

DECEMBER 2010

AMPs NEWSLETTER

ASSOCIATION OF MEETING PROFESSIONALS



A MERRY MERRY TIME

THE 3RD ANNUAL AMPs HOLIDAY RECEPTION

Meredith Brown, President, Bella Cosa Events

AMPs recently hosted the third annual Holiday Reception on December 2nd. With an unparalleled view and a posh ambiance, this event had no choice but to be fabulous; and that it was!

Nearly 200 meeting professionals joined us at Top of the Town to network with fellow AMPs members and take in the spectacular view of downtown Washington, DC. With additional sponsorships from Windows Catering, Cort Furnishings and Perfect Settings the ballroom at Top of the Town was transformed into a sleek winter white lounge. Members and guests sipped on beverages sponsored by members of the American Beverage Institute and enjoyed top notch cuisine from Windows Catering that included Lollipop Lamb Chops, Maryland Crab Cakes and Peking Duck Spring Rolls. The dessert bar, however, stole the attention from the view of the monuments, when a hand-made gingerbread house

was presented alongside “candy cane cupcakes” and “red berry coral cake”.

The holiday buzz was definitely in the air, along with the true spirit of the holidays, giving back to those in need. During the event, AMPs collected dozens of gift cards that will benefit the Carpenter’s Shelter and local families. Holidays should be measured by the joy you feel in your heart, and this year, AMPs will help contribute to that joy thanks to these donations. It’s not too late to contribute a donation; AMPs will be hosting a community service night at the Carpenter’s Shelter on December 30th and needs more hands! Please contact the Community Services committee for more information.

Thank you again to all of our sponsors for making this year’s holiday reception so memorable. We wish you a happy holiday season and a safe and healthy new year!

FROM THE CHAIR

Thanks to the Sunset Room, Reno Tahoe USA, and InStyle Caterers for sponsoring our November meeting. I'd also like to thank our experts, Peter Hanley, Vicki Johnson, and Patricia O'Dell. The November meeting layout was in answer to your requests for new and different educational events. I hope you were able to take away some great information from the program. If you haven't renewed your membership I urge you to do so now. We have more great programs for 2011.

As I'm writing this month's letter, the holidays are upon us. We always hear, "Tis the Season for Giving," but what does that mean? At AMPs it means so many things. We are always looking for people who are willing to volunteer their time by serving on one of our great committees. These committees and the people who volunteer their time are the backbone of our organization and we really appreciate our volunteers.

Our supplier colleagues can give by sponsoring throughout the year. Our sponsors make it possible to hold our monthly meetings, holiday party, golf tournament, summer BBQ, and other special events. Without the sponsors we wouldn't have our excellent venues or fantastic networking receptions.

Another way to give is to volunteer to serve dinner at the Carpenter's Shelter or donate a gift card (please consider stores such as CVS, Target, Wal-Mart, Walgreens, etc.) for the holidays to someone in need. The next dinner is on December 30 and gift cards can be sent directly to the Carpenter's Shelter. We are all busy this time of year, but what a rewarding way for you and your families to spend the end of the year. Please take some time to thank our sponsors and volunteers personally and I hope you will think about volunteering too.

On a more somber note, please keep in mind that there are so many people in our industry still feeling the effects of the economic downturn or have loved ones who are defending our country. This can be a hard time of year, so remember giving can also mean lending an ear, sharing a cup of coffee (or glass of wine), or just letting someone know that you are there for them. I know I am so thankful to be a part of such a supportive industry. I am thankful for all of the friends and great contacts I have made through AMPs and I am thankful for everyone at AMPs who gives in one way or another. Happy Holidays to all our members!

Cameron Curtis
AAMC

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AMPS NOVEMBER PROGRAM RECAP

Lisbeth Rafferty, The Brookings Institute

The November AMPS program featured a new and stimulating program format! Members' feedback directly impacted the program "Professional Growth and Industry Expert Roundtable." Not only was a great program in place, but members had the chance to visit The Sunset Room at National Harbor — and what better time than at sunset!

Sponsored by Reno Tahoe USA and InStyle Caterers, members were excited to join the unique roundtable opportunity with industry leaders Vicki Johnson, Peter Hanley and Patricia O'Dell.

Whether members were new to the events world or seasoned planners, the program offered something for everyone. Members sat down with roundtable leaders to discuss new industry trends, including event budgeting, maintaining and growing relationships with sales reps, and ethics and standards.

