



November/December 2013

A newsletter of the Washington, D.C. Chapter of the International Association of Exhibitions and Events

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Road Warriors – 6 Steps to Eating Healthy on the Road

By Stephen Pfeiffer



Whether you are a vendor, a supplier or attendee in the hospitality industry, you are likely to have been prone to eating unhealthy while on the road. Don't feel

so bad; eating healthy is quite frankly one of the hardest things to keep consistent while away. This is such a challenge, in large part, because of the crunch of timing and out-of-the norm schedules. We often deal with extended hours on a plane, chaotic and changing demands, meetings immediately upon arrival, and let's not forget the extended hours on show site to meet deadlines. Sometimes, we barely have time to sleep, let

alone think about how you will make heart healthy choices in regard to meals. So, from one road warrior to another, here are 6 simple steps you can consider to stay healthy while you are away. I hope you find these tips helpful for the next event that you attend.

1. Plan ahead before you leave

It doesn't matter if you have an hour flight from DC to Boston or a six hour flight from DC to San Diego, you will have a better chance of succeeding if you bring an in-flight meal and snacks rather than eating at the airport. (A side benefit is you will also keep more money in your pockets.) Hydration is another issue to stay healthy and decrease food cravings. So, if you want to save unnecessary expense and make hydrating convenient,

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NOTES FROM THE Board



**Debbie Dyson,
CEM**

Some Closing Thoughts

As the year comes to a close on my term as IAEE DC Chapter Chair and I look back on everyone that I have met and everyone that has helped me through this year, I have realized more and more that we are a diverse Chapter. The diversity of our Chapter members allows Baby Boomers to Millennials to learn from each other in a capacity that we normally would not have exposure to. I have realized that each IAEE member has something different and unique to offer, and as a society and an organization we should open our minds to opinions that may be different from our own.

I love lists and when I thought about this article I thought what parting wisdom can I share with the Chapter? What did I learn over the past year? How has my outlook changed? What can I offer, so that the diversity of our Chapter could really take something away from my parting words?

I thought about two words, “Carpe Diem” and sharing a list that would help everyone to seize the day, live fully and let go of expectations that we place on ourselves in our

sometimes hectic, stressed, crazy lives? So here you go, take from it what you will. If it helps you, great! If you are already doing it, spread the word? AND if it helped you make a decision to do what you really want instead of doing what you have to do, even better!

1. Stop waiting. Start living.

“Every man dies. Not every man really lives.”

—*Braveheart*

Why getting ready to live instead of living? It may seem that there is this to do or that to achieve. Or it feels like there is something lacking: skill, money, resources, courage, self-esteem, preparation, readiness. But this is it! This is the life we are here for. We must realize that the time to live fully is now. Not tomorrow when we are more rested, not next month when we are through with the exams and not next year when the kids have left the house (or fill in anything suitable thing for your current situation).

It takes some courage to say completely “yes” to life. It is loosening the brakes and putting ourselves out there, for

having fun and experiencing life now.

2. Make the time.

“You will never find time for anything. If you want time you must make it.”

—*Charles Buxton*

Seizing the day means seizing it now in the moment. We have to make room actively for what is important to us. Time won’t present itself by saying here you have a little more for what you really need. “But I don’t have the time for what I really want because there is already so much! And at least not now!” This is the dangerous pattern that just leads nowhere, because this moment when we have time never comes. We have to make it. We have to break through this pattern and put first things first.

3. Bring your best to the table.

“Winning is not everything, but the effort to win is.”

—*Zig Ziglar*

In other words: Give 100 percent, give your all. By doing so, if you honestly can say you gave the best you can, you have seized the day. It also means not to settle for second best and especially not to settle anywhere below of what we

Mark Your Calendar

Chapter upcoming activities are noted on our website <http://www.iaeedc-chapter.com/page.cfm/ID=1>

Chapter luncheons are typically held the second Friday of every month EXCEPT in June, July, August and December.

Typical agenda:

Registration and Networking Reception:
 11:45 a.m. – 12:30 p.m.
 Luncheon and Education Program:
 12:30 p.m. – 2:00 p.m.

