

Feliz Navidad y Prospero Año!

Voz a Voz E-Newsletter December 2010

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2010-2012

Board of Directors

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Chairman
305

Communications

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Chairman's Message

Jennifer Lucio, 305 Communications



Dear NETWORK Members, Amigos & Familia,

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

Can you believe that the Holiday Season is upon us? We at The NETWORK have much to be thankful for. 2010 marked our fifth year Anniversary and served to highlight the growth and importance of the Latino meeting community. We have hit many milestones in the last five years and are pleased to say that we continue to meet and exceed our goals each year. 2011 is poised to be an even bigger year!

Thank you once again to our 2010 Strategic Partners: Agora Occasions, Mexico Tourism Board, Visit Baltimore, NYC & Co., Visit Milwaukee and RegOnline. It's because of them that The NETWORK continues to provide quality educational and networking sessions as well as programming to our members at no cost. In this economy, this is something we can all be thankful for.

During the Holidays we often focus on how we can give back to our community. We ask you to give back and join one of our committees to continue providing our members with valuable programs and opportunities to excel in the meetings industry. We have already begun planning events for next year and could use input from all of you. What would you like to see next year? What speakers and programs will ultimately bring success to your career? To join the Marketing, Membership or

Visit Baltimore

Trudy Singh, CMP
NYC & Company

Jenny Abreu, CMP
Taxicab, Limousine
& Paratransit Assn.

Maria Fischer Millet
National Council
of La Raza

Roberto Quiñones
DC Hispanic
Employee Network

Anita Nuñez
Cepollaro
Immediate Past Chair
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Agora
Occasions, Inc.

2011
Events

Coming
Soon!

2010 Event Photo
Stories, click here.

Please consider
the environment
before printing
this newsletter.

Sponsorship Committees please [click here](#).

On behalf of The NETWORK Board of Directors, best wishes for a great Holiday Season and many successes in 2011.

Un Abrazo,
Jennifer

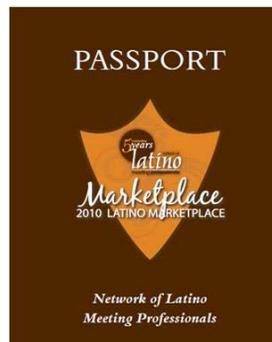
2010 "Latino Marketplace"

On Tuesday October 26, The NETWORK hosted the 3rd Annual "Latino Marketplace" at the [Hyatt Regency Capitol Hill](#).

The Latino Marketplace is held once a year and designed as a tradeshow & networking reception for meeting planners to meet with hotels, CVBs and other meeting vendors in a festive atmosphere.

For the first time, we featured an educational session titled "Making Tradeshows Work for You" conducted by Allison Wachter, CEM Associate Director, Exhibitions & Registrations at ASAE: The Center for Association Leadership. To view the Powerpoint presentation from ASAE, visit the "Latino Marketplace" web page on www.nlmponline.org. During the session and thanks to our partnership with ASAE, attendees were offered **free passes** to ASAE's Springtime May 27, 2011.

At the Latino Marketplace registration table, planners were given a "Passport" to use when visiting each exhibitor and were entered to win one of the many raffle prizes including a complimentary trip for two to Miami thanks to our friends at the [Greater Miami CVB](#).



Thank you to our 2010 Exhibitors:

- [Capital Hotels Washington DC](#)
- [Doubletree Hotel Washington DC](#)
- [Greater Miami CVB](#)
- [Hilton Baltimore](#)
- [Louisville Convention & Visitors Bureau](#)
- [Memphis Convention & Visitors Bureau](#)
- [NYC & Co.](#)
- [Philadelphia Convention & Visitors Bureau](#)
- [Puerto Rico Convention Bureau](#)
- [San Diego Convention & Visitors Bureau](#)
- [Sheraton Inner Harbor Hotel](#)
- [Spokane Regional Convention & Visitors Bureau](#)
- [The Davenport Hotel & Tower](#)
- [Hotel Lusso](#)
- [Doubletree Hotel Spokane-City Center](#)
- [The Churchill Hotel](#)
- [The Legacy Hotel & Meeting Centre Rockville](#)

[The Liaison Capitol Hill](#)
[The Madison-A Loews Hotel](#)
[Travel Portland](#)
[Visit Baltimore](#)
[Washington Plaza Hotel](#)

"Environmentally Sustainable Meetings" September Educational Luncheon

On September 22, The NETWORK hosted its second ever educational session on Going Green titled "Environmentally Sustainable Meetings. The September session offered comprehensive guidelines for planning and evaluating green meetings. The session was conducted by Lawrence Leonard, CMP, the APEX Director for the Convention Industry Council (CIC). The CIC is an association of 31 trade and professional organizations representing the scope of the meetings, events and exhibitions industry. To learn more about the CIC and these new guidelines, [click here](#).

THANKS to our September program sponsor, the Detroit Metro Convention & Visitors Bureau:



visitdetroit.com

Destination Spotlight - New York City!

