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## 15 September 2015

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### A LETTER FROM THE CHAIR

Summer is normally a time for people to slow down and enjoy life outside work more. Going to the beach, spending time with friends, taking vacation--these are all hallmarks of the summer season. The Young Professionals committee however, must not have gotten the memo, because they have only been working harder these past few months.

As the Chair, seeing our initiatives come to life is an amazing experience. The main focus I wanted this year was to expand the IAEEYP community all across the U.S., especially in areas that did not have a regional chapter presence. The committee members brought this goal to life with the YP Ambassador program.

The YP Ambassador program is designed to give YPs a place to meet each other, network, and to get the most out of their IAEE membership. The Ambassadors were tasked with creating a meet up program with other YPs in their area. In just the past few months, we have had meet ups in Houston, Tampa, New York, and Las Vegas. In the next month we will also have meet ups in Washington, D.C., San Diego, Las Vegas (there is even talk of an IAEE kickball team in Vegas!), Milwaukee, Chicago, St. Louis, and in New York at the NYC/DC golf tournament.

If you are interested in attending any of these events, or hosting one of your own, we would love to hear from you! Remember, the IAEEYP committee is here to focus on what is important to you. If you have ideas or questions, [send us an email](#). Let us know what you want to see happen the rest of the year!

As a final thought, I genuinely hope that you will be attending Expo!Expo! in Baltimore. If you need justifications to show your supervisor about attending, please [check out our website](#). We also highly encourage you to apply for the 20 Under 30 Program if eligible, or nominate someone you think should be considered. It's going to be a great show, and I'm looking forward to meeting you all at the YP Reception on **Monday, 29 November** night.

I look forward to seeing you at Expo!Expo!



## KRAKOFF LEADERSHIP INSTITUTE & KRAKOFF ADVANCED LEADERSHIP INSTITUTE RECAP

After attending the IAEE Krakoff Leadership Institute last year, I couldn't wait to go back. This year I attended the Advanced Leadership Institute that took place in August. I'm not only honored to be a part of this amazing group of individuals but am very appreciative to be able to represent Visit Baltimore as one of the strategic sponsors of this program as part of Synchronicities.

The IAEE KLI is truly an incredible experience and one that I look forward to every year. With our demanding and high paced industry, it's easy to get worn out and bogged down with challenges that prevent you from being a leader.

This 2-day program taught me how to lead vs. manage; how to empower vs. control; how to build a successful team and leverage my personal strengths and weaknesses in order to better lead the different personalities of my team members. I was very impressed with the facilitator, Erick Burton. He's very attentive and challenges you to think differently about yourself to help you grow both personally and professionally.



**Christie Buckley**  
National Sales Manager  
Visit Baltimore

One of my favorite parts of the program is the Legends of the Industry. Every year, they select a "legend" who tells their story and gives you the opportunity to ask questions. This intimate environment not only allows you to interact with the team at IAEE, but collaborate with your colleagues in a relaxed setting.

I was amazed at how fast this 2-day program changed my outlook on life, people and achieving my goals both personally and professionally. It also provided great networking opportunities and great friendships made. I always go in worn out and leave refreshed and ready to tackle the world. I can't wait to go back next year!

**For more information on IAEE's leadership programs, please visit our website.**

## YP SPOTLIGHT

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

A: Las Vegas is the No. 1 trade destination in North America and it is my job to ensure we stay No.1. I am a sales executive for the Las Vegas Convention and Visitors Authority responsible for tradeshow sales at the Las Vegas Convention Center. I work with clients from the Western Region booking tradeshows that exceed 100,000 square feet of space. The LVCVA's broader goal is to drive visitation by promoting Las Vegas as the best place to conduct business or take a vacation, personally the broader role of "living the brand" is my favorite part of my job. With a record 41 million visitors last year, we are on track and I'm proud to be part of it.



**Adam Gordon**  
Sales Executive  
Las Vegas Convention & Visitors Authority

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

A: I love being a part of organizations like IAEE. There are so many different ways that it drives me. You can be assisting the Student Chapter, attending a community service event, hosting CEM week and there are always people you can learn from and get to know. It is really an amazing experience.