IAEE Luncheons:

When: Friday, Nov. 8
Where: Clarendon Ballroom, Arlington, VA
Topic: “Improving the data IQ of your organization”
Speakers: Eric Misis, Vice President Business Development and Joseph Colangelo, Founder Bear Analytics, Inc.
Sponsored by:



Volunteers Needed

When: Saturday, December 21
Where: Capital Area Food Bank
Time: 12:30 pm – 4:00 pm
Please contact: B. Murphy to volunteer for this event. Email: bmurphy@fernexpo.com. We need 15 volunteers for this event.



Expo Expo Chapter Reception

Join the IAEE Washington D.C. Chapter on Tuesday, December 10 at our Expo Expo Reception for food, fun, and networking. The reception will be held at the Hilton Americas Hotel in Room 340 A/B from 5:30 – 6:30 pm.

We hope to see you there!

Interested in submitting an article to be featured in a 2014 Showbuzz newsletter? If so, please contact Donna Johnson at djohnson@courtesyassoc.com



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Road Warriors – 6 Steps to Eating Healthy on the Road

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bring empty water bottles in your carry on to fill with water to stay hydrated during your flight. We all know well how the airport food courts have tempting options for you to eat; however, many options are not only expensive, but also unhealthy. Additionally, if you wait until your rushed and hungry, you are more likely to succumb to the unhealthy options. So before you get to the airport, discipline yourself to make a quick sandwich at home or stop at local deli. Even if you are not hungry at that particular moment, you will be glad you have something to look forward to on your flight. And PS – Let’s

try to stay away from the Tuna Sandwiches... The person sitting next to you thanks you in advance!

2. Stock up for Show Site

Have you ever felt when you’re on show site that it seems there are no places to eat? Or maybe you’ve felt stuck between the choices of Starbucks or vending machines? One good way to make sure that you avoid this situation is simply to plan for success. When arriving to your destination, take ten minutes to find the local supermarket/drug store (CVS) to stock up on some healthy, light snacks and water. By purchasing Health Bars/Protein Bars, Mixed Nuts

/Trail Mix, Yogurts, Sealed Fruit in containers, Water, even Multigrain Crackers, you have given yourself options while at show site for extended hours of the day. At the end of the day, you head back to room; you are often hungry and tired. Most hotels have mini- fridges in every room with healthier options, although the cost may be prohibitive. Thus, you will succeed if you store snacks in your room. When you get back to your room, you have your go-to healthy options. Additionally, your room supply gives you options for meals on the go. When eating heart healthy snacks throughout the day will not only keep you on

your toes but will steer you away from eating that greasy hamburger and fries at the end of the night.

3. Starting the Day with a Healthy Breakfast

You have heard said since you have been a child, that, “breakfast is the most important meal of the day”. Not only is it the most important meal, but it is also going to give you the energy that you need to get through the long hours at the convention center. Researchers say that starting the day with good choices paves the way for more good choices throughout the day. So, plan to wake up earlier than you

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Do you have a topic that you would like covered at a lunch? Contact Ronnie Schaer, rschaer636@gmail.com or Dede Walsh, dwalsh@projection.com.

Interested in sponsoring an event? Contact Bill McGlade to learn more at Bill.McGlade@signs.org.

If you have any questions or comments about the articles in this newsletter, please contact Donna Johnson at 202.367.1271 or djohnson@courtesyassociates.com.

If you would like an extra copy of any issue of Show Buzz, please send an e-mail to Donna Johnson at djohnson@courtesyassociates.com with subject line Copy of Show Buzz.

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would normally choose, and eat a quick protein-rich yogurt in your room with some fruit (from Step 2) that provide you with antioxidants, or make a quick stop in at the hotel breakfast area. A good healthy mix to start your day would include (will you give another example) parfaits with yogurt and fruits. Natural fruit juices and coffees are fine, but try to steer clear of the sugary drinks, sodas, and energy drinks. People often say that they are not hungry in the morning; but by eating something light and quick you will be prepared for show site and will make sure you are ready to tackle your day!