Now that the Macy's Thanksgiving Day Parade has made its way through Manhattan & the annual Christmas Tree has been lit at Rockefeller Center, the Holiday Season in New York City is in full swing. "Magical" is the only way to describe the ambience as eager kids and grown-ups celebrate Christmas, Hanukkah, Kwanzaa, the winter solstice, New Year's Eve and more in NYC, transforming the City into a veritable wonderland of stunning window displays, enchanting train shows, mesmerizing tree lightings and heartwarming concerts.

And, of course, there's the shopping. From holiday markets to luxurious Fifth Avenue department stores to downtown boutiques for the fashion savvy, there is truly no other place in the world that answers to all of your gift-buying needs. Meanwhile, the Rockettes kick their legs at Radio City Music Hall; youngsters sport marshmallow moustaches from all the hot cocoa; and families and friends cling to each other on the ice-skating rinks. Explore the shops, treats and other things to delight in below to figure out how you'll spend the most wonderful time of the year.

With diverse neighborhoods citywide and a different experience waiting around every corner, New York City offers up a feeling of energy, excitement and value that is unmatched. In fact, there's never been a better time to book NYC now for your meeting or convention.

The NYC and Company's Sales Team is available to help you take advantage of exclusive offers that mean greater savings for your attendees and organization. They are eager to assist you in selecting the perfect venue from a wide range of

available choices. No matter your budget, you'll be sure to find the perfect fit in New York City!

To watch why meeting planners choose NYC for their meetings and conventions, [click here](#).

THANKS NYC & Company for being a Strategic Partner of The NETWORK for the last 5 years and for hosting our 2010 Holiday Luncheon.



My "CMP" Story

The Certified Meeting Professional (CMP) exam is "the foremost certification of the meetings, conventions and exhibitions industry," and with very good reason. It requires great dedication and preparation, from the application process to the exam itself it is a challenge every step of the way. The application requires time and commitment from finding documentation for trainings you've attended to actually completing the application and ensuring you've checked off every step. Once you are accepted and have ordered your books, it's time to actually prepare to take the exam. Lorena Moore, CMP of the Health, Education & Social Programs shares her story below:

There are many ways to prepare to take the CMP exam. Some take online courses, others study on their own, and others take an in-person class. As I prepared for the exam this past July, I knew I would need to take a class; I debated whether online or in person would be best for me and decided to go with an in person class. I took a 10 week class in my local area that met once a week for 2 hours. The class was a great way to meet others taking the exam and to form study groups. In our class, study groups seemed to form by geographic location and I know of at least 3 groups that formed through the class. My particular study group consisted of 5 people, when we were

taking the class we met once a week on Sundays and reviewed material covered the previous week in class. Once the classes were over, we had 6 weeks to really focus and prepare for the exam.

Originally we thought we could meet twice a week and cover all the material but we soon realized this was not going to be possible. We ended up meeting 4 times a week, Tuesday, Thursday, Saturday and Sunday for an average of 20-24 hours a week (yes we all work full time). Our study sessions consisted of reviewing and quizzing each other on the material from our class. In the 6 weeks between the end of the class and the exam we easily studied every night because if we were not meeting, we were studying so we could be prepared for our next study session. For us the study group was about testing our knowledge of the material so we had to be prepared. We also took time to go over concepts that were difficult as a group and memorize formulas and other detailed data.

As meeting planners, our work schedules did not always comply with our study schedules, there were times someone in our group was on travel for a meeting or just not able to attend but those available still met. It was definitely a grueling process, there is a lot of material to cover, 3 books plus the APEX glossary. It was not easy but I can say that even as a seasoned meeting planner I learned a lot, not only about meeting planning but about group dynamics, and about myself. Taking the CMP is a great test of endurance and self determination. We lived and breathed the CMP material for 6 weeks, we had no time for friends, and barely any for family but in the end the group became our friends and a part of our family. Even after the test has come and gone, we continue to stay connected online and in person. Passing the exam is definitely a blessing but the true gift is the friends you make and what you learn along the way.

**Quote is from: Convention Industry Council:

<http://www.conventionindustry.org>

[/CMP/CMPProgram.aspx](#)

Volunteer Search

Do you need volunteers for your next meeting, special event or fundraiser? If yes, we encourage you to post volunteer requests on The NETWORK's website by emailing the details and requirements to info@nlmponline.org.

Submission Requirements: The primary contact name, organization, e-mail address, phone number, type of function, date(s), time(s) and locations as well as the volunteer requirements and detailed description about the project. Anyone responding to a request for volunteers should correspond directly with the person listed as the primary contact.

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?" and perhaps talk yourself out of it because you don't have enough time or your work schedule is too demanding. However think of the professional and leadership opportunities that could benefit your career.

Serving on a committee allows the opportunity to meet and exchange ideas with new industry colleagues, practice important leadership skills and make a difference in our community of Latino professionals. As meeting professionals, we each have special talents and interests that can be developed and polished through committee work.

Each of The NETWORK's committees strive towards the success of the organization and this is an opportunity 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.

We encourage you to join more than one committee. You can benefit from being part of a unique network of meeting professionals and it can also help build a strong resume.

[To join a NETWORK committee TODAY, click here!](#)

Social Networking with The NETWORK

Another way to stay connected with The Network of Latino Meeting Professionals is to:

[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.

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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 website: www.nlmponline.org

Thank you to our 2010 Strategic Partners



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