

THE BRIDGE



Northern California
Chapter

QUARTER 3 NEWSLETTER

PCMA CONVENING LEADERS 2020 SAN FRANCISCO JANUARY 5-8

NOVEMBER 2019

THANK YOU FROM: ELISA SANDOVAL WONG



As we approach the end of the year and move into a new decade, I cannot help but marvel on the past 10 years of PCMA Northern California. The success of 2019 was achieved only because of those who contributed before us. Conversely, the accomplishments of tomorrow are possible because of the remarkable work from the Board of Directors today. Together we did away with plastic name badges, increased attendance and overall program satisfaction, raised more and donated more, elevated our education sessions, engaged with students, innovated the Newsletter, and served our members to the best of our abilities.

It has been a true pleasure leading as your 2019 President. I have learned and grown immensely and find myself at the end of the year a stronger more confident and compassionate leader. If you are reading this and wondering "should I get involved by volunteering" or if you question "what is my ROI," I encourage you to take a leap of faith or simply listen to Nike and 'just do it'. You will always get more than you give. We owe it to the next generation of leaders so they can keep the Meetings and Events Industry momentum moving forward. Understandably not everyone can contribute as a volunteer, but everyone can commit to attending an event or two. Become a member and enjoy thought-provoking articles from Convene Magazine and our Chapter Newsletter. If you have means to donate, please support monetarily to PCMA Education Foundation.

A special thanks goes out to all who have supported me this past year: PCMA NCC Leadership, unwavering annual sponsors, St. Regis San Francisco and Montage Healdsburg for investing in my future, membership for enjoying our programming and engaging with us, PCMA HQ for mentorship and support, friends/family for not quite understanding what I do but using my F&F benefits anyways, and finally my husband for endless care and encouragement to achieve my dreams.

I look forward to 2020 under the leadership of Elaine Rothenhaus and for an opportunity to meet more industry colleagues. See you at Town Hall on December 5th and Convening Leaders January 5-8, 2020, you do not want to miss either one!

Elisa Sandoval Wong
2019 PCMA NCC Chapter President

Director Of Group Sales
Montage Healdsburg
Elisa.Wong@montage.com



THE FUTURE

A MESSAGE FROM YOUR INCOMING
PCMA NCC PRESIDENT



Elaine Rothenhaus, HMCC
Asst Director of Sales
Hotel Nikko San Francisco

I would like to thank PCMA Northern California Chapter for the honor and privilege of being President this coming year. Looking into this past year, I have seen how much time and energy goes into the smooth running of PCMA NCC and I thank all of our volunteers. This quote from the PCMA website resonates with me:

"PCMA is all about peer-to-peer learning and education, for me, it was a great opportunity to expand who I know in the industry. You get to know them on a different level of business"
- Meg Harper, National Group Sales Director, Davenport Hotels

Each one of you have provided me your friendship and guidance and I am forever grateful. I hope when we look at this past year, you will remember a year full of laughter, fellowship and connections while continuing your professional and personal growth.

I was recently asked why I got involved with PCMA and why I am so passionate about our Northern California Chapter. I realized that the one thing that has been consistent for me is the community. Ever since I decided to get involved and not sit on the sidelines, Northern California has embraced, accepted and listened to my ideas. That sense of community is really what it's all about, and from that, everything else generates. We have a strong Chapter with a lot of heart and I would like to start 2020 by challenging all of you to commit to getting involved by volunteering and/or attending our events.

Join PCMA this year as Convening Leaders (January 5-8, 2020) comes to San Francisco and use your membership to ask about PCMA's value to you. Then think about areas of interests you would like to learn more about:

- Learn marketing with PCMA
- Learn what is involved with putting a newsletter together
- Learn how to get sponsors
- Learn how to plan an event and what is involved
- Learn how to keep members engaged

Not only can you add friends but you can add new skills and accomplishments to your resume! I will personally reach out to each one of you that joins via email and I hope you will respond with a passion to be involved and to grow both professionally and personally.

My goal is to make sure you find value in your membership with Northern California this year and your involvement is rewarding.



