

THE BRIDGE



Northern California
Chapter

QUARTER 2 NEWSLETTER



PCMA CONVENING LEADERS 2020 SAN FRANCISCO JANUARY 5-8



AUGUST 2019

A WORD FROM: ELISA SANDOVAL WONG

And just like that, in the blink of an eye the year is half over! I am very proud of our leadership team for what they accomplished and excited for what is still to come.

Registration just opened for our 10th Annual Bay Area Meeting Industry Excellence Awards Gala. You do not want to miss this epic event where we recognize so many achievements in our industry. If you have not already nominated someone for an award, please do so as soon as possible!

Make sure to keep your eyes peeled for our December Town Hall program. We have secured a speaker that is top notch and is sure to leave you inspired and ready to conquer 2020. More to come! Speaking of 2020, Convening Leaders in January! Registration is open and I cannot wait to welcome PCMA'ers from around the world as they enjoy our beautiful city and our unparalleled hospitality.

Looking forward to seeing you at all of our events this year.



Director of Sales, Group
St. Regis San Francisco
elisasandoval@stregis.com

EVENTS IN REVIEW

Laugh and Learn with Brunch at the Punch was definitely one of my favorite events of all time! Such a great mix of laughter, education, and mindfulness. Live Nation warmed us up with a hilarious comedian who gave us a taste of what the Punchline has to offer. We heard from YOL and were reminded about cognitive awareness and how to stay connected to people amidst our everyday/busy lives. And I cannot forget about the FOOD. Elaine Bell Catering gave us a BACON BAR that satisfied every taste bud... even for vegan attendee had an option.

- Elisa Wong

LAUGH & LEARN WITH BRUNCH AT THE PUNCH

Thank you to our sponsors:

Punchline - Venue, Opening Segment Comedian and Adult Bevvies

Elaine Bell - Catering

AG - Emcee and AV equipment

Breakbeat Billy - Photography

Yol - Keynote Presenter



LEAP

Learn. Engage. Act. Participate.

The PCMA Northern California chapter presented its 7th Annual LEAP (Learn. Engage. Act. Participate.) Education Conference on May 30 at The Chapel in San Francisco's eclectic Mission District. Approximately 80 planners and suppliers came to rock-out in festive attire, and education sessions featured several inspired presentations, utilizing the venue's main performance stage.

The Chapel's unique history and ambiance appropriately fit the day's theme of "entertainment that inspires". The one-time-morgue-turned-music venue and restaurant has various spaces to host both presentations and performances, as well as food & beverage functions.

The day began inside the restaurant (Curio) with a Mediterranean-themed breakfast buffet and networking. We then moved on to the performance area, where we found stylish black leather sofas and lounge chairs as seating. After chapter and sponsor updates, Ciaran Gribbin, a Grammy-nominated songwriter and performer from Rock & Roll Team Building hit the stage. He told stories of growing up and being a young musician and performer in Belfast, Ireland. Through a combination of chance and talent, at age 30 he found himself the new lead singer of INXS and touring the world. Ciaran emphasized how much music is a great connector, that success takes time and determination, and that a positive attitude and enthusiasm for what you do can open up opportunities. In the meantime, keep doing what you love as you are gaining experience that will prepare you for eventual opportunities.

Following Ciaran was Kai Kight, a violinist and musical innovator. He told a story of how he once faked a performance and was found out. It taught him it's more important to be a "student" in life, instead of a "performer" that fakes what they do. Students are innovators, that learn and grow through mistakes and aren't afraid to revise and edit what needs to be changed. He encouraged us to ask ourselves: "So, are you a performer or an artist?"

Lunch was served in the restaurant patio space, under the permanent tent structure, where tables were set up with different board games, including Yahtzee and Cards Against Humanity. Groups were formed and the games were played while enjoying a variety of sandwiches and salads.

Next up in the program was another inspired presenter, Danny Neufuss of Brightline Interactive, on the topic of eSports (multi-player video game competitions) and how it's re-defining live events and reflects the "culture" of the younger generations. eSports events are including more screens for participation, virtual reality elements, and product demos.

