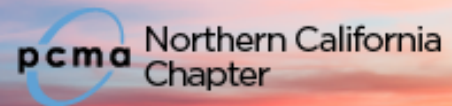


PCMA NORTHERN CALIFORNIA NEWSLETTER

JULY 2021 ISSUE



THE BRIDGE

MESSAGE FROM CHRIS THE DOG DAYS OF SUMMER!

Greetings PCMA NCC,

The Dog Days of Summer are rolling and I hope this finds you busy with events and Summer Vacations!

San Francisco and the larger Bay Area's reopening in June provided the real shot in the arm that we needed to get back to in-person gatherings – and yes, that pun was intended. That momentum has continued into July, and with a number of citywide conventions lined up in Moscone Center for Fall and Winter, we should all be very encouraged about the trajectory of the Convention and Hospitality industry as a whole.

I was fortunate to represent our Chapter in person at PCMA's annual Educon in Phoenix earlier this month. The Speakers and networking were wonderful as to be expected, and I was more than excited to get back into the swing of conference life. 108 degrees couldn't even stop this fog bred kid from getting back out there. Bottom line, I felt safe, comfortable and I'm always encouraged by PCMA's commitment to innovation.

As summer continues to fly by, our Chapter is hard at work planning fun and engaging networking experiences, and we are really looking forward to bringing back the Bamies in person in October. Keep your eyes peeled for more information and dates soon, and we'll look forward to continued positive industry momentum into the Fall. Also WE WANT YOU! for the Bamies. If you are looking to get more interested with the Chapter, we are looking for Bamies Committee volunteers. Please reach out if you are interested.

Stay hot Giants and all the best,

Chris Koenig
PCMA NCC President
ckoenig@giantssenterprises.com

WHAT'S INSIDE:

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[PCMA NCC Website](#)



2021 TOGETHER AGAIN!

PCMA EDUCON 2021 REVIEW

with Kimberly Wong, CMP, Events and Experiential Marketing Manager, ProfitWell
and Susan Piel, CMP, Spiel Planning

PCMA EduCon 2021 – July 7-9. Wow! What a time to gather! After 17 months of being sheltered in place, our industry found a way to come back stronger and better together. With over 500 attending the conference live at the JW Marriott Desert Ridge in Phoenix, AZ, the energy and buzz of all the event strategists and industry leaders present was truly a sight to see.

From the main stage keynotes, solution meet-ups, deep dive discussions, and thought leadership presentations, there was no shortage of content. A dedicated space for conversation starters helped everyone ease back into networking – collaborating on ideas and experiences, making new connections, and reuniting with old friends.

For wellness, EduCon activities included chair yoga, meditation, and the Foundation 5K. Finally, we can't forget the Mash Up Studio – bridging the Digital and Live Audiences together! Events - WE ARE BACK!
~ Kimberly Wong, CMP



I attended my first PCMA EduCon at the JW Marriott Desert Ridge in Phoenix, AZ a couple weeks ago and it was so great to be in-person and be able to connect and hug industry colleagues and friends. Such a great feeling being back among industry peers and network and be educated in person again!

At this year's EduCon there was a ton of ways to connect and learn including the main stage keynotes, solution meet-ups, deep dive discussions, and thought leadership presentations. They even connected the in person and virtual worlds by having speakers present virtually and an integrated chat and Q&A on the event app.

The social events were even more exciting. It was such a pleasure to connect with others over food and drink at the Opening Reception at the JW Marriott, the Networking Reception at The Croft Downtown hosted by Visit Phoenix, and the Give Back Bash at the Sheraton Phoenix. It brought me so much joy to catch up with industry friends and make new ones. I hope you can join the next one at either Convening Leaders in Las Vegas, January 9-12, 2022 and/or EduCon in New Orleans, June 2022.

~ Susan Piel, CMP



THE OTHER SIDE OF LOCKDOWN

By Robert Leyva, Circle, www.wearecircle.com

Welcome Back! Well, kind of. The world has changed. I've changed. You've changed. And how we move forward will continue to change as we settle into life after "lock down". We all know why the lock down happened, so this isn't anything about THAT, let's talk about the changes that happened, that are happening and that potentially could happen.