EVENTS IN REVIEW

BATTLE OF THE BAY YACHT CRUISE & NETWORKING EVENT

Karen Grayson, CMP
Associate Director,
External Relations
at University of California, Berkeley



The Giants Enterprises hosted PCMA Northern California Chapter's August 13th networking event, during The Battle of the Bay, on board their 100-foot, custom luxury Yacht, the California Spirit. Guests cheered on the San Francisco Giants, as well as their bay rivals, the Oakland A's, who were playing each other at the Giants stadium that evening.

The weather for the evening was a perfect 76 degrees and fog-free - rare for summer in San Francisco. The first part of the evening took place while docked in the Yacht's slip at Pier 40 in the South Beach Harbor. Guests mingled and enjoyed the Giants Enterprises-provided "Taco Tuesday" themed menu and full open bars on two levels. Guests bought raffle tickets and bid on the many generously donated prizes from chapter sponsors, including the St. Regis San Francisco and Omni Hotels Worldwide.

The yacht then took off for a cruise around the Bay, while DJ Seth Glasman with AG Productions was on the deck, keeping the energy going throughout the evening. Once the cruise around the bay finished, the ship went to McCovey Cove. Before returning to the ship's dock, guests were captured on the stadium's cameras and broadcast live on the scoreboard to the game.

Overall, it was a perfect summer evening to cheer for our teams on either side of the bay, while networking and enjoying the unique venue.

For more information on hosting an event on the California Spirit:
www.giantsenterprises.com/onthewater
phone: 415.947.3200
email: info@giantsenterprises.com



BAMIES

★ 10th ANNIVERSARY ★

10th Anniversary PCMA NCC Bay Area Meeting Industry Excellence Awards (BAMIES)

BAMIES First TimerAttendee

New to the meetings industry, I've quickly learned how important this industry is to the success of organizations, hotels, destinations and the many companies behind the scenes that I simply wasn't aware. From the first introduction to BAMIES, I knew it would be a glamorous event, acknowledging the successes of individuals and companies in the Bay Area. I mean seriously, it being at the esteemed Fairmont hotel and "promised to impress, entertain, and energize all while you mix and mingle--wine in hand" – who wouldn't be excited to go?

Upon arrival I was caught in the moment, taking in the beauty of the elaborate hotel lobby. I hadn't been to that hotel before, it's absolutely stunning. I followed a group of eloquently dressed guests to the reception area. What surprised me was the technology of the silent auction and commitment to sustainability, complementing the venue and culture of San Francisco. It seemed like only a few minutes (and wine tastings) before we moved into the ballroom for dinner and presentations. Although enthralled by the prestigious welcoming for the first hour, the sentiments evolved into much more.

As the awards and recognition portion began, I was quick to learn of and appreciate the very humble BAMIES beginnings. It was essentially created with the purpose to celebrate our professional accomplishments and human connection in the wake of economic instability in 2008. I started my career at that time, and feel all too familiar with the aftermath of those market conditions. Being the 10-year anniversary, it is truly remarkable to see how far this event has come, as shared by Brian and Pam. It was special and unique to celebrate and hear from the founding members of an event, something that doesn't happen often.

Then to my almost immediate shock, the president of PCMA, Sherrif Karamat was introduced to the stage. I didn't know he was attending, and it was my first hearing him speak. I feel he shared the most poignant reasons why we work in this industry, speaking to the importance of our work in changing and building communities, participating in something bigger than ourselves, and expressing that what we do matters. It matters. We are all about humans, and we solve human problems. It was clear to me at that moment, that PCMA and BAMIES is much more a celebration of the human connection in our industry than anything else.

The award recipients exemplify what we stand for in this industry, and earned the recognition for their achievements among some of the best in this profession. It was an honor to watch them, all in dazzling fashion, receive their awards and be celebrated by their peers. Our work does matter, it does change communities, and it's important to enjoy our successes. My excitement to attend turned into appreciation while at BAMIES, and look forward to share these experiences next year.

