

THE BRIDGE



Northern California
Chapter

QUARTER 1 NEWSLETTER

SEIZE
THE
DAY

MARCH 2019

A WORD FROM: ELISA SANDOVAL WONG

I am humbled and honored to serve our membership and the Bay Area meeting professionals as the 2019 President. This year the leadership team and I have worked diligently to create new experiences for all our attendees.

- We are committed to eliminating badges at all 2019 events. Along with the green efforts of reducing single use plastic, we strongly believe that it will encourage networking and engagement on a deeper level. Rather than looking at a name badge to mentally download attendee information, look up at the person in front of you and learn something new about them—unrelated to their profession.
- We have increased our leadership power. What this means to you? More brain power and more active members are ensuring that every PCMA NCC experience is valuable. This also creates additional opportunities to get involved and make a difference in your community.
- Focused efforts with Student Engagement. Our Membership team has identified 2 local colleges and will help create mentorship connections along with education opportunities.
- Newsletter—as you can see, the newsletter has received a face life for its 2019 debut. This new format will allow you to print and take it on the go or forward to your friends and colleagues. We will also have printed copies available at all monthly meetings.



Account Director
St. Regis San Francisco
elisasandoval@stregis.com

I am excited for all our events this year—and you should be too! Make sure to follow us on social media and look at our website for updates. This year's LEAP conference is going to be epic! We are currently identifying unique and innovative speakers to match the venue (stay tuned). You can also look forward to another Yacht experience as we partner with our friends at Giants Enterprises this August. And you better believe that our Members Only event is back on so make sure your membership is up to date. And finally, I cannot wait for the BAMIE Awards this October. We will be celebrating our 10th anniversary and you will not want to miss out on what we have planned.

If you are interested in getting involved, please do not hesitate to contact me. I look forward to seeing you at all of our events this year.

EVENTS IN REVIEW

SACRAMENTO EDUCATION

This past February, PCMA NCC teamed up with Monterey County CVB and Greater Palm Springs CVB for a sold-out education program and lunch. The topic: What came first, the Planner or the Supplier? The speakers were top notch and gave us valuable insight on the benefits of knowing both sides of the industry. The popularity of this topic was evident when we went overtime and no one was concerned. The questions for our panelist kept coming and we let it ride.

Keep an eye out for this program next year and make sure to register early. The past 2 years we capped the number of suppliers and maintained a ratio of 80% planners. Thank you again to our amazing partners.

Speakers:

Jack Eichhorn – Oracle

Janet Waldie – Precision Meeting Management & Consulting

Margaret Jen – Dropbox

Rachel Hickerson – Advocacy and Management Group

Moderator:

Hillary Burton – Burton Strategies

NEW YEAR - NEW YOU!

We all look forward to starting a new year with a fresh perspective, and over 150 PCMANCC members did just that by gathering in San Francisco at the hosting St. Regis Hotel in February for the New Year - New You Networking Breakfast! Rock and Roll Team Building kicked off the festivities with Grammy nominated songwriter and former INXS lead singer, Ciaran Gribbin commanding the stage.

Members also took advantage of the personalized services by updating their headshots with Featherstone Studios, taking group photos in the Flix in Motion photo booth, sprucing up LinkedIn Profile pages with the help of Professional career advisor Cynthia Karr, and some even opted for an early morning chair massage from the host's own Remede Spa. Special thanks also to table sponsors Rock and Roll Team Building, Lip Smacking Foodie Tours and ShowTec.

If you missed this year's event, put a star in your February calendar for next year and don't miss it again.



WHAT'S COMING UP

MAR 29

AD-HOC GATHERING

3:30 Pm - 6:30 Pm
Staypineapple, 580 Geary Street

APR 4

4TH ANNUAL GMID

4:00 Pm - 8:00 Pm
Hilton Union Square, 333 O'Farrell

APR 11

BRUNCH AT THE PUNCH

10:00 Am - 12:00 Pm
Punch Line Comedy Club, 444 Battery

MAY 30

LEAP EDUCATION DAY

9:00 Am - 4:30 Pm
The Chapel, 777 Valencia Street

JUN 25-28

EDUCATION CONFERENCE (LA)

Los Angeles Convention Center
Hosted by PCMA National

Ad-Hoc Mix and Mingle

No agenda, No registration,
No commitments, NO WORRIES!

