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**26 September 2014**

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### IAEE News

**[Register Now for Expo! Expo! IAEE's Annual Meeting & Exhibition - 9-11 December in Los Angeles](#)**

**[20 Under 30 at Expo! Expo! is Back! Read About One Attendee's Experience](#)**

**[New IAEE Young Professionals Website – Networking, Education, Jobs & More](#)**

**[Be a Mentor](#)**

**[Define Your Career Path in the Exhibitions and Events Industry](#)**

**[Trends and Industry Best Practices on IAEE-TV!](#)**

### Poll Question

**Would you participate in a monthly Twitter chat that discusses current trends, challenges, and advice for YP's in our industry?**

**[Click here to Vote!](#)**

### Tips for Surviving and Thriving



**Jim Kelley**  
Vice President, Industry Relations  
Production Resource Group, LLC

## ***Your Professional Development, Growth and Success are Solely Your Responsibility...NO ONE ELSE'S!!!***

Seems a little harsh doesn't it? Don't let the harshness of the title diminish the fact that we are in a great industry filled with people who want to help you grow, develop and be successful both personally and professionally.

When you were a child, your parents most likely selected where you would go to school for the first twelve years of your life. While many of us may have been fortunate to have great teachers who impacted our lives, the truth is they were paid and accepted positions that required that they be focused on our development, growth and success, and for all practical purposes, held our hands through most of this process.

When you attended college, the choices and ownership began to swing away from your professors and parents to you as it related to your development, growth and success.

Now you are a professional who is responsible for your own development, growth and success. Remember, responsibility is different than supporting, assisting and mentoring. A good employer is going to do the latter, but only if you take the first step and show them your desire to take ownership and accountability for your own actions.

Accountability is defined as the obligation or willingness to accept responsibility or to account for one's actions.

For the purposes of this article, I am going to provide you with three areas of accountability to think about.

### **1. YOUR GOALS**

- Fitness and Health
- Family
- Financial
- Spiritual
- Community
- Career
- Continued Education/Professional Development

There is a reason I mentioned YOUR GOALS first. For you to be successful, you must first be happy and know what you want for yourself. As much as I enjoy working as part of the PRG team and believe in what we do, the reality is that they allow me to focus on my goals, support me in achieving them, and because of that, I do my best everyday to help my employer achieve the company's goals and objectives; a classic WIN-WIN.

### **2. YOUR CHOICES**

- How you communicate with others
- Where you choose to spend your time
- Your manners and behavior towards others
- How you respond to adversity
- Your attitude and thoughts

Every choice you make defines you, shapes you and lays the foundation for your future. Let me be very clear, the right choice is not always easy, is not always clear, but it is always worth making. One last thought on choices: whether it's not making a choice or avoiding a response, your lack of action is a decision; it is a choice. When you decide not to choose, you give away your power and your ability to make an impact on your future.

### **3. YOUR RESPONSIBILITIES**

- Doing what you agreed to do
- Returning calls, texts, and emails in a timely manner (returning a phone call with a text does not count)
- Being on time for appointments, calls and projects.
- Being a good steward of organizational resources (money, supplies, time)
- Staying focused on your job and saying no more often

Responsibility is not something you decide to do once in a while, it is a way of thinking, being and living your life professionally and personally. Responsibility is a two-way street in that you need to accept responsibility for your actions and outcomes (team or individual), whether positive or negative.

Now back to your development, growth and success. If you are clear with your goals, you make choices based on the information available to the best of your ability. Take 100 percent of the responsibility for your actions. Surround yourself with people inside your organization, professional community and personal life that will mentor, push, guide and carry you when needed.

## Industry Veteran Interview



**Larry Schur, CEM**  
**President & COO**  
**All Baby & Child**  
**ABC Kids Expo**

### **How long have you been in the industry?**

Over 40 years.

### **How did you get your start in the industry?**

Born and raised in Chicago, with a Masters in Marketing. In 1973, I accepted a job as a buyer. I had a choice between the Landscape department and the Bbaby department- I chose the Baby department. This is how it all started.

### **What steps did you take to get to the position you are in today?**

I was the director of Marketing at Gerber for 8 years and the director of Marketing at Simons for 5 years. I accepted a job as the executive director for NINFRA (National Independent Nursery Furniture Retailers' Association) managing its East and West Coast Shows. In March of 2003, ABC Kids Expo was born. We are running 12 years strong in Las Vegas with over 900 exhibitors, 3,300 booths and 14,000 attendees. We have a smaller Spring Conference each year that rotates around the country, and have been doing smaller international shows in the UK and China these last 2 years. We are excited to announce that we are partnering with UBM to do a show in Singapore in April 2015.