Ryan Alsup, CTA, CGMP
Meeting Sales Manager, Northwest Region
Visit Anaheim
www.visitanaheim.org



WHAT'S COMING UP

DEC 5

DECEMBER TOWN HALL

Join us at the Exploratorium for our last event of 2019! Close this decade feeling inspired and ready to take on all that 2020 has in store. Our speaker — Tiffany Loren Rowe — is sure to leave you with meaningful takeaways that will impact all aspects of your life.

8:00 am - 10:30 am

Exploratorium | Pier 15

The Embarcadero, San Francisco, CA 94111



JAN 5

CONVENING LEADERS 2020 JOINT CHAPTER RECEPTION

You're Invited! Please join us on Sunday, January 5, 2020 (4:30-6:00 pm) at the iconic Palace Hotel, a Luxury Collection Hotel, for the Northern California, Southwest & Pacific, and Mexico Chapter Reception. Meet us to mix, mingle and network with your industry peers at this Complimentary Reception. We look forward to seeing you!

Contacts for event:

Elaine Rothenhaus / Erothenhaus@HotelNikkoSF.com

Luci Whiteman / Luci@perTEAM.com

Event Sponsors: Monterey County Convention and Visitors Bureau and Visit Santa Barbara



SAVE THE DATE

FEB 6

2020 FEBRUARY SACRAMENTO EDUCATION PROGRAM

FEB 20

2020 FEBRUARY NETWORKING BREAKFAST – SPRING AWAKENING

PCMA **CONVENING LEADERS 2020**
SAN FRANCISCO JANUARY 5-8

COUNTDOWN TO CONVENING LEADERS 2020

JANUARY 5-8, 2020
THE MOSCONE CENTER

The days are counting down until PCMA Convening Leaders 2020. The conference brings more than 4000 meeting and hospitably professionals to San Francisco, January 5 – 8, 2020.

Touted as THE best place for business events professionals to gain industry insight, learn from industry leaders and spark creativity, the conference is poised to surprise, educate, entertain and energize attendees for the new year. Speakers include Condoleezza Rice, Simon Sinek, Bozoma St. John among other esteemed professionals, innovators and thought leaders both from within and outside the industry.

Convening Leaders was last in San Francisco in 2000, and understandably a lot has changed in 20 years. We spoke with Tom David, Executive VP and Chief Sales Officer, SF Travel and Lysa Lewin, Senior VP Convention Sales, SF Travel to understand the importance of bringing this highly regarded conference to the City and hear what they and their team have planned for attendees.

David shared San Francisco's theme, "Ahead of the Curve". CL2019 attendees were fortunate to hear Joe D'Alessandro kick this off with a list of innovations, movements, industries and more that started in the San Francisco Bay Area and which we use or connect with every day: Facebook, Twitter, iPhone, Uber, changing our relationship with plastic, gay marriage and the list goes on. CL2020 attendees will be greeted daily with experiences and examples of the changes and transformations that have kept San Francisco "Ahead of the Curve" since 2000.



Oracle Park, home of the SF Giants baseball club opened its gates (bringing three World Series Championships), Moscone West was added, the Intercontinental Hotel is just one of many new hotels from the ground up, and the City is still celebrating the Moscone Convention Center's impressive expansion opening just last year. Two of the largest additions to the landscape. Salesforce Tower with its raised urban park, and Chase Center, new home of the Golden State Warriors basketball team, are also the most recent.

From Lewin, "the 2000 conference brought a noticeable uptick in interest and excitement in the San Francisco and the Bay Area, and yes, there was a definite impact". The key to 2020, she continues, "is to change perception, showcase the greatness and creativity of the City". The new Moscone Center, where much of the conference will take place, "has created a dramatic shift and connectivity to the neighborhood, featuring natural light and surrounding attractions. The Chase Center is a focus, new hotels noted, great restaurants, and SFO has expanded terminals plus a new hotel ~ the timing could not be more perfect".

So, what can CL2020 attendees expect? "Great weather and no snow" says Lewin, laughing. David adds "there will be surprises to delight throughout the week, yet the unique and cool experiences will especially be noticeable at the evening events where the hospitality community and the City are coming together to impress". The Chase Center, with 18,000 seats, will showcase various exclusive event possibilities including an eye-popping performance by Adam Levine and Maroon Five. Attendees are encouraged to arrive early, stay on for a few days. The Bay area has much to offer from Sonoma and Napa to the north, Half Moon Bay to Monterey in the south. Additionally, there will be site inspections and tours offered throughout the week.