Friday, March 29th - 3:30pm - 6:30pm
Staypineapple - 580 Geary Street

Join us as we gather on the last Friday of the month for an afternoon of networking. Come when you can, leave when you must and make sure to take a photo with PIPO. It goes without saying that he will feel "at home" at this location.



beverages are at own expense.



4th ANNUAL GMID APRIL EVENT

JESSICA MARTINI, CMM, HMCC, CTA, CTP
MEETING SALES DIRECTOR / PACIFIC
NORTHWEST & CENTRAL REGIONS
VISIT ANAHEIM

GMID brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. Led by the Meeting Means Business Coalition, GMID brings together meetings industry advocates across six continents and more than forty countries. This is a true celebration of the industry's enduring business value and its \$2.65 trillion in global economic impact.

On Thursday, April 4, 2019 the Bay Area will be celebrating GMID once again! PCMA Northern California is spearheading the fourth annual event, with the support of 10 other supporting industry organizations, including the Bay Area Business Travel Association, participating for the first time.

This year's celebration will take place at the Hilton San Francisco Union Square. Hilton is a global supporter of Global Meetings Industry Day. Returning event sponsors* AFR Furniture Rental, Bright, Denon & Doyle, Orange Photography, Flix-In-Motion and more* will all be on hand to create a memorable and engaging experience for the several hundred guests expected to attend.

Beneficiaries of the event will be ECPAT-USA and the St. Anthony Foundation, the first U.S.-based nonprofit (more than 25 years ago) to work on the issue of commercial sexual exploitation of children. Their goal is to protect every child's basic human right to grow up free from the threat of sexual exploitation and trafficking.

Join your peers on April 4 at one of the largest gatherings for Global Meetings Industry Day and celebrate the success and impact that meetings and events have on our livelihoods, economies, and communities!



SAN FRANCISCO GIANTS

SF Giants And Oracle Announce New Partnership and Naming Rights Agreement: Welcome "Oracle Park"

The home of the San Francisco Giants and Giants Enterprises has a new name in 2019. Announced in January and effective immediately, the iconic ballpark at Third and King Streets is now Oracle Park. While this is the fourth name change since the ballpark opened in 2000, it is significant in that this new agreement with Oracle will bring the naming rights value in line with current deals for similar top tier facilities.

The 20-year agreement with Oracle came as AT&T offered to relinquish their final year of sponsorship and Oracle eagerly stepped in. Having sponsored the Suite Level at the ballpark since 2003, Oracle's history with the Giants runs deep.

Partnering with a local corporate name and a Silicon Valley giant will also be a boost to fan engagement. Oracle and the Giants will be investing in a new state-of-the-art scoreboard, signage and emerging technologies to create unique experiences. The partnership will also bring a signature community outreach program and exciting sports hospitality and experiential opportunities for Oracle customers and members of the community. Looks like a home run for the Giants and for Oracle! Giants Enterprises, the entrepreneurial arm of the San Francisco Giants in its dedication to developing new ventures beyond the Major League Baseball franchise, hosts one-of-a-kind experiences at Oracle Park, throughout San Francisco, on San Francisco Bay and beyond.

Oracle Park is an all-star venue when it comes to transforming its offering to draw major concerts, meetings and events that can be scaled to virtually any size, from a ballpark gathering of a few to a more prominent get-together that welcomes tens of thousands. With more than 15+ venues available to host events, Giants Enterprises provides a platform for a variety of group events with options such as on-field dining, a dedicated boardroom, and breakouts in the batting cage and meetings in the Giants' Clubhouse with jerseys featuring the names of attendees hanging in each locker.



GIANTS
ENTERPRISES

Giants Enterprises and SailGP Partner for Speed on San Francisco Bay

SailGP and Giants Enterprises bring the world's fastest on-water racing competition to the Bay Area on May 4-5. As SailGP's first grand prix in the United States, the San Francisco engagement will be the second in a series of five events taking place throughout the year and around the world in 2019. Spearheaded by Sir Russell Coutts and Oracle founder Larry Ellison, SailGP is sanctioned by World Sailing.

Six countries – the United States, Australia, China, France, Great Britain and Japan – will all race identical 50-foot foiling catamarans, known as the F50 in this second leg of a series of five events around the world. The F50 is the world's fastest, most technologically advanced flying catamaran.