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

A: I love experiences where you can really build a relationship while having a good time. I'm up for really anything that allows me to network with people I otherwise wouldn't get to spend time with. I especially like golf outings, sporting and special events, and community service projects as ways to network.

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

A: This year Las Vegas was lucky enough to be able to host CEM week. It was such an awesome experience to have suppliers, allied partners and clients on our home turf to show why Las Vegas is truly a destination that people enjoy coming to.

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

A: Selling Las Vegas and everything it has to offer!! I have been fortunate to be able to plan some amazing events including taking clients to



ballgames, the NCAA Championship game, doing a Wild Animal Safari event and a cooking class just to name a few. Las Vegas is like no other destination because we have such an abundance and variety of activities. On any given night, I can take an out-of-town client out for a five-star meal at a celebrity chef restaurant and then head off to a world class show.

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

A: I graduated from THE BEST hospitality school in the world, UNLV... (OK, shameless plug!) Either you are out of the industry in 5 years or you are hooked for life. I just passed 10 years in the convention/tradeshow world and I still love every minute of it. Being able to work with such great people on such amazing events makes every day a fun day to come to work. I always say how lucky we are to have such great people in our world. If you aren't hospitable, you don't belong in the hospitality industry!

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

A: The best advice I ever received was treat every client as if they are your mother, always pull out all the stops for their visits and go above and beyond. The best advice I would give someone would be to learn from the industry veterans. Realizing that they have so much institutional and industry knowledge that could take you 30 years to amass, it is a great way to get ahead of the game.

**Would you like to be the next YP Spotlight?**  
**Send an email to [yp@iaee.com](mailto:yp@iaee.com) with YP Spotlight as the subject**  
**and your name in the email!**

## 20 UNDER 30 PROGRAM – NOW ACCEPTING APPLICATIONS & NOMINATIONS!

IAEE



Sponsored by  
Austin Convention and Visitors Bureau  
Austin Convention Center

**The 20 Under 30 Program is back and better than ever!** IAEE is pleased to let you know that we are now accepting applications to IAEE's 20 Under 30 Program, sponsored by Austin Convention Center and Austin Convention & Visitors Bureau. **This program is a key stepping stone to cultivating professional development!**

The program is held each year at Expo! Expo! to provide show organizers who are 30 and under the opportunity to attend Expo! Expo!, delivering plenty of tools to create connections, gain insight on industry trends and best practices, and establish leadership skills, all of which are crucial to the future of our industry and business.

This year participants will hear from Dr. Sam Potolicchio, Director of Global and Custom Education, McCourt School of Public Policy, Georgetown University on topics such as influence, persuasion and how to lead in a complex world.

Would you or someone you know benefit from this program? [Follow this link](#) for more information and to apply.

## YOUNG PROFESSIONAL MEETUPS

I decided to become a YP Ambassador to help engage the IAEE Houston Members and Young Professionals. Currently, most of the IAEE Central Texas Chapter events are held in the Austin area, so I knew this would be a great way to increase networking in the Houston area.

To get the ball rolling I first contacted our chapter administrator, Jan Hughes, to get her support in helping me spread the word and generate ideas on how to attract our members. We decided to plan a Happy Hour in conjunction with a CEM course being held in Houston to gain the most exposure and attendance. The majority of the attendance at the HH was from the CEM course. Since this was our first HH we made the event informal and relaxed, everyone gathered at tables and chatted about how they got their start in the industry.

At the HH I was able to connect with other YPs in the Houston area that were eager to become more involved with IAEE. With those members we created an informal committee to help with the future planning. So far, we have had one meeting to plan the next HH and another follow-up meeting scheduled to solidify more of the event details. Having a committee to help with the planning and execution is huge – it really helps to make sure all areas are covered and helps to generate fresh ideas.

My best advice for others looking to build an event is to access the existing resources in your chapter and also recruit a few other members to help with planning.



