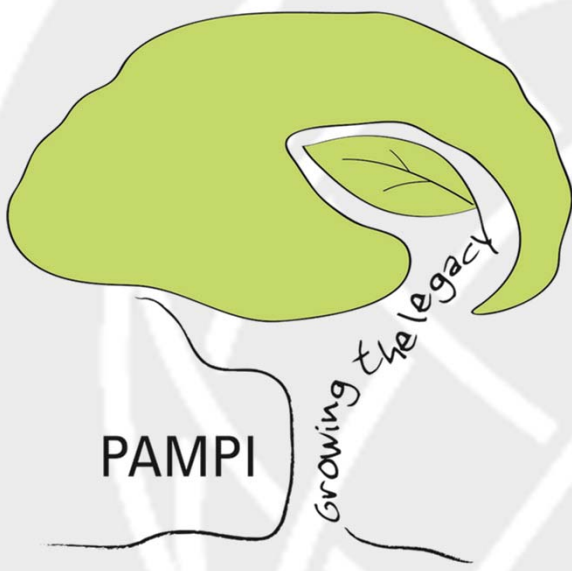


PAMPI ANNUAL REPORT



GROWING THE LEGACY 2009 - 2010

LOOKING BACK

MESSAGE FROM CHAPTER PRESIDENT, JENNAFER ROSS, CMP



The 2009-2010 year began with uncertainty, job loss, financial constraints and a revolving door. Just as the industry was seeing a light at the end of the tunnel, another significant round of changes occurred nationwide and the people movement continued to happen. As a strong industry with a loud voice and drive fueled by passion, we responded by banding together as one industry and changing the way we conduct business across the board.

This monumental shift is nothing new to the veteran industry professionals – face-to-face meetings will continue to matter and will continue to play a vital role in the business community.

People do business with who they know. Social media has played a huge role in the business networking opportunities and interaction across all borders. It has allowed the industry to expand our reach, make new connections in a different way, and reenergize our members.

We also saw this climatic shift within our chapter. We HAD to re-imagine the way we conduct chapter business and we HAD to reconnect with our members, both new and long-standing.

Our vision for the fiscal year – **GROWING THE LEGACY** – intended to harness our success and triumphs from past years and propel them forward into this time. We wanted to take what we have learned and accomplished over the years, and update it to make it current. We have had so many amazing past chapter leaders that put their energy, passion and time into make PAMPI what it is today and we wanted to honor them with this vision and prepare to add our legacy to continue to move our chapter forward.

Some of the things we re-implemented were the Star Awards to recognize outstanding volunteers on a monthly basis. The **Shining Star** and **Rising Stars** were re-established with a twist – all Shining Star winners were eligible for a new annual chapter award, **Volunteer of the Year**. We also continued the legacy of the **Making a Difference** award which recognizes and honors outstanding volunteers who dedicate their time and energy to their communities.

We had a unique opportunity this year to allow for greater transparency into the workings of the board and committees, as well as empower our committee chairs and volunteers to get creative, think outside of the “same way we have always done things,” and really put their mark on the chapter and our meetings and events. Naturally we encountered some challenges along the way, but we did an amazing job as a team to take a fresh look at chapter operations and make some changes necessary to our continued growth.

LOOKING BACK

The **Temple MPI Student Club** was established this fiscal year and for the first time, we successfully engaged our student members in planning an educational program for our members - our first **ever Lunch and Learn** program. The students selected the program theme (sustainability), arranged the panel of speakers, and executed all logistics of the program. This program sold out, was a huge success, and is a legacy that we will continue.

After a 4 year hiatus, the joint **PAMPI / HSMIAI holiday event** returned and was warmly greeted by members of both associations. This event was both welcoming and familiar to both associations, and after a rough 2009, it was like coming back home after a long trip.

PAMPI's **Education Institute 2010** was re-branded, re-invented, and re-imagined to think different, be different and deliver top notch education and networking opportunities differently. The traditional trade show segment was eliminated and a speed-networking session was added to allow attendees to interact with exhibitors in a more low-key, casual manner. We also increased the educational content of the day with first-rate speakers, heavily used social media to promote the program, continued the use of social media during the program with live tweeting of presenter slides, created a back-channel for attendees to communicate and interact through the day, and launched the first-ever custom **Smartphone App** for PAMPI. This app was so successful at Education Institute that it is being rebranded as a PAMPI app and sticking around! It contains a wealth of information about programs, sponsors, and speakers and other new features that will be announced in the coming year.

Our chapter communications have also evolved. Our weekly emails are intended to deliver timely and concise chapter news in a format you can easily scan for information that is important to you. We are also able to stay connected through our bi-monthly magazine which is available in both print and electronic editions. Chapter communications moved to a new level this year with our jump into social media. If you have not done so already, get connected with PAMPI through [Facebook](#), [Twitter](#) and [LinkedIn](#) for current chapter and industry information. It's also a great way to get to know some members that you may not have had a chance to meet previously. We are using our social media to expand the reach of our chapter and its members across the nation and encourage each of you to connect with PAMPI on any of these sites.



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Sandy Sipe, CMP,
Kelly Thwaite, CMP,
David Jackson, CMP,
Lou Marrocco, CMP,
Jennafer Ross, CMP,
and Maria Ramos, CMP
at the 32nd Annual PAMPI
Awards Gala.



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Jennafer Ross, CMP and
David Jackson, CMP at the
32nd Annual PAMPI Awards
Gala.



PHILADELPHIA AREA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

LOOKING BACK

Our President's award recipient this year also was something new for the chapter as we honored someone outside of the Philadelphia marketplace. It is certainly a bit unusual to honor someone outside of the city of Philadelphia, however I think you'd all agree that the past two years have been far from usual in our industry. In 2009, motivated by passion for the meetings community and in response to the negative rhetoric that challenged the value of the meetings industry, Beth Hamiroune, Vice President of Sales for Krisam Group and Global Event Partners conceived, created, designed and built THE WALL. What Beth accomplished with THE WALL and bringing together thousands of meeting professionals to educate politicians, the media and the public that meetings and events play an imperative role to a strong economy **does** has a direct impact on the city of Philadelphia. More importantly, THE WALL reaches far beyond our city and it gives our industry a strong voice on the national and international stage to continue to demonstrate the economic value and importance of meetings and events. Beth has proven what can happen when we all look beyond our own job or property or city or region towards a common goal and she has shown what kind of legacy one person can leave. Presenting the 2010 President's Award to Beth this year carried deep meaning for me, both in Growing the Legacy and in seeing Philadelphia not as a single city, but as part of a bigger hospitality community, working together for the good of every meeting professional, every city that relies on the economic benefit of meetings, and every company that relies on the economic value of meetings. To learn more about THE WALL and help keep this grassroots movement going, please visit and sign the newly created virtual [WALL](#) on Facebook.