Finally, Ciaran returned with his band and encouraged participation by choosing people to perform with the band. The results were both impressive and amusing and many hidden talents were discovered among the group, including professional-level drumming and singing skills. It was a final bit of creative programming.

A networking reception kept the energy going and raffle prize-winners were announced. Overall, a very creative, inspiring and rock-n-roll day!

**ROCK
AND
ROLL**
TEAM BUILDING



VISIONARY AWARDS 2019

The Stars Were Out

GARY MURAKAMI, GTP, GLP, CMP, CMM
DIRECTOR, GLOBAL SALES
MGM RESORTS INTERNATIONAL



Even the night's stars under the beautiful spring DC evening couldn't outshine the brilliance and sparkle of the PCMA Visionary Awards. The annual gala for PCMA led by the PCMA Foundation took place at the Marriott Marquis in Washington, DC on Tuesday, May 7, 2019. As a current PCMA Foundation Board of Trustee Director, I look forward each year to this event that brings together the who's who in meetings & events honoring and recognizing the stars of the business events industry.

More than 1,000 business events professionals gathered that evening to recognize three Lifetime Achievement Honorees and six 2019 PCMA Professional Excellence Award winners. All proceeds from the PCMA Visionary Awards benefit the PCMA Foundation, which empowers professionals and advances innovations in the business events industry through scholarships, research and other initiatives.

Our chapter, PCMA Northern CA was uniquely highlighted during the evening of recognitions as our own Chapter President, Elisa Sandoval Wong, was awarded the "Outstanding Service to a Chapter". Elisa provided her timeless and dedicated passion and energy to the chapter in assuming additional responsibilities during her President-Elect year, creating engagement opportunities for chapter members and chapter efficiencies in addition to identifying improvements in chapter structure.

Other outstanding individuals recognized during the evening included the following:

Senthil Gopinath, CEO of ICCA, as Business Events Strategist of the Year

Greg Bogue, Chief Experience Architect of Maritz Global Events, as Supplier of the Year

Christine Faiman, CMP, global account executive, Marriott International, as Community Advocate

Jennifer Gardner, creative director, Freeman, as Event Designer of the Year

Janet Cooper, CMP, director of meetings and convention services, RSNA as Digital Experience Strategist of the Year

The 2019 Visionary Awards also celebrated three Lifetime Achievement Honorees:

Business Events Strategist Chris Wehking, association and business relations executive, American Society of Anesthesiologists (ASA)

Supplier Eduardo Chaillo, CEO, Global Meetings & Tourism Specialist

Educator Lauren Kramer, founder and principal, Meeting Priorities

The PCMA Visionary Awards is an event not to be missed! I would encourage each of you to save-the-date to join next year.



PCMA Educon, where do I start? As a first-time attendee, I had no idea what to expect but I knew that it being a PCMA event, it would be good. And I was fortunate enough to receive the scholarship for 2019. Throughout the event, you could feel positive energy. My trip kicked off with the chapter leadership workshop which was amazing and eye-opening. I've always known there are a lot of moving pieces but like any event, things just magically happen. It was fascinating to get a glimpse behind the scenes and to see how hard my peers work to make this magic. I also really liked hearing about the best practices of various chapters to find ways to improve and strengthen our wonderful PCMANCC chapter.

The conference kicked off with some awesome music and an inspiring keynote. It was hard to imagine topping the "Five for Fighting" singer but each of the keynotes were the perfect mixes of inspiration, education, and humor that left everyone wanting more.

I thought the Educon planning team and Los Angeles organizations did an amazing job of conveying what LA has to offer. From the LA swag room, to the various snack stations during breaks, outdoor workshops, and offsite events (including Universal Studios, SO FUN!) I thought that attendees got a true insight of how diverse, fun, and unique the area really is.

All in all, the event was even more than I could ask for. I walked away feeling refreshed and inspired and looking forward to 2020!