4. Make Time for lunch

Let's be honest for a second, if you are Show Manager, a Decorator or an Exhibitor making time for much of anything outside of work is nearly impossible. Between the chaos of preparing for show opening and scheduling, eating lunch feels like a luxury. At times, it may consist of a coffee and a sticky bun at the convention center. But, here is a tip for making time for lunch. Keep it simple! Buy a protein-rich sandwich or Panini from a local outlet (even Starbucks has some good choices); and stick with the healthy alternatives such as turkey, or ham and Swiss on wheat bread. Salads are also another good choice, simple and light. When you do not have time to leave the venues ask a coworker who isn't as busy to order some food and pick up for you and the staff. It is important to

remember that your body is like a car and needs fuel; it has been said that at tradeshow we walk over 3 miles a day in a convention center. You need to keep your body refueled and ready throughout the day. P.S. Your mood will be better, too!

5. Dining out

When it is all said and done and the last exhibitor has moved in, you can finally enjoy a nice dinner with your coworkers. No need to fear; you don't have to feel as if you need to isolate yourself from socializing with others because you fear there will not be healthy alternatives. There is always something on a menu that you can make into a healthy meal. Yes, peer pressure can come into play when you are out to dinner with co-workers who are eating the nachos as an appetizer and the fried chicken fingers as an entrée. Here are some tips for dining out. First, always remember to stick with grill or broiled meals, instead of fried foods. Second, there is nothing wrong with ordering an appetizer with a side salad as the entrée. This will limit the portion size of your meal and keep you satisfied. Another options is splitting meals with co-workers or bringing home half of the meal to store in your hotel mini- fridge for tomorrow's lunch. Lastly, try to stay away from the desserts and breads. I will be the first person to tell you that eating bread at restaurants is my weak spot, but when trying to eating healthy, bread is your enemy. If you cut out breads, you will

see a tremendous difference in obtaining your health goals.

6. Cocktails Anyone?

Yes, the Achilles heel for all people who want to be healthy is often in the glass! This is certainly a tough one to manage while on the road and you want to unwind at the end of the long hours of show site. The best way to manage this and to keep healthy on the road is simple; try not to put yourself in that situation and avoid alcohol. But if that is out of the question, try to limit your number of high-calorie alcoholic beverages. A good rule of thumb is to have a glass of water with every alcoholic beverage you consume. The break down for each different alcohol is as followed:

Beers — Stay away from high-calorie beers such as Samuel Adams Boston Lager (180 calories) Sierra Nevada Pale Ale (176 calories) and Heineken (166 calories). One of the healthiest choices in consuming beer is Amstel Light (95 calories) as well Miller Light (96 calories).

Wine — A glass of wine is always a healthy choice. Red wine packs in a ton of nutritional value and ranges between 110 to 130 calories for a five ounce glass. Wine is great way for you socialize with co-workers or clients without collecting 1000's of calories.

Liquor — When drinking liquor choose drinks with club soda or on the rocks. Watch out for drinks with high sugars such as margaritas and cocktails with fruit juice. The

high sugar beverages will not only keep you from derailing in a healthy life style but will make your next morning at the convention center not so enjoyable!

These 6 simple steps will certainly keep you living a healthy eating lifestyle and on the right track while on the road. Traveling and eating healthy is tough; I will be the first to tell you that. For those of us in the hospitality industry, staying the course can be even tougher. But, if you plan to succeed, you will eat healthier. Small steps can lead to big results. I hope you find these tips to be helpful for the next time you are traveling for a conference or tradeshow.

Stephen Pfeiffer is a graduate of The Hospitality College at Johnson & Wales University. He majored in Sports, Entertainment, and Event Management. He also holds a degree in Sports Nutrition. Pfeiffer also continues to be involved with local sports organization in the DMV area as a strength and conditioning coach.