Finally, the creation of this particular annual report is a monumental milestone for our chapter – one that allows for much greater transparency of our chapter, improves chapter communications, and creates a historical document and yearly legacy of our chapter. Please do provide feedback on this document so we can continue to make this something that our members value. Please send your comments to staff@pampi.org.

In closing, I'd like to recognize the 2009-2010 Board of Directors and all of our chapter volunteers for their commitment, dedication, and creativity this year. Thank you for sharing your time and talents with our chapter and helping to grow the PAMPI legacy. To every member of PAMPI, thank you for the honor and privilege of serving as your 2009-2010 Chapter President. I will carry this experience and all of the lessons learned with me throughout my career, and am deeply grateful for the opportunity I had to serve you.



Jennafer Ross, CMP
PAMPI President, 2009-2010



PHILADELPHIA AREA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

LOOKING AHEAD

MESSAGE FROM PRESIDENT ELECT, DAVID JACKSON, CMP

The past is dead and gone, while the future is not promised. All we really have is the here and now. My father always told me that; “to know where you are going, you must first realize where you have come from.” Yes it’s true we have been through a very difficult 2009. In a conversation with Bruce McMillan, President and CEO of Meeting Professionals International, he compares the 2009 fiscal year in business as a “*Good Old Fashioned Shakedown.*” If nothing else we all learned that relationships are and will always be the hallmark for sustainability in the market place.

I must commend 2009-2010 PAMPI President Jennafer Ross, CMP for her fortitude and expertise as she navigated our chapter through this unprecedented time in our Nation’s history. Every aspect of our chapter was affected. Membership took an extreme hit. The economy touched our chapter’s financial wellbeing. Venue procurement saw how difficult is to secure in-kind meeting space for monthly events. Yet, Jennafer and her team of Chapter Leaders stayed the course and kept the business of doing business alive for all of us.

So where does this lead us? Where do we as a chapter go from here? One place we will not be going is adding a whole lot of new changes on top of the existing changes that have been implemented over the past 18 months. It’s time to put the plan into action and avoid getting caught up in change for change sake. An example would be, initiating a student member outreach to grow that segment of our member base, while doing nothing to keep our student members engaged with worthy projects and initiatives. We lost many student members last year because they saw no real value to stay connected after graduation. We will continue to have the students plan and implement one monthly meeting while also allowing them to bring the new social network landscape (which they handle very well) to our membership at large. We will all benefit from each others strengths, grow together and even increase our ability to offer students worthwhile internships. This is just one example of how we can take the new initiatives and really put them to work.



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2010-2011 PAMPI Executive Committee:

Laura Lee Wren, CHSP (VP, Communications)
Conchevia Washington, CHSP (VP, Finance)
Kelly Thwaite, CMP (President-Elect)
David Jackson, CMP (President)
Lou Marrocco, CMP (VP, Education)
Jennafer Ross, CMP (Immediate Past President)
Lucy Rivera (VP, Membership)

LOOKING AHEAD

This is not going to be a quick fix mentality. We will all be asked to give the best of our time, talent and treasure in order for us to see our way out of this dilemma. I am quite confident that the best days lie ahead of us. One way to secure better days ahead is to get involved and stay involved in the PAMPI family. By volunteering and lending your talents, you will be connecting to hundreds of industry professionals focused on improving themselves and their businesses. Think about it, you will be working arm and arm with individuals skilled in meeting planning, technology, tourism, hospitality, media, administration, transportation, law and the list goes on. This is no time to back away and crawl under a rock. Looking ahead means putting your best foot forward and giving to a cause that appreciates you for who you are and what you do.

Take a good look in the mirror and ask yourself; "am I better with or without the chapter being apart of my private and professional life?" I am sure, like me you will see that true relationships happen when you allow yourself to be open to the possibilities and are willing to give what you expect from life. Come on, get ready for what promises to be the ride of your life. I can't wait to meet you.

David Jackson, CMP
PAMPI President, 2010-2011

FINANCIAL UPDATE

Since the inception of the Philadelphia Area Chapter of Meeting Professionals International in 1978, our chapter has always strived to achieve financial stability. Through hard work by our many volunteers throughout our history, we have been successful at running our chapter as a financially sound organization.

While we strive to ensure financial stability, our chapter has experienced significant cash flow constraints. These challenges have forced us to take a hard look at our programming, work harder to obtain in-kind donations and sponsors for our events, and remove some programming altogether – all while still balancing the education and networking needs of our members.

Our financial metrics historically included not only a balanced budget for each fiscal year, but also cash in the bank to carry us from one fiscal year to the next. In the past, we have always managed to a zero sum budget, therefore not carrying over any monies from one fiscal year to the next. We are also required to have a reserve account to provide additional cash flow support to our chapter. We have made significant changes in our daily operations that will positively affect this current cash flow shortage.

We will continue to strive toward building our reserves and will look to our members for their generosity and support whether it's through in-kind donations, sponsorships or financial donations to our education fund. Through the hard work of our chapter leaders and volunteers, we have a strong plan to return PAMPI to a financially sound position, in spite of current economic conditions.

STRATEGIC PARTNERSHIP PROGRAM (P3)

PAMPI would not be able to provide the programs that we provided this year without the support of our P3 Sponsors: Philadelphia Convention and Visitors Bureau, Palace Resorts, Loews Philadelphia Hotel and The Woodlands Resort and Conference Center. Thank you for your support of PAMPI and helping PAMPI to continue to provide cutting edge education and networking opportunities for our members.

Our P3 program was developed to provide sponsors a unique and custom opportunity to support our chapter either through financial contributions or in-kind donations. Our sponsors are showcased to our members in many ways on an annual basis. Please look for new and exciting updates to these sponsorship opportunities in the coming months as we evolve the P3 program to better meet the needs and requests of both sponsors and members.



PHILADELPHIA AREA CHAPTER

FINANCIAL UPDATE

CONTINUED CHAPTER SUPPORT OF THE MPI FOUNDATION

For 25 years, the MPI Foundation has been investing in the people and programs that have shaped meetings and business events into a \$100 billion industry. It is a philosophy of investment founded on the belief in the strategic value of meetings by professionals who have fought to define meetings and events as formidable business weapons critical to the success of any enterprise. The MPI Foundation provides scholarships and grants to chapters, and specifically to PAMPI for the past several years.