WHAT'S COMING UP

AUG 13

BATTLE OF THE BAY YACHT CRUISE

5:00 pm - 8:00 pm

Pier 40, Embarcadero and Townsend

OCT 10

BAMIE AWARDS

5:30 pm - 9:00 pm

The Fairmont, 950 Mason Street



10th Annual
BAMIES

SAVE the DATE

Fairmont San Francisco

October 10th, 2019



SAN FRANCISCO GIANTS



The San Francisco Giant Race – 10 Year Anniversary

The Giant Race's flagship event in San Francisco is celebrating a milestone 10-year anniversary as one of the Bay Area's premier endurance weekends, welcoming more than 20,000 participants to Oracle Park. The week of September 5 - 8, 2019 will offer a robust spread of wellness events including a two-day Fitness Expo, Yoga on the field, Women's Bootcamp and Women's Networking Panel, Half Marathon, 10k, 5k and Kids and Family Relay. Spectators are welcome to all events and the free fitness expo will feature the latest in running apparel, nutritional products and partner activations. PCMA members can save \$10 off event registration by using promo code PCMA2019 at checkout. Event registration is open and for more information visit www.race-sfgiants.com

As part of the 10-year anniversary celebration, The Giant Race will host an inaugural 26.2-mile Inside The Park Marathon to benefit the Giants Community Fund. The 26.2-mile loop course will be the first full marathon on the West Coast to lap the warning track of a Major League Baseball ballpark. Just 100 accepted participants will commit to raising a minimum of \$3,500, and will be treated to a pampered post-race experience unparalleled in running. The inaugural event will take place on Thursday, September 5, under the stadium lights and feature individual, two-person and four-person relay options. An exclusive pre and post-race hospitality center will be available to runners and their families, who will all enjoy seeing participant laps counted on the San Francisco Giants and Oracle Park's newest 4K Diamond Vision videoboard.

New State-of-the-Art 4K Scoreboard Unveiled

The Giants are scored big by unveiling a brand new Diamond Vision board for the 2019 season. This was the largest capital improvement project in Oracle Park's 19-year history and cost \$10M to create one of the premier scoreboards in Major League Baseball. Featuring 4K technology, this board is the largest screen in a sports venue in California, is 45% larger than SF's IMAX theater and is an elite enhancement for stunning AV and custom activations for any private event.

Giants Enterprises hosted their first non-game day public movie night in Oracle Park history in on July 13, 2019 with a screening of Bohemian Rhapsody (Sing-Along). Keep an eye out for additional movie nights and events leveraging their new scoreboard experience.



GIANTS ENTERPRISES

WWW.GIANTSENTERPRISES.COM

The Cloud Club

The Giants also launched The Cloud Club, a modern and flexible lounge for up-to 150 guests reception style. This unique space is located on the Suite Level and features sweeping views of the Field, Ballpark and San Francisco Bay. Its adaptive programming will rotate themes celebrating San Francisco's unique neighborhoods, art & culture, food scene and personalities.

For Giants games, the Cloud Club is a unique space to enjoy the game and host your guests for building relationships and entertaining in style. It is one of the most flexible sports hospitality programs designed to fit the modern business professional.



JENNIFER LEE WITHERINGTON
VICE PRESIDENT, GLOBAL ACCOUNTS
HOSPITALITY PERFORMANCE NETWORK GLOBAL



Going for the Gold...Sponsorship

BY: JENNIFER LEE WITHERINGTON

Our chapter is fortunate to have the support of our great sponsor partners, one of which is Gold Sponsor Live Nation Special Events.

Considered the largest entertainment company in the world, Live Nation is also a premier event venue and production combination with 150+ state of the art venues across the country, including 15 in California – 6 of which are in Northern California!