Roundtables featured small group dialogues, shared tricks of the trade and case-study examples. The close interaction in



each of the roundtables between planners, vendors and industry experts left members with a sense of partnership, understanding and some fantastic new industry relationships. ■

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AMPs – COMMUNITY SERVICE COMMITTEE UPDATE

Karen Staples, CMP, CASE, Spokane CVB

As we approach the upcoming holiday season, keep in mind that AMPs will host the dinner at the Carpenter's Shelter on Thursday, December 30, 2010. We are working on a menu for the 50+ shelter residents.

If you are interested in volunteering to help serve dinner or donating a food item for this dinner, please contact the Community Service Committee co-chairs Jill Oxendine-Medley (joxendine@loewshotels.com) or Karen Staples (kstaples@visitspokane.com).

2010 Carpenter's Shelter Dinner Schedule

December 30th, 2010

2011 Carpenter's Shelter Dinner Schedule

March 31st, 2011

June 30th, 2011

September, 29th, 2011

December 29th, 2011

A very special thank you to the AMPs members who participated in the Fannie Mae "Help the Homeless Walk" on Saturday, November 20, 2010! The shelter is requesting that any donations for the holidays come in the form of gift cards. These can be for any denomination, \$5, \$10, \$25 and more. Please consider stores like CVS, Walgreen's, Target, Walmart, etc... so that a variety of items can be used at any time during the year. Feel free to bring these cards to the AMPs Holiday Reception on December 2, 2010 and we'll get them to the shelter for you, or you may send directly to them.

AMPs is a local association giving back to its community and that includes a social responsibility many feel passionate about. Step up and be a part of our professional community while giving back to the community at large! We are always looking for new ideas and the volunteers to make them happen! For more information about the Community Service Committee and how you can get involved, contact committee co-chairs Karen or Jill. ■

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THE HOLIDAYS ARE HERE!

Amy Barnes, Inside & O.U.T. Fitness, LLC

The holidays make you think about minutes in a whole different way. It's a time when you eat more, drink more, spend more money and sleep less. You feel time-crunched. You do your last-minute shopping. And as fast as you create the holidays, they disappear.

Many of us let the holidays leave us feeling overtired, overworked and overweight. OK, so losing weight over the holidays isn't usually in the cards, but certainly we can come out with an even-score. Instead of feeling like you are starting over your fitness routine on Jan. 1, let's just not fall behind!

7 tips to manage your holiday minutes

Here are a few tips for how to use your holiday minutes wisely. Wait ... you don't believe that a few minutes make a difference? Well, in less than one minute you can consume 100 calories at a holiday party. In 10 minutes, you can work them off! Therefore, if you manage your minutes smartly, you can start the New Year feeling good, not guilty.

1. Shop online: Don't get me wrong. I'm a retail lover — just not at the holidays. Nothing gets my cortisol (the stress hormone that may lead to weight gain) flowing faster than long lines and crowds at the stores. If you get started now, free gift wrap and shipping are available from most retailers. It will come as no surprise to you that I send my family fresh fruit baskets for Christmas. (They would expect nothing less from me.)

2. Stop, drop and roll: Instead of burning the candle into the wee hours every night, just STOP what you're doing, DROP into bed, and ROLL over! Nothing horrible will happen if you let some decorating wait till tomorrow — and your body will thank you! Plus, studies have shown that lack of sleep causes weight gain. (I had to do it last night. I just dropped everything and went to bed. I woke up this morning refreshed!)

3. Get moving: Try finding exercise minutes each day and get the heart pumping. I said minutes not hours. Ten minutes is better than nothing. In fact, you can burn off a few appetizers, a glass of wine or just simply release some stress.

Especially when you are ingesting more calories, a brisk walk on the treadmill or elliptical can keep your jeans from feeling tight! It's all about calories in versus calories out! Ten minutes in the morning is often best during the holidays since our days get busy with extra to-dos and social events.

4. Don't forget your strength training: Maintain your muscle mass by doing a few minutes a day. Try a few tricep dips while watching TV. Do some walking lunges as you talk on the phone to your relatives. Pump out a few push ups before you get in the shower. Better yet, try a few multi-joint movements to save time. Do lunges with overhead shoulder presses. Do squats with bicep curls. Throw in a few core body crunches.

5. Stick with the five-a-day plan: Keep eating healthy, and get your five fruits and vegetables each day. Often we end up eating poorly through the holidays, and in order to save calories, we forgo the food that nourishes us. The excess sugar gives us a high and then an energy low. Fill up on healthy food — eat your servings of fruits and vegetables every day before you allow yourself to snack on holiday treats!

