PCMA New England Chapter News

SPRING 2017

President's Message

Big Things in Store for 2017!

Happy 2017! It was great to see many of you at our Chapter Reception at PCMA's Convening Leaders in Austin, TX this past January. We appreciate the over 70 of you who attended and said hello. Six of us also attendee the Chapter Leaders Workshop on Saturday where we heard from other chapters and shared ideas on student outreach, mentoring, service n sync, technology, and marketing. We can't wait to implement some of those ideas we discussed during this year's outcomes.



We also had a great Annual Meeting & Auction at the Warrior Ice Arena on November 30th featuring Best-in-Class Speaker Matt Tenney discussing his life story and why it lead him to be a social entrepreneur and dedicated to servant leadership. He certainly inspired us to do more volunteering and treat each other well. During the meeting the 2017 PCMA New England Chapter Board was also elected. Thank you to everyone who attended the event and also those that participated in our silent auction - both in donating items and purchasing them. We were able to raise thousands of dollars which we give to our charity as well as to our student scholarship fund.

Looking forward in 2017 I am excited to serve as your Chapter President! I have been involved with PCMA for over 5 years serving as various different leadership roles on the Board and Committees. I currently am the Conference Services Administrator for the Massachusetts Teachers Association and will be back full time this month having just fortunately completed 6 months of maternity leave with my son Xander. Now that I'm a mom full-time I wanted to pick a charity close to my heart so in 2017 the chapter will focus on volunteering and raising funds for Horizons for Homeless Children. Our first volunteer activity will be on March 24, with a group lunch afterwards. We will have more volunteer opportunities coming up throughout the year including helping them with some of their big fundraiser events.

We also have some other great events coming up including Global Meeting Industry Day (GMID). Last year was our first year participating in GMID. We joined forces with other industry groups to have a large social networking event. This year we have our eyes on education and making it a larger event which we hope to grow each year. Save the date - April 6!

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PCMA New England Member Spotlight

Lauren Mahoney, CMP, DPI Events

Where do you work?
I work as an Event Manager at DPI Events



How did you get involved in PCMA?
I got involved in 2013 when my very good friend, and colleague, Jessica Hiemenz, now the PCMA New England president, encouraged me to get involved. She continued to encourage me to be increase my involvement and this past fall I became the philanthropy chair of the New England Chapter.

What made you want to get involved?
I love the events industry and have loved it ever since I started over 8 years ago. I love learning from others in the industry and being surrounded by like-minded colleagues. I knew that getting involved and having the support from the PCMA community would ultimately help me to achieve my goal of getting my CMP.

See page 7 to meet another Chapter member.

What do you do for the Chapter?
I serve as the New England Chapter's Philanthropy Chair and help to raise money for our designated charity.

How can others get involved?
The first step is to attend the local PCMA meetings! I found that there is so much value in meeting others in the industry. From there, I would suggest attending the PCMA national conferences. You'll be amazed at what you'll learn!

Recent Accomplishments?
I received my CMP certification this past November 2016 after working toward it for almost 4 years. Also, I was asked to speak on an ESPA CEU webinar in September titled "The Millennial Generation – Servicing for the Future". PCMA CL has a full-day ESPA session on a few of the days. I didn't attend, but heard from my colleagues the webinar I spoke on was referenced by one of the keynote speakers and more specifically the points I made on the webinar were highlighted by the speaker.

WELCOME PCMA New England NEW Members!

Barbara A Cacciagrani – Sr. Coord, Mktg & Educ Prog Operations, Massachusetts Medical Society

Deirdre Cahill – Area Sales Manager, Ocean Properties Hotels & Resorts

Kara M Costa-Curran – Sales, Point of Sales Systems Services, Inc.

Amber B Dandy – Director of Catering Sales, Museum of Science

Joan M Esneault – Executive Director of Hotel Sales and Catering, Wynn Las Vegas

Michelle Gemma – Event Coordinator, The MITRE Corporation

Linda Masiello CVEP – Manager, Massachusetts Medical Society

Polli-Jo Moryl – Owner, Moryl Meetings

To become a PCMA NE Member, please reach out to pcmanewengland@aol.com.