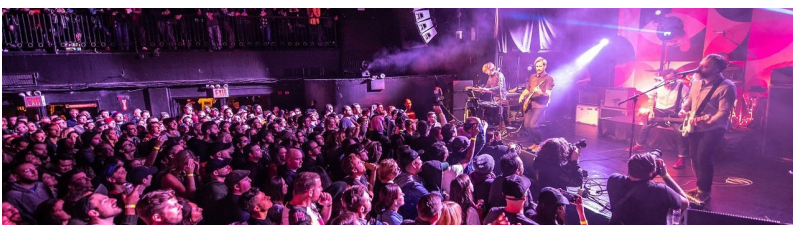
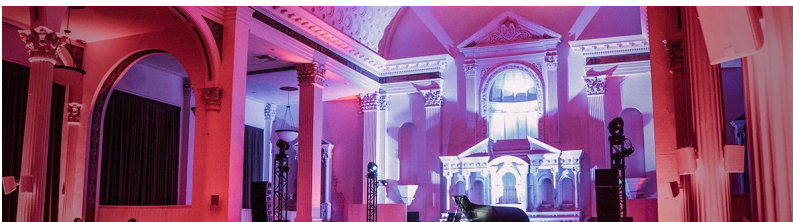
Offering top of the line production, unlimited entertainment access and branding capabilities, these venues can accommodate groups of any size. Most importantly, with a one stop solution, booking your next meeting or event is seamless. The Live Nation full-service event production team will set you up for success with state-of-the-art lighting, A/V equipment and sound. Their custom culinary offerings and handcrafted cocktails are the proverbial icing on the cake.

When asked what is new and exciting at Live Nation, Senior Marketing Manager Carley Gauthie jumped at the opportunity to share their newest venues. The Santa Ana Observatory music hall and the San Diego North Park Observatory offer guests access to the best in musical performances as well as private events.

The Fillmore New Orleans at Harrah's honors its namesake, the legendary San Francisco Fillmore West, with vintage poster art while celebrating the live-concert experience.

2020 will see the reopening of New York landmark performance hall, Irving Plaza, the 150-year-old iconic venue and host to a galaxy of legendary musicians, as part of a dramatic multi-million dollar makeover. Back in California, Live Nation has acquired Spaceland Presents, operator and promoter to popular L.A. venues—The Echo, Echoplex and The Regent Theater. These popular venues add to the growing portfolio of Indy centric venues in SoCal.

WWW.LIVENATION.COM/SPECIALEVENTS



Santa Barbara – A Unique Destination

BY: JENNIFER LEE WITHERINGTON

Santa Barbara has long been blessed as a Unique Destination for Meetings & Incentive Travel. With favorable weather year-round, it enjoys sunshine 300+ days a year (winter occasionally brings some rain) and average temps in the high 60s/low 70s, making it a perfect place to visit and/or host a meeting. Mark Feldman, Regional Sales Representative (Northern California and North East) shared a little bit about the city that he represents so well,

Easy Access - With its own convenient airport, Santa Barbara has had some major airlift developments making it easier to get here. Contour Airlines provides weekly service to/from Las Vegas and Oakland, and just recently added daily flights between Santa Barbara and Sacramento. Starting August 2019, Delta Airlines will begin daily service to Salt Lake City. And if you enjoy the rails, it also boasts a very centralized Amtrak Station. Santa Barbara is a very walkable city and between the downtown trolley, waterfront shuttle, beach cruisers, and more – you really don't need a car.

Culture & Site Seeing - Santa Barbara's natural beauty and distinctive Spanish-style architecture, like the iconic Santa Barbary County Courthouse, is an unrivaled selling point, and leisure time can be spent in a variety of ways. The destination offers kayaking, sailing and boat regattas out of the harbor as well as cycling tours past vineyards in Santa Barbara Wine Country, wine tasting experiences in tasting rooms along the Urban Wine Trail to food tours showcasing our culinary offerings. For a really memorable experience, exclusive polo matches can be arranged at either the Santa Barbara Polo & Racquet Club or local private estates.

Meetings & Conferences - Santa Barbara offers many unique meeting venues and spaces like the rooftop at MOXI, The Wolf Museum of Exploration + Innovation, the newish Pritzlaff Conservation Center at Santa Barbara Botanic Garden and the Santa Barbara Zoo to name a few. Incentive groups are trending more toward destinations that offer authentic experiences vs. major metropolitan experiences that don't feel as personal. A diversity of experiences with a story to share is what makes Santa Barbara so unique.