**Taylor Clark, CMP**  
Events Coordinator  
International Facility Management  
Association

## UPCOMING YOUNG PROFESSIONAL MEETUPS

**17 Sept** – Southwest Chapter YP MeetUp in San Diego, CA

**24 Sept** – Southeastern Chapter YP & Member MeetUp in Raleigh, NC

**15 Oct** – Central Texas Chapter Member Meet Up at Little Woodrow's EADO in Houston

**16 Oct** – Southeastern Chapter Florida YP Meet-Up at World of Beer in Orlando, FL

## EDUCATION – It's All About Solutions

**IT'S ALL ABOUT YOU** this year at Expo! Expo! in Baltimore, MD. IAEE is excited to be offering education this year, curated with young professionals in mind, which will inspire you to grow, strategize, and lead in 2016!

### Some key sessions to check out:

- Think Like a Negotiator - How to Create Win-Win Results by Understanding the Pitfalls to Avoid
- Positively Outrageous Customer Satisfaction
- Career Management 2.0: Building a Longer Term Career Strategy
- Campfire: 10 Tips for a Killer LinkedIn Profile
- One-on-One Resume Reviews

You can find all education sessions by visiting [WWW.MYEXPOEXPO.COM](http://WWW.MYEXPOEXPO.COM)

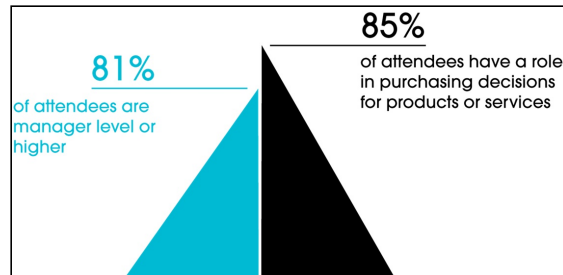
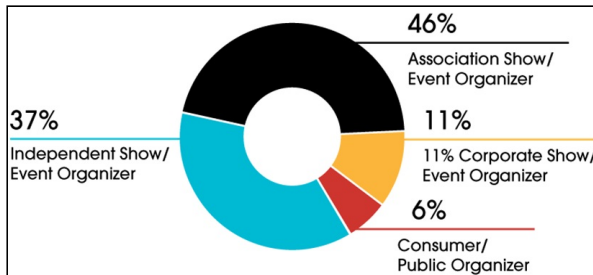
## NETWORKING – It's All About the Journey

There will be plenty of time to get connected at Expo! Expo! this year! Come join us!

### Get plugged in to these events:

- Young Professionals Party (Monday night!)
- Young Professional Meet Up
- Gift of Service
- First Timer/New Member Orientation
- Chapter Receptions
- **AND MANY MORE!**

### Attendee Stats



## TRADE – It's All About Business

Expo! Expo! is the gateway to the decision-makers for the \$70 billion exhibitions and events industry. Come connect with the owners, executives, directors and managers from companies and associations that organize a wide variety of events. We are in Baltimore, Maryland, a key area, where there is a high concentration of show organizer members from the New England, New York and DC Chapters!