In 2010, PAMPI received a generous grant from the MPI Foundation to enhance our education programming and allow our Education Institute to provide a career track for members in transition. As members, your donations to the MPI Foundation enable the grant making to all chapters and MPI members around the world. Please continue to support the MPI foundation through your generous donations.

MEMBERSHIP HIGHLIGHTS

The membership team was hard at work this year to recruit new members and retain existing members in a very challenging economy. Overall, PAMPI experienced an 8% drop in membership from July 1, 2009 to May 31, 2010.

Our decline in members can be attributed to a significant drop in student members. In 2008, we utilized a grant from the MPI Foundation to host student memberships in an effort to engage students in local hospitality programs. Once their complimentary year was over, many of those students did not renew – this accounted for about 45 student members. Additionally, like many other chapters across the country, the catastrophic shift in the economy negatively affected our region and our membership. Significant job loss and relocation were also driving forces behind the overall decline in our chapter membership this year.

Our membership committees worked hard and tackled these challenges and responded with strong support of and promotion about the MPI Cares Program. To help our members who have been unfortunately impacted by unemployment, MPI is offering a free [six-month extension](#) at renewal. After that, if the member is still unemployed, an additional six months of membership are available for only \$99. This allows members to take full advantage of MPI networking opportunities and all of its other resources during a time when it is most needed. The new [Career Connections](#) is also available to members in employment transition to assist in landing a new position within our industry. At the chapter level, we have also made allowances for members in transition to attend our programs at reduced rates. If you require assistance at the chapter level, please contact staff@pampi.org to learn more.

NEW MEMBERSHIP PROGRAMS AND CAMPAIGNS IN 2009-2010 INCLUDED:

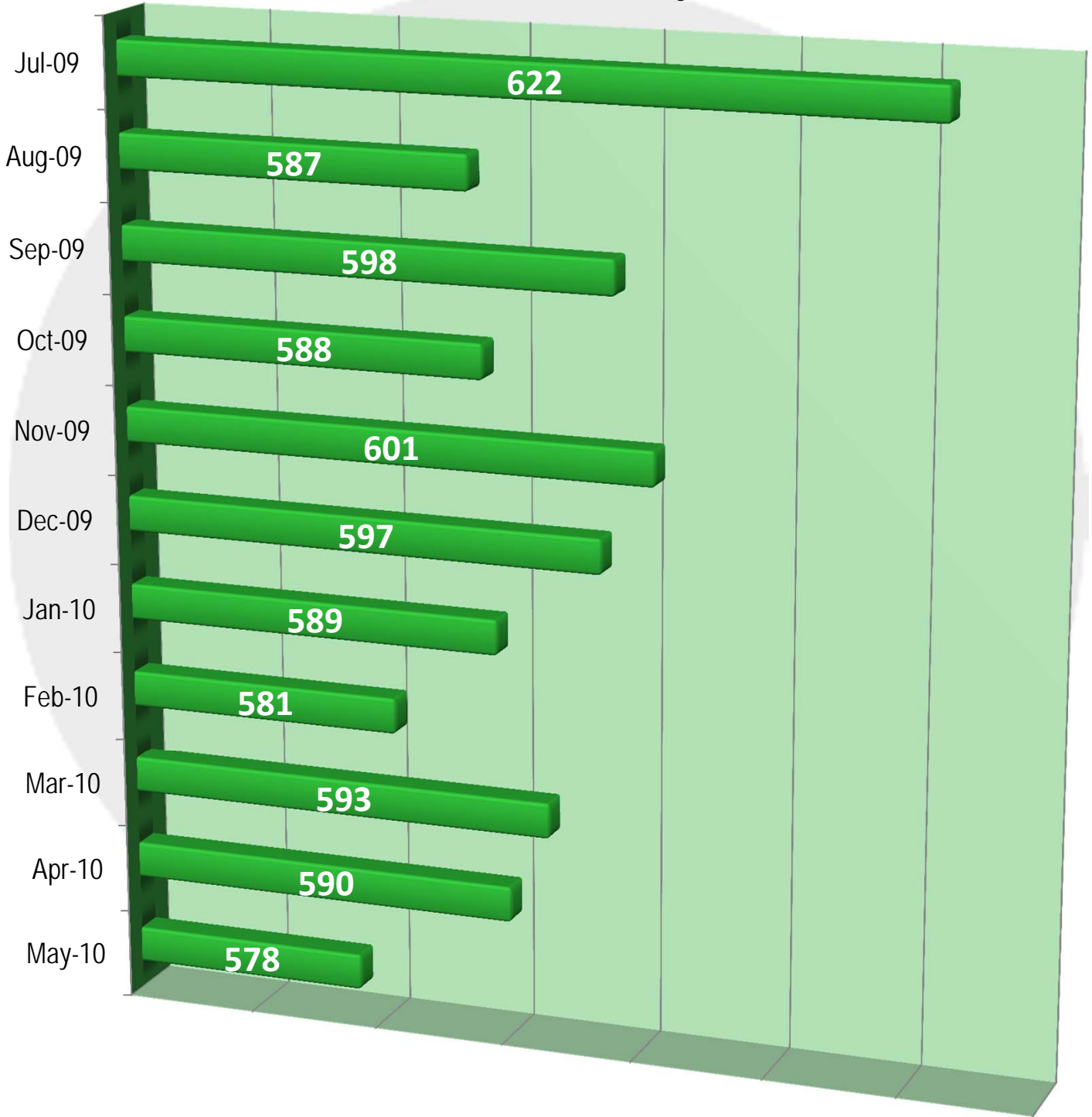
- Partnering with the Temple Meeting Planner Certificate Program to present PAMPI to students enrolled in the program. This will be an ongoing opportunity for PAMPI.
- Implementing a phone call welcome for all new chapter members.
- Featuring a New Member profile in the MPI-to-Eye Magazine.
- Partnering with the Student Affairs committee to visit area colleges and universities and present PAMPI to students enrolled in various hospitality programs.
- Partnering with Special Events committee to host a PAMPI “Friend-Raiser.”