How did you manage the lock down? For me, at first, I took it in stride. I cannot lie, my introverted side was LOVING it! No schedule, no calls, no meetings, no "have to be here, be there". I was able to receive the recharge of a lifetime. I continued with working out, laying out in the sun, reading, catching up on some movies. Things that I was able to do prior, however they always felt like I was squeezing them in. Every now and then though, my extrovert side would get a little unsettled and would attempt to get my attention. My introvert had other ideas, for now. So, myself and my introverted side continued to thrive.

In September of 2020, I had to make a decision about my living situation. I moved back home to San Diego, where I grew up as a child. Initially, I wasn't looking forward to the move, it was necessary. In the beginning I moved in order to survive financially, just as many relocated as well, to a new city, a new state. We all did what we had to do. And being in San Diego vs San Francisco, I was given more outdoor space to roam around in and the weather to enjoy those spaces. All in all, it wasn't bad.

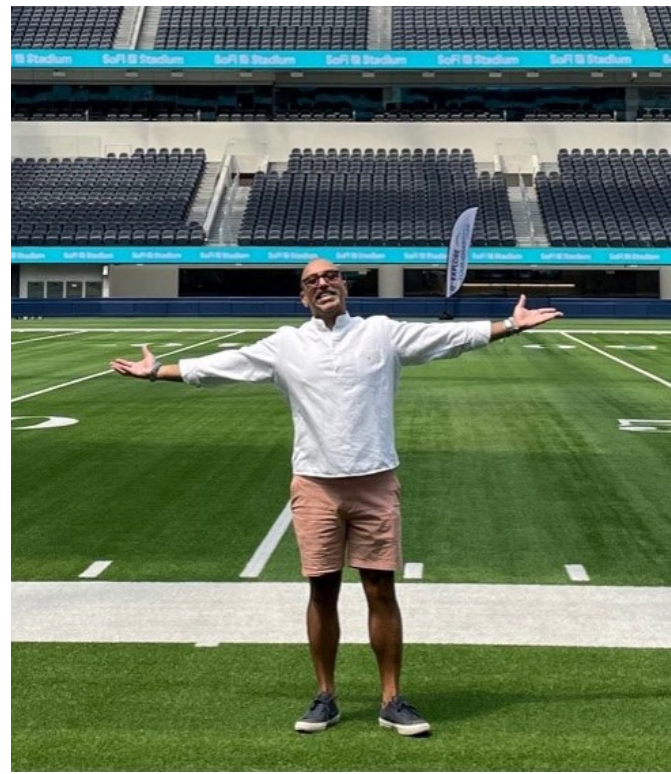
Then, I noticed my extrovert side was starting to get louder and louder. It wasn't wanting a concert, a dining experience or anything social like that. What it screamed for was connection. Connection with peers. And not just on another virtual platform. But with my people. My tribe. I realized that although I was home and with family, I had no outlet to release or talk to peers. I did my best to subdue this energy. And I did. Until I had my anxiety breakdown and breakthrough! I never wanted to admit to anyone, let alone to myself, that I have anxiety issues and have all of my life. Since this experience, I have begun peeling back the layers of years of protection that I didn't know I had built, while realizing the protection I believed I needed, was no longer there for me to protect myself from. My past truths were no longer my truths.

Without going too deep into my journey, what I will say is this. I am not coming out of this lockdown the same person, operating as I did before. I'm going to walk through and with my life differently. I suspect many of you may do the same. I have to make room for all of those changes; yours and mine. And I am here for it ALL!

As we transition to a new world we must understand and keep an open mind of all of the changes that have occurred, that are occurring and that may occur. As humans, we're not the same. This experience has changed us all. It's also changed how companies operate and what they're comfortable with doing. For example, as much as many of us have come to loathe the virtual platform, we must accept that it's here to stay and it has and will become a prominent part of meetings and events. There will be individuals that may not be comfortable right away to join a 1,500 person event. Companies may not want to send their employees anywhere anytime soon.

No, we're not returning to the world we knew, what was normal. We're re-entering a world with different eyes, different filters. It's up to us how we move forward, how we accept the changes of the world, our industry, our colleagues, our friends and our families. How you operated before the lockdown, is that still going to work for you? For me, the blanket answer is, no. It's all new. Exciting. Scary. I get it. You get it. And if you're at a loss, you're not alone. We're all here for one another.

I embrace you. I embrace your changes. The changes of the world, The changes in our industry. And, I embrace my own changes. See you out there in our new space!



