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In this Issue

- [A Letter from the Chair](#)
- [Expo! Expo! Just Around the Corner](#)
- [20 Under 30 Class of 2014](#)
- [Young Professionals of the Year Award](#)
- [Tips for Young Professionals](#)
- [Industry Veteran Interview](#)
- [YP Spotlight](#)
- [Industry Events](#)

A Letter From the Chair



Bill McGlade, CEM
Director, Strategic Accounts
a2z, Inc.

Wow! It has been an incredible year for young professionals. So many programs in associations being developed, so many educational topics discussed about young professionals, and so many steps taken forward to build better engagement from young professionals. It has been an honor and privilege to work with a great committee this year to push forward such fantastic ideas and innovations to help all young professionals in the events industry. With our new YP Connect newsletter we are primed to reach the industries young professionals with all of the resources they need to improve and enhance their career. This year our university program has signed 3 universities to work with IAEE and push college students to enter this great industry.

All of this, we could not have completed without the support of IAEE, its staff, and volunteers. We give a big thanks to you all.

With that, it is my honor to pass along the chair position to Kiki Janssens. To all of the young professionals out there, hold your head high and keep on truckin'.

Expo! Expo! is just around the corner! Have you started planning?

Don't miss the Young Professional Meet-Up on the show floor on Tuesday, 9 December from 4:30 - 5:00 in the Meet-Up Pavilion which is located in the middle of the show floor. Come and make connections with young professionals in the industry that are just like you!



Social Media Contest!

Have you purchased a ticket for Humanity Rocks - A Celebration with a Cause? The IAEE Young Professional Committee is hosting a social media contest to get you in the door! To enter, simply answer one of the questions below, add a picture and post it to Twitter, Instagram or the YP Facebook using **#IAEEYP**. The winner will be announced Wednesday before Humanity Rocks.

1. As a young professional, being involved with IAEE is important because?
2. As a young professional, I attend #expoexpo because?
3. As a young professional at #expoexpo I hope to accomplish?

Tips for an Exciting Expo! Expo!

1. Establish clear goals prior to leaving for Expo! Expo!
2. Take time to look over the attendee list and make it a point to connect with at least 10 established contacts
3. Pack sensible. Bring a sweater as the meeting rooms are chilly (and it's December!) ***Remember - comfortable shoes are everything! You will be walking A LOT!
4. Bring an abundant amount of business cards
5. Hang, iron and organize your outfits as soon as you arrive so you don't have to think about it each day (Roll, don't fold!)
6. Consider packing a wrinkle removing spray or a steamy shower as a last-minute rescue for wrinkled clothing
7. Don't forget to pack your chargers after labeling each one with your name and phone number
8. Download the Expo! Expo! show app to stay connected and for the latest information
9. Open a conversation with a new person by asking a question or complimenting them on something unique
10. Attend everything you can, including education sessions
11. Bring a notebook and take a great deal of notes
12. Stretch beyond your comfort zone
13. Take time to meet new people
14. Talk to at least one exhibiting company you would normally not talk to, you never know the possibilities!
15. Be sure to attend your chapter reception on the night of Tuesday, 9 December at the JW Marriott
16. **SMILE A LOT & HAVE FUN!**

Download the new and improved mobile app today to optimize your Expo! Expo! Experience!

- Browse all Expo! Expo! events & educational sessions
- Create a custom in-app schedule and sync it across your multiple devices
- **NEW FEATURE!** Fill out a profile, self identify as a **Young Professional** and receive targeted alerts containing information specific to your demographic!
- Keep up with the social media buzz, even "tweet" from the app #IAEE_HQ!
- Interactively route from session rooms to exhibitor booths, take notes and much more!



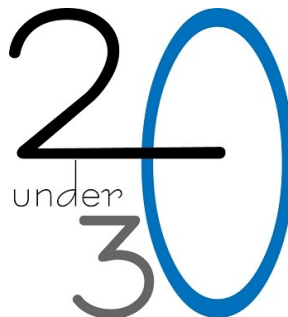
SCAN:



OR ENTER: m.core-apps.com/expoexpo14 to your mobile browser to be automatically directed to the proper app version for your device.

