Meetings & Events

Small Town Value and Charm Blends with Big Time Fun in VenturaCountyWest

The right location and reasonable room rates are once again the two most important factors when selecting a property for an event, according to the latest survey of meeting planners by Destination Hotels & Resorts. Coming in close behind is the desire for high quality, locally-sourced cuisine. With its proximity to Los Angeles, affordable rates and restaurant offerings with farm-fresh ingredients, VenturaCountyWest meets all three criteria.

Just a little over an hour from Los Angeles, VenturaCountyWest (Camarillo, Oxnard and Ventura) takes event attendees away from the hustle and bustle of city life without the long travel times. “Once you reach Camarillo, you are immediately greeted with acres of farmland and majestic mountain views. You find yourself instantly starting to unwind,” said Josephine Williams, general manager of the Residence Inn by Marriott Camarillo. “VenturaCountyWest is an untapped resource. It’s got beaches, shopping, wine tasting, everything new and sexy—and you don’t have to travel far to get here.”

VenturaCountyWest Venues

Camarillo, the smallest of the three cities, offers a surprisingly diverse array of meeting venues. The Camarillo Ranch House, once owned by one of the city’s founding fathers, can accommodate up to 600 lunch or dinner guests at its manicured front lawn and garden sites, and 250 guests in its 5,200 square foot “Big Red Barn.” The Commemorative Air Force Museum at the Camarillo Airport regularly holds sit-down dinners for up to 250 guests in hangars among World War II fighter planes and memorabilia. The Cal State University, Channel Islands also offers facilities for public and private meetings.

A little farther up the 101 are the towns of Oxnard and Ventura, which offer beachfront and mountain-view properties for small to large gatherings. “VenturaCountyWest lodging facilities and room rates are extremely competitive with any properties north or south of us,” said David Freisher, general manager of Residence Inn by Marriott at River Ridge. “Meeting planners may be surprised to realize that VenturaCountyWest has over 5,100 guest rooms and 200,000 square feet of conference space and meeting rooms.”

Locally Sourced Cuisine

Taking advantage of their proximity to agriculture and the ocean, restaurant chefs in the destination can take their pick of fresh fruits, vegetables and seafood. Nikki Newman, new head chef at the Coastal Grill in the Embassy Suites Mandalay Beach Hotel & Resort in Oxnard, is a recent transplant from Colorado. “I’m amazed at the quantities of fresh fruits and vegetables available year-round in VenturaCountyWest. Colorado has a three-month vegetable season,” said Newman.

“Here, we have berries, tomatoes, citrus, and all types of greens. As the seasons change, I’m excited to be able to incorporate the freshest local ingredients into the menu.”

Keeping Active

Another highly ranked must-have for meeting planners according to the trend forecast is the ability to hold active, adventure and wellness-

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This special advertising supplement did not involve the reporting or editing staff of the Los Angeles Business Journal.
focused team building activities. “Since our all-suites hotel is adjacent to the River Ridge Golf Club, we attract a lot of regional sales and management groups. Golf is often part of the group activities,” said Dreher. “But a new game, called FootGolf is gaining traction as a great team building activity. It’s the fastest growing sport in North America and involves kicking a soccer ball into a hole on a specially designed golf course. River Ridge was the first to create a FootGolf course in Southern California. It’s much less expensive to play than golf, takes a shorter amount of time to complete, participants get more exercise than golf, plus, you don’t need experience to play.”

Other popular team building activities in VenturaCountyWest include beach volleyball, beachfront bike riding, hiking, kayaking, surfing lessons, whale watching, go-cart racing and excursions to the Channel Islands. “There are also spa and tennis activities, and one of hottest trends, GPS-aided scavenger hunts,” said Rebekah Evans, executive director of the Ventura County Lodging Association, which markets VenturaCountyWest. “Each city has its own unique and enjoyable qualities. You can hold an event one year in Camarillo and have a completely different experience the next year in Ventura or Oxnard. What is the same is the friendly and accommodating staff at all of our hotels who make it their goal to provide the best service possible.”