PHILADELPHIA AREA CHAPTER

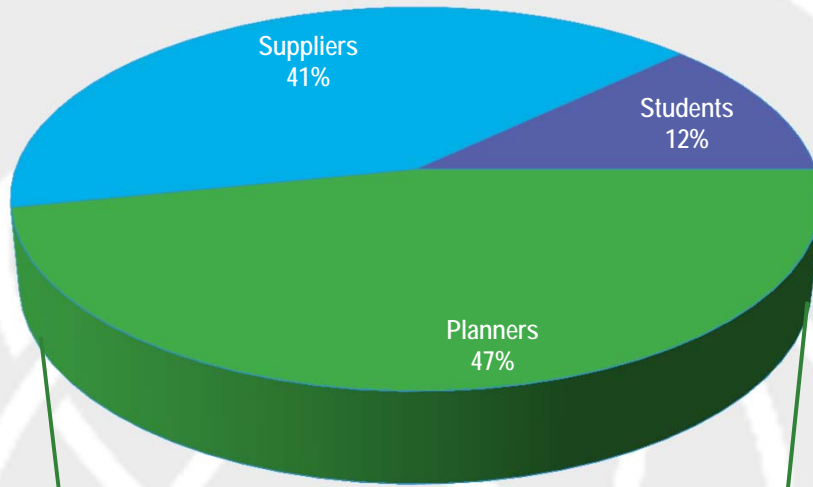
2009-2010 MEMBERSHIP

Total Members by Month

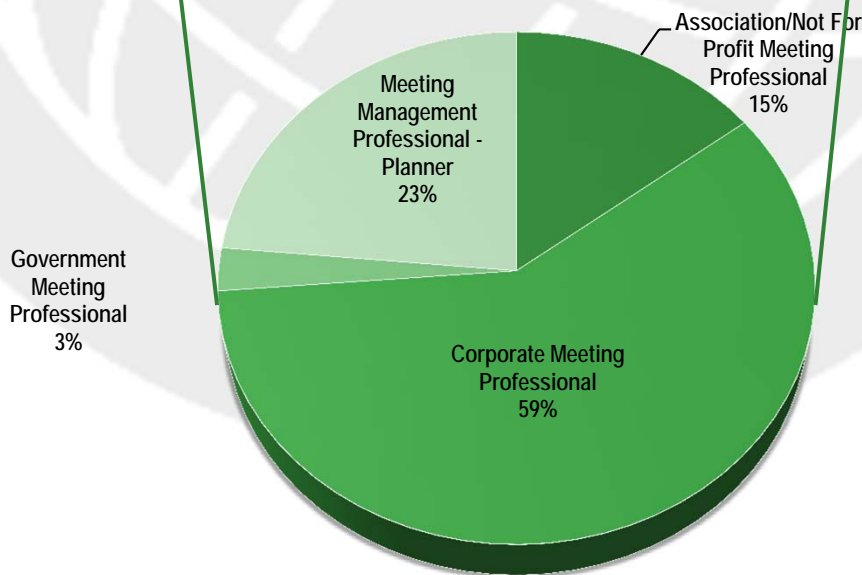


MEMBER PROFILE

Member Categories



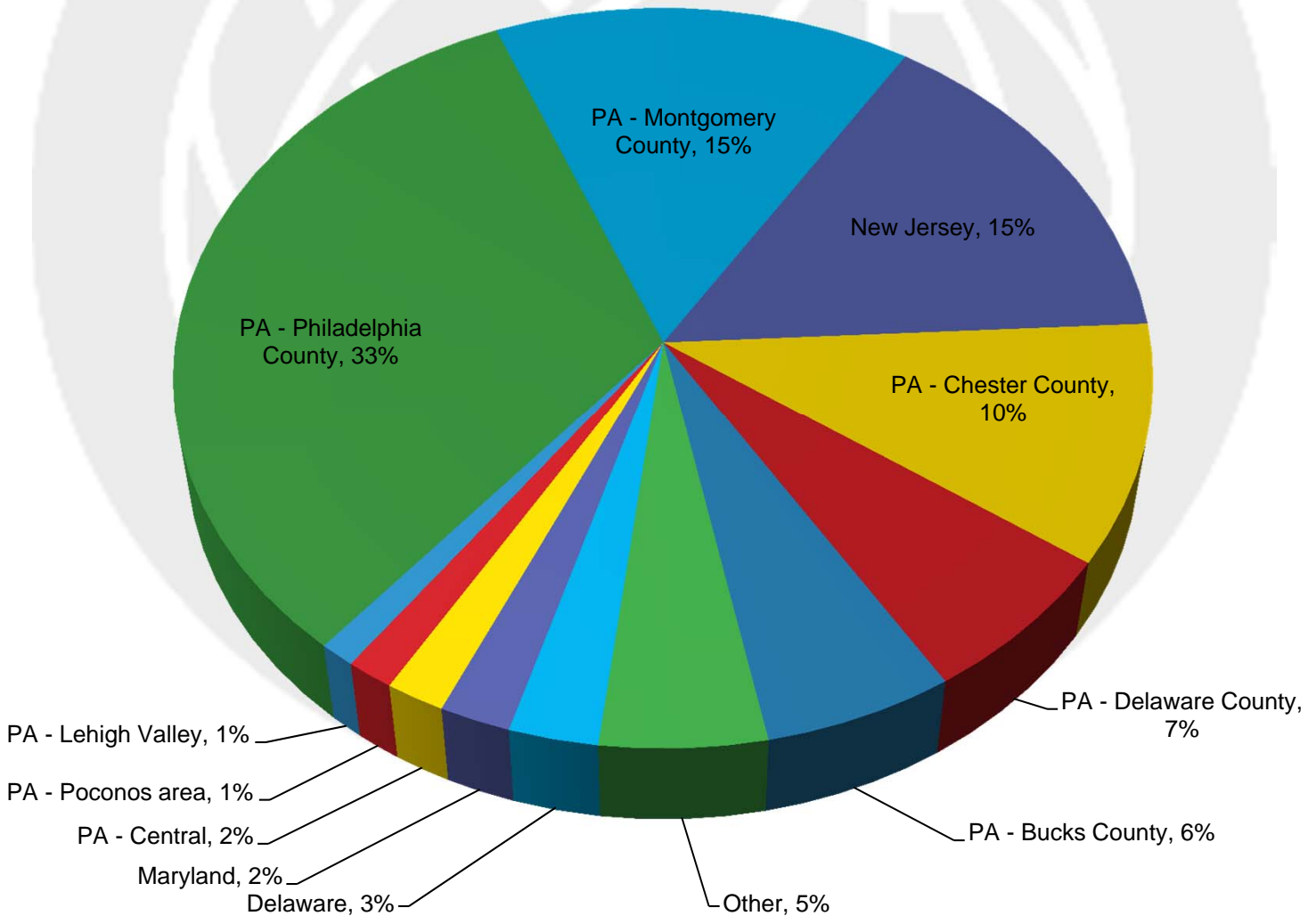
Planner Members



MEMBERSHIP GEOGRAPHY

86% of PAMPI members are located in Philadelphia, Montgomery, Chester, Delaware, and Bucks Counties in Pennsylvania and Atlantic, Burlington, Camden, Cape May, Gloucester, and Mercer Counties in New Jersey. The remaining 14% of our members come from the Poconos, central Pennsylvania, northern New Jersey, Delaware, Maryland, Florida, Georgia, Illinois, Massachusetts, Michigan, Missouri, Nevada, New York, Ohio, Texas, Virginia, Washington DC, and even Ontario, Canada.