Contact support@core-apps.com with any technical difficulties.

Congratulations to the 20 Under 30 Class of 2014





Megan Becker
Marketing Manager
Electronic Retailing Association



Megan Campbell
Manager of Exhibits &
Promotions
SECO International



Taylor Clark, CMP
Events Coordinator
International Facility Management
Association



Jackie Frett
Event Services
Coordinator
SmithBucklin



Anne Hebson
Operations Coordinator
Diversified Communications



Jennifer Horenstein
Conference
Experience Manager
MRA Services



Sheldon Kaye, CEM
Operations Manager/IT
Administrator
ConvExx



Katie Lamb
Associate Conference
Manager
Hanley Wood
Exhibitions



Alex Land
Account Executive
National Trade Productions



Samantha Lee
Account Manager
mdg



Tomel Lora
Sr. Account Executive
Emerald Expositions



Amanda Maiorano
Digital Product
Manager, eBusiness
Reed Exhibitions



Mark Mayhew
Exhibits Coordinator
ASIS International



Marissa Orr
Manager of Exhibits &
Registration
American Association
for Justice



Amanda Padron, CTA
Community Development
Specialist
dmg::events



Janna Parham, CTSM
Marketing Director
VRMG



Charlene Soucy
Marketing Director
Questex Media Group LLC



Sponsorship
Coordinator
National Restaurant
Association



Samantha Thompson
Coordinator, Exhibit Services and
Operations
National Association of
Broadcasters



Juliana Yoon
Senior Analyst –
Tradeshows
Marketing
American Express
OPEN

A special thank you to our sponsors:



Congratulations to This Year's Young Professional of the Year Award Recipients!



Barbara Myers, CAE
Vice President of Association Services
IMN Solutions



Jennifer Paine Pekowski, CEM
Business Development Director
Freeman

Tips for Young Professionals: How to Survive and Thrive in the Convention & Trade Show Industry



Manolita Moore, MBA
Owner/Managing Director
Las Vegas Show Management, LLC

Like many others in the convention and trade show industry, I stumbled into this business purely by chance. Therefore, I didn't know what I was getting into and certainly was not fully prepared for the many challenges, as well many opportunities that came my way during what is now my 17th-year as a career trade show professional.

As a young professional today, you are fortunate to have an organization such as IAEE that provides young professional who are just entering the profession with quality resources and support. IAEE has asked me to provide you with some of my recommendations and insights, garnered from my particular experience, to serve as some helpful tips to guide you in your endeavors to succeed in a rewarding and exciting career/industry.

1. Write Your Goals

It's not a top secret, but writing your goals will set the tone on your success in the future. There is something to be said for taking the effort to write down, and therefore to making a psychological commitment to the goal(s) you want to accomplish. However, depending on where you are in your career, you need to be realistic and flexible on your goals so you are not disappointed. List your goals short-term goals (1-2 years) and long-term goals (3-5 years) and put deadlines. Adjust as needed and look at it frequently to make sure that you are staying on track. I personally carry my list in my wallet with me, each and every day, even to this day.

2. Get Your Education

If you have not yet started your college education, I strongly advise that you start now. If you have started, but not yet completed your degree, even if it is not currently in a trade show related degree the simple fact of having completed your degree will speak volumes to fellow college graduates about your commitment to complete what you've started. A college education in any field will serve you well along the way. I completed both my undergraduate and MBA degrees while working and having two kids, so I know it can be done if you are focused and serious about your goals.

3. Find a Mentor

When I was younger I thought I could do it all and really didn't need any help. However, in hindsight, I wish that I had a mentor early on so I could have learned so much more, so much sooner, with so much less stress and anxiety than someone does by "doing it alone" and not having a mentor. Having a mentor provides you with access to someone with experienced insights into the industry, who knows more about what the latest advances and trends are, knows how to integrate newer technologies, even faster and much more. Perhaps my best advice in this area would be to identify someone you admire and to try and make a connection with that person – whether it is your boss, respected colleagues, or someone in your personal network that you can trust and want to confide in. In most cases, there are wonderful people who are willing to give back and would be glad to share their experience.