SPONSOR SPOTLIGHT

VISIT OAKLAND



Take your meeting someplace different. For meeting professionals, Oakland is the perfect creative incubator and provides a unique destination and memorable experience for your event. Oakland challenges old ideas, creating state-of-the-art innovation. Savor the trendy culinary scene, immerse yourself in the vibrant arts and nightlife and soak up the proactive spirit Oakland is known for. With over 125 languages spoken within the city, Oakland is one of the most diverse cities in the country. Attendees will look forward to their time outside of the conference to explore the city's walkable neighborhoods, and experience the vibrant culture and welcoming energy of the community.

As one of the premier meeting places on the West Coast, the Oakland Convention Center is just one of several meeting sites offering easy access to Downtown Oakland, the heart and soul of the city. As meetings and events make their return, cleanliness, and safety are still top of mind, and Oakland also offers many wonderful outdoor meeting spaces.

Oakland is a city that's inspired every day by bringing our community together – we're committed to bringing your attendees together for a meaningful, unprecedented meeting experience in our welcoming city. [Let's Meet. For Real.](#)



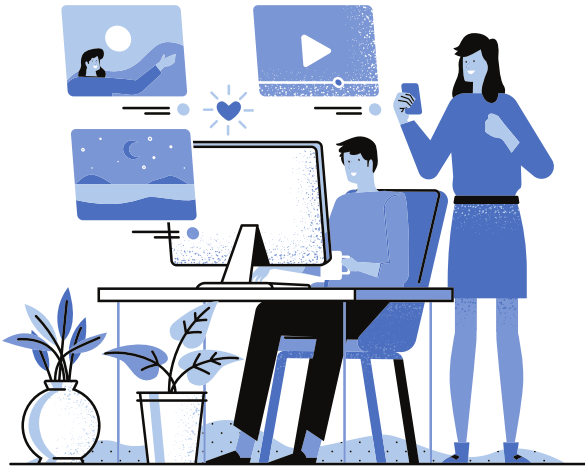
MEMBER SPOTLIGHT



Pat Swan, Director of Client Relations, Mountain View Staging (MVS)

Thanks for allowing me my "15 minutes of fame" here in this month's newsletter! I would like to say how thankful I am for my career in hospitality. From my first job as a Sales Secretary in a big Dallas hotel (does anyone remember when people had secretaries?), to my years as a Corporate Event Planner to my current role as Director of Client Relations for one of the best audio/visual production companies out there and all the jobs in between, I could not have had a better career. So many great events, great locations, great stories and great friends developed along the way. What an incredible journey. Thanks to organizations like PCMA, I had the opportunity to volunteer, to join committees and be a board member. That's how you get to know people and get yourself established. It's how you make friends and build better business relationships. I say to anyone taking the time to read this, get involved. The payback is huge and you will never regret it.

WANT TO HONE YOUR SOCIAL MEDIA MARKETING EXPERTISE?



PCMA Northern California Chapter is looking for a member volunteer to assist on the Sponsorship Committee with Sponsorship Communications and Social Media Outreach. This volunteer will be the primary point of contact for our valued partners and sponsors for all of their social media marketing efforts.

You will work directly with the PCMA Director of Marketing. If you're really into social media including Instagram and Facebook and you like working with sponsors, this position is for you!

Please reach out to Maria Dempsey at maria_dempsey@yahoo.com or at 925-250-2336

EVENT UPDATE

Our Chapter is thrilled to be planning face to face events again! Watch our [PCMANCC Fall Preview](#) and keep checking the website as dates and details are announced.

- August 31, 2021: Networking Happy Hour
- September 2021: Education
- October 13, 2021: BAMIES
- November 2021: Networking Happy Hour
- December 2021: Town Hall



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360 WELLNESS FOR OPTIMAL SUCCESS - LEAP RECAP!

By Maria Dempsey, CMM, DES, CSW; Senior Sales Manager

L.E.A.P. (Learn. Engage. Act. Participate) was held in May 2021 launching our first hybrid event. This is a Regional Educational Conference attracting meeting professionals from the entire west coast for a unique meeting experience focused on cutting edge industry trends, out of the box thinking and creative ways to provide meeting solutions in our fast-paced and ever-evolving industry.