GEOGRAPHIC BREAKDOWN



EDUCATION HIGHLIGHTS

MONTHLY PROGRAMS

The PAMPI Monthly Program series is a key membership benefit provided to members. This is the opportunity for planners and suppliers to gather on a monthly basis for education and networking.

Leveraging Legal Knowledge During Contract Negotiations

September 16, 2009
Dolce Valley Forge

- Over 110 members and guests joined PAMPI for Bosses Night at our first monthly program of the 2009-2010 year.
- Kelly Franklin Bagnell from the law firm of Brown McCarroll, LLP engaged attendees by providing examples of cases where common mistakes, such as failure to have written documentation of verbal agreements, led to expensive arbitration or litigation.
- Even the most experienced industry veterans in the room picked up helpful tips on constantly evolving contract clauses such as force majeure, indemnification, and the various methods for determining damages in situations where attrition or cancellation come into play.

LinkedIn instructions, and attendees changed tables every few minutes.

- *Special thanks to the Hub and CHF Conference Center for their support of the unique AV requirements of this program.*

Increase Your Creativity While Learning How to Not Stress Over the Poor Economy

January 20, 2010
Hilton Garden Inn Philadelphia City Center

- Presented by Joel Weintraub from Humor for the Health of It.
- Attendees learned how to redirect stress, manage finances, improve creativity and discover how to change from a state of depression and anxiety to one of happiness, hope and productivity by incorporating humor in their lives.

Blended Networking: Meet, Greet and Tweet!

October 21, 2009
CHF Conference Center

- John Reddish and Mason Hipp presented a program that merged traditional networking techniques with online social networking.
- The unique format combined short speed-networking segments with hands-on Twitter and



PHILADELPHIA AREA CHAPTER

EDUCATION HIGHLIGHTS

MONTHLY PROGRAMS (CONTINUED)

Diversity...Beyond Color

February 17, 2010

Four Seasons Hotel Philadelphia

- Constance V.A. Thompson, CCDP, (Manager, Diversity Programs, Membership & Scientific Advancement for the American Chemical Society) was the guest speaker for February's program on diversity.
- The program was a roundtable format where participants shared their personal background, their interest in diversity, and diversity challenges they may have experienced in their careers. After lively conversations, Constance brought everyone back together to recap their shared experiences.
- One common theme that emerged was challenges associated with the mix of various generations in the workplace, and Constance also spent time focusing on the differences between "diversity" and "inclusion."

Sustainability

March 19, 2010

Hotel Palomar

- This was an historic meeting for PAMPI – the first ever meeting planned by our Student Affairs committee and the first ever lunchtime program!
- More than 75 people attended the program and learned from a panel of professionals who have implemented successful "green" practices into their workflows.
- *Thank you to panelists Marvin Dixon (Four Seasons), Kimberly Kaufmann (Slow Food Bucks County), Mary Love, CMP (Muse Event Design), Lou Marrocco, CMP (Brandywine Events) and Camela Pastorius, CMP (Pfizer).*

Leadership in Challenging Times

May 19, 2010

Crowne Plaza Philadelphia West

- PAMPI welcomed Terri Breining, CMP, CMM, from Breining Group, LLC to talk to attendees about leadership.
- This workshop helped those in attendance become more effective leaders and create work environments that are more successful, profitable and enjoyable.

EDUCATION HIGHLIGHTS

SPECIAL EDUCATION PROGRAMS

The Basic Ingredients and Learn on Location series were developed for the novice planners just getting their feet wet in the industry. The Masters Series are programs targeted to veteran industry professionals. These are typically morning programs for small audiences to facilitate an in-depth learning experience.

How the CVB Can Increase Your Value

Learn on Location Series

September 10, 2009

Philadelphia CVB

- Attendees were treated to many interesting facts about the city as well as the services that the CVB can provide to improve the quality of meetings and help promote Philadelphia as a great meetings destination.
- Conchevia Washington, CHSP and other members of the CVB shared information about the resources available to planners, addressed questions regarding unions within the city as well as the technology available to planners through the CVB website, and encouraged suppliers to partner with the CVB to help promote their services to visitors and to grow their businesses.
- Workshop attendees commented how enthusiastic the CVB staff is about their jobs and the city.

LCD's, Lavaliers, and Lighting: Understanding and Demystifying A/V

Basic Ingredients Series

November 5, 2009

NHS Training Center

- Presented by Andy Taffin, CEO of Tallen Technology Rentals
- Attendees learned the basic audio visual components, how to identify the best A/V components based on budget, helpful budget conscious tips, and best practices in creating an RFP for A/V services.

Fire Safety and Emergency Preparedness

Basic Ingredients Series

March 4, 2010

Radisson Plaza – Warwick Hotel

- Mike Daly, Director of Safety and Security at the Inn at Penn helped attendees answer questions like “if your hotel’s fire alarm went off right now, do you know what to do?” and “where is your evacuation meeting location? How long do you wait there?”
- Other topics discussed included emergency procedures for fires, medical emergencies, bomb threats, armed robberies, power failure, and lockdown procedures in the event of local or national catastrophe.

EDUCATION HIGHLIGHTS

SPECIAL EDUCATION PROGRAMS (CONTINUED)

Behind the Scenes at the National Constitution Center

Learn on Location Series

April 1, 2010

National Constitution Center

- Kellie Brielmaier, Director of Facility Rentals, provided attendees with an insider's understanding about our National Constitution Center from the planner's perspective.
- The day began with a viewing of "Freedom Rising", a multimedia production that tells the story of the U.S. Constitution. Next, attendees participated in the "Leadership Tour" where they explored the main exhibition, "The Story of We The People" with a Public Programs staff member for an in-depth look at the leadership styles and winning strategies of some historic Americans. To end the program, attendees took a guided tour of the permanent exhibit in DeVos Hall, along with a tour from an events standpoint.