### **What is ABC Kids Expo?**

ABC Kids Expo (All Baby & Child) is a partnership of juvenile industry manufacturers and retailers organized for the purpose of promoting the children's products industry.

The main objective and purpose of the corporation is to act as a business league that helps organize and put on trade shows to be held for the benefit of juvenile products manufacturers, specialty store retailers, distributors and manufacturers' representatives of juvenile products. With more than 1,000 exhibitors utilizing 3,000 booths in nearly one million square feet of exhibit space, it is currently the fastest growing trade show in the nation and ranks 57 out of the 100 largest trade shows in North America.

### **How do you manage the work/life balance in our industry?**

It is very difficult. My wife works with me managing the IT and Accounting for the show. I also have an 11-year-old and a 14-year-old.

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

I like to meet new people when I network. In terms of interaction, I know about 80 percent of my attendees. We do not have a show office or sales office, so my staff and I make it a priority to be out on the show floor and interact with all exhibitors and attendees.

### **Do you have a mentor?**

No mentor for me back then.

### **What committees and organizations do you recommend YPs get involved in?**

IAEE, SISO

### **What are your thoughts on a CEM designation?**

It is very important and will be helpful with your career in this industry. I have mine and make sure two people from my staff each year get their CEM. Currently 75 percent of our staff has a CEM. I also am a proctor for the CEM classes in San Antonio.

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

Stay focused, never burn bridges because this is a small industry. Do not get upset, go with the flow and, most importantly, listen.

## YP Spotlight



**Josh Carruth**  
**Operations Manager**  
**Surf Expo**

**Q: What are your responsibilities in your current role?**

**A:** Working in Operations means we support and implement our Brand Leaders' and/or Marketing department's vision for the show. I focus on planning and on-site execution for our special features and events. I handle demo areas, such as skate parks, standup paddle pools, wake pools; show managed and sponsored lounges, and other partnered and/or featured areas. I serve as a main liaison for our vendors and our sponsoring clients to ensure their expectations are met.

If you are not familiar with our show, take a look and see what you think:

<http://www.surfexpo.com/TheShow/AboutSurfExpo.aspx>

**Q: What drives your involvement with IAEE?**

**A:** I'm a member of the Southeastern Chapter and have been to Expo! Expo! I have attended quarterly luncheons. Our regional luncheons are great networking opportunities and a fantastic way to see how other people tackle the issues we all encounter in our industry. Every show manager seems to go through the same obstacles and achievements, regardless of the industry they serve. It's nice to see that others have similar challenges to overcome and it is also beneficial to get a different perspective of the same issue. Granted, others may not have had to set up and adjust a skate ramp using a forklift and union labor, but most of the challenges we face are relatively universal.

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

**A:** IAEE has given me an opportunity to connect with likeminded people in the same industry. The camaraderie is helpful and educational.

I think that personal mentors, through networking and within my company, have been most beneficial in my career. I've been lucky enough to have amazing mentors that have helped me learn as much as possible throughout my career. I feel like bridging the generation gap is really crucial to success and essential to being a mentee. It's incredibly important to my professional confidence to know that people have my back. I think it's vital to know that senior management will keep an eye out to recognize younger folks' desire to grow, but, at the same time, temper our innate overzealousness.

**Q: What was your most memorable IAEE experience?**

**A:** Expo! Expo! in Atlanta was my best experience so far. It's really exciting to see our partners present and share their knowledge. It's great to see the folks you work with every day recognized as a person of note in their field. For example, our facility event manager was asked to be part of a panel discussing the challenges "each side" of the business encounters. He represented the "facility" side along with a show management company and decorator representative. In fact, some of his examples included best practices used at our show specifically.

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

**A:** We do our Surf Expo Demo Days at OWC [*Orlando Watersports Complex, an outdoor park built for wakeboarding*] which is a day of fun for sure. One year we were able to charter a helicopter and fly over the demo to shoot video footage. Types of ideas like this speak to the collaborative team we have here. It's pretty cool that our execs jumped on board with something like that with no hesitation. I casually pitched the idea of doing it in a staff meeting and our marketing director had an instant grin on his face. It's nice to have ideas that may be a little outrageous come to fruition and nice to be the man behind the scenes to make it happen.