The luxury industry is coming into its own right now in Santa Barbara. The arrival of Hotel Californian last fall and Rosewood Miramar Beach Montecito in February 2019 are introducing enticing new options for visitors and the meetings market. The beloved Four Seasons Resort - The Biltmore Santa Barbara, reopened in June 2018 after a five-month closure, and iconic San Ysidro Ranch reopened in early spring 2019. Ritz-Carlton acquired and rebranded the 358-room Ritz-Carlton Bacara, Santa Barbara in late 2017 and introduced a new Ambassadors of the Environment program with Jean-Michel Cousteau (a Santa Barbara resident and son of legendary Jacques Cousteau), to encourage environmental education and stewardship. LVMH purchased 101-year-old Belmond El Encanto in late 2018, the only Forbes Five-Star luxury hotel in Santa Barbara. The 360-room Hilton Santa Barbara Beachfront Resort completed a \$15M interior renovation/rebrand in spring 2018. Finally, Harbor View Inn, a AAA Four-Diamond resort, expanded its inventory to add 34 new guest rooms in a separate three-story wing in October 2018.

There's plenty to see and do in this lovely little town, and clearly a lot of wonderful places to stay while here. Visit Santa Barbara, and experience it on your own.

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EXPLORING YOUR OWN PATH

We are continuing our ongoing series of interviews exploring the career paths of professionals within our industry. Today we talk to Casey Burke, Business Development Manager at Paula LeDuc Fine Catering.

Q: What did you study in college and did you always intend to enter the special events industry?

Casey Burke: I had no idea what direction I wanted to go in College and switched my major 3 times! I started in Landscape Architecture, because I love the outdoors, plants, and working with my hands. This quickly changed to Women's Studies, as I had some incredible teachers in that field, and it was a brand new, exciting major. However, my love for literature and reading drove me to end up as an English Lit major. I laugh about this, because it really has nothing to do with my career path or my current profession in the event industry, however, it very much applies to my day to day work. I use my writing skills and experience in communications regularly while at work, and I feel that it has absolutely helped my career growth in the hospitality world.

Q: I can relate to that, as I also started out on a very different path before I found my way into this industry (read: stumbled into/lucked out). I know you've had an interesting journey so far in your career. Would you tell us how you got started in this industry?

Casey Burke: I took a risk at 23 years old and moved to the Napa Valley for a job managing the restaurant at Auberge du Soleil. After 3 years, I wanted a change from restaurants, and moved into the Catering Sales office, which is where I was first introduced to the wedding world. It was such a blessing to learn the "ins and outs" of weddings from both the hotel and catering side, and I was fortunate to be at a luxury resort with extraordinarily high standards. This formed the foundation of my work ethic – I try to do things the right way, versus the fast way; and customer service is always first! I learned how to "say no without saying 'no'" at Auberge. That eventually led to a Director of Events role for a 3-Michelin star restaurant in San Francisco, which fine tuned my attention to detail and pursuit of high-level customer service. These positions in luxury-level hospitality and fine dining cuisine primed me for catering, and I always had my eye on Paula LeDuc as translating all of that to off-site events.

Q: Finding a way to say "no" without saying "no" is a creative challenge, especially representing Paula LeDuc Fine Catering. You worked for PLDFCE for years and then left. Tell us where you went and what was different about that job?

Casey Burke: I was offered an amazing opportunity to create a new role, at Meadowood Napa Valley. I was tasked with growing and developing their off-site catering department beyond the Napa Valley, which is called Estate Events by Meadowood. It was a very different job for me, because until then, I had worked for companies that were already very well established in the market, with strong reputations for catering and events. Estate Events pushed me out of my comfort zone, to sell their wonderful services to new markets - many of whom were unfamiliar with the caché of the Meadowood brand. It really drove me to strengthen my sales skills, and I was blessed to have an incredible culinary, service and design team that I was representing, so once we got the word out, it started growing quickly. I had the opportunity to forge my own path, which was both exciting and terrifying!