Masters Series

- PAMPI offered two Masters Series program this year: "Are You Looking for More in Your Leadership Abilities" with Kayte Connelly, CCT in November and "Our Industry's Future: Anticipation & Preparation" with Joan Eisenstodt in February.
- Over 50 senior planners and suppliers attended these sessions, and offered comments like "The session made you think - not just repeat what you already know.", "Thank you, excellent program!", and "I found it to be a very informative program." in the program evaluations.
- *Thank you Normandy Farm Hotel & Conference Center and ACE Conference Center for hosting the Masters Series program.*

What It Takes To Make Events Juicy

Learn on Location Series

May 11, 2010

Creative Juice Group

- Attendees gathered in the Creative Juice Group studios in Manayunk to learn how the creative process can impact the overall planning of events and were treated to a sneak peek at some in-process projects.

EDUCATION HIGHLIGHTS

CMP STUDY GROUP AND CHAPTER ROUNDTABLES

CMP Study Group

- Bronze Sponsor Philadelphia Loews Hotel continued their ongoing support of the CMP Program by hosting both the Fall 2009 and the Spring 2010 Study Groups, as well as the 9th Annual CMP/CMM Luncheon.
- The 9th Annual CMP/CMM Luncheon drew sixty area CMPs/CMMs where Christina Buck, CMP (Director of the CMP Program for the Convention Industry Council) was a special guest and Don "Joe Six-Pack" Russell (Executive Director of Philadelphia Beer Week and Columnist for the Philadelphia Daily News) was the guest speaker.
- Two \$500 scholarships to the July 2010 CMP Conclave in Baltimore, MD were awarded to Jenn Marshall, CMP and April Horner, CMP.
- Seventeen meeting and event professionals from the Philadelphia area successfully passed the CMP Exam with the assistance of the CMP Study Group between July 2009 and January 2010.
- Over twenty CMP candidates participated in the Fall 2009 and Spring 2010 Study Groups, facilitated by a dedicated group of eighteen current PAMPI CMPs.
- The CMP Study Group Committee worked to communicate the changes in the CMP Application as well as the CMP Recertification Program to our membership through weekly news blasts.

Chapter Roundtables

- The roundtable program was expanded this year to include sessions before every monthly program and an entire track of sessions at Education Institute.
- Topics included maximizing supplier/planner relationships, saving money in F&B and going green, trust, CMP preparation, negotiations, diversity, industry standards, and creativity.
- The roundtable sessions remain a free member benefit for members to exchange ideas, share best practices, and discuss current topics facing our industry.

EDUCATION HIGHLIGHTS

EDUCATION INSTITUTE 2010

April 29, 2010

The Enterprise Center at BCC

- The primary goal of Education Institute is to provide a local and affordable day of education on topics relevant to our membership that mirrors the quality of education provided at national and international conferences.
- PAMPI ‘reimagined’ Education Institute for 2010 and our evaluation and member feedback indicate that this was the most successful Education Institute in PAMPI’s history! 100% of evaluation respondents either agreed or strongly agreed that the program offered ‘a quality education experience’ and was ‘well-organized,’ and 97.4% confirmed that it was worth their time to attend.
- Speakers included Dawn Penfold, CMP, Jim Spellos, CMP, Neen James, CSP, Jonathan Howe, Sara Canuso, Jessica Levin, CMP, Kristin Kane, Jay Tokosch, Evan Marcus, Stephanie Krzywanski, Mary Love, CMP, Julie Smith, CMP, Chad Sauerbry, Carmel Rose Caporale, Laura Lee Wren, Jessica Bauer, Kimberly Bladen, CMP, Liz Cherson, CMP, Elizabeth Hobson, CMP, and Lou Marrocco, CMP.
- With the support of a grant from the MPI Foundation, PAMPI offered a career track at Education Institute to provide education, tools, and resources that our members in transition need to secure new positions in our industry.
- The Education Institute and Student Affairs Committees partnered to develop a brand-new student track with sessions to help prepare our student members transition into the hospitality industry.
- To help facilitate better attendee interaction, the traditional trade show format was eliminated in favor of a speed-networking session. More than 75% of attendees found speed-networking to be more valuable than the trade show, and 100% of speed-networking exhibitors who responded to the evaluation preferred this new style of exhibiting.
- In light of the economic conditions impacting our industry and many of our members, all exhibitor and attendee registration fees were reduced and a brand-new exhibitor package was introduced that provided more value than previous packages at a lower cost. 80% of speed-networking exhibitors indicated that these changes positively influenced their decision to participate and 90% will consider exhibiting again.
- The program relied heavily on the use of new technologies – including social media tools, an event micro-site, and a custom-designed PAMPI smartphone app.

COMMUNICATIONS HIGHLIGHTS

The Public Relations and Communications Committees have been very hard at work this year streamlining their processes, introducing new modes of communication, and improving our current methods of getting news and information to our membership, the industry and our community.

COMMUNITY OUTREACH

Community Outreach chose the charity After School Activities Partnerships (ASAP) as their fundraising benefactor for this year. The non-profit organization coordinates after school enrichment activities at sites across Philadelphia, with the goal of keeping kids safe, active and learning during the most dangerous time of day for unsupervised youth. They raised \$824.00 (as of the end of April) for the charity for official scrabble dictionaries and yoga mats, and also donated new scrabble games.

One of the new features of Community Outreach is being able to accept credit card payments for their donations. While this did not dramatically increase donations, it did allow our members the option of how to make their donation.

PR / MARKETING

The PR/Marketing committee increased its number of active members, thereby streamlining processes. This allowed the group to ensure information about our meetings and activities was distributed to a variety of media outlets, including MPI HQ through MPI One+ as well as our local hospitality counter-parts, local newspapers and other area MPI chapters. The year started off strong with a PAMPI President interview in the *Philadelphia Inquirer*. This has helped increase our chapter's visibility on a consistent level within the industry as well as in our community.

MAGAZINE

MPI to Eye, our bi-monthly publication, has successfully transformed from a newsletter format to a high quality magazine design, presenting our chapter on the professional level it deserves. Column writers increased, as has the quality of these member-written articles. There has been tremendous positive feedback regarding this change. Due to this transformation, we have increased ad rates for the first time in over five years, maintaining a yearly profit even in a year with a postage rate increase.

WEBSITE

This committee garnered a lot of interest this year as we looked to rebuild our website and we have contracted with Spare Cycles to complete this rebuild. The launch of the new website is expected to happen over the summer.

We had a lot of interest from around the world in submitting our RFP, from as far away as Dubai! This was primarily due to our increased use of social media. PAMPI presently has [Facebook](#), [Twitter](#) and [LinkedIn](#) accounts. These communication avenues have helped us promote PAMPI meetings and events, as well as membership incentives and industry news. Its proven success is not only the website RFP response, but also improved promotion of the Education Institute. We look forward to making even better use of social media for even more events and industry updates as we move into next year.