Luckily, Orlando has several helicopter tour companies. I made a few calls and found someone willing to go off the beaten path, and collected the necessary approvals to do so for the price given to me. We were able to shoot over OWC and take advantage of the situation and snag some footage of the convention center as well. We wound up editing the whole package in to a very slick promotional video for September 2011 show. That was a pretty fun day.

We've rented out venues to do private concerts with some pretty awesome bands, and we've done surf contests

at one of the big Orlando water parks where pros and legends dress up in costumes and surf the wave pool during an industry party. It's the combination of all these experiences that are enjoyable and I love how it directly ties back to the industry we serve.

Most of the people working for Surf Expo are passionate about some aspect of our business, the beach and water sports lifestyle. It's pretty cool to share some common love of the job with my coworkers, but everyone has their own specific passion within the industry.

We are able to serve as a platform for our partners to gather and hold their industry events and special nights. On a personal level, it's exciting for me to be around industry leaders and see how they've embraced what we produce as an extension of their culture and business. It's pretty awesome to be involved with these brands when they are able to use these events to unveil the newest in product development that's soon to market or simply taking a night to recognize and honor the leaders amongst themselves. It feels like our customers really take pride in the show and that, to me, says we are serving a great need.

**Q: How did you get involved in the industry?**

**A:** I've been with Surf Expo for over 10 years and came on as full-time staff almost five years ago (four and a half to be exact). I started at Surf when I was in college part time as a runner at the shows. Through a mutual family friend, and some talk on the back of a wakeboard boat, I ended up pushing magazine bins across the show floor. Here I was, this 20-year-old kid surrounded by next year's brand new everything. I found myself surrounded by this sea of brands that filled my closet and was captivated by the culture of the show. I instantly fell in love – of course, it was the right show for me.

From that point on, I made myself useful (to the point that I painted our office's walls). I wanted to be involved with anything I could be connected to the industry. My gig then grew from the twice a year thing to six months out of the year, 30 hours a week through college. After school, I was fortunate enough to be hired on full time. I found myself enjoying the operational side of planning the event as much as the content itself. I recognize how lucky I am to enjoy going to work every day and tackling challenging obstacles that may, in some small way, help an industry I respect so greatly.

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

**A:** First, on a fundamental level, you have to be customer service oriented to work in this industry. You have to genuinely like helping people. If you don't like doing that, find something new. Don't ever be the 'not my job' type of person – it doesn't work and it doesn't cut it. This sounds a little cliché, but we're in show business. The show must open and it's all hands on deck. By the nature of our jobs, people in this industry are a group of innately social, creative and genuinely helpful people – which definitely makes IAEE events more interesting.

Second, understand your business. I cannot stress enough how important it is for the entire team to be on the same page. Ultimately, we're all in the business of helping our customers do business. Yes, we all want a huge, successful, sold out show, but you have to constantly evolve your process in order to improve and innovate. Having a strong team that recognizes the need for innovation is crucial. The progression of the show is what keeps the job interesting to me and I think it's very interesting how we stay relevant to our audience throughout the years. Finding ways in your job to try new things, move out of your comfort zone and build your skill set are vital to prevent stagnation and keep yourself engaged. One of the great things about my job is that the objectives tend to stay the same but our methods of achieving the goals change and evolve as we grow.

Third, recognize that your vendors are partners, because they can make or break your show.

The closest thing I've ever experienced to a professional horror story was the time a sprinkler head malfunctioned on the show floor. It's mid-morning on opening day. I was walking aisles with my boss and then it happens. We heard a pop and a gasp and then there were thousands of gallons of Florida's finest pouring out of the "sky." It only took a few moments to get the water stopped, but a large chunk of our exhibit floor was totally drenched by the industrial fire suppression system. We'll just say that if there had actually been a fire, it didn't stand a chance.

It was a freak thing, with no blame to be assigned, but in an incredible-to-witness scenario, our Surf Expo staff, the convention center, our decorator and other partners became this crazy cohesive crisis response unit. Everyone was doing more than their part and literally working side-by-side on hands and knees. It was the ultimate 'all hands on deck' situation, and at one point I look up and see our show director wiping a wall down alongside the guy who was manning the freight desk that morning.

