

OCTOBER 2011

# AMPs NEWSLETTER

ASSOCIATION OF MEETING PROFESSIONALS

## AMPs October 2011 Monthly Meeting: ASAE Center Joint Program and Networking Reception

Tuesday • October 11, 2011

**Please note: Free Planner Month!**

*Hosted by the George Washington  
Masonic Memorial*

*Sponsored by Visit Detroit*

Location: George Washington Masonic Memorial  
101 Callahan Drive  
Alexandria, VA 22301

Directions: <http://gwmemorial.org/directions.php>

Parking: Free.

Metro: King Street Station (blue & yellow lines).

When: October 11, 2011

Registration ..... 5:00 - 5:30 pm

Program ..... 5:30 - 6:30 pm

Reception ..... 6:30 - 8:00 pm

**\*Please note the unique time change, for  
this month only.**

Program: **Crisis Management.**

In the meetings world, we all know, things happen. From cancelled speakers to natural disasters—your meeting can see a drastic turn at any point. Especially when planning national meetings for associations, you need to be familiar with best practices in meetings crisis management. Join this program to hear real life experiences of dealing with a crisis along with tips to ensure you keep your meetings running successfully, under any condition. Panelists will include: Wanda Carroll, CMP, associate director, Event Services, NASSP (National Association of Secondary School Principals); Bob Mellinger, president, Attainment Corp; and Christina Frey, Manager, Event Services, Smith-

### **AMPs MEMBERS: FREE**

*(If you register by 12:00 pm on Friday,  
October 7th; \$10.00 onsite for suppliers.)*

### **NON-MEMBER PLANNERS: FREE**

**NON-MEMBER SUPPLIERS:  
\$35 in advance; \$55 onsite**

**NON-MEMBER STUDENTS:  
\$25 in advance or onsite**

Bucklin; with conversation moderated by T. Ladson Webb III, senior business development specialist, Aon Association Services. In partnership with ASAE, you'll also spend the evening making contacts with others in the meetings industry as you enjoy a fantastic reception sponsored by the Detroit Metro Convention and Visitors Bureau.

#### **How do I register?**

AMPs is proud to have **The Multisoft Group** as our online registration provider and sponsor! To register, members and non-members must visit [www.ampsweb.org](http://www.ampsweb.org) and click on "Register Here" to use our online registration system. First time users will need to set up a "New User" account. Return users will be able to login simply by entering their last name and e-mail.

*\*Your membership is verified by your last name and email address. If you have a new email address that you have updated with AMPs, please change it in your personal contact record with The MultiSoft Group once signing in with your old email.*

**Please Note:** We will no longer accept registrations via email to [amps@courtesyassoc.com](mailto:amps@courtesyassoc.com). You must register online via [www.ampsweb.org](http://www.ampsweb.org).

#### **Do I have my registration confirmation?**

Once you have registered for the meeting, be sure to print your registration confirmation and bring it with you to the meeting; having it is always a great back-up plan. If you did not receive your registration confirmation, contact [amps@courtesyassoc.com](mailto:amps@courtesyassoc.com).

# FROM THE CHAIR

I'm deeply honored and humbled to start serving AMPs as chair. I am sorry that I could not attend the September meeting because of the conflict with my Annual Convention, but I offer my sincere congratulations to all the award winners and especially to Russ McKinnon on receiving the Dick Noble award. Thank you also to our sponsors for making the meeting a great success.

AMPs has shaped my professional career for many years, and I am happy now to start giving back to the industry that has shaped me professionally and personally. Like many of you, I owe much of my professional success to my connections and contacts gained through my membership.

Our business is all about relationships, so take some time to get to know someone new at AMPs monthly meetings or events or get involved in a committee! There are plenty of committees to choose from. Believe me—YOU will not regret it!

I'd also like to thank our outgoing board members and committee chairs for their time and service, and I look forward to working with the new executive committee, board of directors and committee chairs for this year. Finally, I'd like to thank Cameron for her service to AMPs and for the guidance she's provided over the past year.