For more information about places to go, things to do, and ideas about hosting a meeting or event in VenturaCountyWest, go to www.VenturaCountyWest.com/meetings.

Continued from page 45
K1 Speed Shows No Signs of Slowing Down

It seems particularly fitting that K1 Speed is racing full speed ahead with no end in sight. After all, the company has built its reputation on providing the public at large with an authentic and thrilling racing experience. How appropriate then, that the company itself embraces a “winner-take-all” ethos. With professionally designed indoor kart tracks that have become the gold standard of the industry, and a focus not just on racing but entertainment, K1 seems to have found a winning formula.

K1 Speed has enjoyed success at a rate not unlike the acceleration of its electric karts – in a word: rapid. K1 is the largest indoor go-kart racing company in the United States, with two dozen facilities nationwide. Roughly half of those facilities have opened in just the last two or three years (the company was founded in Carlsbad in 2003). With numerous facilities located in the greater Los Angeles area – if you cast a wide net and include Riverside and Orange County, K1 Speed operates four karting centers within easy access of Los Angeles residents – and several others found in Southern and Northern California, it might be fair to say that K1 Speed is a California company. But there are also K1 centers as far west as Hawaii and as far east as New York, with many more dotted in-between, from Texas to Illinois. No other karting company can claim such a distinction.

But what makes K1 Speed unique? Why has it enjoyed such success where others have faltered? Part of the company’s success surely stems from the fact that it beat its competitors to the punch. When the company’s first facility was opened more than a decade ago, indoor karting was a new sport (at least in the United States), and many people had never driven electric karts. Now, more than 10 years later, it seems that such a setup is the norm, rather than the exception. There are competitors throughout the United States who have adopted a similar business model. However, K1 did it first; the company’s founders, David and Susan Danglard, wanted to bring the karting facilities they had seen in Europe to the U.S. Investing nearly everything he had in the company’s first center, he was betting on there being a demand for this new type of karting. History seems to have borne this out.

And therein lies the other secret to the company’s continued success. While it’s important to break into a marketplace first, ultimately, doing so can only be of benefit if the marketplace has a reason to exist. With K1 Speed, Mr. and Mrs. Danglard bet it all that there was a demand for an authentic and thrilling racing experience with high-tech, high-performance go-karts. There had to be a demographic out there, and a large one at that, that wanted more out of the karting experience they were able to get at existing amusement parks – even if they didn’t realize it. K1 Speed tapped into this well of demand, and may have even helped create it in the first place.

What’s interesting is that the demand seems to have been universal. In Hollywood, the holy grail of movies is the four-quadrant film – a film that appeals equally to young and old, male and female. It could be said that K1 Speed is the motoring equivalent of the four-quadrant film. Individuals of all walks of life and background race at K1 Speed, from young children to the elderly. Though designed with thrills in mind, the centers are also designed to be accessible and enjoyable to all. This has helped the company shed the stigma of go-kart tracks being dusty bowls on the outskirts of town with broken down vending machines and old tires strewn about. On the contrary, K1 Speed’s indoor karting centers couldn’t be more different. This atmosphere makes K1 Speed’s centers surprisingly adaptable.

If the future of K1 Speed is still to be written, there’s one thing that can be fairly certain – the company won’t be resting on its laurels.

For more information, visit www.k1speed.com
Meetings & Events

Work, Play and Stay... at The Garland

Tucked outside the ballroom for an offsite meeting or event that’s modern, comfortable and cutting edge, all in a personalized, boutique setting, The Garland’s lighthearted dose of nostalgia can be felt in every corner of the property after a $20 million dollar redesign and renovation that transformed the historic enclave into a mid-century oasis. Tucked into 7 shaded acres only a few miles from the heart of Los Angeles’ entertainment and business destinations, The Garland offers more than 16,000 square feet of flexible indoor and outdoor event space, including a brand new outdoor park — a canvas on which you can create any event you desire.

