

FEBRUARY 2009

AMPs NEWSLETTER

ASSOCIATION OF MEETING PROFESSIONALS

SAVE THE DATE

Tuesday • February 10, 2009

AMPs February 2009 Monthly Meeting

Hosted by: The National Press Club

*Co-Sponsored by: Savannah Area Convention and
Visitors Bureau*

Where: The National Press Club
529 14th Street, NW
Washington, DC 20045
The Press Club is located on the 13th Floor

Directions: <http://www.press.org/directions.cfm>

When: February 10, 2009

Registration: 5:30 - 6:00 pm

Program: 6:00 - 7:00 pm

Reception: 7:00 - 8:00 pm

Program: **Dear Gabby... Please submit your questions
via email to AMPs@courtesyassoc.com no later
than 12:00 pm on Tuesday, February 10th.**

Is there a topic you would like to address? With so much happening in the industry this is your opportunity to discuss what issues are of importance to you and your organization. Share your professional thoughts and get feedback from industry colleagues.

Your topic could be as simple as how to deal with travel in our industry's economic situation or a question like the following: *Dear Gabby, recently my Board of Directors has been contemplating ways to save money for our association. They have suggested consolidating some of our staff positions and outsourcing some of the meeting duties. I am concerned that I may lose my job or*

AMPs MEMBERS: FREE

*(If you register by 5:00 pm on Friday,
February 6th; \$10.00 onsite.)*

NON-MEMBER PLANNERS: \$35 in advance or onsite

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

STUDENTS: \$25 in advance or onsite

worse yet, be left with the parts that are not fulfilling to me. Do you have any suggestions that might help me be proactive with my board or with a potential third party? I'd like to make it a win-win instead of a "they win — I lose" situation!

— Signed, Sleepless in Silver Spring

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 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. You must register online via www.ampsweb.org.

Cancellations: Don't be counted as a NO-SHOW! To cancel your registration, please contact the Registrar at amps@courtesyassoc.com no later than 5:00 pm on the Friday before the meeting. All no-shows will incur a \$10 fee.

FROM THE CHAIRMAN

Where did the time go? Here we are headlong into February and it's almost springtime, REALLY! Of course we can be proud of the peaceful transition of power, so brilliantly demonstrated as we stood in chilled awe or warm at home in front of our HDTV or just regular TV trying to grasp the expanse of happenings that just may be the highlight of 2009. We will all remember where we were on Tuesday, January 20, 2009.

But let's get on with it. At the writing of this letter, economically speaking, our nation is certainly in the doldrums, and that's an optimistic assessment! While we must leave any overriding bailout to the Obama administration, the question must be asked: "How do we lift ourselves up by our bootstraps?"

We no doubt have seen, whether via email, snail mail or over the transom a multitude of offers emanating from our supplier community to join them in all sorts of discounts, partnerships and opportunities to increase business. Some hotel community examples include "Hot" dates and rates, whether due to lack of business or cancelled business.

Hawaii is nice this time of year and if you can book the Hawaii Convention Center for 2011, 2012, 2016 or 2017 your association can receive cumulatively up to \$200,000 worth of rental discounts, round trip airline tickets, destination and promotional support (conditions apply). That's quite an incentive for a future in paradise.

For those meetings already on the books, it may be time to renegotiate some terms and conditions. And to possibly take a look beyond the dates booked and leverage the benefits of multi year contracts. It is said that during tough times, when economics are most challenging, true entrepreneurs see future possibilities and act accordingly to secure successful goals.

The technique of networking has helped me during my years in our profession. The rituals of networking are valuable relationship building tools. I feel we too often depend on "cardboard connections", believing that we are networking effectively merely because we have exchanged business cards with 20 colleagues without having a plan to follow-up on those occasions for effective communication. The handing out or receiving of

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From The Chairman...

(Continued from page 2)

business cards should be just the beginning of a potentially meaningful business relationship. Make it count!

Finally, I'd like to take a thought from David Allen, author of the book: Making It All Work, "winning at the game of work and the business of life." Early on in his writing he urges that we should affirm success. Allen says: "As Olympic athletes have known for years, it greatly improves perception and performance to visualize a successful outcome to any endeavor, before you actually undertake it." This is nothing new, but a concept that I

urge each of us to apply as we might prepare for a meeting, an event, a job search or any activity which is part of or furtherance to our professional careers. Before we implement that check list, matrix, timeline, excel spreadsheet of many details to be completed for successful accomplishments, let us visualize success, and it will be ours.