Mark your calendars now: You won't want to miss the fabulous holiday party, the industry's BEST golf tournament, or the summer picnic.

I am excited about the year ahead and to serving the AMPs membership. I look forward to seeing everyone at the next AMPs event. Please don't ever hesitate to contact me if you have questions/comments—I'm here to serve you!

**Laura Weaver, CMP**  
Society of American Florists

## AMPs Board Members 2011-2012

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# AMPs SEPTEMBER PROGRAM RECAP

Ann Garvey, CMP, Puerto Rico Convention Bureau

Eating and drinking with friends—is there a better way to wrap up one year and begin anew? We did just that, on September 13, at the beautiful Washington Court Hotel. The highlight, of our AMPs Annual Meeting, however, was the presentation of awards for jobs well-done during our previous year.

It was a festive evening, and our Emcee, Cameron Curtis, kept the meeting pace lively. We began with a cooking demonstration by the Executive Chef at Washington Court, Mario Raymond. He showed us how to make braised short ribs with glazed baby kaleidoscope carrots. The presentation was outstanding; from the prep work to the sizzle of the beef as it seared, we were treated to a sensory party. Chef Mario kept us entertained, and taught us a few tricks in the process. He left nothing out, beginning with preparing both the beef and the carrots and creating the sachet that would flavor the broth in which our short ribs would steep. As he prepared the meal, we enjoyed the wafting aromas dancing through the room, and learned that this would become the focus of our post-presentation gathering ... but I'm getting ahead of myself.

While he prepared the culinary feast, Chef Mario was joined by Aimee Loeb-Davis, a wine consultant. It's common knowledge that giving a good bottle of red wine time to breathe before drinking it is important. And we learned another reason to open the wine early: Using good wine in food preparation only enhances the dish.

Though our September meeting date technically fell in summer, Chef Mario gave us happy reasons to look forward to the cooler months, when stews and chili will replace our summer fare. The dish he chose is an easy one to take to a family gathering or a pot-luck, because it travels well and holds up if not served immediately.

After our gastronomic production, it was on to highlights of another kind. The success AMPs enjoyed last year resulted from tireless contributions of many volunteers, and the committees were recognized and thanked for their efforts. As the anticipation grew, Ryan Barth and Alyssa Kolat, the Awards co-chairs, announced nominees for both the Outstanding Meet-

*(Continued on next page)*

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## AMPs September Program Recap...

(Continued from previous page)

ing Professional and Outstanding Service Professional. While only one person can win the award, each of these nominees helped our organization, and for that we are all grateful.

The Outstanding Meeting Professional Award is awarded to an individual who displays commitment and dedication to AMPs and the Meetings Industry. Participation in AMPs-related philanthropic activities, meetings and committees are some of the qualifications of the recipient of this award. This award is given every year at the Annual Meeting in September. Nominees must be active members of AMPs.

The nominees for Outstanding Meeting Professional were:

- Lauren Duffey, Chris Wayne & Associates
- Krista Lundberg, CMP, Foundation for the National Archives
- Tom Dozier, CMP, National Auto Auction Association

The Outstanding Service Professional Award is presented annually in September to an AMPs Supplier member who demonstrates a passion for providing service and value in the Meetings Industry. Participation in AMPs-related philanthropic activities, meetings and committees are some of the qualifications of the recipient of this award. Nominees must be active members of AMPs.

The nominees for Outstanding Service Professional were:

- Greg Brice, AVI-SPL
- Michelle Licht, National Press Club
- Maggie Kohne, Powell Kohne Associates, LLC
- Blanche Powell, Powell Kohne Associates, LLC

And the awards go to ...

Outstanding Meeting Professional: **Krista Lundberg**

Outstanding Service Professional: **Maggie Kohne**

Congratulations to all!!!