Just a short drive up the 101 freeway from the bright lights of Hollywood, The Garland offers proximity to the center of LA commerce and recreation while enveloping its visitors in a relaxing setting that invites you to make yourself at home. The Garland’s history as a respite from the hustle of the city dates back to 1970 - an era that inspires its personality still today. A prized urban retreat for Hollywood actress Beverly Garland, the namesake of the hotel, the chic surroundings provide the perfect setting for working hard, playing hard, and everything in between.

“It’s been a dream of mine to turn this beautiful property into a unique boutique hotel,” said second generation owner James Crank.

The Garland’s new look borrows touches from midcentury modern architecture and styling with a fresh twist all its own, along with cutting edge tech amenities including complimentary Wi-fi throughout the property, ensuring you can stay as connected as you desire. Premium audio-visual services are available to create a more immersive meeting experience, as well as themed breaks to keep attendees engaged and lively. The breaks feature retro options that include classic sodas, candy, and Atari systems for a little childhood throwback, an LA experience with lawn games and authentic street food, or some California-inspired wellness with protein and energy snacks, juices, smoothies and more. The variety of unique and memorable packages is sure to add a creative spark to any group.

Choose from 11 indoor meeting spaces or two outdoor options: the Courtyard or the brand new Beverly Park, an idyllic hidden gem perfect for a cocktail reception or awards ceremony. A water fountain, secluded fire pit, rose bushes, flower beds and olive trees create immaculate ambiance for guests. No matter which space you select, on-site seasoned event managers can assist with any custom banquets and catering needs.

The amenities don’t end inside the meeting. To pamper your group’s VIPs, The Garland is ready for convenient airport pick-ups and drop-offs, room upgrades and welcome gifts to make their stay as comfortable and hassle-free as possible. For the hardworking meeting planner, The Garland offers a signature Planner Kit stocked with practical tools and gifts, as well as a complimentary room upgrade, plus a pre- or post-meeting indulgence of a poolside manicure or pedicure and a complimentary cocktail of your choice.

Once the work is done, celebrate your success and kick back poolside with a cocktail, or put your feet up in our comfortable and well-appointed lobby lounge. No matter which “home away from home” you select, on-site seasoned event managers can assist with any custom banquet or catering needs.

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The Garland’s new on-site restaurant, The Front Yard, is nearing completion. Their menu offers a delicious spin on Los Angeles food culture, with a nod to familiar favorites, it features the many diverse flavors and styles of the LA melting pot, and the dishes that set trends across the country. Friendly, approachable and yet still surprising, whether you’re planning a large corporate event, a casual meeting of the minds, or the social blowout of your dreams, The Garland offers a signature Planner Kit stocked with practical tools and gifts, as well as a complimentary room upgrade, plus a pre- or post-meeting indulgence of a poolside manicure or pedicure and a complimentary cocktail of your choice.

For more information, visit www.thegarland.com or contact The Garland special event team 1-800-238-3759.

LOCATION SPOTLIGHT: THE GARLAND

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The Perfect Blend for Remarkable First Quarter Returns – South Coast Winery Resort & Spa: Where Luxury Meets Business

It is mid-February; and like most business executives, we realize 1st Quarter 2015 is already half-way completed. Now is the time to step up those efforts to evaluate business assets and explore new fresh approaches that will enhance a company's positioning to garner more market share.

South Coast Winery Resort & Spa is extending that first step toward helping businesses achieve their business' goals, and they do with everybody's favorite best-kept secret: a wine country escape with “breathing space.” Wine connoisseurs know that all wines need time to breathe, yet few businesses pay attention to the benefits that can be reached when giving its leaders and front line personnel time to breathe – in a structured and measured environment, of course.

While corporations spend millions of dollars each year protecting its tangible assets, very little can be said about the protection of a business' equally-valuable intangible assets. Intangible assets may be the quality of service you provide, the uniqueness of the product you sell, or the effectiveness of the results you create. A corporate experience at the award-winning South Coast Winery Resort & Spa, located in the prestigious Temecula Valley Southern California Wine Country, includes complimentary high-speed wi-fi, parking and many other features and amenities that one would expect to be found in many major metropolitan meeting destinations, yet without the fees. Team members are met with serenity and pure bliss from the moment they step into the perfectly landscaped grounds of this picturesque setting for your corporate retreat.

