I’m not backing down from this opportunity. Yes, I am scared, but I will not let it stop me from leading. And that’s very exciting.

Congratulations to PAMPI's newest CMPs!

Chris Leno, CMP, Lockheed Martin Space Systems Company
Hannah Lermite, CMP, Academy of the New Church / Bryn Athyn College
Melanie Forman, CMP, Ben Franklin Technology Partners of SEPA
Katelyn Weeks, CMP, MSFC
Jeri Hendrie, CMP, Anthony J. Janetti, Inc.
Teresa Brodheim, CMP, Haverford Trust Company

events calendar

register online at pampi.org



Wednesday, November 23, 2011

Meet-Up at the Luncheon and Get Completely Connected

Philadelphia CVB Annual Luncheon

11:00 – 11:45 a.m. Expansion Tours
Noon – 2:00 p.m. – The Ultimate Networking
Experience

Including food stations, cocktails and business
opportunities
Pennsylvania Convention Center – Terrace Ballroom
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www.paconvention.com

Wednesday, December 7, 2011

Educational Program - Breakfast

8:30 – 10:15 a.m.
Maggiano's Little Italy
205 Mall Boulevard
King of Prussia, PA 19406
Topic: "Legal Issues in Today's Environment"
Speaker: Tyra W. Hilliard, PhD., JD, CMP
University of Alabama--

Wednesday, December 7, 2011

Educational Program – Luncheon

11:30 – 1:30 p.m.
Hampton Inn Center City
1301 Race Street
Philadelphia, PA 19107
Topic: "Legal Issues in Today's Environment"
Speaker: Tyra W. Hilliard, PhD., JD, CMP
University of Alabama

January 18, 2012

Afterglow Networking Event

5:30 – 7:30 p.m.

February 15, 2012

Educational Program

5:30 – 8:30 p.m.