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Board of Directors

Anita Nunez  
Chairman  
*Association of Latino Professionals in Finance & Accounting*

Laurie Nelson-Choice  
Vice Chairman

Chairman's Message

Bienvenidos to our 1st issue of *Voz a Voz*!

We're thrilled to present our quarterly newsletter that will serve as a vehicle to share information on our upcoming professional development & networking events, committee updates, member highlights and industry news.



The Network of Latino Meeting Professionals was created in 2006 with a vision to provide a comfortable & familiar environment for Latino meeting professionals to exchange ideas and learn about career development in the meeting planning industry. One of the core values of our **Latino culture** is the desire to relate and interconnect. Relationships take priority in everyday life; our family ties and friendships are essential. The Network is a professional extension of those Latino values providing an opportunity to foster and strengthen relationships with industry peers who share the same values, interests and experiences while learning about the meetings industry.

The enthusiasm behind the Network is driven by our dedicated members, industry partners and Board of Directors. This year we've created three new committees to forge ahead taking the Network to the next level: Membership, Sponsorships and Marketing Committees. If you're interested in joining any of these committees & would like to get more involved, please e-mail us at [info@nlmponline.org](mailto:info@nlmponline.org).

We've also changed our program schedule to every other month instead of monthly (see schedule below). This includes our Hilton H.O.S.T. (Hotel On-Site Training) Program providing a behind-the-scenes look at hotel strategies and operations, plus our **2nd Annual Latino Marketplace Reception & Tradeshow in October**, giving members the opportunity to network with more than 30 CVB and hotel representatives. In these tough economic times, it's critical to point out that the Network programs are **complimentary** thanks to the support of our Program Sponsors & Strategic Partners. Thank you sponsors!

On a personal note, my involvement with the Network has become one of my greatest passions and has made me a stronger leader. It's also played a

*Visit Milwaukee*

Trudy Singh,  
CMP  
NYC &  
Company

Jennifer Lucio  
305  
Communications  
and Events

Josefa Martinez,  
CMP  
NeighborWorks  
America

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critical role in my career development and I'm grateful for this opportunity. I **encourage you to get involved with the Network today!** We've only scratched the surface of where the Network will be in 10 years. Let's keep this enthusiasm alive because that is the energy that fuels our desire to continue our mission.

Gracias,  
Anita

*Reserva La Fecha*

**June 24** - Summer Sizzle Networking Reception, sponsored by Phoenix CVB

**July 24** - Hilton Hotels HOST Program  
Capital Hilton, Washington, DC  
8:00am - 5:00pm, sponsored by Hilton Hotels

**August** - CMP Brown Bag

**September 16** - Network Reception, sponsored by San Diego CVB

**October 21** - Latino Marketplace

**December 16** - Holiday Party, sponsored by The Alliance: Hartford, Madison, Spokane

For more information, go to the Events page.



*Pasa La Voz*

*Pass the Word*

The Network's strength is in its people. We are a diverse organization, involving people of all skills and talents with many different levels of meeting planning experience. Whatever your expertise or interests, we encourage you to become actively involved in our association. The Network of Latino Meeting Professionals is open to meeting planners who share vision and commitment to promote the development of Latino meeting professionals in the DC metropolitan area. A meeting planner is defined as a professional who plans, coordinates and organizes special events, meeting and conferences.

**Network Membership Benefits**

- **Networking and Information Sharing**
- **Professional Development Opportunities**
- **Career Development**



Read more>>

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## Code of Ethics

The Code of Ethics for the Network of Latino Meeting Professionals was developed to provide meeting planners of the association with some broad ethical statements with which to guide their professional lives, and to identify relevant considerations when ethical uncertainties arise. It also provides a means for individuals new to the event management industry to learn about the ethical principles and standards that should guide the work of meeting professionals. [Read more>>](#)

## Un Momento con...



**Josefa Martinez, CMP**

Since 2005, Josefa has served as senior meeting planning specialist for NeighborWorks America, organizing Training Institutes, Community Leadership Institutes and other various events. She recently took on a joint role in leading and shaping the Network's Membership Care Committee where she hopes to involve strategies surrounding membership growth and program development.

**What is your "dream job"?** My dream job would be nothing related to meeting planning. I would like to do something like be a dog walker or a gardener. Even though I don't own a dog or can grow a garden, the thought of moving at a slower pace and enjoying the smaller things in life is appealing, especially in the mist of the craziness of planning and running a meeting/event.

**How do you start your morning?** I get up and go directly to the coffee maker. I can't operate without that first cup in the morning.

**What color describes you and why?** I would say beige, not because it is boring, but because it is neutral. I tend to be an all-round neutral person when dealing with people, including clients, family and friends. I tend to be more of a listener than a talker, but still passionate about things I believe in.