Our Emcee then surprised us all by presenting the Dick Noble Distinguished Service Award to one of our own colleagues. The first Dick Noble Distinguished Service Award was presented to Dick Noble in September 1992 for his visionary leadership and outstanding contributions while conceiving, planning and executing the formation of the Association of Meeting Professionals. Mr. Noble's selfless devotion and high standards of excellence directly resulted in the founding of an organization that now includes more than 300 industry professionals. Recipients of this award set themselves apart by consistently contributing their time and energy to AMPs.



Here are some remarks made about this year's recipient:

- This person exemplifies what it means to be an AMPs member. He never misses an opportunity to serve the AMPs leadership and membership and has been a member longer than most Board members combined!
- He has been so supportive of AMPs and our industry in general. His dedication, participation, input and commitment to AMPs has been strong through the years.
- This person asks the hard questions and does not give up until he has the right answers. He has volunteered an incredible amount of hours to AMPs and he is also a really nice guy!
- His commitment to AMPs is unparalleled.
- This person has helped the association move forward in keeping our financial status in check and has helped make the association go from a negative to a huge positive on our balance sheet.

Cameron went on to say "I couldn't think of a more deserving person. It is my extreme pleasure to present the Dick Noble Distinguished Service Award to Russell McKinnon. Congratulations, Russ!"

Our awards program concluded, and we were all invited to reconvene in the Atrium Ballroom for a culinary treat. Chef Mario prepared braised short ribs and kaleidoscope carrots atop a bed of wild mushroom polenta. Alone, it was outstanding, but paired with the Heavyweight Red, a varietal that Aimee chose to complement the chef's entrée, it was amazing!

In addition to the beef, guests had the chance to sample goat cheese & beet tartlets, duck skewers with lime & ginger, smoked trout on black bread with pickled radish, and delicious Chesapeake crab cakes with roasted corn and Kabocha squash. Add to that an animated gathering of hospitality professionals, and it was a perfect evening. ■



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# SPONSOR SPOTLIGHT

## THE SPACE TO PLACE

AMPs would like to extend a special thank you to The Space To Place for sponsoring the 2011 Annual Meeting! The program included a cooking demonstration by the Executive Chef of the Washington Court Hotel, Mario Raymond, as well as AMPs' annual AMPe Awards. Everyone enjoyed the event, which would not have been possible without the generous support of The Space To Place.

The Space To Place is a cutting-edge meeting and convention industry website that connects meeting professionals with service providers, ranging from hotels and resorts to speakers and AV companies. This free online platform provides a state-of-the-art RFP matching system that ensures timely and accurate connections are made from coast-to-coast. The Space To Place professional networking tool also enables members to effectively build relationships and learn more about each other's professional needs.

Founded by Laura Arth, a 20-year hospitality industry veteran, The Space To Place provides a "Fast, Free & Fashionable" tool for the hospitality industry which alleviates time-consuming and cumbersome site searches. This "one-stop shop" enables meeting professionals to upload new or existing RFPs and answer basic matching criteria. The matching system automatically channels the RFP to service providers who meet those specific criteria. No more time is wasted searching for vendors

and weeding out the ones who don't meet the RFP's requirements. Service providers simply respond by uploading their reply or proposal and the "connection" is made!

The unique professional networking platform developed by The Space To Place enables industry professionals to learn more about each other and their business needs. Members can upload a full profile, including a personal photo or company logo, and share information on their organization, property or service. They can also post status updates and exchange private messages.

The meeting and convention industry holds 1.8 million meetings a year, injecting \$263 billion into the U.S. economy annually. According to Arth, "Efficiency is a must in order for our industry to continue to succeed and prosper." For more information on The Space To Place professional networking tool, go to [www.TheSpaceToPlace.com](http://www.TheSpaceToPlace.com). ■

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# COMMUNITY SERVICE COMMITTEE UPDATE

Karen M. Staples, CMP, CASE

**H**appy AMPs Fiscal New Year! Because of your generosity we once again had a successful year serving our community. As we reflect on the past, let us remember the call to serve others as we observe the sobering anniversary of 9-11. If you desire to serve or give, we encourage you to reach out to either myself or Jill Oxendine-Medley. More than ever the need is great. You can pitch in by donating your time, food, gift cards, school supplies and canned items; just make us aware of your desire.