WWW.GIANTSENTERPRISES.COM



Shaking It Up

San Francisco gets to shake it up for the 2020 PCMA Convening Leaders Conference, and San Francisco Travel is excited to play a major role in the planning. According to Deirdre Lewis, Senior Director, Convention Services & Events at SF Travel, "As the hosts of Convening Leaders 2020, San Francisco Travel is putting together a committee of movers and shakers in the hospitality community to help us produce an event that people will never forget. We are currently working on the locations for our opening night reception, closing night reception, and, of course, Party With A Purpose. We hope to have those confirmed by the end of April. Once those are done, the real planning begins!

In addition to iconic San Francisco sites, there's still so much that is new, and even more to come. "We are very excited to show off the new Moscone Center to the attendees of Convening Leaders 2020. They will experience state-of-the-art technology, Leo Villareal's "PointCloud" art installation on the new bridge between Moscone North and South, as well as a beautiful new 36,000-square-foot Moscone South lobby and four new outdoor terraces totaling over 25,000 square feet." According to Lewis, "By January 2020, the city of San Francisco will have many new additions, including the re-opened Salesforce Terminal and Salesforce Park and the new Chase Center, home of our NBA Champion Golden State Warriors. San Francisco is also adding more hotels in 2019 than we have in 20 years, including Hyatt Place, Virgin, Yotel and the Grand Hyatt SFO."

We know many of our PCMA's Northern California Chapter members are excited about PCMA coming to our town, and there will be no shortage of opportunities to contribute to making it a success. "San Francisco Travel would love to partner with the Northern California Chapter as part of our organizing committee, says Lewis, especially when it comes to welcoming everyone to our city and our neighboring regions. We are the gateway to so many of Northern California's great destinations."

We'll continue to share opportunities on how we can all help shake things up for this epic event!

WWW.SFTRAVEL.COM



WWW.VISITOAKLAND.COM

Something New

There's always something new in Oakland. We took some time with Rhanee Palma of Visit Oakland, to learn about some of the latest happenings in this unique city. In her own words, here's what Rhanee told us.

"Recently named a best trip in 2019 by National Geographic Traveler, this year is going to be exciting for tourism in Oakland. It is, after all, an emerging travel destination rich in diversity with over 125 languages spoken. Oakland's welcoming community boasts 3.8 million travelers and a 6.5% increase in visitor spending in 2017.

Oakland Museum of California (OMCA) will celebrate their 50th Anniversary and will unveil exciting new exhibits, including *Queer California: Untold Stories* and *No Spectators: The Art of Burning Man*. The Crucible, the nation's largest industrial arts education non-profit, is also celebrating their 20th Anniversary, with celebratory events and new art classes slated throughout the year. And as if that is not enough, Oakland Art Month, in May, will kick-off festival season in Oakland, with art, cultural, music and foodie festivals offered throughout the summer.

From a meeting planner perspective, Oakland is centrally located in the Bay Area. With easy access to 3 major airports, public transportation hub and major highways and other neighboring Bay Area sites within easy access, it's offerings result in high attendance numbers. Establishments provide a very personalized experience, and groups appreciate the strong sense of pride in Oakland and welcoming spirit of hotels, restaurants and small businesses. Oakland is home to many small businesses and a thriving culinary scene. Attendees know they are in Oakland because we celebrate being unique. You will not find the typical big box restaurants or stores that you find in most cities. Experiences are not cookie cutter here.

Oakland is excited to welcome three new hotels in 2019, with The Town Hotel opening in Uptown Oakland, Hampton Inn by Hilton opening in Downtown Oakland and Springhill Suites opening in Oakland's Airport District. New restaurants, breweries, wineries and bars are also slated to this year, with Tanya Holland's highly-anticipated, new concept, BSK, to open in Uptown Oakland."

The doors are open and the City of Oakland welcomes you and your guests. Come, Visit Oakland!



NAVIGATING A JOB CHANGE - HALFWAY THROUGH YOUR CAREER

There was a time in our country when we collectively thought we would get a job in a company, then stay in the same job until we retired. Well, that way of living is retired. At least within our industry, a job change isn't unusual. I've had dozens of conversations in which professionals begin to ponder what's next in their careers. Perhaps it's a symptom that subsides within those of us that have a creative bent, then when we reach a certain pinnacle in our lives, the need to try something new arises. Of course, other circumstances may contribute to the need of a job change, but either way, coming up with a strategy for one's next step in their career is something to ponder. And pondering that next step can be a terrifying prospect.