Please submit photos to be included in the YP Connect Newsletter

## UPCOMING CEM COURSES

Date	Location	Course	Instructor
<b>15 Sept - 13 Oct</b>	Online	<u>Finance, Budgeting &amp; Contracts</u>	Bob Kelley, CEM, CMM
<b>15 Sept - 13</b>	Online	<u>Security, Risk &amp; Crisis Management</u>	Troy Love, CTA, CMP, CEM
<b>22 Sept</b>	Atlantic City, NJ	<u>Strategic Planning &amp; Management</u>	Steven Hacker, CAE, FASAE, CEM
<b>23 Sept</b>	Atlantic City, NJ	<u>Exhibitions &amp; Event Sales</u>	B. Murphy, CEM
<b>12 Oct</b>	Las Vegas, NV	<u>Floor Plan Development</u>	Susan Schwartz, CEM
<b>13 Oct - 10 Nov</b>	Online	<u>Floor Plan Development</u>	Bob Kelley, CEM, CMM
<b>13 Oct - 10 Nov</b>	Online	<u>Strategic Planning &amp; Management</u>	Steven Hacker, CAE, FASAE, CEM
<b>4 Dec</b>	Baltimore, MD	<u>Conference &amp; Meeting Management</u>	Donna Johnson, CEM, CMP, CTS
<b>4 Dec</b>	Baltimore, MD	<u>Event Marketing</u>	Kimberly Hardcastle, CEM
<b>4 Dec</b>	Baltimore, MD	<u>Finance, Budgeting &amp; Contracts</u>	Jennifer Hoff, CEM
<b>4 Dec</b>	Baltimore, MD	<u>Facilities &amp; Site Selection</u>	John Plescia, CEM
<b>4 Dec</b>	Baltimore, MD	<u>Floor Plan Development</u>	Anne D'Alessandro, CEM
<b>4 Dec</b>	Baltimore, MD	<u>Housing &amp; Registration Management</u>	Kellie Shevlin, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Consumer Show Management</u>	Steven Hacker, CAE, FASAE, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Event Operations</u>	Bruce Lemmon, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Exhibition &amp; Event Sales</u>	Randy Bauler, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Security, Risk &amp; Crisis Management</u>	Al Lomas, CMP, CMM, CFE, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Selecting Service Contractors</u>	Linda Lizardi Rubin, CEM
<b>5 Dec</b>	Baltimore, MD	<u>Strategic Planning &amp; Management</u>	Eric Hoffend, CEM

## UPCOMING CHAPTER EVENTS

<b>17 Sept</b>	Central Texas Chapter Luncheon on Leadership
<b>17 Sept</b>	Southwest Chapter YP MeetUp in San Diego, CA
<b>20-21 Sept</b>	New York Area and Washington DC Chapters Annual Golf & Spa Outing
<b>22-23 Sept</b>	New York Area Chapter 2 CEM courses
<b>23 Sept</b>	Washington D.C. Chapter Karaoke in Old Town
<b>24 Sept</b>	Southeastern Chapter YP & Member MeetUp in Raleigh, NC
<b>30 Sept</b>	Midwestern Chapter Annual Meeting
<b>07 Oct</b>	Central Texas Chapter Presentation: "Social Media, Dashboards, Evernote" at the Norris Conference Center
<b>13 Oct</b>	New York Area Chapter Annual Meeting/Chairman's Address with IAEE's Chair Megan Tanel
<b>15 Oct</b>	Central Texas Chapter YP MeetUp at Little Woodrow's EADO in Houston
<b>22 Oct</b>	Dallas Fort Worth Chapter Annual Golf Tournament/Silent Auction/Happy Hour at the Brookhaven Country Club
<b>25 Oct</b>	Southwest Chapter Rebuilding Together to Make a Difference
<b>03 Nov</b>	Rocky Mountain Chapter Serving Up Hope benefiting the Food Bank of the Rockies
<b>18 Nov</b>	Midwestern Chapter Educational Program and Holiday Party at Kendall College Chicago!
<b>10 Dec</b>	Southeastern Chapter Holiday Networking Luncheon at the Georgia Aquarium

## FEATURED JOB POSTINGS

[Exhibit Sales Representative, SPARGO – Fairfax, VA](#)

[Trade Show Coordinator, American Sportfishing Association – Alexandria, VA](#)

[Tradeshow Services Coordinator, SPI: The Plastics Industry Trade Association – Washington, D.C.](#)

[Tradeshow Coordinator - Miami, FL](#)

[Trade Show Registration Coordinator, Diamond Bar, CA](#)

[Operations Coordinator, Whitestone, NY](#)

## FEATURED ARTICLES

[How Millennials Can Become Great Leaders](#)

[How to Lead People that Know More than You Do](#)

[How to Handle Difficult Conversations at Work](#)

[5 Habits of People Who Always Get Promoted](#)

[How to Make 6 Figures Starting with Just \\$250](#)

[7 Unexpected Signs You're Totally Stressed](#)

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