This year, our theme **"360 Wellness for Optimal Success and we're going HYBRID"**. This conference focused on our **Physical, Mental and Business Wellness** in check for the highly anticipated comeback of live events, and the exciting introduction of hybrid events. This was the very first Hybrid event for our chapter. It was similar to a summer day, where we dipped our toe in the water and rejuvenated all over again. We learned new tools to use for our industry, networked with friends we could only see on Zoom for the last 15 months, and attended our first in person events (for many of us). This was the first demonstration of a hybrid experience by a San Francisco Bay Area events industry association, which is notable.

We had powerhouse speakers to include: Chip Conley, hospitality disruptor of Joie de Vivre and Aribnb fame, and Dahlia El Gazzar, Idea Igniter, Tech Therapist, Events industry influencer of Dahlia+ Agency, Soraya Herbert, Digital Media Enthusiast, Dahlia + Agency and Patrick Hamilton , Senior Event Planner for Foxtail Catering.

Patrick Hamilton jumpstarted our morning with **Welcome & Physical Wellness** - Mindful Morning with Patrick Hamilton, Senior Event Planner, Foxtail Catering. Thank you to Foxtail Catering for the virtual interactive party box! It was a wonderful surprise sent to us in the mail for the first 50 people to register. He focused on tips on fostering physical wellness with everything from cuisine choices to fun activations.

Chip Conley, New York Times best-selling author for several books, iconic leader/game changer/disrupter in the hospitality industry, and founder of Modern Elder Academy. Chip kicked off a **Mental Wellness session**, a topic so relevant to our times and how to make sense of what is going on! Chip launched Modern Elder Academy as a disruptor offering Mid Life Wisdom Schools age (35-54). What do we do when we have mid-life challenges? Chip's company offers a means to life-long learning and emotional intelligence to weather our storms, become better at mastering change, and a roadmap to transitions with group learning of 6-8 people.

Some useful analogies include:

- 1) Despair - Suffering - Meaning. We all want to find meaning in what we do and why we do it. "You find meaning when you learned something to be treasured". Start a wisdom book/journal: what I learned that week. These key lessons may serve you later. Make them tangible and transparent so you can see the whole picture. When there is uncertainty: provide as much transparency as possible.



LEAP RECAP CONT.

2) Create an Anxiety Balance Sheet and a Power/Influence Balance Sheets: Certainty- What you do know/what worked and Uncertainty: Your job/department is being eliminated Power/Influence: How do I show up every day, Powerless: Can't influence economy, choice of wearing masks

3) Create a Social Safety Net for Wellness: Exercise, Well balanced meals. Study blue zones in the world. Why people live longer. How do you enhance your emotional assurance. Elizabeth White: Start a resilience circle, friends, business colleagues get together once a month as a sounding board, support, and wisdom for your career. Wisdom is not taught but shared.

Dahlia El Gazzar, Idea Igniter, Tech Therapist, Events industry influencer of Dahlia+ Agency, and Soraya Herbert, Digital Media Enthusiast, Dahlia + Agency gave us great insight into **"Business Wellness"**, owning your personal brand and digital footprint. Some great analogies included:

What is your Flight Plan?

- 1) Where is your destination City?
- 2) How long will it take you to get there?
- 3) Who is on the flight with you?
- 4) Write your career statement

Ask 5 people: How they see you, what they think you deliver and one word to describe you. What's your story and how can you enhance it? What are your passions, where do you have the most credibility, where do you have the most experience? Dahlia and Soraya gave us great tips in how to recreate our LinkedIn Profiles, our value to the market and how to create this message.

Ideas to Spark Conversation on Social Media. Tag the right people, create conversation

- 1) Gather opinions
- 2) Facilitate a debate
- 3) Dispel a myth
- 4) Include a call to action, continue the conversation, call if you need help

We concluded our day with an in-person and virtual reception held at the Renaissance Hotel Walnut Creek where we had appetizers, **"Emotional Wellness"**, hugs for the first time with our business colleagues, libations, and wonderful hospitality. Thank you to all our sponsors who supported us to include: Goldcast, Renaissance Hotel Walnut Creek, Meet in Walnut Creek, Giants Enterprises, Visit Oakland, Mark Addington Events, Foxtail Catering, and Curated Entertainment.

We also want to thank Goldcast, our partner production company for LEAP for working with the education team to launch a full day program with both in person and virtual. Thank you to our LEAP chair, Anne Rounds, and to Jeanne Kolasa and Kimberly Wong, Director of Events/Education and Velia Amarasingham and Heather Rogers for entertaining us and moderating our lively program.