So that you can understand how successful the shelter is, I have included a portion of their mission statement: *When you go home at night, do you think, "Everyone deserves to live in safe, affordable housing"? We know in our hearts this is true. The Carpenter's Shelter teaches positive ways of living to clients aimed at preventing repeated episodes of homelessness. These services provide six interrelated programs, which form a continuum of care all the way through to Aftercare, for those who reach independent living in the community. The success rate is high! Check out [www.carpentersshelter.org](http://www.carpentersshelter.org)*

Please remember to bring a small cash donation for EARL to each AMPs Meeting; at the end of the year we will provide one check to the shelter to help keep the lights and heat on! To serve on the Community Service Team, you must fill out an AMPs committee form first. Please step forward in 2012 and become an active member of our committee today! Here are the upcoming Carpenter's Shelter Dinners we are committed to for the remainder of 2011 and 2012 (*all Carpenter's Shelter Dinners are on the 5th Thursday of the month*):

- December 29th 2011
- March 29th 2012
- May 31st 2012
- Aug 30th 2012
- Nov 29th 2012

I leave you with this Martin Luther King Jr. quote: *The first question which the priest and the Levite asked was: "If I stop to help this man, what will happen to me?" But the Good Samaritan reversed the question: "If I do not stop to help this man, what will happen to him?"* ■



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# HOW TO FUEL YOURSELF FOR PEAK PERFORMANCE

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**Do you wake up tired every day?  
Do you tend to run out of steam as the day goes on?  
Are your days so busy that you miss meals?  
Do you feel that you're eating healthy, but just don't have  
the energy you want, and you're still putting on weight?**



**I**n today's reality, we are all busy multi-tasking, our schedules jammed to the hilt, and we expect more and more from ourselves... and yet we are letting slip the fundamental things that would fuel it all!

What if you could have more energy all day long? Would you like to be more alert and attentive, and in a better mood? How about feeling great, waking up in the morning feeling

refreshed, and not having unhealthy cravings? Wouldn't you love to maybe lose those stubborn pounds that you've meaning to shed?

Of course you want all this—who doesn't!? But there never seems to be enough time to stop and address these concerns. And if you do manage to stop long enough, where do you

*(Continued on next page)*



## How to Fuel Yourself for Peak Performance...

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start? There is so much conflicting information out there. So in a world where women think about food and weight as much as men think about sex (yes it's true!)—let's do something about it, so we can get on with our lives!

I am going to outline the five basic needs of your body—what they are, why we need them, and how you can get them taken care of. Start this simple plan immediately and you will notice a difference—one that will ripple positively throughout your life—both personally and professionally.

Firstly, it is important that you understand the facts behind the fuel! We need five things: Energy (from calories), Nutrients, Hydration, Sleep, Movement/Exercise. *These five are the pillars of a healthy lifestyle!* Think about that for a moment. We need all of these in a certain: Quantity, Quality, Timing.

If you mess with any of these it'll have a knock on effect with the others. The result? Cravings, tiredness, running out of steam, not sleeping well, waking up tired, weight gain. All those things that hold you back in life. Those things you wish would just disappear! So let's get that started!

If you don't get those five things outlined above in a certain quantity, quality and timing it will mess with your blood sugar, metabolism, and hormone levels. Why is this important? Because these control your hunger, your energy, and therefore your everyday performance! So what's the key? You need to keep these three things (blood sugar, metabolism, hormones) level and constant. Here's how:

- **ENERGY** — you must eat regularly. Do not miss meals or let long gaps go between them. Your body needs fueling every 3-4hrs. Otherwise, your blood sugar and metabolism will drop—causing irritability, being lethargic and cravings. Eat breakfast. It boosts your metabolism (and fat burning), it brings your blood sugar back up after sleeping. If you don't, your energy will be depleted, you'll crave more bad foods as the day goes on, and your metabolism will stay really low.