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Photos of the Washington, D.C. chapter luncheons and other events
Photos: Bob Blanken

IAEE DC September and October Luncheons



Robyn M. Leach, Robin A. Murphy and Terence R. Donnelly

6:



Lesly Rehaut, Mara Kolter and Ellen Weaver Migliaccio



Ivy A Caro and Charles Robinson



Jim Audie, M. Richard Melliand and Jim Perrus



First Timers! Kristen B. Olsson, Lindsey Dunn and Tessa Ayala



Doug Whittmore and Jennifer Martini Abdinoor



Kiki Janssens and Karen Miller



Kristen B. Olsson, Lindsey Dunn, Tessa Ayala and Hannah Buchholz



Patty Miller and Jamie Barbera



Joshua A. Maze, Holly Price and Terence R. Donnelly



Joe Felperin and Ronnie Schaar



Debbie Dyson and Patti Steele



Greg Pollack, Laura Goodling, Wayne Crawford and Omar Kechrid



Patrick Flynn, Allison Konszyk, Deborah Wilson, Cassy Pristas, Mike Doolittle and Tessa Ayala



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PROMOTIONS

David Arendes was promoted to VP of National Account Management at Freeman

Susan Bennett is now Vice President of Strategic Account Management at Experient, a Maritz Travel Company

Jessica Davis was promoted to Senior Operations Manager at Access Intelligence

Dayna Evans was promoted to Director of Exhibits & Convention Planning at American Society of Health-System Pharmacists

Brandon Hensley is now Chief Operating Officer at International Sign Association

Laura Herriage is now Vice President, Global Alliances at Worldwide ERC

Carrie Jolly is Vice President at National Trade Productions

Clint Jones is now Assistant General Manager at Freeman

Melinda Kendall is now Senior VP, Strategic Sales Support at Freeman

Bill McGlade was promoted to Senior Manager, Business Development at International Sign Association

Justine L. McVane was promoted to SVP Event Planning & Operations at National Association of Broadcasters

Jeremy Phillips is the Assistant General Manager at Greater Richmond Convention Center (Global Spectrum)

Molly Plummer is now Exhibit Sales & Services Coordinator at National Association of Convenience Stores

Helen Simpson-Davis

was promoted to Senior International Trade Specialist, Global Trade Programs/Trade Fair Certific at US Department of Commerce

MOVERS AND SHAKERS

Kevin Beall is now National Account Manager at Freeman

Jennifer Ginsberg is now Vice President of Sales at Global Events Partners - Eastern Canada

Beth Harrington is now Deputy Senior Director of Exhibits at Optical Society of America

Charlotte Hughes is now Director of Corporate Partnerships at National School Boards Association

Kristjan Kristjansson is now National Account Manager at Freeman

Alex Land is now Account Executive at National Trade Productions

Mary Thomas Magrogan is now at Institute for Operations Research and the Management Sciences

Jennifer Manigross is now National Account Manager at Freeman

Jennifer McEwan is now National Account Manager at Freeman

Angela Miller is now Business Development at Altai Systems

Sean Nodland is now Sr. Manager Exhibit Sales at American Composites Manufacturers Association

Laura Sarahi Ramirez Rocha is now Assistant Director/Mexico at Packaging Machinery Manufacturers Institute

Some Closing Thoughts

Continued from page 2

are really capable of. If we have the highest expectations on ourselves then we are our greatest motivator ourselves.

4. Whatever you do: Be there fully.

“Life is a succession of moments. To live each one is to succeed.”

—Coreta Kent

Be present, live consciously. Wherever you are and whatever you do, be there as a full person with 100% of your attention. This is the best way to experience life fully and to get the most quality of life out of you. It is almost obvious – but yet we fail to achieve this too often.

5. Show what you really feel. To the persons who are important to you.

“When we lose one we love, our bitterest tears are called forth by the memory of hours when we loved not enough.”

—Maurice Maeterlinck

This one is simple, be with the people you love. And tell and show them what you love about them, don't wait until it's too late.

6. Be a Go-Giver.

“We cannot waste time. We can only waste ourselves.”