Both David and Lewin noted, "with appreciation, the commitment and partnership between the City and SF Travel, the prepping and coordinating with the Hospitality and Partner Community, Welcome Teams and Volunteers as they come together to represent and welcome guests to a safe, enthusiastic, 'Ahead of the Curve' destination". Will we see you at Convening Leaders 2020?

Would you like to volunteer for Convening Leaders 2020?
Visit the following link to register as a volunteer: www.sftravel.rosterfy.com/register

REMEMBER the password you entered. You will need it to log in when shifts are available. Shifts will be available for your choosing later in November. You will receive follow up emails when shifts are available.

For further information you may reach out to Leonie Patrick,
SF Travel PCMA CL2020 Volunteer Committee
email: leonie@sftravel.com



Jennifer Lee Witherington
Vice President, Global Accounts
Hospitality Performance Network Global
Northern California

SPONSOR HIGHLIGHTS



CAESARS FORUM CONSTRUCTION AND BUSINESS MILESTONES

Caesars Entertainment, one of the most diversified casino-entertainment companies in the world, announced November 6th that more than one million room nights and over \$390 million are contracted for meetings and events at CAESARS FORUM through 2020 and beyond. CAESARS FORUM, the new, 550,000-square-foot conference facility in Las Vegas, is set to open in March 2020 and is 70% complete, with crews working 24 hours a day, seven days a week to finish the project.

"One million room nights booked before opening far exceeds our expectations and is a testament to the hard work of our sales team, and customers' excitement about CAESARS FORUM," said Michael Massari, Chief Sales Officer, Caesars Entertainment. "CAESARS FORUM construction is on track and I'm thrilled with our progress. The building exterior is complete, and the team is working diligently on the interior, staying on schedule to open next March. Operationally, we have the core team in place and have already begun planning events for 2020 and beyond."

The \$375 million conference center will carry a LEED silver certification. CAESARS FORUM will be the first facility of this size built on one level, and the adjacent Forum Plaza will be the first 100,000 square-foot dedicated outdoor event space in Las Vegas.

Additional features:

- Direct access to 8,500 hotel rooms at Harrah's Las Vegas, LINQ Hotel + Experience and Flamingo Las Vegas, and within walking distance to 20,000 Caesars Entertainment hotel rooms.
- More than 300,000 square-feet of flexible meeting space, including the two largest pillarless ballrooms in the world, both 110,000 square feet, two 40,000 square-foot ballrooms and six state-of-the-art boardrooms.
- Accommodates more than 10,000 participants and offers more than 100 break-out rooms.
- Divides into limitless configurations, with 2.1 miles of airwalls.
- A dedicated heart of house, equipped with state-of-the-art culinary equipment, providing participants with restaurant-quality dining.

Caesars Entertainment Corporation is the world's most geographically diversified casino-entertainment company and offers meeting and event planners one dedicated team, united nationwide, committed to providing the most successful meeting experiences possible. With one call or email, planners have access to nearly 40 properties in 20 unique destinations, with 2.1 million square feet of meeting space and more than 40,000 guest rooms. Mix and match properties and venues within a destination under a single contract and minimum. Enjoy elite perks, rewards and privileges with our Caesars Rewards Meeting Diamond Program.

For more information, please visit www.CaesarsMeansBusiness.com and www.CAESARSFORUM.com.



THE MURIETA INN AND SPA PICTURESQUE RANCHO MURIETA, CA

Experience a new kind of Northern California hospitality at The Murieta Inn & Spa. Located in picturesque Rancho Murieta, CA, the two-year-old hotel features 83 unique and beautifully appointed guest rooms and suites for frequent travelers and local visitors. Influenced by the classic Spanish Hacienda style and enhanced with modern amenities, The Murieta Inn's accommodations offer a distinct and memorable experience for guests traveling near and far.