Tucked amongst the vineyards, with lush mountains as a backdrop, South Coast Winery Resort & Spa cultivates style and unique building excursions. Certainly a match made in the vineyard, but with heavenly results: nurtured productivity in the workplace, motivated employees charged to outpace the competition, empowered associates thinking outside-of-the-box, and more effective teams. Like a great bottle of wine that is left undervalued; yet protecting them paramount to today's leading businesses. Best of all, the return on investment for protecting intangible assets does not cost close to the high costs of protecting tangible assets; and it can happen in the most unexpected places and at the most unexpected hour.

A corporate experience at the award-winning South Coast Winery Resort & Spa includes complimentary high-speed wi-fi, parking and many other features and amenities that one would expect to be found in many major metropolitan meeting destinations, yet without the fees. Team members are met with serenity and pure bliss from the moment they step into the perfectly landscaped grounds of this picturesque setting for your corporate retreat. It is not going to be the same old place at the same old conference center, but a corporate experience that will be talked about for months and years to come. So too are the experiences which corporations discover when working with its intangible assets. Once their teams learn how to work together outside of the work place, they are amazed at the progress made in the office.

Inquiring minds are invited to discover the special limited-time offers and discounts that are being made available to Los Angeles Business Journal subscribers this month. Visit WineResort.com today or call: (800) 730-5042 to find out more.

MAKE YOUR NEXT GREAT EVENT A DAY AT THE BEACH

With an inspirational setting for groups from 5 to 500, meeting spaces with breathtaking views sure to let your imagination run wild and food and beverage that I’ll have you head over heels, there’s no better place to meet than Loews Santa Monica Beach Hotel.

Book your 2015 event by July 31st and receive:
- Complimentary wireless internet access for all attendees
- Free A/V screen in your meeting space
- and a 15% discount on all A/V requirements
- Reduced parking rates
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310-576-3135 or nauckland@loewshotels.com

For more information visit
http://www.santamonica.loewshotel.com/Meetings-Celebrations/Meetings

*Special considerations available for contracts signed by July 31st for events held in the 2015 calendar year. Not combinable with any other offer. Special Considerations do not apply to existing agreements.

Raisers are More Widespread Among Meeting Professionals

Last year, the Professional Convention Management Association (PCMA) published the results of its annual Salary Survey, which has served as an industry benchmark for several decades. The results of last year’s survey – completed by 371 association, corporate, and independent meeting professionals – reveal that their average raise was 3.6 percent in 2014, compared to a 5.4 percent raise in 2013. “Even though they were smaller, raises were more widely distributed than in 2013,” said PCMA Convene Editor in Chief Michelle Russell. “Seventy-seven percent said they received a salary increase so far this year, so that’s a good sign. It could be that the nearly double-digit raises given out last year were something of a ‘course correction,’ intended to bring planners’ salaries more in line after several years of little or no increases during the economic downturn.”

Last year’s results proved once again that the value of earning a CMP can be measured in terms of compensation. Those with a CMP earned $81,515 annually versus $71,042 for respondents without the designation. The survey results paint a picture of a mostly satisfied profession. Half of the respondents said they are content with their current salary, 76 percent said they are fine with their current roles; and 86 percent said they feel good about the profession as a whole. “That’s not to say, however, that we’re complacent about the results,” Russell said. Ninety percent of the respondents were female, yet the male respondents make significantly higher salaries: $102,222 compared to $72,880 for women. “We can’t make sweeping generalizations about pay inequity in our industry,” she said, “but that one statistic alone led the Convene editorial team to explore the issue in a larger context. Our June cover story takes stock of women in the workforce today, drawing on the latest research and thinking about women and leadership, mentorship, salary negotiations, and more.”

Information for this article was provided by PCMA.