Hank Roeder

National Business Travel Association



THE SPECIAL EVENTS COMMITTEE IS
LOOKING FOR SPONSORS TO THE 2009
AMPs SUMMER BBQ EVENT & WE
WANT YOUR SUPPORT!

We are so excited about this year's summer BBQ event which will be held June 16, 2009 at Fort Hunt Park in Alexandria, VA and we cannot wait to top last year's turnout of over 300 attendees!

All AMPs members are invited, as well as members of the local PCMA, SGMP, and MPI chapters, so the target audience for you is ideal.

This is a fantastic event and phenomenal venue for you to get your name and destination some high-quality publicity with

SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL – \$3000

PLATINUM LEVEL – \$1500

SILVER LEVEL – \$750

BBQ Sponsor – \$3000: The best way to a planner's heart is through their stomach!

Music Sponsor – \$1500: Help us bring sound to the stage & get people off their feet!

Bar Sponsor – \$1000: Sponsor the bar and help us cool down, wind down and get down to the music!

Door Prize Sponsor – Put together a great trip to your destination, or a basket of goodies bringing the best of your city right to the winner!

Registration Sponsor – \$750: Make the registration table your home base, and be the first destination to welcome attendees to the event. Also we'll put your logo on all of the name badges or lanyards.

local meeting professionals. The sponsorship opportunities are outlined below, however if there is something specific you don't see that you would like to sponsor, just let us know and we'll do what we can to make it happen!

Each sponsorship opportunity has its own rewards and privileges. Please contact your Special Events Committee Co-Chairs to receive your sponsorship agreement for this event. Ryan Barth with Indianapolis CVB at rbarth@indianapolis.org or Maria Vogel with Meeting Management Services Inc. at mariav@meetingmgmt.com. ■



The Multisoft Group (TMG) provides state of the art online registration, housing, booth mapping, exhibitor services, abstract management and accreditation solutions. We ensure that you create a successful event by providing superior technology solutions and dedicated service levels that are second to none.

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To learn more, please contact Jordan Greenspoon at
1.888.777.6621 ext. 200
jgreenspoon@themultisoftgroup.com

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MEMBER SPOTLIGHT — FEBRUARY 2009

Brooke McGahey, CMP, Experient & Mary Gallagher, CMP, San Jose CVB



Planner

Allene E. David

Manager, Education & Meeting Services ~ Direct Selling Association

Hometown: Newburgh, NY.

Education: Currently finishing degree of Bachelors of Arts in Human Relations at Trinity University of Washington, DC.

How did you get started with meeting planning? Like many planners, I fell into planning. I had been working as the meetings registrar and the position of meeting planner opened up and I took the chance. Five years later and I still love what I do.

First paid job: A movie theater.

What is the best thing about being a meeting planner? The opportunity to travel and meet people throughout the country.

Indulgence: The Spa.

Pet Peeve: Ignorance.

Person or event that most influenced your business life: My immediate supervisor, Melissa Brunton, and my very first contract for my annual meeting.

What trait or quality do you admire most in others? Integrity.

NEW MEMBERS

As of February 1, 2009

Glenn Graham, Pinehurst Resort

James Kunzler, Campbell Wealth Management

Cynthia McDowell, National Stone, Sand, and Gravel Association

Lisbeth Rafferty, The Brookings Institution

Bruce Sorensen, W Hotel Washington DC

Ideal vacation: My ideal vacation is being in Barbados for at least a week and just relaxing in the sun or in the water.

What is the best movie you've seen lately? The best movie I have seen recently was The Express. It is a movie based on the life of Ernest Davis, the first African-American Heisman trophy winner.

What one thing do you want to do before you die? Travel the African continent with my son.

Fantasy career: Doctor of medicine.

Inspiration: My son, he inspires me to be better, so that his life can be better.

Person you would like to have dinner with: My mother! I miss our conversations.

Perfect day: Getting everything done on my to-do list.

What is your favorite thing to do in the DC area? Eat.

Favorite local restaurant? Busboys & Poets on 14th & V.

Favorite place to take visitors? I enjoy taking guest to visit the national memorials at night.

One thing people wouldn't guess about you: I can be quiet!



Supplier

Gale Curcio

Sales & Marketing Manager ~ Collingwood Library & Museum on Americanism

Hometown: Fairfield, Connecticut.

Education: BSBA / Marketing-Stonehill College, N. Easton, Mass. MBA, Sacred Heart University, Bridgeport, Conn.