The Gate restaurant and bar located inside The Murieta Inn and Spa, offers American style cuisine for visiting hotel guests and area locals alike. The Gate follows the tenets of the "Farm-to-Fork" movement, sourcing from the local vendors and our own five-acre farm and state-of-the-art greenhouse. Our restaurant recently won "Best Locally Sourced Ingredients" in Sacramento Magazine's 2019 Best Of issue.

Indulge in a new level of luxury & relaxation at The Cupola Spa & Salon, located on the second floor of the hotel. Our luxury spa offers four treatment rooms for body treatments, massages, and facials. In addition, visit our salon for wedding & special event up-dos, hair styling, and a new level of care and perfection with our highly qualified nail and make-up artists.

With close proximity to Sacramento, and a gateway to scenic vineyards & wineries, The Murieta Inn and Spa is set to be the ideal destination for executive retreats, corporate meetings and successful incentive programs.

Offering a variety of flexible meeting and event space with the ability to accommodate large groups, breakout rooms, and boardrooms – our team can adapt the available space to meet the needs of small groups and larger groups of up to 350 attendees. Additionally, groups will have access to our state-of-the-art technologies as well as a dedicated event coordinator to ensure every event and meeting is a great success.

This luxury hotel within driving distance of Sacramento is in an ideal location, and its inspired décor and curated amenities distinctively set the Murieta Inn apart from the rest.

For more information, please visit: www.themurietainn.com
Or contact

Casandra Canthal
Sales Coordinator & Marketing Manager
email: CasandraC@murietainn.com

SPONSOR HIGHLIGHTS



MIX A LITTLE FUN WITH YOUR BUSINESS IN CONCORD, CA

What can groups do for fun while in Concord for a business meeting or conference? Short answer: The sky's the limit! When it's time to take a break, explore our friendly neighborhood districts for great local eats and shopping or set out for a day of hiking at nearby Mount Diablo. For a different kind of hike, you can always head on over to historic Todos Santos Plaza to experience Concord's popular Beer Trail.

EAT – The Concord food scene has a vibe all its own – friendly, relaxed, and with more than 350 restaurants and 27 different ethnic cuisine choices, exceptionally diverse. A few local favorites to try: Taqueria Los Gallos Express, Lima, Eureka! and Skipolini's Pizza.

DRINK - The Concord Beer Trail is a great way to experience downtown Concord and enjoy favorite local spots such as The Hop Grenade, Concord Tap House and Epidemic Ales. If wine is more up your alley, check out Plate & Vine inside Hilton Concord for an impressive selection of Napa and Sonoma Valley wines and \$4 happy hour pours.

PLAY - With 160 stores and restaurants to explore, you can shop 'til you drop at Concord's Sunvalley Shopping Center. Or, take a stroll through The Veranda, a beautiful, open-air shopping and dining center that features dozens of popular retailers and a luxury movie theatre. Groups can also enjoy watching sports and playing games at Dave & Busters or testing out their skills at the new Red Door Escape Room, a great team-building challenge!

Get some fresh air and soar to new heights with a group outing to Mount Diablo. The park offers variety of hikes for different skill levels and the views are spectacular. For a less vigorous outdoor experience, the Markham Nature Park and Arboretum is a hidden gem where visitors can reflect and recharge while exploring beautiful flora and fauna surrounding Galindo Creek.

For more information: visitconcordca.com
#VISITCONCORDCA



MEET AND STAY IN WALNUT CREEK, CA... THE JEWEL OF THE EAST BAY!

Walnut Creek is an ideal lodging location for Bay Area visitors. Located near San Francisco, and between two California wine regions, Walnut Creek offers a central location and a dynamic regional urban environment in a scenic setting. Known as the "Jewel of the East Bay," Walnut Creek is the center of commerce, shopping, dining, and outdoor exploration in the "Mount Diablo Region" of Northern California.