MEETINGS & EVENTS
Communicating to a Group — Making Your Presentation Memorable

By Bob Greenfield

We’ve all listened to presentations, some good, some great, some awful. What makes the great ones great or so memorable? As more and more of us are required by our jobs to give formal presentations, this is an increasingly important topic and a truly essential skill set. Every presentation is an amazing and inevitable opportunity to set yourself apart from the crowd. So, how do you ensure that you are memorable for the right reasons?

There are plenty of books about formal communication and presentations addressing proper structure, format, and providing a host of novel techniques. I’d like to focus on three simple things that any presenter can do to more effectively connect with an audience: make your point, fall in love, keep it personal.

1. Make your point.

Unless your purpose is purely entertainment, you’re there to make a point (or perhaps more than one) and to ask for something. You need to be exceptionally clear about both. Surprisingly, unskilled presenters often neglect to actually make their point once they get to talking. So, what is your point? What’s the one thing that must be communicated? What’s the one thing you want your audience to remember? Keep in mind that your one thing you want your audience to take an action? To make a decision? To consider a proposal or new idea? To see something through a different lens? To adopt a perspective? To agree or disagree with something? To simply come to a different understanding than they started with? Your ask is integrally related to your purpose. It is not uncommon for a presenter to give an otherwise good presentation but neglect to make their ask. Common reasons for this include anything from fear to lack of preparation and poor structure. Whatever the reason, don’t let it happen to you.

2. Fall in love with your presentation.

Does your presentation turn you on? If not, change it, quickly, before you get anywhere near your audience. If you do not like your presentation, what do you think the chances are that your audience will differ with you? It is not principally the content or what you say that engages the audience. With a live presentation, whether in front of 500 people or just 5, the main attraction is always the presenter. That’s right - you! Before the audience can buy into your message, it must first buy into the messenger. If your audience cannot easily buy into you, your message has no chance. To be compelling, you have to believe in your message. Unfortunately, if you are not sold on or excited about your presentation, that will come across much more clearly than you’d like. It doesn’t matter how ordinary or dry you think your topic is. You owe your audience your best effort to make it interesting. Tell stories of horrendous failures or awe-inspiring successes. Offer new insights about a familiar idea.


As a presenter, you cannot hide, nor should you. This doesn’t stop many of us from trying. Again, a great presentation is not just about information. Otherwise you could just hand out copies of your well-written presentation and be done with it. Reading aloud a written report is not just impersonal. A presentation is supposed to be personal, and your audience doesn’t want to watch a perfectly programmed robot deliver a presentation utterly devoid of personality. So put your personality on full display. Any personality at all is more interesting than written or monotonously spoken words, and it certainly beats staring at your PowerPoint slides. Subscribing to...
New Survey Reveals Top Hotel Trends

The American Hotel & Lodging Association (AH&LA) and its Foundation late last year released the definitive industry survey examining the top trends in the hotel industry, which is marked by personal service, healthy lifestyles and convenience.

The survey, “The 2014 Lodging Study Hotel Trends: An Inside Look at Popular Amenities and Guest Services,” conducted by industry data provider STR, illustrates how hotels are adapting to consumer demands by adjusting their services and amenities to take into account guests’ needs.

This survey, funded by the American Hotel and Lodging Educational Foundation (AH&LEF), shows that in addition to advancing consumer service, hotels are also giving back, making charitable contributions and being good stewards of the environment.

The innovation and creativity of the hotel industry continues to benefit the guests. Travelers can expect high-speed and wireless Internet in more places, as well as in-room video on demand services. Flat screen televisions are also prioritizing convenience and comfort with mobile check in, mobile apps, better bedding, and allergy-free rooms.

The hotel guest can also expect a healthier experience, with more access to healthy menu choices, free breakfast and health facilities.

“Providing the highest level of quality service is paramount in our business and keeping ahead of guests’ needs is a critical component,” said Katherine Lugar, president and CEO of AH&LA. “From high-tech gadgets and amenities to charitable giving to being good stewards of our environment, the hotel industry continues to grow, innovate and accommodate changing consumer behavior. It is this flexibility and remarkable adaptability that allows the hotel to grow and thrive even as other business sectors struggle.”