Whether it was a phone call to a vendor or helping replace carpet, it was amazing to see everyone work towards the same goal. The best part is that all this just seemed to happen organically. Everyone recognized the situation and executed flawlessly, helping where they could and providing solutions to problems that may have not been "theirs."

When all was said and done, what felt like days equated to just less than 3 hours of the entire team firing every

weapon we had to resolve the issue. Given the scale of what happened, it was impossible not to notice the quickness and professionalism with which the situation was handled. We never had time to worry, and I don't know if we could have replicated the response had we tried to plan it in advance. When you build a true partnership with your vendors you get results that go above and beyond the standard scope of their work.

**IAEE Chapter affiliation:** IAEE Southeastern Chapter

## Making My Own Luck as a Young Professional



**Amanda Padron**  
Community Development Specialist  
dmg::events

### *IAEE, the Right Choice for Me!*

Making the choice to join IAEE as a young professional starting my career in the event and trade show industry has been instrumental in my success of today. In just under a year, as an IAEE member, my professional network and career opportunities have improved immensely. No single IAEE event has been more significant to the increased opportunities I have had than Expo! Expo! IAEE's Annual Meeting & Exhibition 2013. It was with the support and encouragement of the leadership in my local chapter that I was able to attend Expo! Expo! There I had the chance to be introduced to the executive vice president of dmg::events USA. Of course, a newbie like myself hopes to be recruited and land that career launching dream job via chance encounters with the right person, but I was never more surprised than when I got the call from dmg::event's executive vice president asking if I would be interested in an open position just days after Expo! Expo! This past January, I accepted a position with dmg::events as a community development specialist. Today, I'm elated with the current outlook of my career in the event and trade show industry and my relationship with IAEE.

## IAEE's Women's Leadership Forum

### *The Power of Women and Leadership*



network and connect with my peers over a voluntary dinner.

From knowing what to wear on camera to the power of listening, the sessions offered individual growth both personally and professionally. My favorite part of the program was the industry panel at the end of the forum. It was great to see such influential women talking about their lives and their progression in the industry. I took some valuable advice from the ladies that shared their personal experience that I would have never known unless I lived through it myself."

"The Women's Leadership Forum was truly an unforgettable experience for me. I had never been to Washington, D.C. before and felt a little intimidated going into this. Everyone involved in the forum was so warm and welcoming, making me feel comfortable right away. The first night I was able to

**Victoria Diaz, CTA**  
Director of Meetings, Eastern Region  
Anaheim/Orange County CVB



"I came to the Women's Leadership Forum in search of inspiration and recharging and I did not leave disappointed. From the kick-off introductions in the morning, I felt comfortable right away knowing that I was surrounded by other women who were looking for growth, both personally and professionally, and that like me, they sometimes struggle with how to balance everything.

The opening keynote speakers talked to us about finding our brand and how each of us portray it. As a woman and a young professional, this topic really resonated with me on a professional level and the ideas they shared with us are something I now think about in my everyday communications and actions. The panel of women who concluded our day reinforced the ideas we had learned and shared throughout the day and it was truly inspirational



to hear what they have been able to accomplish as both leaders and women in our industry.

Overall, it was an amazing day and I would encourage any of our female readers to consider attending the Women's Leadership Forum next April!"

**Rebecca Orens, CEM**  
**Senior Specialist, Exhibits**  
**SHRM**



"I really enjoyed the IAEE Women's Leadership Forum. The WLF really helped me to understand what my personal brand should be. I also learned to understand how important the "sound bite" is and to be able to describe yourself, the association's mission or conference succinctly.

One of the best things about the forum was the diverse job titles and experience levels of the attendees. I enjoyed networking with such a wide variety of participants. With a focus on how to get a seat at the table, it was great to see someone in the position you wanted to be in and ask them questions. They challenged us to really look at our 5-year plan and figure out where we want to be and what we need to get there."

**Jodi VanWoerkom**  
**Senior Meeting Planner & Exhibit Specialist**  
**AAMC**



### **Brunch and Learn: I Created My Own Young Professional Women's Forum**

"After attending the inaugural Women's Leadership Forum, and participating on the IAEE YP committee, I realized how motivated I was after every interaction. I found myself wondering how I could take that motivation to a more personal level for some of my industry friends and me. From that, our brunches were born. The purpose of these brunches are to give YP's – specifically women – a chance to discuss their goals, struggles, ideas, etc. in a round table format. We personally do this over brunch, because it's an informal setting and allows us to speak freely.