- **NUTRIENTS** — it's all about fueling your body with what it needs. Think natural and fresh, as much as possible—fruits/veggies. Unfortunately, so often now (with the food business) these are empty and depleted of nutrients. So try and get more organic foods, preferably locally grown, either in season or frozen. In addition, the fiber and water in these will keep you full for longer and aid in digestion.
- **HYDRATION** — make sure you get consistent intake during the day from foods & water. A 5% drop in your body's water levels leads to a 25-30% loss of energy. And even with mild dehydration your metabolism slows down by 3%. Again, it'll help fill you up, and you may be mistaking thirst for hunger – so sip away!
- **SLEEP** — I know, I know... it's one of the first things we let slide in our hectic lives. However, it is imperative to maintain a healthy sleep schedule as it affects everything else. While you sleep, your cells renew; your body burns fat; your memory sorts itself; you produce hormones for controlling your appetite and properly registering when you're full; and your 'happy' hormones are produced—allowing for good moods. If you continually neglect this area, you will eat more, and more bad 'empty' high-calorie foods (as your body will be screaming for quick energy), you will run out of steam, you will suffer bad moods, be irritable, put on weight ... and basically end up being no good for anyone or anything. And you greatly increase your chances of a physical breakdown. What is the solution? Time your sleep in 90-minute increments. If you can't get 7.5 hours—then aim to wake up after 6 hours. Why? Because your sleep goes through 4 stages of depth, each taking 90 minutes to attain, and it's in the 4th stage that all the 'good' takes place. So maximize the number of repetitions of that stage, and wake up when you go back into the light stage (stage 1) and you'll feel more refreshed.
- **MOVEMENT/EXERCISE** — do I hear another groan as this slips down your 'to do' list? I'm sure you know the benefits: Exercise boosts your metabolism so you burn more fat; it

(Continued on next page)

## How to Fuel Yourself for Peak Performance...

(Continued from previous page)

improves the quality of your sleep, your moods, et cetera. Yes, it all fits together like a jigsaw puzzle! So wherever you are—just move: Take the stairs, stand up while on the phone, walk around—you can even do jumping jacks!

Lastly, know that your body burns food/fuel at different rates: carbs first, then fats, then proteins. So if you want to stay full and satiated longer, eat protein at every meal.

Know that 'simple' carbs are the quickest source of energy for your body—white sugars, white breads, et cetera (more processed foods). These are pure calories and completely devoid of nutrients. So it is best to avoid them altogether. Choose complex carbohydrates—fruits and vegetables (basically, your more natural foods). They contain fiber and nutrients, help keep your insulin/blood sugar stable, and therefore keep your energy level normal. Also, because of the fiber and water content, they'll fill you up, keeping you satiated for longer periods while also providing volume to boost your metabolism.

You also need fats—but go for the 'good' ones that have omega 3s such as olive oil, avocados, fish, nuts, chia seeds. And, without fail, make sure you have protein at every meal—fish, meat, chicken, beans, dairy or soy. Okay, so that's the science of it in a nutshell—and hopefully more than enough reason to motivate you! Here's how you apply it in your everyday life:

- #1 – Plan to eat the healthy way. You plan everything else in your life—why not your health? A little bit of planning goes a long way. Stock up your fridge and freezer at home, and the one at work too. Ask yourself *'What can I eat to get maximum volume, minimum calories, and the most nutrients!'*
- #2 – Eat regularly. Missing meals will work against you and your diet plan.
- #3 – Eat protein at every meal/snack.
- #4 – Eliminate white foods from your diet (and home)—sugar, bread, rice, pasta. These are poison to your body! There are plenty of healthier alternatives.
- #5 – Eat more natural foods with lots of color (less processed).
- #6 – Think nutrients.
- #7 – Take your supplements.
- #8 – Make time to get more sleep.
- #9 – Carry healthy snacks everywhere to avoid temptations.
- #10 – Hydrate consistently throughout the day.
- #11 – Move everyday.