“Since 1988, this survey has been the most authoritative and comprehensive benchmark of services that are so important to our industry,” said Amanda Hite, President and CEO of STR. “The hotel industry continues to push for innovation, staying ahead of the curve to ensure hotel guests have an excellent experience. It has been a privilege working with AH&LEF on this survey, which is a helpful guide for hoteliers, industry vendors and the traveling public.”

Key findings include:

- High-definition televisions in rooms are the standard with 84% of respondents saying that these are provided. Flat screen televisions are the norm, with 96% of respondents stating their facilities stock them.
- Mobile apps for hotel service continue to grow in popularity with 33% of hotels offering an app for their guests.
- Most hotels (86%) provide complimentary Wi-Fi and Parking.
- Wine Country Deli Luncheon
- Welcome Reception to Include Cheese Display and Glass of Sparkling Wine
- Overnight Stay in our World Class Accommodations
- This Corporate Retreat Package Includes:
  - Complimentary Wi-Fi and Parking
  - Welcome Reception to Include Cheese Display and Glass of Sparkling Wine
  - Wine Country Deli Luncheon
  - Complimentary Wi-Fi and Parking

STARTING AT JUST $199+ per person. Ask about our Corporate Spa Packages.

*This corporate retreat package includes:
- Overnight stay in our world class accommodations
- Welcome reception to include cheese display and glass of sparkling wine
- Wine country deli luncheon
- Complimentary Wi-Fi and parking

Minimum of 25 guests. Pricing does not include resort fee, service charge, or tax. Offer not valid with any other offers or discounts. Must be booked and actualized by May 31, 2015. Holidays excluded. Based on availability. Offer available Sunday thru Thursday only.

The American Hotel and Lodging Educational Foundation: Invest, Educate, Empower is the industry’s philanthropic organization, dedicated to helping people build careers that improve their lives and strengthen the lodging industry. Founded in 1953, AH&LEF is a subsidiary of the American Hotel & Lodging Association and provides resources for hospitality-related education and research.
Influence Groups Effectively

BY BILL COTE

In our organizations, it is important to recognize how influential our team members can be. However, it is also important to recognize that those who talk more have a greater effect on group meetings. If these behaviors are negative, such as in socialization, they cannot be easily broken. By understanding the socialization process and recognizing its impact on our influence and which behaviors have a positive influence, we can learn to manage our influence and avoid negative behaviors. This short article provides a list of tips to help us influence others effectively.

Faster and Louder

You may have noticed that those who talk faster and louder tend to naturally dominate a meeting. This is often due to their excitement about the topic. However, there is another reason for this behavior. Depending on their personality, some people may simply talk faster and louder because they are smarter or more charismatic. This can be a problem because it can be difficult to influence those who talk faster and louder. Instead, it is best to recognize the influence of these behaviors and work to manage them.

Overcome Gender-Specific Personality Traits

In a meeting, the tendency for men to interrupt speakers, and for women to refrain from interrupting speakers, can be learned and applied. In the same way, the tendency for men to interrupt the other group members to make their ideas heard is a learned behavior. For example, the tendency for men to interrupt the other group members to make their ideas heard is often due to their desire to dominate the conversation. This tendency can be overcome by recognizing the influence of these behaviors and working to manage them.

Secret Santa

Secret Santa is a fun holiday gift exchange idea that goes by many different names. Although they won’t know who “Santa” is kept secret from the gift recipient. No, we don’t want you to go rummaging through your cardboards and obscure gift to guess what the gift is gets to keep it! Alternatively, you can give clues or use charades or sketches to help them along (especially if it’s a particularly terrible gift). For those organizations passionate about philanthropy, this is a terrific way to exchange gifts! Each party is put on display and up for auction. On the other hand, the government of post-Mao China or of certain neo-fascist Latin American countries. Instead of encouraging freedom of thought and expression, many companies actively discourage it. Whether the leadership in an organization recognizes it or not, no one has all the answers and, although the corporation’s conventional wisdom may support one particular point of view, that doesn’t mean that there is only one right point of view. It takes all kinds of ideas to
make an organization great.