I normally come up with a few talking points before the brunch, and I pose them to the group (5-7 young professional women) and let the conversation flow from there. Some of the first questions I asked the group were "How did you end up in this industry?" and "Did you have a mentor that helped you along the way?" Some of the women had easy answers - yes, they had an amazing mentor or boss that really helped them grow their careers and learn. Some of the women didn't feel like they had really found a good mentor or cheerleader yet, which they felt sometimes hindered their advancement. Those conversations turned into us talking about why mentors are important, especially for women in this industry, and what qualities we respected in the leaders in the industry, how we can apply those qualities to our lives, etc. And that's just the first 30 minutes!

As you can tell, these meetings tend to take on a life of their own. It's also a time for us to use the network we have to solve any problems we may be facing at work, or get new ideas to use going forward. Having a think tank like this group helps expand our horizons and opens us up to ideas we may have never thought of before.

Before they leave, I pass out note cards for them to fill out for the next session. Participants list different things like "what are my strengths and my weaknesses" and "what is a goal that I want to accomplish by the end of the year?" I then send them home with the homework of thinking of ways they can accomplish that, or how to turn their weaknesses into strengths. Then we open our next brunch discussing those pieces and go from there.

The next step is to bring in women that we look up to to talk to us-and answer any questions we may have—and hopefully to offer us advice on our early careers. I've met several women at the past few conferences and events I have attended that have already volunteered their time. The fact that these people are willing to help us is amazing to our group, and we are so excited to hear their stories and learn from them.

Our group is a diverse one, but we are all interested in advancing our skills and careers, and want to be as successful as young professional women as possible. I wanted it to be a place for the YPs to get feedback, strategize, get advice and so on, but most of all I wanted it to drive us to work for success. So far, I think it's working!"



Please follow this link for more information on IAEE's Women's Leadership Forum.

## The Impact of Exhibitions Day



Sarah Soliman  
Producer  
Convention News Television (CNTV)

### *One Industry, Many Voices*

As a producer and reporter, you often have a vision of what your final story will look like before stepping foot into an event. You begin piecing scripts together on your way, thinking of the kind of sound you want to capture from interviews, and really seeing the final product come together.

Exhibitions Day was one of those events for me...or so I thought. The pre-produced storyline in my head went something like this: Get to Washington, D.C., write about the excitement of exhibitions and events professionals meeting with decision makers on The Capitol, cover some of the appointments with government officials, and get some reaction interviews of the overall event. Pretty standard, right?

But my thoughts of a simple day of coverage were welcomed with a surprisingly overwhelming wave of passion. Upon arrival, I could feel the energy in the room, even nerves, between some one-hundred meeting professionals of all ages, backgrounds and experiences. They were all there voluntarily away from their offices, jam-packed inboxes, families, friends, you name it. They were there to embrace an experience they knew would not come around often and to share their true passion of face-to-face meetings and the global impact they have on the world with individuals that hold the key to so many doors, government officials.

So there I was, sitting in a room full of some of the most talented and recognized names in this incredible industry. We spent day one playing catch up on the ins and outs, as well as the latest on the global economic impact, challenges with international travel and issuing of visas, and the specifics on bills that would be discussed during appointments on The Capitol the following day.

I remember sitting there, looking around the room and into the faces of the people listening so attentively and thinking in that very moment how lucky I was, as a young professional, to be part of such a historic day. To be surrounded by such brilliance, talent, pride and passion and to feel the genuine excitement of executing 15 minute appointments with powerful stakeholders that can truly change the way we live. I left that evening not sure where to begin telling the story. I wanted to make sure it was shared with the rest of the industry in such a way that would capture the true emotions from that day. Then I reminded myself, day one wasn't even the story, yet.

On the morning of Exhibitions Day, attendees sat at roundtables together, enjoying breakfast, but more importantly working through their talking points for their highly anticipated appointments just hours away. As the buses loaded groups of people, you could feel the level of intensity rise. It was a mixture of nerves, excitement, hopefulness, anticipation and pride. Upon arrival, groups dispersed to their appointments scattered over blocks and blocks from the Senate to the House. The heat in D.C. that day was overbearing for teams on foot walking from one end of The Capitol to the other. But that still didn't take away from the overall goal of Exhibitions Day. I stood around waiting to interview people as they walked out of their appointments. I've covered many industry events but I can tell you that something about the interviews on Exhibitions Day were the most memorable to me. The passion was exuding from the mouths of professionals that have been in the industry for years. It was the same excitement children share on Christmas morning. Full of genuine, heartfelt details about their appointments that would build even more drive for the future of the industry.