PCMA New England Chapter

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Massachusetts Teachers Association

President-Elect
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Visit the PCMA New England Chapter website for more information on chapter leaders, upcoming events, news and more.

The PCMA New England Chapter Newsletter is published five times a year
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Thank You from Scholarship Winner

Dear PCMA Members,

I would like to say thank you again to everyone in PCMA for choosing me as the Don Lawrence scholarship winner. I would also like to say what an amazing opportunity it was to speak at your chapter meeting and even meet some of you and discuss the broad range of jobs and opportunities that many of your members have to offer. The scholarship money will go directly towards my semester studying abroad in Sydney, Australia at the International College of Management.



Scholarship Recipient Jeremy McFadden and PCMA NE President Jessica Hiemenz-Woodbury.

Studying abroad is something I have always dreamed of doing. I love to travel and have never truly been out of the country , except for cruise excursions. I plan to do as much traveling as possible so I that can experience the many different cultures and ethnicities that the world has to offer. I plan to travel to New Zealand, Thailand, Cambodia and Vietnam, as well as various places throughout the eastern coast of Australia.

Although I will have a busy schedule, I will definitely find a way to expand my knowledge of the hospitality field during the next four months. I will be learning about destination sales, venue operations, and international events, as well as having the opportunity to do an internship for course credit.

I will also be managing to fulfill requirements towards my major, which will take a lot of pressure off of me during my upcoming senior year! One project I am looking forward to my senior year is the Gourmet Dinner that the senior hospitality majors at the University of New Hampshire put together. I will likely be in charge of the BOH due to my past experience and knowing that there is usually a lack of students with the amount of kitchen experience that I have acquired.

Again, I would like to thank all the members of PCMA for this amazing award and opportunity. I hope to meet more of you throughout my career or maybe even sooner through UNH. I wish you all the best over the next 4 months as I will be on Manly Beach daily in the Australian summer heat!

Sincerely,
Jeremy McFadden
UNH '18

Thank You to our 2017 Sponsors

2017 Chapter Sponsors

Are you interested in becoming a PCMA NE event or chapter sponsor? Click here to learn about our sponsorship program and how your organization can get involved.

Industry Article: The Ultimate A.I. App Guide

By Dahlia El Gazzar

There is a reason why when you ask an event planner how they are doing; their default response is "Busy". Artificial intelligence (AI) ,is a software's ability to simulate human intelligence and behavior. From Siri to Cortana and Alexa, (AI) software is on the rise and integrating into event technology.

Here are 7 (AI) driven apps that can help busy event professionals get the job done:

1. Butterfly is personal management coach app created to help and build strong leaders. Butterfly helps managers gather deep understandings of their team's needs and dynamics in the most seamless way by connecting to most of your communication or HRIS tools (Slack, Office 365, Workplace, Google Drive).
2. X.ai created an artificial intelligence personal assistant who schedules meetings for you. Meet Amy Ingram, your virtual personal assistant; from business to social Amy can schedule and correspond with anyone via email to make your life a lot easier.
3. Clarke. ai using Clarke you can have notes on all calls, meeting and emails so you don't forget what your meeting are about. With Clarke you get; your own automated personal assistant who can be reached via a direct phone number or email, daily emails detailing your conversations and also the ability to share your notes to anyone.
4. Grip is a event networking platform powered by (AI) to take the hard work out of networking by becoming an attendee's own personal assistant, through its software recommending the best people to meet in function of their business needs.
5. Meetcortex helps you create content that drives the consumer behaviors you want. Cortex's brain is an Artificial Intelligence platform that understands marketing content and predicts how consumers will react to that content.
6. Fluenty is an app that sends cleverly brilliant, AI-generated smart replies to your messages with a single tap on your smartphone or smartwatch. It works with the messengers you already have, including SMS, WhatsApp, Facebook Messenger, KakaoTalk or Google Hangouts.
7. Trevor. ai is a personal assistant that connects your task lists with your calendar, to help you manage your time, the same way you already do in your mind. Trevor syncs with amazing apps, so you can schedule everything you do, in one simple place. Import your tasks from iOS Reminders, Todoist, Trello and Evernote.