As meeting participants, we should never be afraid to express ourselves or present ideas that we think will be of benefit to our organizations. Understandably, it may take more guts in some organizations than it takes in others. If a meeting participant truly believes in himself, however, and is willing to be an active participant in a meeting rather than a passive bump on a long, then he should never hesitate to speak his mind. The successful meeting manager will always actively seek to make contributions to the meeting process rather than allow herself to be a silent victim of the meeting process.

The question becomes not whether or not to disagree but how best to disagree. Obviously, confrontational tactics are not the best way to communicate your opposition to the status quo. Confrontation only leads to withdrawal by the other group members or to confrontation in return. Neither of these do anything to enhance the efficiency and effectiveness of meetings. Indeed, there are few better ways to cause a meeting’s forward progress to come to a screeching halt.

The best approach to take when voicing disagreement is to be diplomatic. You will want to be firm yet nonconfrontational. Calmly describe the basis of your concerns, and then patiently provide the reasons why your point of view offers advantages that the other, more politically acceptable points of view, don’t offer. Present data that supports your claims. Try your best to maintain a calm, neutral stance on the issues, and let your ideas speak for you. If they are good ones, their advantages will shine brightly through the haze and cobwebs of the status quo.

Above all, know when to push your points harder, and when to back off. While everyone has a right and a duty to disagree if they feel they are right, this doesn’t necessarily mean that you should sacrifice yourself on the altar of truth to make your point. We have seen too many good people fail because they were right, and the status quo was wrong. In every disagreement there is a point of no return that you cross only at your own peril. This point of no return represents the apex of where the meeting leader and other participants have heard what you have to say, acknowledged it, but are ready to move on.

In some cases, crossing this imaginary point may elicit only mild rebukes or the impatient glares of your co-workers. In other, more extreme cases, crossing the line of no return can earn the lucky offender a humiliating chewing-out by an irritated manager or, in the worst cases, dismissal from the firm.

It is obviously not in your interest, or in the firm’s interest for you to lose your job over your pursuit of the ultimate truth. As long as your company is not breaking the law, it is generally a far better approach to make your point—passionately as you desire—and then move on. It is then clear that you are barking up the wrong tree. While martyrdom wears well at all for those of us in business. Although we may think that we are indispensable, many of us who thought our companies would not be able to function without us have found, much to our surprise, that they can get along just fine.

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PMM, first published in 1984, is the meeting industry’s leading reference publication—designed for students in undergraduate and graduate programs, as well as meeting professionals preparing for the CMP Certification Examination. This new edition was developed utilizing subject matter experts and research, which was supported by the PCMA Education Foundation, in addition to feedback from PCMA’s Faculty Task Force and faculty members.

The fresh 16 chapter publication includes the most up-to-date information on current industry trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry trends on the horizon. The new release includes many of the features that readers have enjoyed in previous versions; contributions from industry leaders, learner outcomes, key words, discussion questions, glossary and chapter summaries.

“PCMA is dedicated to keeping students, faculty and meeting professionals current on industry standards and trends; continuing to invest in updating this valuable resource is part of PCMA’s mission,” said Deborah Sexton, PCMA president and CEO. “Each chapter of this new edition aligns with the new Certified Meeting Professional (CMP) International Standards (CMPS) as defined by the Convention Industry Council (CIC) and includes updated sustainability (CSR) practices to emphasize its importance with planning today’s meetings.”

For faculty, this new edition will ensure relevancy with their instructional content as they prepare their students for careers in the meetings industry. Additionally, PMM6 will also include an Instructor Resource Center that contains chapter summaries, Power Point presentations and chapter quizzes for use in the classroom.

The new edition was funded in part by the PCMA Education Foundation and is now available via www.pmmmeetingmanagement.com.

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