The appointments almost felt like an addiction to some, going from one and ready to get right into another. Each



appointment built more confidence for the next. Don't get me wrong, not all of the appointments were a success, but that didn't matter. The people, the passion and the pride were present.

It was a long, tiresome and really hot day for everyone involved. But even more than that, we learned what organizations like IAEE genuinely mean when they say "Meetings Mean Business." We learned what action can do when people come together for a common goal. We learned what the true power of our industry holds when we look up from our emails, phones and tablets to come together face-to-face and exchange ideas, reflect on new ones and extend our knowledge to others.

As a reporter and a young professional in this dynamic industry, it taught me one thing in particular. This industry will always surprise me with its ability to take on a life of its own. It's a life that brings people from different walks together in such a beautifully authentic way. Even my own pre-produced thoughts could never truly capture the essence of the day, and that level of constant surprise is the story.

**Please follow this link for more information on IAEE's Exhibitions Day.**

## **KLI From a Young Professional's Point of View**



"Being a young professional of only 27, I was incredibly nervous and excited when I got my confirmation for the 2014 KLI Class. I really didn't know what to expect, besides the fact that my peers who had previously attended the class absolutely loved it.

I entered the class hoping for some magic solution on how to interact more efficiently with people older than myself. I had grown accustomed to the impression of "How could this kid possibly know what he is doing?"

Obviously, there is no magic solution, but the class taught me how to interact with different types of people, and based on their personality, how to best communicate with them. It also helped me to start thinking differently about myself, and break down mental barriers that were holding me back personally and professionally.

It's really incredible how much that short class changed my outlook on my personal and professional world. I have already applied many of the things I have learned in class to my everyday life. I would highly recommend KLI to any young professional that wants to take their leadership skills to the next level."

**Sheldon Kaye, CEM**  
**Operation Manager / IT Administrator**  
**ConvExx**



"KLI was something I'd heard people rave about, but never quite understood why. I have great leadership in my organization and feel like I have my personal development on track. I went along not really knowing what to expect. However, I was surprised about how much I gained on all levels.

Erick Burton, as a facilitator, was astute, perceptive and attentive to everyone. He really knows how to pinpoint your action points and make you accountable. The atmosphere, whilst at times serious, was very supportive but also fun! It was a great learning environment.

I would say that the time I spent in Savannah was worth it; if you want self-discovery, deep friendships and a clear path to contribute to your industry, then KLI is a must!"

**Tammy Porto**  
**Account Executive**  
**ASP Inc.**



**Please follow this link for more information on IAEE's Krakoff Leadership Institute.**

**Experience Expo! Expo!**

# JUSTIFICATION TOOLKIT



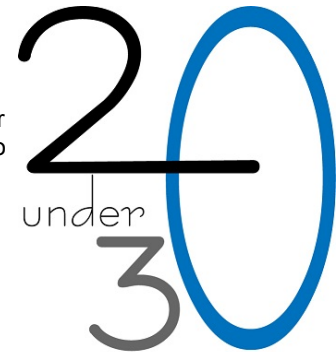
IAEE has created a simple process to guide you while attempting to gain approval and funding to attend industry events like Expo! Expo! IAAE's Annual Meeting & Exhibition 2014. The Justification Toolkit includes expert advice, pre-conference justification documents and post-conference report templates to assist in communicating the value to your manager or supervisor. [Click here to view the Justification Toolkit.](#)

## 20 Under 30

**Are you 30 or under and want to make it to Expo! Expo!, but it's just "not in the budget"? Sound familiar?** IAAE is picking up the bill with the support of the Austin Convention and Visitors Bureau and the Austin Convention Center. The 20 Under 30 hosted buyer program for exhibitions and events organizers who are 30 years old or under is an opportunity for a young professional who may not be supported by their companies to attend Expo! Expo!