By Maria Dempsey, CMM, DES, CSW
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SPONSOR SPOTLIGHT MAKE GIANT IMPRESSIONS WITH GIANTS ENTERPRISES!



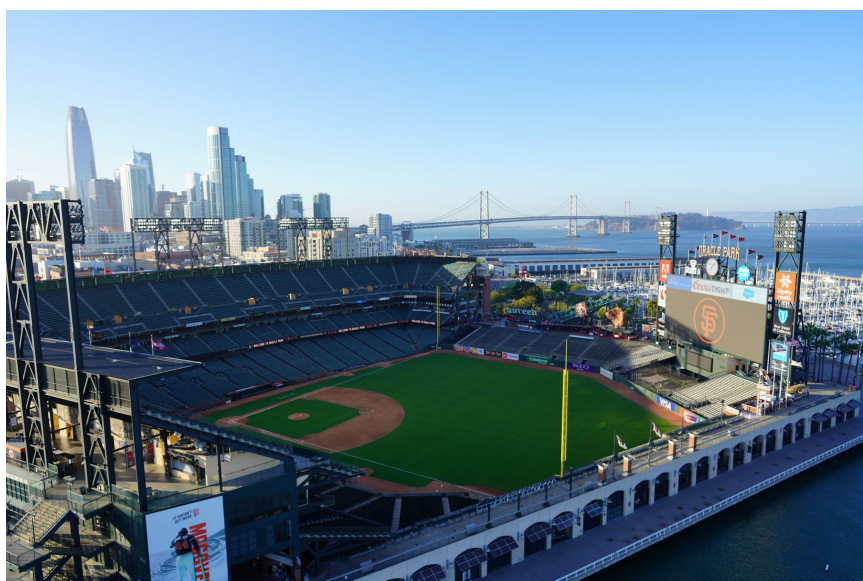
When you're all in for a one-of-a-kind event, you can't beat the variety, views and vintage charm of Oracle Park. The home of the San Francisco Giants features a diverse array of venues, sweeping views of the Bay and exclusive insider access to an iconic SF landmark. Pair that with high touch end-to-end management from an award winning team of event professionals and you've got an all-star experience on deck.

Events are roaring back, and we're here to provide a comfortable and familiar setting for companies and groups to gather safely in-person for the first time in many months. Oracle Park has received Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, and we've implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention. With these protocols already in place, you can feel confident that your guests will be safe.

Our unique variety of venues and mix of Indoor / Outdoor space provides the perfect canvas to craft the perfect event. Host a company meeting or gathering for the first time in months with your team in the seats watching a keynote on top of the Dugout & Videoboard before flowing onto the Field for some major league fun and games. Or go all in with a VIP tour of the Ballpark or reception in the Gotham Club before a jaunt over to our California Spirit luxury yacht for a cruise across the Bay. Whether your group is 25, 100, 500 or even 2,500, we cover all the bases.

Contact us at info@giantsenterprises.com or visit www.giantsenterprises.com for more info.

We look forward to hearing from you soon!



LEGOS AND SNACKS - ARE YOU READY TO GO BACK?

By Stephanie Krishpinovich, Director of Marketing Strategy, Lifesize

More than two-thirds of workers say they're concerned about returning to the office, according to a recent survey. Are you ready to go back?

As we head into the fall and offices are opening back up there is a rising concern about what to do about going into the office. I for one have very mixed feelings about going back into an office. This past year and a half of working from home has been a challenge but also a time saver. I simply get out of bed, toss on my "work sweats" and get started working. My 7am conference calls were not so bad since I didn't have to take them from an office. Granted there were many days where there were also two toddlers perched under my desk building Lego towers and eating snacks.

This last year was very challenging and I thought when the time came I would be ready to get back into an office and out of my home office. Now that time has come and I am not so sure. I feel so much more productive being at home and skipping the commute. I can be there for the kiddos' school activities and still get all my work done. I do miss the camaraderie of my coworkers and the quiet of an office that is not filled with Legos and snacks. I miss the in-person interactions and I miss traveling for events.

I read a great article the other day on [LinkedIn from Andrew Seamen](#) on how to mentally prepare to go back. He noted that there is no one approach to going back. Every situation is different for every person and you just need to find what works for you and take it one step at a time.

As I prepare to start a new job and head back into the office, I know there will be challenges but I know I have a great support system at the team at PCMA to help me through this.