How you got into the meetings industry? I have been involved in event planning for many years in a volunteer capacity; it seemed like a natural transition to do it for a living.

(Continued on next page)

Member Spotlights...

(Continued from previous page)

First paid job: Computer Operator for Beldoch Industries in Norwalk, Conn.

What is the best thing about being a supplier to the meetings industry? Knowing that you provide a service and can help people with their meetings requirements.

Indulgence: Bubble baths.

Pet Peeve: Chewing gum on the street.

Person that most influenced your business life: College Professor.

What trait or quality do you admire most in others? Patience.

Ideal vacation: Europe, with lots of sightseeing and then a week of relaxation.

What is the best book you've read lately? *A Thousand Splendid Suns* by Khaled Hosseini.

What one thing do you want to do before you die? Travel to at least 10 new countries.

Fantasy career: Forensics for CSI.

Inspiration: My kids.

Person you would like to have dinner with: Helen Keller.

Perfect day: Book several meetings, go to the spa and then out to dinner.

Favorite place to take visitors? Spy Museum and Newseum.

What is your favorite thing to do in the DC area? Sightseeing and dining. ■



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Call us at 301.602.4873 or email Kristin Goen (kristin@elvikingo.com) to discuss your needs at the next AMPs meeting.

A GREAT CAMERA AND FACEBOOK

Charles A. Fazio, chuckFAZIOMEDIA

I'm going to make the photo part of this column quick because I have a very cool Facebook experience to share with everyone. Here goes: If you're looking for an outstanding camera — buy a NIKON D-90. It gives you professional quality at amateur prices and it does HD video. Buy it with Nikon's 18-200mm VR lens.



Ok, now then, on to Facebook but first a little background that you youngsters may be shocked by. When my generation was graduating, we didn't have email, cells or Facebook accounts so if we moved, there was a great chance we'd lose touch with our friends. Between '82 & '88, I had four phone numbers and addresses.

A few months ago, during a sleepless night, I had gotten to the end of the internet and as I was surfing back to the beginning, I checked out Facebook and staying current with the times (if by current you mean I should have done this about three years ago) I signed up. I added my graduation dates and Face-

book brought up a list of about 300 people they said I might be friends with. Facebook gave me way too much credit in the friends department but son-of-a-gun, there were a bunch of people I really was friends with including one of my better buddies, Rich Masterson.

I dashed off an email and within hours, we were on the phone, picking up where we left off 20 years ago. Rich was always a 'doer.' I remember spending one very cold December shivering my ying yangs off in his jalopy helping him sell the absolute ugliest Christmas trees. While the rest of us partied on Saturday nights, Rich would be working until 2 am at the local Arby's.

I think you can guess where this is going. In the early '90's, Rich was one of the first to put an ad on the online service Prodigy. Immediately, other businesses were calling him wanting to know how to place their ads. Sensing an opportunity yet knowing next to nothing about the internet, he starts up an internet ad company. A few years later, my good friend wakes to find he's worth over a hundred million and has a company with over 600 employees!

Um, Rich, buddy, remember that time I kept you company in the cold?! Many of you already know how cool Facebook is but for those who thought it was just a 'fun' thing for the younger generation, I can safely disabuse you of that notion. Because of Facebook, I reconnected with a great friend and I'm doing some new business. Turns out Rich needs some help marketing his ski resort in Canada. Pretty cool, eh?

Chuck Fazio is a 30 year veteran still photographer, producer and music impresario. Email him at chuck@chuckfazio.com. ■

AMPs DECEMBER HOLIDAY RECEPTION

Maria Elena Vogel, CMP

Cause for celebration was in the air, as the "Who's Who" of the industry gathered for the first AMP's holiday reception held at The Carlyle Club in Alexandria, VA. Over 160 of our members and friends attended and socialized for over 2 hours at the first event of the AMP's season. The atmosphere was of delight and holiday festivity as guests enjoyed live music, delightful food, and extensive full open bar! Our generous sponsors helped us kick off the holiday season with wonderful giveaways, offered to both planners and suppliers, exciting all during the much anticipated raffle portion of the night. Our cause for celebration & gift giving was made

complete by receiving over \$395 in gift cards & cash for the Carpenters Shelter!

A great time was had by all and we want to thank all of those who attended and supported AMP's for this event in particular, The Carlyle Club, all of our giveaway sponsors & Chuck Fazio whose help and support of The Carlyle Club made this event possible.

Mark your calendars on December 1st for a "repeat" of the AMPs Holiday Reception. Save the Date and more details to follow!