4. Work Hard

I've always said that you can't fake it in this industry. If you don't work hard, it will show, and you won't realize your goals or perhaps even wash out of this career field completely. This industry demands significant time commitments and work periods involving many long hours and typically, in many cases, extensive amounts of travel. However, for many people in this field, this is considered a significant job perk. Be prepared to give this career your best and you will reap the rewards later.

5. Manage Your Time Well

As you advance in your career, you will find that efficient time management is your key to success and inefficient, time-wasting, efforts are your greatest foe. Without proper time management, you will find yourself doing a lot of work, traveling from place to place, and yet feeling like you did not accomplish anything. Therefore, be strategic and wise with your time. Don't attend every party invitation you receive or volunteer to travel to everywhere that extends an offer, especially without evaluating if those events are truly of value to you or your career. Delegation of these events, if you are in a position to do so, may be more efficient and practical if your career and business goals are better served elsewhere. I hope you will also find time to maintain a balanced and healthy lifestyle. I didn't do it early in my career, but I am glad I am doing it now. It makes a huge difference on how you feel about yourself and how you can find serenity in the midst of a really busy lifestyle.

6. Learn a Variety of Tasks

While you are still building your career, especially, don't be afraid to try out and/or learn new tasks. Be willing to take on additional duties and become the best you can be at every single one of them. Your boss will notice. Experience and knowledge commonly come as a package deal and being known as the one who has both is one sure way to rapidly advance your career.

7. Never Stop Learning

I can't emphasize this enough. If you want to be successful, you must continue learning and keep your skills current. Attending conferences, getting your CEM certification, or other industry-related certifications will help keep your knowledge and understanding of the industry current. Subscribe to trade industry magazines, participate in local chapters, and sign up for industry newsletters and information resources.

8. Keep Your Reputation Intact

While you are working hard, studying, staying up on trends and trying to innovate where you can... don't forget to make sure that you keep your reputation honorable. This is a very close-knit industry and the further you advance in this, or any profession, the smaller the network of key players becomes. Remember, eventually everyone will know you, or know of you, and you will be labeled according to the reputation you have built. You will want a positive feedback when someone else asks 'who is this....' as it will determine whether you get the job or not.

9. Volunteer

Try to find time to volunteer. But, don't volunteer unless you have time, you believe in the cause, and you intend to fully participate. Otherwise, this will ruin your reputation as you will get labeled as a "no show" and no one will likely invite you again. This counts towards reputation, time management and such but anything done poorly affects your personal and professional image.

10. Build Your Network

You may not understand it now, but having a network of friends in the industry will be priceless later in life. So, it's certainly not too early to start now. Volunteering as mentioned above is one way to build your network and gain a chance to interact with people you might not otherwise have a chance to meet. Make sure you make an impression with key players and influential people in the industry, again, the reputation for dedicated hard work matters. Trust me – they will remember you and if there's a job or business opportunity they have in mind, you'll at least be in consideration for it.

The convention and trade show industry is a very dynamic and exciting career path. It is not without challenges, but if you follow these tips and are disciplined enough to take advantage of the resources available to you and develop a good network of friends your chances for success will be much higher. The rest is up to you! Good luck and may you have a successful career ahead.

Industry Veteran Interview



Chuck Schwartz, CEM
ConvExx
Chairman

How long have you been in the industry?

I have been in the industry for over 30 years. I have managed shows, including four of the Tradeshow 200 top shows. My first company was, Epic Enterprises, and I managed shows in various industries including automotive, gift, recreational diving, electronics, wireless communications, and the floral and accessories industries. I was also Chairman of the International Association for Exhibition Management (IAEE).

How did you get your start in the industry?

Originally in the auto parts business, I started out as a member of a trade association serving on a trade show committee. As fate would have it, I sat next to the show manager, Hub Erickson, who became my mentor. I began organizing small events and doing pro bono work. I represented a company that made sports car steering wheels in Italy, and while exhibiting with the company at SEMA, I noticed a gap in the marketplace.

I started the auto International show in 1982 to cater to international manufacturers, thus launching my career in the trade show arena.

SEMA approached me about running its show, and after discussions, the group bought Auto International and I started running a combination of the two shows.

What was the single- most influential event in your lifetime?

