



Our Goal

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

Through unique events and professional relationships we will ultimately enhance our passion for excellence.

[LEARN MORE ABOUT OUR ANNIVERSARY...](#)



Voz a Voz E-newsletter 2010

July

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2010-2012

Board of Directors

Jennifer Lucio
Chairman

Chairman's Message

Jennifer Lucio, 305 Communications



Greetings!

We are pleased to bring you our latest edition of *Voz a Voz*, the Network of Latino Professionals' e-newsletter.

The latest employment numbers released by the U.S. Department of Labor show that little has changed in the workforce outlook. 15 million Americans are still without jobs, and almost 13% of those unemployed are Hispanics. We know that this is affecting our members, as more of us put in extra hours or take paycuts in order to keep our jobs relevant. At the Network of Latino Meeting Professionals, our goal is to bring attention to the importance of meetings and provide our members with tools to make their meetings more effective and productive.

The core job of a meeting professional is to ensure attendees are getting the most out of their meetings. We do this by creating and providing an atmosphere for learning and discussion. The average American spends 3,000 hours in meetings each year- the equivalent of 50 full eight hour workdays. How often do we see poor attendance, distracted participants, and a lack of follow up to decisions made during the meetings? Would you like to see meetings be shorter, active and more fulfilling? I encourage all of you to read the following article ["The Seven Sins of Deadly Meetings"](#) and seven steps to salvation. Tools, techniques, and technologies to make your meetings less painful, more productive -- even heavenly.

Perhaps a change in meetings perception starts with us. A quote from George David Kieffer's book, *The Strategy of Meetings*, summarizes the impact meetings have on organizations today and how seriously meetings should be considered now and in the future.

"I decided to talk with some of America's most successful and respected leaders in business, labor,

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Visit Milwaukee

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Agora Occasions

Future Events

Wed. Sep 22
Educational Luncheon
Sponsored by Visit
Detroit

Wed. Oct 27
3rd Annual "Latino

industry, education and government - many of whom are viewed as masters in the art of conducting meetings - to gain their insights into the subject. In speaking with over fifty of those leaders, two central points emerged. Number one, the skill to manage a meeting - to develop ideas, to motivate people and to move people and ideas to positive action - is perhaps the most critical asset in any career. And number two, most professionals have had no real training in devising and managing an effective meeting; in fact, most professionals do not recognize the enormous impact their meetings have on their organizations and their careers."

We hope to see you at our next Educational Luncheon Wednesday September 22. All of us on The Network Board of Directors wish you a happy and productive summer!

Un Abrazo,

Jennifer

Join Us for some Summer Fun!

Summer is never dull in Washington DC so we invite you to join a few of us from The NETWORK for upcoming local summer events & concerts- the more the merrier. If you'd like to join us for any of the events below, please email us at info@nlmponline.org

Monday August 2 - Alejandro Sanz Concert at Wolftrap

Thursday August 5 - CVBReps Summer Sizzle Reception at Torpedo Factory Food Pavilion

Friday August 20 - Network of Latino Meeting Professionals & LatinVIP Networking Reception at Eden Nightclub Rooftop at 1716 I Street

Thursday August 26 - Carlos Mencia Comedy Show at The Improv

Saturday September 11 - Marc Anthony Concert at The Patriot Center

What's New at The NETWORK

New Schedule of Events - At The NETWORK we are moving forward with a new schedule of educational & networking events including our 3rd Annual Latino Marketplace this Fall. You can find the new schedule on our website by [clicking here](#).

The NETWORK'S 5th Anniversary - The NETWORK has reached a milestone in celebrating 5 years serving Latino meeting & event planners in the DC Metro area. One of our original founders of The NETWORK, Jeannette Gonzalez, designed the new logo commemorating our 5th Anniversary which can be found along with our website's new look at www.nlmponline.org

The NETWORK Presents at the 2010 CMP Conclave -

The NETWORK presented an educational session entitled "Diversifying Meetings for a Global Appeal" during the 2010 CMP Conclave July 17-19 hosted at the Hilton Baltimore. The session focused on current trends and ways to outreach to diverse groups through partnerships with minority, international and student organizations to maximize diversity and inclusion. Members from The NETWORK that presented this session were Susan Cairnes, CMP, Assistant Director of Meetings, American Association of Museums; Angela Benson, CMP, Director of Membership, American Bar Association; Trudy Singh, CMP, NYC & Co & NETWORK Board Member & Co-founder.