Q: Now you're back at PLDFCE. What happened to get you back there and what is it you're doing there now?

Casey Burke: There are 2 main reasons why I returned to PLDFCE: First is Ashley Capra, the Executive VP of Client Services at Paula LeDuc. For anyone in our industry who has met Ashley, you know that you don't argue with her when she presents you with an idea, and that you want to be on her team! I am joking, but in all honesty, I consider Ashley to be a mentor, (as do many people who've had the chance to work alongside her). She and I stayed in touch when I initially left, we discussed what kind of role would be ideal for me, and the Business Development Manager role felt like the perfect fit for me to return to, based on my skill set and future goals. It felt like the next step for me professionally. The second reason is, the people at Paula LeDuc. This industry is so crazy, and I have always felt that my colleagues and peers are more than a team, they are like family – they keep you sane; the team at PLDFCE was always family to me, and I felt a strong yearning to return to that. When the going gets tough, we get each other's backs! It is a very supportive and collaborative environment.

Neil Adams final word – I've known Ashley, Paula, you and the folks on your team for many years, and I have always felt the warmth of your family. Thank you so much for sharing your story!

Casey Burke can be reached at casey@paulaleduc.com or visit their website at www.paulaleduc.com.



GET TO KNOW YOUR CHAPTER LEADERS

What goals did you set for 2019? Have you achieved them?
If not, then what is your plan to reinvigorate?



JORDAN WONG

Sales Manager
San Mateo Marriott

My goal for 2019 is to become CMP certified, and to be more involved with our amazing PCMA NC Chapter. The leaders of the PCMA NC Chapter have given me a great platform to be more involved with the Chapter, and I am very grateful that it has allowed me to be active in some of our Social Media Content while also giving me the opportunity

My goal is to always give back to the Association. PCMA NC has been a great tool for building great relationships with the wonderful individuals in our industry. It is because of these existing relationships and our leadership that I want to continue to be more involved with the chapter, and to give back wherever I can through volunteer hours and sponsorship.



HALEY MURRAY

Global Sales Manager | West Coast
Vail Resorts

I have a long term dream/goal to visit all the National Parks someday. Every year I try to visit as many as possible. In 2019 I was able to visit 9 different National Parks - Glacier, Everglades, Dry Tortuga's, Death Valley, Zion, Grand Canyon, Haleakala, Yosemite, and Lassen.

I will continue to work on visiting National Parks and living life to the fullest. With my son starting Kindergarten my goal is that he will ride his bike to school everyday and I will run. This might motivate me to set a goal to run a half marathon.

To reinvigorate myself? Live life with non stop adventures.



ROBERT LEYVA

Director of Business Development
Cappa & Graham Terramar

This wasn't necessarily for 2019, however, last Fall, I said that my next position/ opportunity would be a Sales related position that would on a National/Global level. Low and behold, I am now Director of Business Development for Cappa & Graham Terramar, with my territory being NorCal/the US and parts of Mexico and South America. You know what they say, be careful what you ask for because you just might get it!

With my new role, I have new goals set as well as a number of goals that will present themselves now that I'm on this side of the game with Cappa & Graham Terramar, as opposed to being a Supplier previously.

Whether there's a goal or not, to stay invigorated, I make sure I go to the gym at least 3x a week and see my Trainer weekly. Nothing like a good beat down from your Trainer! LOL!

NEWSLETTER CONTRIBUTORS



Dana DePonzi-Haas
VP Communications



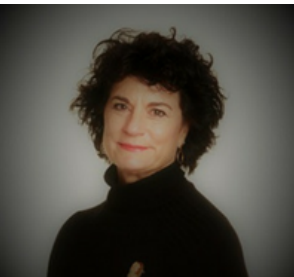
Yael Rosenwald
Dir. Communications



Adrienne Fisher
Editor In Chief



Erik Heitmeyer
Editor



Jennifer Witherington
Writer



Neil Adams
Writer



Karen Grayson
Writer



Ryan Alsup
Writer



Malia LaFleur
Writer

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