I produced a show as a volunteer. The show opened December of 1976. OREA was the show name and it had 250 booths, 1500 attendees and took place in Sparks, Nevada at the Ascuaga's Nugget.

Do you stick to the same group of people at networking events or do you challenge yourself to meet and interact with new individuals?

"The busiest person is one who can do both." I know that I have to give back and I have been in the Trade Association for most of my career. My motivation is to promote my business and myself at these types of events.

How does your company use LinkedIn to search for possible candidates for a job? What are you looking for under job functions, abilities and biographies?

We use LinkedIn, but most positions we fill are by word of mouth or a recommendation. Our company uses LinkedIn as a resource for farming new exhibitors and sponsors for our shows.

Do you have a mentor?

Yes, I have had two mentors help me throughout my career. My first mentor assisted me with the Development of my Business and my second mentor was Hub Erickson, from Hall Erickson, Inc., who taught me everything I needed to know about the Trade Show Industry.

What committees & organizations do you recommend YP get involved in?

IAEE Chapter Committees

What hurdles/challenges have you experienced in getting to where you are in your career?

Working with other people and managing people can be a challenge. The importance of an organization and operation is very important. You are not always competing with a show in your industry. You are competing with all shows.

What are some things you did to get to where you are in the industry today?

- Vision of where you want to go.
- Value of content dictates survival in this industry.
- Good management of money, understanding when to spend and or not to spend
- Surround yourself with strong people that have a food personality, assertive, great communicators, and common sense.
- Never stop selling! If you are on the planning side, people are trying to sell to you, but you have to sell to the supplier as well.
- Be humble.

Is there any advice you wish someone would have given you when you were getting started in your career?

Based on my knowledge, this is the advice I would like to give to YP's.

- Nothing replaces experience, if you want to do something you have to learn it.
- You must get along with everyone, do not burn bridges
- Be as honest as you can be with your superiors

YP Spotlight



Sheldon Kaye, CEM
Operations Manager, IT Administrator
ConvExx

Q: What are your responsibilities in your current role?

A: Manage all database systems and IT hardware for trade shows and conferences. Run various areas of the different shows we produce, like the New Product Center at the SHOT Show, and the Wet T-shirt contest at Las Vegas BikeFest

Q: What drives your involvement with IAEE?

A: Networking with my industry peers within my chapter and on the national level and meeting new people in the industry.

Q: What events or networking opportunities are most beneficial or appealing to you as a young professional?

A: I love meetups at bars where people can relax and mingle. It's been especially helpful for me when I can bounce ideas for my events off someone else and get constructive feedback from a different perspective.

Q: What is your most memorable IAEE experience?

A: My first Expo Expo! in New Orleans was really the first time I got see all the different things IAEE can do, and I since then I have always wanted to get more involved.

Q: What are a few fun perks at your job/association?

A: I'm lucky that I get to work with the National Shooting Sports Foundation, which is an industry I'm very passionate about. I also get to travel internationally and work with people all over the world.

Q: How did you get involved in the industry?

A: I completely fell into the Meeting & Events industry via the IT world. I had gone to a hospitality career fair solely because they had an open bar, and ended up meeting ConvExx who needed IT assistance. Since then I have gotten into the operations side and love it!

Q: Do you have any advice for other young professionals?

A: Network as much as you can, and find a mentor who can help you along the way.

IAEE Chapter Affiliation: Member of the IAEE Southwest Chapter

IAEE Involvement: CEM, 2014 KLI Class, Young Professional Committee member, 2014 20 under 30 program

Industry Events

November

30 IAEE Webinar: Career Success presented by Mark Gnatovic, Searchwide

December

2 IAEE Central Texas Chapter Holiday Social Event

3 IAEE Midwestern Chapter Annual Holiday Event

3 IAEE Dallas/Fort Worth Chapter Holiday Celebration

4 IAEE Southeastern Chapter Holiday Charity Networking Luncheon

9 Chapter Receptions held at Expo! Expo! IAEE's Annual Meeting & Exhibition 2014

9-11 Expo! Expo! IAEE's Annual Meeting & Exhibition in Los Angeles, CA

Quick reminder: Be sure to mark IAEE as an allowed sender so you do not miss future news!