



2023

Foundation Impact Report

Thank you.

I am a hospitality management major at Drexel University and this summer I interned at the Ritz-Carlton St. Thomas. This experience was something I never would have been able to do without the financial assistance from PCMA.



For me, college has been a time of personal and professional growth, learning, fun, and hard work. This scholarship has given me the freedom to focus more on my learning and less on funding my education. It has inspired me to help others and give back to the community.

I am so appreciative of PCMA as the scholarships that have been awarded to me are a wonderful gift and have allowed me to have experiences that I would not have had otherwise.

Thank you for your dedication to students and to their dreams – it is truly inspiring.

Grace Schuler
LEGACY SOCIETY SCHOLARSHIP WINNER

The PCMA Foundation Impact Report is published each year to share key results from all of the Foundation programs and activities.

Since 1985, the PCMA Foundation has been advancing the business events industry by providing scholarships, conducting research, and delivering essential resources. Throughout the years, the collective fundraising efforts have resulted in the allocation of over 2,500 scholarships, and contributions of over \$700K USD annually to support initiatives that propel the global business events industry forward.

In 2023, 206 Scholarships were awarded totaling \$278K, enhancing educational access and fostering meaningful connections for students and professionals. More than \$390K has been directed to support research projects that help our community adapt to evolving trends and challenges. The Foundation supported three charities totaling \$45K.

It is only through the generous giving of our members and community that the Foundation continues to fuel and empower the business events industry and the next generation of leaders.

Desirée Knight CAE, CMP, FELLOW, DES
SENIOR DIRECTOR, MEETINGS AND EVENTS,
AMERICAN PSYCHOLOGICAL ASSOCIATION
CHAIR, PCMA BOARD OF DIRECTORS & TRUSTEES

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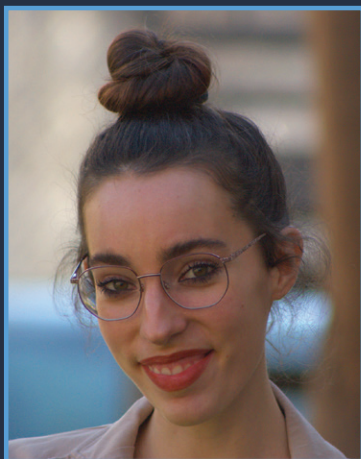
Meredith Rollins
CHIEF COMMUNITY OFFICER, PCMA &
EXECUTIVE DIRECTOR, PCMA FOUNDATION

JoAnn Bedrosian Ryan
SENIOR DIRECTOR, PCMA FOUNDATION

The PCMA Foundation awarded **206 scholarships** in 2023.

Eleanor Brillo

STUDENT, ARIZONA STATE UNIVERSITY
CONTINUING EDUCATION SCHOLARSHIP



Did you have a mentor while on your journey to business events?

My mentor in the business events industry is Erin Schneiderman, the Program Director of Special Events Management at Arizona State University. She has left an indelible mark on the special events industry in Arizona through her various roles, including serving on the Arizona Super Bowl Host Committee, directing special events and programs at the Thunderbird School of Global Management, and, most recently, pioneering experiential learning opportunities for special events students at ASU. This includes her initiatives such as the Arizona Cardinals Rotational Program and M Culinary Concepts Event Leadership courses, which connect students with top industry employers and provide them with paid hands-on experiences. Over the past three years, I have had the privilege of working with Erin, both in the classroom and as a co-leader of the Tourism Student Association at ASU. We have also collaborated on career development initiatives for tourism and events students at ASU. I consider myself fortunate to have access to Erin's wisdom and expertise as I continue to explore the industry and make creative connections between my areas of passion.

Moon Haas

GRADUATE, UNIVERSITY OF SOUTH ALABAMA
FOUNDATION SCHOLAR

How did the scholarship help you?