Last year, I voluntarily faced this prospect. I decided that I needed to move on from a job that I had for more than a decade. I made that decision before knowing what and where I would next be earning a paycheck. What made me nervous was balancing what I was currently earning, with the experience I wanted to bring to a new employer, but also knowing that an employer might think someone younger might be able to do the same job for less money (and more energy).

So, the first question I asked myself was, "Do I look for the same job?" "No". I thought I needed to explore something that would marry what I had been doing for over thirty years which earned me a paycheck, with what I had been doing voluntarily within this industry for fifteen years. I put out soft feelers with close friends, with whom I have a deep trust. Luckily for me, I wasn't in a huge hurry to make a change as I could stay in my current job. This afforded me the opportunity to ask my 2nd question about new career avenues. "Who do you know who would be interested in hiring me, based on my career successes and with my industry experience in X or Y industry?" I count myself fortunate, as the answers to my initial questions were positive. I had leads into what my initial interests were. A couple of months into my inquiries, a job opportunity presented itself that fit me perfectly, and I'm very happy in my new job.

My take-away to anyone considering a job or career change is to start investigating possibilities for yourself as soon as you can. You don't want to jump from the frying pan into the fire, so ask a lot of questions and keep your options open. There are never guarantees about what the future holds even after you make a job change. You can only make the best decision for you, based on the information you have at the time.

I'd like to invite anyone that has gone through a job or career change, and who is willing to share their experience to reach out to me. I'd like to turn this into a series this year so that others contemplating a change in job or career can learn from our community collective. After all, we are a community.





BACKUP

JESSICA MARTINI, CMM, HMCC, CTA, CTP
VISIT ANAHEIM

WHAT IS YOUR BACK UP PLAN?

By now, most of us have seen or heard about the failed Fyre Festival – a meeting planner's worst nightmare. When plans go wrong, what is your backup? I spoke to three planners about some instances when things didn't go as planned, and what they had as a plan B.

Christa Mekki (founder of Magnetic Magnificent Events) recalls an instance where an attendee missed a bus departing from the hotel to an offsite venue in San Francisco. The woman watched the vehicle drive off, and logistically the shuttle couldn't turn around to get her so one of Christa's staff had to call an Uber to get the attendee off to the event on time. Over-communication is key to overcoming snafus, according to Mekki. A conference call or meeting prior to the event involving key stakeholders is a great time to discuss potential challenges so that there are no surprises on the event day. Christa gives her contact information to all relevant parties so that communications and needs can be funneled through her, and they can stave off any hiccups before it makes it into an industry magazine or impacts attendee experience.

Marcia Cosenza (founder of Total Event Source) had an event for about 700 attendees and had a great plan in place in case of emergency during the plenary session. However, during breakouts the power went out and two minutes passed before the generator kicked in. Event staff were in the breakouts to alleviate attendee concerns, but in hindsight Marcia says that the event app could have been used to send out messaging to everyone in the breakouts. In the future, they plan to have a designated communication contact for emergency situations so that there is ownership of the plan B by a specific stakeholder.

Eve Schmitt (founder of Eden Meetings and Events) says that choosing the right suppliers and partners is always her backup plan! She says that meeting planners have a vision of how something will be executed, but ultimately the delivery is up to the supplier and very often they can save you. During a program for 800 technology executives, she had worked diligently with the hotel chef and convention services manager to create a health-conscious menu for all meals and breaks. Eve felt that in the spirit of healthiness, they should avoid caffeine at the afternoon break so the attendees wouldn't crash later in the afternoon. When the afternoon break rolled around, Eve says that attendees nearly revolted: WHERE IS THE COFFEE? When Eve asked her convention services manager if they could get a coffee break put together, they rolled out the carafes that they had waiting in the back of house, anticipating the attendee's needs.

The resounding response from these seasoned experts is that communication is key, and that your stakeholders need to be just as invested in having a backup plan as you so that every possible scenario can be addressed when it arises.

Special thanks to Christa, Marcia, and Eve for their time and remarks!



GET TO KNOW YOUR CHAPTER LEADERS

This year is off to a great start! Here's what Board Members are most looking forward to in 2019, professionally and personally.