Bienvenidos 2010-2012 Board Members! - We'd like to welcome our new Board of Directors to The NETWORK that make up a dynamic group of leaders and professionals from the meetings industry committed to taking The NETWORK to new heights. Bienvenidos Jenny Abreu of Taxicab, Limousine & Paratransit Association; Maria Fischer Millet of National Council of La Raza; and Roberto Quiñones of DC Hispanic Network.

Un Momento Con...

Gregoria Tomey, Sponsorships & Exhibits Liason for AARP Events

Marketplace"

Wed. Dec 16
Holiday Luncheon
"Celebrating 5-Year
Anniversary"



Gregoria recently volunteered at The NETWORK's booth during the 2010 Springtime EXPO and shares her experience with us below.

[Click here to see our
2010 Event Photo
Stories](#)

Please consider this
environment before
printing this newsletter.

"Volunteering during the ASAE Springtime EXPO at The Network's booth was a real treat. It was a great opportunity to expose The NETWORK to Springtime attendees and a perfect time to meet many interesting individuals.

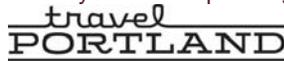
My time at the booth was dedicated to sharing details about The NETWORK to those interested in knowing what the organization is about and then I proceeded to visit other exhibitors-those companies that I already have a relationship with and met others from organizations that I'll be connecting with in the future. The Springtime EXPO gave me an avenue to reconnect and network with many. I already look forward to next year's EXPO and I am very proud to be associated with the Network of Latino Meeting Professionals."

"Behind Closed Doors: RevMax Mock Meeting " April Educational Luncheon

On April 28th, our partners at [Travel Portland](#) sponsored The NETWORK's April Educational Luncheon at the [Embassy Suites Washington DC Convention Center](#) on what happens behind the scenes when hotel partners conduct their RevMax Meetings. "RevMax" is a hotel industry term that means "revenue management". An actual "mock meeting" with different "client scenarios" was acted out by our hotel partners to share with the audience how hotels make decisions that affect their clients' meetings and budget. The audience was encouraged to ask questions and provide feedback which created a very interactive session that aimed to provide valuable insight on planning meetings at a hotel and the importance of flexibility and building strong relationships with hotel partners. We'd like to thank you our hotel experts that created an entertaining & informative session: Steve Faulstick, General Manager Doubletree Hotel Portland, Joelle Niemaszyk, Director of Sales & Marketing Embassy Suites Washington DC Convention Center and Michelle CatallaMeeks, CMP Executive Meeting Manager Embassy Suites Hampton Roads Hotel, Spa & Convention Center. And a special thank you to Travel Portland for being our Program Sponsor and for providing the beautiful Portland Teapots that some guests got to take home.

To view our April Photo Story [click here](#)

Thank you to our April Program Sponsor

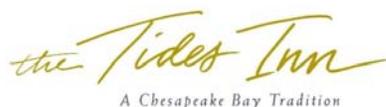


"Think Naked" June Educational Luncheon

Our last Educational Luncheon was held on Wednesday June 16 at the elegant Mandarin Oriental Hotel and focused on career enhancement and personal development. Our speaker, [Maryanne Ross](#), conducted a seminar titled, "Think NAKED to Build Your Career in Meeting Planning" which helped attendees identify 5 strategies to rid negative beliefs and enhance careers in meeting planning. The audience was asked to work together in groups to answer questions on the topic which made for a lively workshop focused on the power of positive thinking. For a copy of the presentation please send a request to info@nlmponline.org. Our guests also heard about the many reasons to book their next meeting either at [The Tides Inn](#) in the Chesapeake Bay or in [Baton Rouge Louisiana](#) who both sponsored the event and some lucky winners from our audience took home fun prizes provided by our Sponsors.

To view our June Photo Story [click here](#).

Thank you to our June Program Sponsors:



Destination Spotlight - San Diego!

San Diego is the jewel of the Pacific Coast. It boasts year round temperatures of approximately 70 degrees, it lies on miles of a gorgeous coast line, it has 57, 045 meeting rooms and is host to attractions that will meet your groups individual needs. San Diego is a place for families, for the nature lover, the shopper and even the history buff. It's the perfect meeting destination.

Families and all alike will enjoy attractions like the World Famous San Diego Zoo which houses approximately 800 different species, or maybe they would like to visit with animals in a more intimate setting like the Wild Animal Park, a 2,200 acre nature preserve with over 3,000 animals roaming free in their natural habitats. If marine life is more up their alley, they can visit Sea World San Diego, home to killer whales, manatees, seals, dolphins, sea lions, sea otters and penguins. Or they can visit LEGOLAND, a place like no other where kids can enjoy over 50 hands-on, interactive attractions.