The scholarship played a pivotal role in my academic and professional journey. It alleviated financial burdens, enabling me to focus more on my studies and actively engage in extracurricular activities. The financial support provided by the scholarship allowed me to attend events and conferences, such as the EduCon Leadership Event in Montreal. Additionally, it served as a motivational boost, reaffirming that my efforts and dedication to academic and community involvement are recognized and valued. Overall, the scholarship has been instrumental in fostering my personal and professional development. I am proud to become a part of PCMA.



Divine Madubike

STUDENT, JOHNS HOPKINS UNIVERSITY
FOUNDATION SCHOLAR

What is your journey?

I stumbled across PCMA and the industry by researching top organizations for event planning and creation.

The PCMA Foundation scholarship gave me the opportunity to continue school. Becoming a PCMA scholarship recipient also gave me the opportunity to learn about the business events field and gain resources. Attending the conference, I was able to provide resources and mentorship through the network of people I met.

My plan is to create an event-planning business centered around cultural festivals and traditional celebrations.





VISIONARY AWARDS

CONGRATULATIONS 2023 HONOREES AND AWARD WINNERS

LIFETIME ACHIEVEMENT HONOREES

BUSINESS EVENT STRATEGIST



Bill Reed FASAE, CMP

Chief Event Strategy Officer
American Society of Hematology

EDUCATOR



M.T. Hickman

Lead Faculty
Dallas College - Richland Campus

SUPPLIER



Ray Bloom

Chairman IMEX Group
IMEX Group - Regent Exhibitions

EVENT DESIGNER OF THE YEAR

Megan Finnell CMP

Director, Meetings & Conferences | MGMA

COMMUNITY ADVOCATE OF THE YEAR

**Lakshmee
Lachhman-Persad**

Accessibility Advocate and
Consultant | AccessibleTravelNYC

BUSINESS EVENT STRATEGIST OF THE YEAR

Kristi Casale CMP, DMCP

VP for Meetings and Continuing Education
American Academy of Pediatric Dentistry

GROUNDBREAKER

Gary Murakami
GTP, GLP, CMP-Fellow, CMM, DES

VP of Sales & Industry Relations,
Teneo Hospitality Group

SUPPLIER OF THE YEAR

Tim Mathy

Senior Partner | SpeakInc

DIGITAL EXPERIENCE STRATEGIST OF THE YEAR

Jodi VanWoerkom CMP

Senior Event Manager
Association for Talent Development

OUTSTANDING SERVICE TO A CHAPTER OR REGION

Leah Lewis CMP, DES, Capital Chapter

Director of Meetings | American
Gear Manufacturers Association

- Advancing Women in Business Events
- Accessibility Immersion Project
- Development of a Microcourse: Event Onsite Accessibility
- Development of Enhancing Events with AI Certificate course
- Adaptation of the Digital Event Strategist online course to an in-person experience
- Adaptation of the Technical Meeting & Event Production online course to an in-person experience
- One Question Global Impact Research Project in partnership with Inner Development Goals (IDG)
- Best in Class Chapter Education Programming
- 20 in Their Twenties Program



The PCMA Foundation provided over **\$390,000 in funding** to support research and education projects in 2023.

◀ Here are the highlights.

Guiding Principles in Experience Design

The PCMA Foundation partnered with Marriott International and CEMA, with contributions from Google Xi, on a third-edition report shaping the future of event design. The research was conducted and analyzed by creative agency Storycraft Lab. Its valuable data is the result of strategic testing, case studies, and carefully curated one-on-one interviews with more than 60 of the top experts and change makers across various industries.

CEMA Customer Event Research

In association with PwC, this research provides corporate event marketers and their stakeholders with deep insights, best practices, and actionable intelligence for one of the most prolific event types (user group conferences), enabling them to assess and evaluate the performance of these user group events to improve their design and demonstrate ROI.



Charitable Giving

THE ABOVE AND BEYOND FOUNDATION • YMCA OF CENTRAL OHIO • SHARE THE WARMTH

THANK YOU

FOUNDATION IMPACT PARTNERS FOR YOUR GENEROUS SUPPORT IN 2023.