ELAINE ROTHENHAUS, HMCC

Assistant Director of Sales
Hotel Nikko San Francisco

Personally, I am very excited to be President Elect for PCMA NCC and plan on learning as much as I can from my mentors within the Board. I have learned so much since joining the Board and look forward to being the best leader I can in 2020. On the more exciting side, I am getting ready to meet up with some ex-neighbors in Cancun (of which I have never been) in March and cannot wait to spend some fun time with friends we love. I am open to suggestions of places to see and things to do. Then one of you can suggest my NEXT vacation!

On a professional level, I am humbled to lead a sales team this year and look forward to coaching and mentoring my team to achieve their goals. This will not be an easy task but because of PCMA NCC, I am so grateful for my industry friends that I can lean on and grow from their friendship. Every relationship needs cultivation and you get out of it what you put into it.



ROBERTA BOUCHER

Program Strategist / Project Manager
Freelance

How lucky are we to live in such a fabulously beautiful place, with so many fun things to do?! I have made it a personal goal for 2019 to be a driver of finding activities that I am enthusiastic about and being proactive in inviting others for group outings. As a California native, it is amazing to me how many places remain unvisited and restaurants untried. So I plan to make it a point to visit at least one place a month in the Bay Area where I haven't been!

Professionally, 2018 was the beginning of a "re-invention" period for me. I am looking forward to cultivating the right next move for my career. Freelancing has been so good for me - but all signs point to me being part of a solid in-house team again and being able to contribute to program success on a longer term basis. Major thanks to the entire PCMA family for all the support, encouragement and referrals so far during this process!



KEN EDHAMMER, CMP

Senior Regional Sales Manager
The Estate Yountville,
Villagio & Vintage House

For 2019 I am looking forward to renewing my CMP designation (can't believe it has been 5 years already) and so thankful that PCMA NCC offers CEU's as a preferred provider, it definitely has made tracking the CEU's much easier.

On a personal level, anyone that knows me knows I love to travel and so this year we are starting to plan out our trip to Istanbul and Beirut.



CHRIS KOENING

Sales & Business Development Manager
GIANTS Enterprises

I'm looking forward to deepening relationships within our industry both personally and professionally. I'm a heart-on-sleeve type guy and I appreciate the authentic relationships I've developed in my career so far. I'm always looking forward to another season of Giants' baseball, which means longer days and more sun and more fun - and I would have said that even if I didn't work for the Giants!



Yael ROSENWALD

Director of National Accounts
InterContinental Miami

On a personal level in 2019, I am most looking forward to my WEDDING!! I am getting married Labor Day weekend and can't wait to a) marry my best friend and b) be surrounded by all of our friends and family and dance the night away!

On a professional level, I am most excited for the new position that I just recently accepted with IHG. You are looking at the new Director of National Accounts for the InterContinental Miami, handling the West Coast Market. So, who wants to bring their programs to MIAMI with me!?!?!?



BONNIE HOAG

Business Development Director
One10 Marketing

One of the things I'm really looking forward to this year is my parents 50th anniversary. We have Hamilton and Beach Blanket Babylon tickets as my parents love going to shows. They were both in our industry for many years each and I can't wait to show them a great time in 'my city!'.

One of the best things about working at One10 is that "cookie-cutter" is not in our dictionary. We consistently deliver new and innovative experiences for our clients. We plan over 1,300 events each year and the diversity in events types we deliver allows us to continually re-imagine event experiences. I am excited to see what 2019 will bring. And as the Director of Special Events for PCMA this year, I'm excited to share a few big events with our NCC Chapter including LEAP, GMID and the BAMIES!

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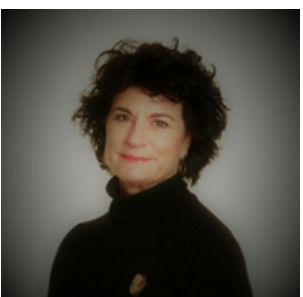
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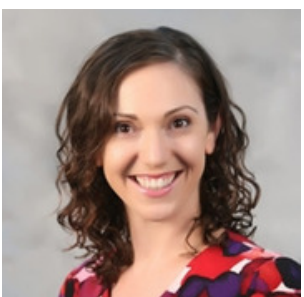
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