Downtown Walnut Creek offers a sophisticated Northern California setting. Some of the best shopping and dining in Northern California is found in Broadway Plaza - Walnut Creek's outdoor shopping destination. And yet, the urban setting is next to a large amount of open space, trails, and beautiful Mount Diablo - with abundant opportunity for hiking, biking, and enjoyment of nature. Visitors may access Downtown Walnut Creek via two highways (the city is at the crossroads of Highways 680 and 24), and via BART trains - with a BART station in Walnut Creek and another in nearby Pleasant Hill. Further, Walnut Creek is in close proximity to both San Francisco and Napa Valley.

Sports fans and athletes are currently discovering the new Shadelands SportsMall in Walnut Creek. Located in the Shadelands area of Walnut Creek, multiple buildings will soon provide a unique, leading multi-sport training facility for Northern California - with over 200,000 sq. ft. of space for state of the art equipment and top level training programs!

It's a fantastic time to experience the hospitality of Walnut Creek hotels. With over 1,000 guest rooms, guests have the opportunity to visit the Walnut Creek Marriott, Renaissance Walnut Creek, Embassy Suites by Hilton Walnut Creek, Diablo Mountain Inn, Motel 6 Walnut Creek, and Holiday Inn Express Walnut Creek

Walnut Creek will also soon welcome the brand-new Residence Inn by Marriott. Scheduled to open later this fall, the hotel will be located near Downtown and adjacent to the Walnut Creek BART station. The Embassy Suites by Hilton Walnut Creek and the Holiday Inn Express Walnut Creek recently completed major renovations. The Walnut Creek Marriott offers the most rooms and hotel event space in the city. The Renaissance offers a Bay Club fitness experience combined with a resort-like setting. And the Motel 6 Walnut Creek and Diablo Mountain Inn offer comfortable lodging with a number of recently renovated guest rooms.

It's the right time to meet (and stay) in Walnut Creek, CA!

For additional information, please visit our website (visitwalnutcreek.org) or follow us on Instagram @MeetInWalnutCreek.

Contact: Walnut Creek CVB
Chamber@walnut-creek.com or 925-934-2007

SPONSOR HIGHLIGHTS



BREAKBEATBILLY

We had a chance to catch up with Willy Johnson, photographer and one-man band at breakbeatbilly. Willy's watching eye captures the world and its many dimensions with a unique sense of beauty and wonder. He is constantly finding new ways to tell fresh, fun and beautiful stories for individuals, families and organizations. He has a wide breadth of experience within the many subgenres of event, portrait and commercial photography and has been photographing professionally since 2010.

In 2019, Peerspace, a leading online marketplace that connects clients to venues, named Willy among the top 10 event photographers in San Francisco. Willy is patient, thoughtful, and kind, and is always working hard at advancing his photography to higher levels. He loves helping people to achieve their visions and capturing one of life's most precious commodities... our memories.

If you have the fortune of bumping into Willy at one of our local PCMA events, be sure to say "hello" and let him know how much you enjoy his work.

For more information:
www.breakbeatbilly.com
email: breakbeatbilly@gmail.com
phone: (805) 636-2365



BREAKBEATBILLY
WILLY JOHNSON • PHOTOGRAPHER

THE SEARCH IS NOT OVER



As the saying goes, life is what happens while you're making other plans. Imagine, if you will, when you leave your office today, you get injured in a car accident. Or, if at your next doctor's visit, you get diagnosed with an unthinkable disease. Or, you lose everything in an earthquake, or flood or fire, like so many people already have, even as recently as this past October.

Hopefully everyone has insurance, but you might need money now.

This is what the SEARCH Foundation is here for – and it's here to support those of us that work in the special events industry. You don't have to be a member of PCMA, or MPI or ILEA or NACE or any other association within this industry. It can help not only those of us that get these newsletters, it helps the dozens of people behind the scenes that help make our magic happen. If you or someone you know is in a time of crisis – please reach out to SEARCH for help. You can apply for funds for up to \$5K a year to help you pay bills or buy clothes and food or whatever it is you (or that person or family) may need.

Not enough people in our industry are aware of SEARCH and what they do to help our brothers and sisters in arms. Please help spread the word. If you are so inclined, you can also donate to SEARCH here – searchfoundation.org/donate/

Your generosity is greatly appreciated!

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