—George M. Adams

Being a go-giver means not to wait for a first sign or even things coming to you, but to make the first step by yourself. Don't wait for signs of gratification. Don't expect anything in return. This will follow naturally. It also includes the secret to receiving, which is simply giving. If you want to get love, give love. If you want to get value (money),

give value. If you want to get trust, show trust and be trustworthy.

7. Be courageously.

“As you grow older, you'll find the only things you regret are the things you didn't do.”

—Zachary Scott

“Just do it!” is a famous advertising slogan. What's so great about it? It just hits the nail on the head. Stop thinking and wondering and holding you back, but just do it. Push yourself to do what you know is right, what you want and what benefits you and others. In other words replace fear with courage.

There is nothing sadder than missed opportunities. And all it takes is a kick in the butt to seize the day. Often it is just necessary to ask. Ask and you shall receive. Take the initiative and bring something forward which is important to you. That is seizing the day.

8. Never stop dreaming. (But live your dream now.)

“Dream as if you'll live forever. Live as if you'll die today.”

—James Dean

Don't let anyone tell you what you are, what you can do or can't do. A dream is nothing more than an opportunity that has the potential to become true. So take your dream and plan ahead the best you can: use goals and build your personal vision. See it as clearly as possible now and take it seriously.

And then live it now. Enjoy the process. The whole dream is a process but you will live every step fully in the present.

The goal is the journey.

9. Be you. Be your authentic self.

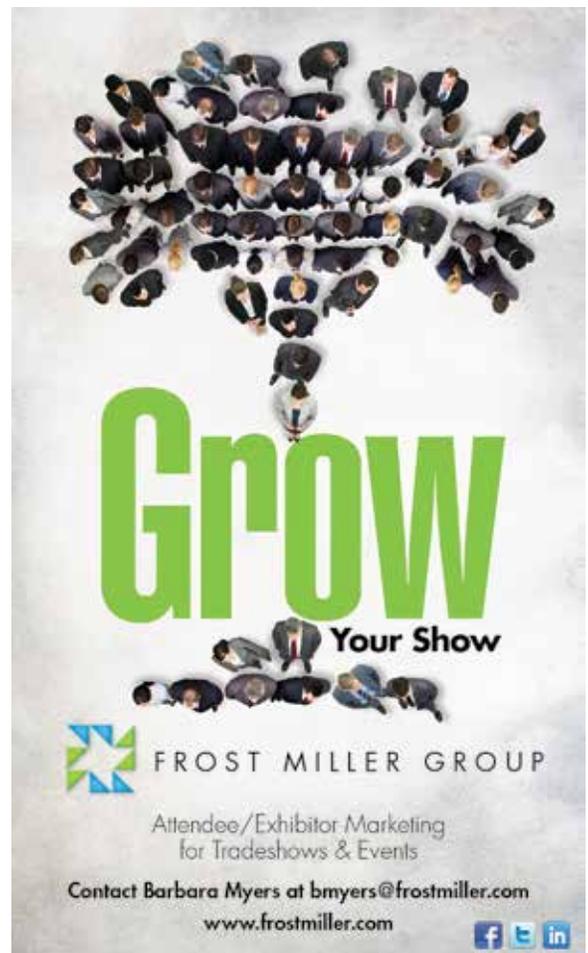
“Live as you will wish to have lived when you are dying.”

—Christian Furchtegott Gellert

Don't ever wear a mask but authentically be yourself and enjoy yourself. What good is it to pretend something that is not you? When ultimately the whole journey is about being you? Be truthful and real to yourself and to others. Then you open the door to discover yourself and ultimately realize yourself as whole and part of the whole.

In closing, I did not create this list originally, however it is the total sum of the advice I would give to my daughter, my friends and ultimately anyone who asked me for guidance in taking the next step in their lives and careers. No one person has all the answers, and with a IAEE Chapter as large and diverse as DC, you don't need to count on one person, you have thousands to seek advice from.

It was a great year DC, and this is far from goodbye, instead it's a dare to Carpe Diem and look for me at a lunch meeting in DC soon!



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International Association
of Exhibitions and Events

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