OUR FOUNDATION CHAMPIONS EACH COMMITTED OVER **\$55K** IN 2023 TO FOUNDATION **EVENTS**, **RESEARCH** AND **SCHOLARSHIPS**.



OUR GUARDIAN PARTNERS EACH COMMITTED OVER **\$35K** IN 2023 TO FOUNDATION **EVENTS**, **RESEARCH** AND **SCHOLARSHIPS**.



THANK YOU

ACCOR BRAND, FAIRMONT
HOTELS AND RESORTS

AMERICAN SOCIETY
OF HEMATOLOGY

VISIT ANAHEIM

ATLANTA CONVENTION
AND VISITORS BUREAU

VISIT AURORA

VISIT AUSTIN

VISIT BALTIMORE

BERMUDA TOURISM

MEET BOSTON AND
SIGNATURE BOSTON

CAESARS ENTERTAINMENT

TOURISM CALGARY

VISIT CALIFORNIA

CHOOSE CHICAGO

DESTINATION CLEVELAND

EXPERIENCE COLUMBUS

COMMUNITY BRANDS

COPA AIRLINES

DESTINATION DC

VISIT DETROIT

DUBLIN COVENTION BUREAU

ENCORE

EVENTS DC

VISIT FORT WORTH

FREEMAN

GAYLORD NATIONAL

GES

MEET HAWAII

HEKA HEALTH

TO OUR

HERITAGE NATIONWIDE
EXPOSITION SERVICES

HILTON

VISIT HOUSTON

IHG HOTELS & RESORTS

HYATT

VISIT INDY

LAS VEGAS CONVENTION
& VISITORS AUTHORITY

VISIT LAUDERDALE

LOEWS

LOS ANGELES TOURISM
AND CONVENTION BOARD

LOUISVILLE TOURISM

VISIT LOS CABOS

MARRIOTT

MARITZ GLOBAL EVENTS

MGM RESORTS

GREATER MIAMI CVB

MIRAVAL RESORTS & SPA

BUSINESS EVENTS
MONTRÉAL/PALAIS DES
CONGRES DE MONTRÉAL

VISIT NAPA VALLEY

NEW ORLEANS & COMPANY/
NEW ORLEANS EARNEST N.
MORIAL CONVENTION CENTER

VISIT NORFOLK

NYC & COMPANY

VISIT OKLAHOMA CITY

ORANGE COUNTY CONVENTION
CENTER AND VISIT ORLANDO

SPONSORS

OTTAWA TOURISM

OVG360

THE PALM BEACHES

VISIT GREATER PALM SPRINGS

PANAMA CONVENTION CENTER

PCMA CONVENT MAGAZINE

PROMTUR PANAMA

PHILADELPHIA CVB

TRAVEL PORTLAND

PROJECTION

DISCOVER PUERTO RICO

RENO TAHOE USA

ROSEN HOTELS & RESORTS

VISIT SAN ANTONIO

SAN DIEGO TOURISM AUTHORITY

VISIT SEATTLE

SMART CITY

SMITH BUCKLIN

SPARGO

SPEAKINC.

EXPLORE ST. LOUIS

DESTINATION TORONTO

UNITED AIRLINES

UNIVERSAL ORLANDO RESORT

DESTINATION VANCOUVER
AND VANCOUVER CONVENTION
CENTER

WESTIN PLAYA BONITA PANAMA

Thank you to the Legacy Society

The Legacy Society

are the Champions of the PCMA Foundation who are passionate about the industry's future. A Legacy Society commitment establishes a personal legacy that impacts the lives of many in this industry for years to come. The Legacy Society has over 130 members and supports a Scholars program which helps to launch the careers of students in their last year of undergraduate study before they enter the workforce. Not only does the Legacy Society help to ignite the career of a student entering the workforce, but it also provides them with crucial funding to support their education.



This industry has supported me and my family for many years and I've been a member of PCMA since Roy Evans and the Birmingham days. It gives me great pleasure to give back and help provide to those who follow. We continue to do great things together and there are many good years ahead. Appreciate your leadership and vision to elevate the awareness and importance of this great industry.