I implore you to take control now—with every mouthful you, your family and loved ones eat. To live your life to the fullest and be the best businessperson you can be, remember to fuel yourself for peak performance each and every day! ■



Because that  
Pulitzer is not going  
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For more information, contact Tamela Blalock (tblalock@sanjose.org) or Annemarie Selvitelli (selvitelli@awci.org)

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# INVESTING IS LIKE EXERCISING

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## Author, Affiliation


Setting up a good investment portfolio is like setting up a good exercise program. Let me explain. A good exercise program is usually based on building a solid core within your body.

Your core, which is quite literally your waist line, is the support for everything you do. With a solid, strong, flexible core, you should not have back issues.

As a matter of fact, most back, neck and leg issues usually come from a poorly constructed core. People with those issues usually have not committed to an exercise program for the core of their bodies. Sit ups (although an antiquated exercise) are great for your core, as are many pilates exercises. Even stretching and yoga can do wonders for the part of your body that everything is attached to.

*(Continued on next page)*

## EL VIKINGO DESIGN



☞ Just in case  
you want it  
to look good.

## Investing Is Like Exercising...

(Continued from previous page)

So now, let's look at your portfolio.

A good portfolio starts with a solid core strategy too. The unfortunate thing is that most people look to specific investment that they think will 'blow the cover off the ball.' That certainly is not the way to set up your portfolio.

So let's look at how you should set up the core of your portfolio. First, in your core portfolio, you want to cover as many asset classes as you can. So here you need to add things like large, mid and small cap domestic stocks that are both growth and value based.

Next, add some fixed income assets like government, corporate and high yield domestic bonds (just be a little careful choosing long term duration bonds in this market as interest rates are about to increase and that could cost you some value in the short term.)

Then go to the global markets for the other pieces of your portfolio. Include currencies, commodities, global real estate, and global fixed income. Add emerging market stocks and emerging market bonds. Also use things that can help your investment in a poor market like long short strategies, man-

aged futures, absolute return funds and even hedging strategy funds that use options to reduce risk.

The key for your core is to be able to diversify risk significantly. Remember your goal here is to build a solid foundation which will capture good markets but will not drop like a sack of potatoes in a downturn.

Within your exercise program, you are trying to build a body that can withstand the daily movements that we all make whether taking a jog around the block, lifting a moderately heavy box or even just bending over to pick up something. Within your portfolio, we are building a core strategy that will withstand anything from the basic gyrations of the market to the significant upswings and downward spirals we have all seen over the last couple of decades.

A solid core with respect to your body or your portfolio takes time, research and work. If you can, do this on your own, but if you do not have the expertise or more importantly the discipline, then enlist the help of a trainer for your exercising and a wealth manager for your portfolio.

Good luck and happy investing. ■

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## "MEMBER-GET-A-MEMBER" CAMPAIGN

Jennifer Boyce, Location Solvers

**A**s a Board Member of AMPs and the Co-Chair of Membership along with Maggie Kohne, I'm excited to be rolling out the new, exciting AMPs "Member-Get-A-Member" Campaign, sponsored by Associated Luxury Hotels International (ALHI)!

Here's how it works: The member who recruits the most new members in the 30-day period before the next AMPs monthly meeting will be awarded their choice of a \$15 iTunes or Target gift card. They will be recognized at the next AMPs monthly meeting and their name will be entered in the grand prize trip drawing. Only monthly Member-Get-A-Member winners will be eligible to win the Grand Prize, drawing live at next year's annual meeting (Sept 2012).

ALHI is teaming up with their corporate member and partner, MGM Resorts International, to offer a rocking AMPs Member-Get-A-Member campaign and Grand Prize: Deluxe Accommodations at ARIA for three nights, limo transportation to/from the airport, two show tickets to VIVA ELVIS, and a \$300.00 Delta voucher toward air (subject to availability and black-out periods.)

So get your groove on and spread the word about AMPs to your fellow meeting professional and supplier friends!

Please contact me at [jb@locationsolvers.com](mailto:jb@locationsolvers.com) for specialized emails for both Planners and Suppliers you may know that could benefit from AMPs. ■