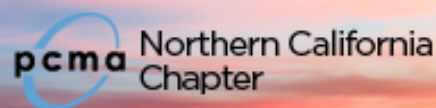


PCMA NORTHERN CALIFORNIA NEWSLETTER

JANUARY 2021 ISSUE



THE BRIDGE

Dear PCMA Northern California,

MESSAGE FROM CHRIS

2021 is here and I think we have all been ready to turn the page on 2020 for quite some time. I am humbled and honored to lead our great Chapter this year, and as I write this, I am filled with hope, faith and optimism. Hope for the future, and that better days are ahead. I have faith in our industry, our members and in each other and our ability to bounce back. I am optimistic that while we will continue to be challenged this year, we will rise up and come back stronger.

I reflect back on a December 2019 PCMA education program with a fantastic speaker in Tiffany Loren-Rowe. Her remarkable life story of survival through two terminal childhood diagnoses taught us that when things are uncertain, we can lean on our own innate resiliency. With a bend, not break attitude, we'll be guided forward with greater clarity. We continue to show our resiliency as an industry, and resiliency is a choice and a practice --- it centers us in our sense of purpose, both personally and professionally.

I hope you were able to virtually attend our annual PCMA Convening Leaders Conference earlier this month. As to be expected, it was filled with an impressive lineup of speakers from inside and outside the industry, quality education and engaging virtual networking. PCMA HQ continues to lead our industry by raising the bar, and we'll look to channel that spirit and energy with our own programs and events in 2021!

I applaud our industry for continuing to transform and reinvent. The Road to Hybrid is here, even if it's not happening in our own backyard just yet. I was inspired and encouraged to see small groups attend live sessions during Convening Leaders, and this gives me hope and excitement that brighter days are ahead.

This will be an important year for our industry and Chapter, and I'm fortunate to be supported by an all-star Board of dedicated professionals. We will stay positive and proactive for you, our dedicated membership. Our glass is half full, and good news..there's free refills!

We will meet face-to-face again in 2021, and hopefully sooner than later. For now, see you on screen and please don't hesitate to reach out if you'd like to be more involved this year.

With Gratitude,

Chris Koenig

PCMA NCC President

ckoenig@giantsenterprises.com

PS: Baseball is coming...GO GIANTS!

WHAT'S INSIDE:

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- *Joint Event with GMIC - February*
- *Member Views!*
- *Thank you Sponsors*

[PCMA NCC Website](#)



MEET THE PCMA NCC 2021 BOARD OF DIRECTORS

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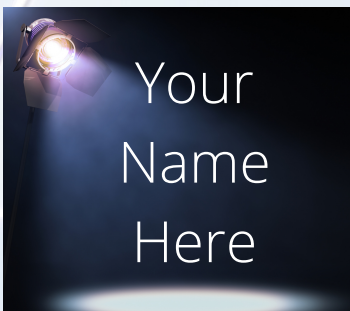
Volunteer and Sponsor Opportunities

We are looking for great people **Like You** to join us in making 2021 an epic year for PCMA NCC!

Contact Pat Swan for more details:

pswan@mvstaging.com

(415) 424-7917



Sponsorship opportunities are still available.

Contact Maria Dempsey for more information:

maria_dempsey@yahoo.com

(925) 250-2336

From a Sourcing Perspective: What's trending?

Hybrid Meetings ~ For the foreseeable future, there is appreciation for allowing attendees to have control over their surroundings and comfort level.

Health Checks and Risk Management ~ Continued safety measures and SOPs while the COVID risk remains. Meetings can happen safely with the proper precautions.

Buyers Market ~ With the worst behind us, the industry is ready to get business back on the books. If you are looking at 2022 and beyond, the time to book is now.

~ Jennifer Witherington, HPN Global

Joint Meeting!

PCMA NCC and GMIC

present

Partnering with Authenticity: Reimagining Sustainability

Efforts to reduce an event's carbon footprint focus primarily on the planet and profit, waste reduction and energy efficiency. Unfortunately, the third and arguably most crucial pillar is overlooked, people. Zoe Moore of CADAZO Consulting Group will lead this 90 minute session and will equip event professionals with actionable methods and resources for designing experiences that are strategically committed to the UN Sustainable Development Goals in addition to diversity, equity and inclusion.

Tuesday, February 9, 2021
4:00pm - 5:30pm

[Register here](#)

We asked our members, "What are you most looking forward to in 2021?"

2020 brought to light what is most important (to me) in the scheme of things - Connections. Work is important and pays those bills, but relationships that we form through work, our family and friends...those connections are what truly keep me happy and alive. With that, I am most looking forward to reconnecting with friends and loved ones in 2021; giving hugs, laughing together and seeing each other smile again across the table. - Adrienne Fisher, AFP Events

What I have learned is "I don't need much". I am blessed to have my family safe, and very grateful to have kept my job. I rediscovered my love for my garden, and the earth (as a Master Gardener & Composter) has been a gift. I can cut & color my own hair, (ok the cutting is a bit shaky) and live very simply. Ultimately, I know my heart lies in service. In 2021 I look forward to not forgetting the lessons I have learned in 2020, and to truly appreciate every day. - Patricia Beaudoux, The Sands Corporation, Asia: Marina Bay Sands, Singapore & Sands Resorts, Macao

2020 was a year that created stronger partnerships between industry colleagues and clients out of a need to collaborate beyond ways we ever have in the past. I look forward to continue growing relationships further during the year ahead and to celebrate each other's perseverance - together in person! - Lauren Siring, Monterey County Convention & Visitors Bureau

To see my family, to hug my friends, to see people roaming the halls of convention centers, hotels, special event venues, to see badge trays full at registration desks, to work on BEO's and event specs, to watching people try to stuff oversized carry-ons onto overhead bins, site visits, networking events, too many things! - Alex Carvalho-Lukachova, Kaiser Permanente

I will take more time to focus on everything which I am appreciative for (job, health, family, friends, clients) and let my gratitude fuel my energy for 2021. - Lindsey Breining, PRA

My takeaway from last year is that embracing an adaptive mindset is crucial to staying relevant to our clients, and that taking action to prepare for change helps support resiliency. - Josh Adams, streamlinevents, inc.

Thank you to our Sponsors

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