John Solis
VISIT HOUSTON



It is an absolute honor to be part of the Legacy Society and have an opportunity to pay it forward to our future generation of professionals. PCMA has been my professional and personal community for the last 30 years and am so proud to see the vision and mission thrive.

Heather Nash CMP, CAE
CHICAGO DENTAL SOCIETY



Welcome 2023 New Legacy Society Members

Gregg Caren, Colleen Donohoe, Patrick Espinoza, Maria Grasso, Cathy Mason, Heather Nash, Peter O'Neil, Lauren Parr, Rip and Leah Rippetoe, John Rubsamen, Janet Skorepa, John Solis, Ana Maria Viscasillas

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 TERRENCE ARTH, IOM, CMP
 *MARTIN D. BALOGH
 CARA BANASH, MBA
 JOHANNE BELANGER
 DOUG BENNETT
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 LISA BLOCK
 FRANCOIS BRUNET
 AMY CALVERT
 GREGG CAREN
 DR. AMANDA CECIL, PHD, CMP
 OSCAR CEREZALES
 *EDUARDO CHAILLO, CMP, CMM, CASE
 *JACK CHIASSON, CAE
 HUNTER CLEMENS, CAE, CMP
 *MARK & KRISTEN COE
 *JENNIFER D. COLLINS, CMP, CGMP
 *BARBARA CONNELL, CAE, CMP
 MARY PAT CORNETT, CAE, CMP
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 MBA, CMP, CAE, DES
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 *RICHARD B. GREEN, CASE®, FASAE
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 *BRIAN HILE, CMP

GAY HOLDEN
 LEONARD HOOPS
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 *SUSAN IRIS
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 *TERRY AND BARBARA KEENAN
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 *JOHN "JACK" PATRONSKI
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 *LEIGH WINTZ, FASAE, CAE
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Mack Porter

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Heather Seasholtz

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Carla Bolt

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Sandra Collier

Eric Commodore

Christina Davis

Thibaut De Vylder

Carine Desroches

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Jennifer Sommers

Joanne St. Pierre

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Junior Tauvaa

Debra Tucker

Diane Vidoni

Ana Villar de Jimenez

Malene Ward

Tina Wehmeir

Jacqueline Wright

Deneda Young-Carrick

Get Involved

Donate

Any contribution amount will help us pave the way to a bright future for the business events industry.

FOUNDATION.PCMA.ORG/DONATE



FASHION SHOW

LIVING IN COLOR | APRIL 10 | 2024



Our "Living in Color" Fashion Show will be held during Business Events Industry Week. This PCMA Foundation fundraiser will celebrate authenticity, pride, compassion, and living life boldly and in vivid color! Cheer on your industry friends and colleagues* who will be taking to the catwalk in their favorite Palm Beach inspired attire featuring Amanda Perna. Our models will share their personal stories on how they live their life in color.

FOUNDATION.PCMA.ORG/GET-INVOLVED/FASHION-SHOW/

Join the Legacy Society

One of the most generous ways you can give back to the industry you love is through a Legacy gift to the PCMA Foundation.

FOUNDATION.PCMA.ORG/GET-INVOLVED/LEGACY-SOCIETY

**GET
FIT**

Participate

During PCMA events, the Foundation hosts several fundraising events: GET FIT with the Foundation fitness, Hospitality Helping Hands, Party with a Purpose, Give Back Bash, as well as the annual Stepping Up Challenge. By participating, you are supporting the work of the Foundation.

FOUNDATION.PCMA.ORG

VISIONARY AWARDS

WALTER E. WASHINGTON CONVENTION CENTER | APRIL 11 | 2024



This celebration will be held during Business Events Industry Week at the Walter E. Washington Convention Center in Washington D.C. We will recognize industry trailblazers - 4 Lifetime Achievement Honorees and 22 Professional Excellence Award Finalists.

FOUNDATION.PCMA.ORG/VISIONARYAWARDS

2023

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PCMA