Selected applicants will receive one full, complimentary registration to Expo! Expo! IAAE's Annual Meeting & Exhibition in Los Angeles, CA, 9-11 December 2014, lodging for three nights (over \$1,500.00 value), and access to the [Rebecca Katz Lunch Workshop](#) on Tuesday, 9 December from 11:00 a.m. – 1:00 p.m.. Honorees will be recognized throughout the annual meeting and formally at the General Session on Wednesday, 10 December 2014. [Click here to apply and for more information!](#)

**APPLICATION DEADLINE: Wednesday, 15 October 2014**



Sponsored by  
Austin Convention and Visitors Bureau  
Austin Convention Center

## Computer Labs

This year at Expo! Expo! IAAE is offering two **complimentary** computer labs to enhance your skills. The computer labs are limited in attendance and require special registration. Be sure to select the computer labs when completing your registration for Expo! Expo!.

**Computer Lab: Excel 2010 – Data & List Management**

**Computer Lab: How to Create an Effective PowerPoint Presentation Without Using Bullets**

*Computer labs and computers are sponsored by Smart Source Computer and Audio Visual Rentals.*

## Young Professionals After Party

**Monday, 8 December**

**7:00 p.m. – 9:00 p.m.**

**The Standard Hotel Rooftop**

The IAAE Young Professionals After Party is designed for young professionals in the exhibitions and events industry under the age of 35. Attendees will be provided with transportation and will have the opportunity to network, have fun and experience the LA night life at this lively event. Space is limited and you must register for this event when registering for Expo! Expo!

The Standard



## Young Professionals Meet Up

**Tuesday, 9 December**

**4:30 p.m. – 5:00 p.m.**

**Trade Show Floor – Meet Up Pavilion**

This meet up is designed for young professionals to network, make new connections and just hang out! Are you looking to meet new friends in the exhibitions and events industry? Join us at the Young Professionals Meet Up! This is an informal but fun get together for young professionals to gain new connections as they move forward in their careers and become the future of the industry.



**9-11 DECEMBER 2014  
LOS ANGELES, CALIF.**

**IAAE Expo! Expo!**  
Annual Meeting & Exhibition 2014  
Connect Here. Succeed Anywhere.

**BE ORIGINAL. BE DARING. BE AHEAD OF THE CURVE.**

## October

- 4 IAVM Vancouver
- 10 IAEE Washington, D.C. Chapter Educational Luncheon and Networking Event
- 13 CEM Co-Location Course: Conference & Meeting Management Course at IMEX America in Las Vegas, NV
- 13 CEIR Golf Classic at IMEX America in Las Vegas, NV
- 14 IAEE New York Chapter Annual Chairman's Meeting
- 14-16 IMEX America in Las Vegas, NV
- 16 IAEE Central Texas Chapter Educational Luncheon
- 21 CEM Online Course: Selecting Service Contractors
- 21 CEM Online Course: Facilities & Site Selection
- 21 CEM Online Course: Event Marketing
- 23 IAEE Dallas/Fort Worth Chapter Golf Tournament & Silent Auction
- 23 IAEE Southeastern Chapter Educational Luncheon
- 25 IAEE Southwest Chapter Charity Event/Home Rebuilding

## November

- 4 IAEE Rocky Mountain Chapter Annual Serving Up Hope Luncheon
- 4 CEM Co-Location Course: Event Marketing at CAEM in Toronto, ON, Canada
- 5 CEM Co-Location Course: Housing & Registration Management at CAEM in Toronto, ON, Canada
- 5-7 ICOMEX in Mexico City, Mexico
- 7 IAEE Southwest Chapter Discover SEMA & the SEMA Cruise
- 11 IAEE New York Area Chapter Educational Session and Networking Reception
- 14 IAEE Washington, D.C. Chapter Educational Luncheon
- 14-16 TSNN Awards in Cleveland, Ohio

- 18-20 EIBTM in Barcelona, Spain
- 19 University of Houston Student Mixer
- 20 IAEE Central Texas Chapter Half-Day Educational Program
- 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
- 4 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

## IAEE Webinar

- Date:** Thursday, 23 October 2014
- Time:** 12:00 pm – 1:00 pm CST
- Title:** **EXCEL 2010 – Tips & Tricks**
- Presenters:** Juan Cuellar, Training Manager, OfficePro Inc.
- Sponsors:** New Orleans Morial Convention Center  
New Orleans Convention & Visitors Bureau
- Registration Link:** <https://www3.gotomeeting.com/register/238623846>

Let Excel do the work for you! Take the features you already use every day to analyze your data and build on them by learning Excel's top tips and tricks to automate and minimize your workload. Learn the shortcut that the professionals use.