SPECIAL EVENTS

The Special Events & Fundraising Committees were hard at work this year planning events that benefit our members and highlight many of our world class venues! With the support of our generous sponsors and dedicated volunteers, we delivered events that our members have asked for.



Marc Barag | MB Commercial Photographers

SILENT AUCTION

November 18, 2009

Currents Ballroom at Adventure Aquarium

Our Silent Auction offered excellent networking, fabulous food stations and opportunities to bid on items ranging from autographed sports memorabilia to resort accommodations in Bermuda. We changed the format for the auction this year in response to member feedback, which allowed for more networking time and an organized bidding process. PAMPI's designated charity for the year, After School Activities Partnership, received \$750.



Marc Barag | MB Commercial Photographers



HOLIDAY PARTY

December 16, 2009

The Franklin Institute

The Holiday Event this year was a partnership between PAMPI and HSMAI. It was the perfect year for a smaller, more intimate gathering of industry colleagues and friends. The Franklin Institute was the perfect venue to kick off the holiday season and showcase their recent \$1.5 million restoration. The Holiday Committee created an event with members in mind - offering festive cocktails, seasonal food selections, live entertainment, and fabulous décor and ambiance.



Marc Barag | MB Commercial Photographers



Marc Barag | MB Commercial Photographers

SPECIAL EVENTS

SPRING FUNDRAISER

April 14, 2010

PLAY2 Interactive Sports Bar and Citizens Bank Park

In keeping with our goal of member benefits, we changed our Spring Fundraiser to a Spring Friend-Raiser. The event was held at Play 2, Philadelphia's newest Sports themed venue in conjunction with a Phillies game. Families and friends were encouraged to attend, making this event truly a fun member event! This event was a huge hit with members and we received such positive feedback that we will be hosting this event again next year!



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AWARDS GALA

The Piazza at Schmidts

June 16, 2010

And... last but certainly not least; our most prestigious event, The Awards Gala, was held at the most unique venue to-date - The Piazza at Schmidts in Northern Liberties. Our members asked for something "new" and we provided a memorable event showcasing 38 amazing sponsors who donated over \$150,000 in time, supplies, labor, and services. This event allowed members to experience some of our industry's best talent and creative minds at work. As many of our members are ramping up business levels, the timing could not have been more perfect to highlight our sponsors and reward our members with a truly unique event.



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LEADERSHIP DEVELOPMENT

COMMITTEE VOLUNTEER DAY

July 22, 2009

Penn's View Hotel

- The Education committees brought a variety of head adornments to help portray "The Hats We Wear," and had a lot of fun showing them off!
- Communications committees asked new volunteers to "Picture Yourself Here," and took photos of those signing up with their choice of unusual props.
- *Special thanks to Penn's View Hotel for a generous discount offered to PAMPI members who stayed to enjoy a delicious dinner at Ristorante Panorama!*

ALL-TEAM MEETING

August 19, 2009

Hilton Inn at Penn

- This was the first official meeting for many of our committees this year, and plans got off to a great start!

MID-YEAR LEADERSHIP RETREAT

March 10-12, 2010

Baltimore, MD

- Chapter leaders gathered in Baltimore to learn new skills, brainstorm new ideas, and strengthen working relationships.

- Sessions included chapter metrics and succession planning with MPI chapter business manager Holly Dotson, CMP; chapter rules, policies, and procedures with Ed White, CMP, CMM; and a brainstorming session designed to improve existing chapter programs and develop new types of programs to respond to member needs.

2010-2011 LEADERSHIP RETREAT

May 19-20, 2010

Valley Forge Convention Plaza – Scanticon Hotel

- Joining our chapter leaders were Tara Liaschenko, CMM (Facilitator), Holly Dotson, CMP (PAMPI Chapter Business Manager) and Brad Shanklin (MPI Director Chapter Business Services).
- The new format of the retreat included the May monthly program on Wednesday evening with a board session Wednesday afternoon and all day on Thursday.
- Full budgetary review, chapter planning and transition meetings were held to successfully move our chapter leadership into the 2010-2011 Board.



Chapter volunteers wearing many hats at Committee Day.



Marc Barag | MB Commercial Photographers
Committee meeting in progress at the August All-Team Meeting.



Chapter leaders gathered in Baltimore, Maryland for the Mid-Year Leadership Retreat.

VOLUNTEER RECOGNITION

Without our chapter volunteers and their time, energy and dedication to making our chapter successful we would not be where we are today. In an ongoing effort to recognize and reward our volunteers, PAMPI began a formal volunteer recognition program in the Fall of 2009. There are two volunteer awards available each month – the **Rising Star** award, which recognizes volunteer work of a member with less than 3 years of membership, and the **Shining Star** award, which recognizes volunteer work of a member with more than 3 years of membership.

Any PAMPI member may nominate another member for these awards, and Executive Committee reviews all submissions and votes to determine the winners each month.

Congratulations and thank you to all of our 2009-2010 winners!

OCTOBER 2009

Mary Varone, CMP – Shining Star

NOVEMBER 2009

Jim Cohn – Shining Star

Kristine Plourde – Shining Star

JANUARY 2010

Jennifer Magazu – Shining Star

Waiel Abdallah – Rising Star

FEBRUARY 2010

Liz Cherson, CMP – Shining Star

Jessica Bauer – Rising Star

MARCH 2010

Judy Flanagan, CMP, CMM – Shining Star

Seth Heitzenrater – Rising Star

APRIL 2010

Heather Walter – Shining Star

Julie Smith, CMP – Making A Difference

MAY 2010

Mary Love, CMP – Shining Star

JUNE 2010

Kris Sumey, CSEP – Shining Star

2010 AWARD WINNERS

One legacy that has stood the test of time is how PAMPI selects the most outstanding volunteers and leaders in our chapter. Any chapter member is eligible to nominate anyone for the annual PAMPI chapter awards. Once nominations are received, the PAMPI awards committee verifies that all nominees meet the eligibility requirements as stated by MPI and all those who meet the requirements are invited to submit their criteria for consideration. The PAMPI Awards Committee carefully reviews all submissions and each is graded on a point system. The nominee with the most points in each category is deemed the winner.

PAMPI's chapter awards are based on continuous involvement, commitment, and achievement with an emphasis on the current fiscal year.