**Have you done any "social networking?" Are you a member of Facebook, LinkedIn or any other social networking site?** I became a member of Facebook about a year ago after much encouragement from my nieces and nephews, but I must admit that I am still trying to figure things out. I don't have many "friends" yet, but I'm hopeful that I will get the hang of things.

**What is your favorite song?** I don't have a favorite song, although I listen to a lot of jazz. I enjoy international music by various artists, as well.

**What is your most memorable Network moment?** I think it was at the Christmas event in 2007. I was a new Board member and was introduced by Anita. Later, I stood up in front of the group with the microphone and announced something. I have real bad stage fright and I remember it being the longest couple of minutes.

**What do you love about Washington, DC?** I love DC because there is always something to do. I also love the diversity of the population.

**If you had the opportunity to have dinner with your favorite celebrity, who**

**would you select and where would you dine?**

I am not impressed by celebrities. I would much rather spend time with people who mean something to me, like my mom or a cherished friend, and just be in each other's company.

**What is your favorite vacation destination?** Anyplace in western Europe. I love the pace and lifestyle there.

**What would you change about your job?** I would change the perception that meeting planners are superheroes. Some people think that we can move hard walls in a meeting room and magically find a sleeping room under our desk, when a hotel is sold-out. Now, I can perform miracles, but I can't control Mother Nature or the capacity of a meeting room. I can only do the best I can with what I have at hand.

**What is your favorite book?** I don't have much time to read but I do like to relax reading a good magazine sometimes.

**If you had a "me" day what would you do?** Whatever I wanted- it would be all about me.

## Committee Community

Get involved and make the most out of your membership by exploring the volunteer options available. You may ask yourself, why should I join a committee? You probably don't have time to bother with that sort of thing. Our lives are hectic enough already, there just doesn't seem to be enough time. The reality of it is, time spent bettering yourself or your organization is time well spent! Serving on a committee allows you the opportunity to meet colleagues and make a difference in our community. As meeting professional, we each have special talents and interests. Each of our committees strive to make this organization better and this is your chance to add to the vibrancy of our industry.

### Membership Committee

The Membership Committee is responsible for membership recruitment and retention. Duties include following up with people regarding membership, contacting potential new members to promote benefits of membership, helping with the new member orientation process, and conducting member needs assessments. In addition, the committee is responsible for the development and execution of between six and seven educational programs each year. Committee responsibilities include program development, speaker selection and communications, site coordination, menu planning, and all meeting logistics. In addition to working on events, the committee also is encouraged to develop and conduct less formal brown bag educational programs. Sign up!



### Sponsorship Committee

The Sponsorship Committee is responsible for marketing and soliciting sponsorships to increase value of the educational programs. The committee will research and assist in contacting traditional and non-traditional sponsors and advertisers who would benefit from exposure to the Latino meeting planning community. Methods of contacting would include in person, mailings, phone calls, fax and email. The committee also works to ensure the stability of the association's current and future financial posture by developing the annual budget, by monitoring compliance with the annual budget, and by implementing sound financial strategies. Additionally, the sponsorship committee will work to establish Strategic Partnerships. [Sign up!](#)

### Marketing Committee

The Marketing Committee assists with the production of our newsletter, *Voz a Voz*. Possible projects include writing a monthly column or submitting an article. This committee also is responsible for increasing awareness of our organization within the meetings industry, the public and media. Projects include soliciting media coverage for chapter events and keeping up with member accomplishments. Additionally, this committee keeps the chapter Web site updated and maintained. You may be responsible for soliciting information from the appropriate sources to be posted on the Web site. As the need arises, you may also be asked to help research new technologies that the organization may wish to adopt. [Sign up!](#)

If your schedule allows you the time to serve on more than one committee, we welcome the added commitment!

## Social Networking with The Network



If you don't know what "social networking" is, you didn't attend the April 22nd educational luncheon! The Network is happy to introduce our Facebook and LinkedIn presence on the Web.

As one recent compete.com blogger put it, "The mass migration of professional relationships from the Rolodex to the Friend List has taken place."



Join the Network of Latino Meeting Professionals on LinkedIn and/or Facebook! Stay connected!

*Pasa La Voz*- Tell your supplier partners they can learn more about our organization by becoming a Facebook Fan of the Network of Latino Meeting Professionals.

## CMP Mentorship Program

The aim of the CMP Mentorship Program is to provide our members with a conducive, open and stimulating environment with which to explore further the frontier of meeting planning. This program, which offers one-on-one guidance with issues such as applying for the CMP exam, career issues, and mock exam preparation, is an immeasurable value. [More>>](#)

## Vision Statement

*Our goal is to create a nurturing environment for all meeting professionals, fostering the exchange of ideas and the concept of living our lives in color.*

For more information, please contact us:

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### 2009 Strategic Partners



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