6. Control the risk for temptation: Avoid constantly putting yourself in situations that tempt you. For example, walking through the break room at work 10 times a day when you know it's filled with treats and candies probably isn't a good idea. Don't place treats on your kitchen counter to stare you in the face. Don't take four desserts off the buffet, vowing to take only one bite of each.

7. Be careful of liquid calories: Holidays are notorious for tempting us with drinks we wouldn't normally consume. Alcohol offers no nutrients — just empty calories — and we often forget to count them. Eggnog coffee drinks with whipped cream, hot toddies, spiced rum — these drinks can have as many calories as a personal pan pizza.

This year, let's make a choice. Don't eat your way through the parties and ditch the exercise for shopping and baking. All we need to do is get creative with how we use our minutes. ■

COMMITTEE UPDATES:

MEMBERSHIP AND HOSPITALITY COMMITTEE

Judi Havill, On-Site Productions, Inc.

The Membership and Hospitality Committee (total of 9 members) met on November 2nd, (yes in between voting!) at the Hilton Alexandria, and again we received great hospitality! Thank you to the Hilton staff for taking good care of us all.

At this meeting our guests Michelle Licht and Lisbeth Rafferty, the Co-Chairs of the Programs Committee, and the Chair of AMPs, Cameron Curtis, had the opportunity to see the Membership Committee in action! We also have a new Co-Chair, Michelle Meehan, from The Hyland Group — welcome Michelle! Maggie and I are looking forward to working with you. We would like to share with everyone items we discussed during our meeting.

- Current membership is 248 members (allied – 88; Associate – 25; Planner – 130; Student - 5)
- Membership and Hospitality Committee receives updates the 20th of each month
- 8 committee members called the list of 161 non-renewable members.
- 25 members agreed to renew when contacted. At the time of our November 2nd membership committee meeting 10 had renewed. We are following up with regards to the remaining 15!

Maggie Kohne is doing a great job in securing our wonderful volunteers to help on site at the AMPs monthly meetings — working the registration desk, manning the membership desk, and greeting the new/existing members as they arrive.

For all members, especially the new members, the Membership and Hospitality Committee can now be recognized by the “Earl the Pig” pins, with a colored ribbon. The Membership Committee will be focusing on making sure that the new members have the opportunity to meet and get to know our existing members and welcoming them into the AMPs organization. When AMPs exhibits at tradeshow, we hope to be utilizing that wonderful exhibit booth that T3Expo provided — we decided that it gives AMPs a better presentation and exposure.

We will be distributing to the committee members contact names of those who showed interest in joining when they visited the AMPs booth at recent tradeshow — we will be contacting approximately 33 from the Affordable Meetings Tradeshow and 32 from Springtime in the Park. This will be a continuing effort by our committee members.

Michelle Meehan will be our lead liaison between Membership and the PR/Programs committees. She will be meeting once a month with both committees, as we feel that a greater working relationship between us all will help with promoting and marketing AMPs, thus giving us a better opportunity to increase our recruitment and assist in a better retention of memberships.

As a selling tool to new members, we will be sharing with them some of the program ideas that Michelle and Lisbeth have created for 2011, which they presented at our meeting — they look terrific and I think everyone will be wanting to sign up!

We have created a sub-committee that will meet during our next Membership and Hospitality Committee meeting on December 7th, to create a recruitment/retention program. We will present the program to the Board by the end of December, and hopefully “kick off” in January. Jason Lusk presented us with some terrific ideas already, so we have a good start... all ideas are welcome! Annemarie Selvitelli will be heading up this group with the support of members of the committee.

To enhance our ideas, we have arranged to meet with the co-chairs of PR and Programs, as we feel the ideas and suggestions of all three of these committees will give us a very creative program to promote and market. Volunteers are the driving force of AMPs, and we thank you all for all your help in making this a great organization. More news to come in upcoming AMPs Newsletters! ■

TO ALL AMPs MEMBERS: The Membership and Hospitality Committee Meeting was held on December 7th at the Washington Court Hotel, Capital Hill. The hotel very kindly gave us our meeting room, sodas and holiday cookies complimentary. Lisa Schmitt, Director of Sales & Marketing, shared this terrific fundraising idea with us, and to show our appreciation, we thought we would help them promote it by sharing it with you!

They are featuring a special holiday cocktail, the Gingerbread Martini. It is made with Stolli vanilla vodka, white Godiva, gingerbread syrup, cream and cinnamon---this festive cocktail is featured in the Federal City Bar at The Washington Court Hotel, and costs \$12.

All proceeds will be going to Children’s Inn at NIH. Hopefully some of you will plan an evening to enjoy the holiday cocktails. This will be available throughout December and January. **HAPPY HOLIDAYS TO ALL!**