- The **Planner and Supplier of the Year** awards are presented to planner and supplier members in recognition of outstanding association and industry contributions, leadership, and professionalism. The awards are based on international and Chapter participation, presentations relating to the industry in general, articles written in the hospitality industry press, and industry recognition received.
- The **Chapter Leader of the Year** award recognizes the local commitment of a member in influencing the life of our chapter. The award is based upon the ability of the recipient to motivate others, stimulate volunteer functions, give a sense of direction, and to act as a catalyst to cause exceptional results that benefit the Philadelphia chapter. The award is based on cumulative service with an emphasis on the current fiscal year.
- Chapter volunteers are recognized monthly with the Rising Star award, which recognizes volunteer work of a member with less than 3 years of membership, and the Shining Star award, which recognizes volunteer work of a member with more than 3 years of membership. All Shining Star award winners are then eligible for the brand-new **Volunteer of the Year award**.

CONGRATULATIONS TO THE 2010 AWARD WINNERS:

PLANNER OF THE YEAR

Kristine Plourde
Glenmede Trust Company



SUPPLIER OF THE YEAR

Laura Lee Wren, CHSP
Split Rock Resort & Golf Club



CHAPTER LEADER OF THE YEAR

Julie Smith, CMP
OpenSpark



VOLUNTEER OF THE YEAR

Heather Walter
Visit Bucks County



Photos courtesy of Marc Barag,
MB Commercial Photographers



PHILADELPHIA AREA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

HOST VENUES AND SPONSORS

PAMPI would not be able to offer all of our diverse programs and events without the support of our host venues, sponsors, and P3 Partners. Thank you all for your commitment to PAMPI this year.

HOST VENUES

ACE Conference Center
Baltimore's Tremonts
CHF Conference Center
Creative Juice Group
Crowne Plaza Philadelphia West
Currents Ballroom at Adventure Aquarium
Dolce Valley Forge
ESPN Zone
Four Seasons Hotel Philadelphia
Hilton Baltimore
Hilton Garden Inn Philadelphia City Center
Hilton Inn at Penn
Hotel Monaco Baltimore
Hotel Palomar
Hyatt Regency Baltimore
Intercontinental Harbor Court Baltimore
Loews Philadelphia Hotel
National Constitution Center
NHS Training Center
Normandy Farm
Penn's View Hotel
Philadelphia CVB
Pier 5 Hotel
PLAY2 Interactive Sports Bar
Radisson Plaza – Warwick Hotel
Renaissance Baltimore Harborplace Hotel

Sheraton Inner Harbor Hotel
The Enterprise Center at BCC
The Franklin Institute
The Piazza at Schmidts
Valley Forge Convention Plaza – Scanticon Hotel

SPONSORS

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Bobby's Portable Restrooms
Campbell Studios
Catering By Design
Cescaphe Events
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Cupcakes Gourmet
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Dyventive
East Coast Entertainment
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Fulvio Ranni
Hershey Resorts
Ice Concepts

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KONG
LB Entertainment
Mid Atlantic Events Magazine
Open Aire Affairs
OpenSpark
PA Dutch Convention and Visitors Bureau
Party Rental Ltd.
PB Marketing
Penn's View Hotel
Pictures by Todd
Prodigal Security
Puppets on Parade
PYT
Ristorante Panorama/Il Bar
Seasons 52
Select Event Rentals
Shutter Booth
Smith Edwards Dunlap Co.
Stockton-Brown Entertainment
Sunbelt Rentals
Swift Half Pub
The Theme Factory
Visit Baltimore
VM2 Catering Services

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Philadelphia Convention and Visitors Bureau

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SILVER PARTNER

Boston Coach

BRONZE PARTNERS

Loews Philadelphia Hotel

The Woodlands Resort and Conference Center

GEP Philly

Hershey Entertainment & Resorts

PA Dutch Convention & Visitors Bureau / Lancaster County Convention Center

Valley Forge CVB & Valley Forge Convention Center



PHILADELPHIA AREA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

2009-2010 BOARD OF DIRECTORS

ROLE	NAME	COMPANY
President	Jennafer Ross, CMP	JR Global Events
President-Elect	David Jackson, CMP	Pocono Mountains CVB
Vice President, Education	Maria A. Ramos, CMP	Association Headquarters, Inc.
Vice President, Finance	Nick Dominijanni, CHME	Penn's View Hotel
Vice President, Communications	Kelley Thwaite, CMP	American Express CMS
Vice President, Membership	Lou Marrocco, CMP	Brandywine Events
Immediate Past President	Sandy Sipe, CMP	Radisson Penn Harris Hotel
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Director of Special Events / Fundraising	Elizabeth Moynihan	Hershey Resorts
Director of Chapter Development / Special Projects	Maya Northen	Chimera Travel
Director of Recruitment and Retention	Lucy Rivera	Disney Resort Destinations
Director of Special Programs	Julie Smith, CMP	OpenSpark
Director of P3 Sponsorship / Venue Procurement	Conchevia Washington, CHSP	Philadelphia Convention & Visitors Bureau
Director of Public Relations / Publications	Laura Lee Wren, CHSP	Split Rock Resort & Golf Club

ANNUAL REPORT CREDITS

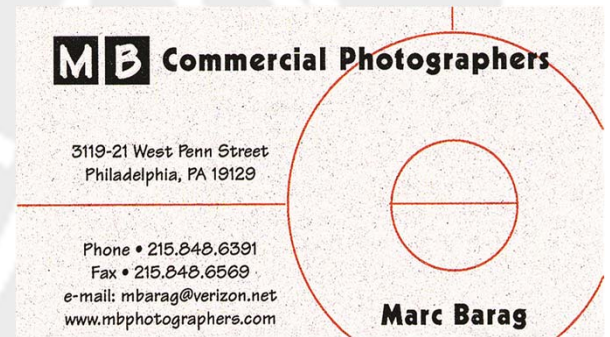
This 2009-2010 Annual Report is a first for PAMPI, and a legacy that will continue in the future. It is essential that PAMPI maintain this level of transparency to our membership and our industry in general in order to continue to deliver on our mission of promoting the professional advancement of the meetings industry.

This report was created by PAMPI members, and I am very grateful for their work in producing this legacy of our 2009-2010 year.

Many thanks to **OpenSpark** for their time, energy and talent in developing, compiling, editing and managing the completion of this annual report.

Thank you Marc Barag of **MB Commercial Photographers** for providing many of the photos used throughout this report.

Thank you Denise Downing, CMP of **Neff & Downing Management Services** for all of your many, many contributions to our chapter throughout the year and your help in gathering so much of the information presented in this report.



A handwritten signature in black ink, appearing to read "Jennafer Ross".

Jennafer Ross, CMP
PAMPI President, 2009-2010