Planners spend a lot of time working – event professionals are busier than ever, but lucky for us technology has evolved to create artificial intelligence (AI) apps that help you stay productive, sane, connected, informed and amused. New apps and software for the event industry are hitting the market daily. Some are improvements on existing services, while others are distinctly new ideas.



Dahlia El Gazzar, Tech Evangelist / DAHLIA+, has an OMG-attitude about tech and practical solutions. With more than a decade of experience in the meetings industry, Dahlia has held roles on the planner side as well as on the supplier side. She has been known in the events industry as the 'go-to' source for tech news, social media advice and solutions for the busy event professionals.

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Annual Meeting & Auction 2016





The Chapter held its Annual Meeting & Auction at the Warrior Ice Arena on November 30. Best-in-Class Speaker Matt Tenney shared his life story and why it lead him to be a social entrepreneur and servant leadership. During the meeting the 2017 PCMA New England Chapter Board was also elected. Thank you to all who attended the event and participated in our silent auction. We raised thousands of dollars for our charity and student scholarship fund.

Event Sponsors

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PCMA New England Chapter Reception at Convening Leaders

Members Gather in Austin

We were happy to see so many PCMA New England members at Convening Leaders in Austin!











PCMA New England Member Spotlight

Erin Tierney, PhD , Univ. of Mass./Worldwide Events

Where do you work?
University of Massachusetts/Worldwide Events

How did you get involved in PCMA?
I have been involved with PCMA throughout my professional career. I was originally introduced to PCMA by my boss at the Hong Kong Tourism Board many years ago. Today I use the PCMA text for my Convention & Event Management courses at the University.

What made you want to get involved?
Volunteering provides tremendous opportunities for personal and professional growth, building industry contacts, and developing relationships with colleagues. Attending meetings at both the local and national level have allowed me to meet new members and create new friendships.



What do you do for the Chapter?
I promote the benefits of joining PCMA to my industry colleagues and my students.

How can others get involved?
By getting involved, whether joining a chapter, attending a meeting or volunteering on a committee you will broaden your network, gain leadership experience and learn new skills for your professional development. I highly recommend anyone who wants to be more involved to become a volunteer and reap the benefits!

Click here to connect with the Chapter on Facebook.

Save the Date: May Social

Wed. May 24
5:30 – 7:30pm
New England Aquarium

New England Aquarium
Protecting the blue planet

The New England Chapter invites you to a "howling" good time networking with your fellow event professionals and their four-legged friends. Whether you can bring your dog or not, please join us at the New England Aquarium!

Food and drink will be available for purchase. Registration is complimentary.

President

Continued from page 1

On May 24, we will also have a social on the patio of the New England Aquarium. Following last year's popular bring-your-doggy event we will do it again once the weather gets warm. In June and September we will also have our usual education events followed by a networking event right after. On July 19th we have our annual Red Sox Social and game day so make sure to put that on your calendar. Tickets will go on sale soon. October will be another Octoberfest featuring a few New England cities so that everyone can participate. And lastly we will have our Annual Meeting and Silent Auction this winter. We are still looking for venues for some of these events so if you would like to host and showcase your property please do! We want to expand our host venues and go beyond just hotels, so please contact us if you represent a hotel, conference center, restaurant, university, retreat center, etc.

As you can see we have a very busy year ahead. We hope to do more with our charity volunteering and student outreach. We are still looking for a Student Outreach and Member Committee Chair as well as volunteers for all our committees. Please contact me if you want to get more involved!

Jessica Hiemenz-Woodbury



As we all know, Marisa Federico had a deep passion for helping others. She encompassed a unique quality that made everyone feel special. Marisa's Mission will continue Marisa's legacy by motivating and assisting families affected by the numerous challenges of cancer.

Please visit the website for additional information on the foundation, www.marisas-mission.org.

Please join us for the 1st Annual Triple Crown Night, May 19th 7PM-12AM, this will be the first fundraising event benefitting the foundation.

Tickets can be purchased from the website: www.marisas-mission.org or through eventbrite: https://www.eventbrite.com/e/triple-crown-night-benefitting-marisas-mission-foundation-tickets-31013241440?aff=eac2.