This webinar begins with working with multiple workbooks. Learn to create a workspace for all the Excel files that you use at the same time. Create Sparklines, which are mini charts within a cell. Learn advanced Excel functions such as Vertical and Advanced Lookup. Build on your IF function skills by learning how to use operators like AND/OR. Analyze your data with Pivot Tables, which allow you to create many different views of your information from one original data source. Use Slicers for further data analysis. Learn how auditing tools will help you understand where formulas reference their data. Work with the Trace Error feature and the Show Formulas shortcut.

Learner Outcomes:

1. Using multiple workbooks while creating charts
2. Using advanced functions and creating pivot tables
3. Using auditing tools

## Featured Articles

**7 Cover Letter Mistakes That Will Sink You**

**12 Ways to Make Your Boss Love You**

**How to Lead in a Meeting When You're Not the Leader**

**How to Create Winning Sponsorships for Expos and Conferences**

**How to Get a Job When You Don't Have Much Experience**

**How to Use Social Media to Advance Your Career**

**The Importance of Setting Firm Career Goals**

**9 Major Networking No-No's**

**Scared of Failing? Ask Yourself These 6 Fear-Killing Questions**

If you would like to submit an article for consideration to be featured here, please contact Brooke Pierson:  
[bpiereson@iaee.com](mailto:bpiereson@iaee.com)

## Job Postings

**Convention Coordinator • Alexandria, VA**

**Exhibits Manager • Alexandria, VA**

**Account Representative • Des Plaines, IL**

**Director of Conference Services • Naperville, IL**

**Marketing Associate Events Project Manager • Arlington Heights, IL**

**Database Admin & Membership Specialist • Alexandria, VA**

**GVP, G2E, Vision Events • Norwalk, CT**

**Chief Financial Officer • Alexandria, VA**

**Director of Sales • Lexington, VA**

**Marketing & Event Coordinator • Temple, PA**

For more job postings please visit our Exhibition Industry Jobs site here:  
[www.exhibitionindustryjobs.com](http://www.exhibitionindustryjobs.com)

## IAEE's Young Professionals in Action



Stacie Doan, AMSUS; Mary Higham, CEM, ASIS International; and Erin Carraghan, CEM, Experient

Sherry MacDonald, Practice Greenhealth; Mary Higham, CEM, ASIS International; Drew Tokosch, Core-apps; Drew Squeglia, Starwood Hotels; Kiki Janssens, Core-apps; and Meghan McLeod, EPIC Registration







Eric Mistic, CEM, Marissa Maybee; and Joe Colangelo of Bear Analytics

### IAEE YPs at IAEE DC Bowling Night





Molly Plummer, NACS; Kiki Janssens, Core-apps; Sarah O'Hanley, NAILBA; Tara Gabaldon, Streampoint Solutions; Mark Mayhew, ASIS International; Rebecca Orens, CEM, SHRM; Alex Land, NTP; Belinda Keota, PMA; and Matt Harvey, PSAV

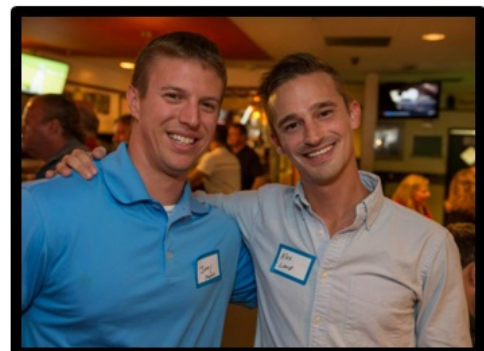


Belinda Keota, PMA; Rebecca Orens, SHRM; Sarah Soliman, CNTV; Mary Higham, CEM, ASIS International; Kiki Janssens, Core-apps; and Carrie Abernathy, Practice Greenhealth



Julie Pazina, CEM, Edlen Electrical Exhibition Services; Samara Plastini, Edlen Electrical Exhibition Services; and Lauren Bauer, Shepard Exposition Services

Joey Martin, NTP and Alex Land, NTP



Carrie Abernathy, CMP, CEM, Practice Greenhealth and Kasey R. McNeil, AAPA



Julie Pazina, CEM, Edlen Electrical Exhibition Services; Shaina Citrullo, Hyatt; and Samara Plastini, Edlen Electrical Exhibition Services



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