How about sipping a cup of espresso while they walk through Balboa Park, a location beautiful both for its nature as well as its architecture. It is the nation's largest urban cultural park - home to 15 major [museums](#), renowned [performing arts](#) venues, beautiful [gardens](#) and the [San Diego Zoo](#). Participants can stroll through the gardens or take pictures by the gorgeous fountain. And don't forget the many interesting exhibits awaiting them just steps away inside any of the many museums.

And let's not forget us, the meeting planners; take advantage of new hotels including the Residence Inn San Diego Downtown/Gaslamp Quarter which opened in November 2009; this hotel features 1,305-sq. ft. of meeting space, complimentary breakfast daily, pet-friendly guestrooms, a rooftop pool, fitness center, full-service lounge, complimentary high-speed internet and Bar Vie, a full-service bar with a dinner menu. The Cosmopolitan Hotel opening in April 2010 is a renovation of a historic building dating to 1827. Other hotel renovations include the Handlery Hotel and Resort located in Mission Valley, the Beach Terrace Inn in Carlsbad, the Porto Vista Hotel & Suites, Sycuan Resort and the Hyatt Regency Mission Bay Spa & Marina.

Peak your interest? San Diego is currently offering meeting planners the **Have It All Meeting**. Just use 15 rooms or more each night and you qualify for our 10.5% "Have It All" discount.* And the 10.5% offer is available throughout San Diego county so you will have plenty of choices. A dedicated site specialist will coordinate all the details of the site visit and accompany you throughout the destination. Plus a personal meeting assistant will help you with on-site details - running errands, making copies, coordinating transportation, whatever you need. Also take advantage of *iLead*, an interactive Web site with real-time, at-a-glance comparison of San Diego hotel proposals. What more could you ask for? Call **703-647-6892** or e-mail BThompson@sdcvb.org

**Offer valid on new business only, booked through the San Diego Convention & Visitors Bureau between 1/1/10 -12/31/10 and consumed by 3/31/11. Offer based on availability. Must book a minimum of 45 rooms on peak night to qualify for site inspection program. Consuming 45 rooms per night qualifies for eight hours of a personal meeting assistant per day. Cumulative non-peak room nights do not apply. Offer cannot be combined with any other hotel promotion.

CMP Updates

The Convention Liason Council has inaugurated a new CMP application as of January 1, 2010. [Click here for details](#)

Be sure to check out our next E-Newsletter that will feature an article on our recent workshop conducted by our NETWORK members Susan Cairnes, CMP; Angela Benson, CMP and Trudy Singh, CMP during the July 17th CMP Conclave entitled "Diversifying Meetings for a Global Appeal".

Volunteer Search

Do you need volunteers for your next meeting, special event or fundraiser? We encourage posting volunteer requests on The NETWORK website by emailing info@nlmponline.org.

Please include: contact name, organization, e-mail address and phone number, type of function, dates, times and locations and volunteer requirements along with any other insightful information about the project.

Anyone responding to a request for volunteers should correspond directly with the person who posted the listing.

Join a NETWORK Committee

Make the most out of your membership by exploring the volunteer options available at the Network of Latino Meeting Professionals. You may ask, "why should I join a committee?" You might talk yourself out of it because life is hectic enough already & there just doesn't seem to be enough time. Serving on a committee allows the opportunity to meet new colleagues, practice important leadership skills and make a difference in our community. As meeting professionals, we each have special talents and interests. Each of our committees strive to make The NETWORK 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 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.

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 for The NETWORK.

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.

If your schedule allows you the time to serve on one or more than one committee, we welcome the added commitment! Did we mention it's also a great resume-builder?

[Click here to Join a Committee TODAY!](#)

Latinos in the Industry

We invite nominations of successful Latinos in the meetings and events industry that are also The NETWORK members to be highlighted in future editions of the Voz a Voz Newsletter.

Please submit your nomination to info@nlmponline.org by Tuesday September 7, 2010. Be sure to include nominee's name, title, organization, contact information and 2 professional accomplishments.

Social Networking with The NETWORK

Another way to stay connected with The Network of Latino Meeting Professionals is to join us on

Find us on Facebook 

View our profile on **LinkedIn** 

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

be part of
The NETWORK ...join NOW!

Vision Statement

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

For more information, please contact us:

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