

Smart meetings

March 2021



100 Inspiring Women

SMART WOMEN

IN MEETINGS AWARD
WINNERS

VITAL CVB
PARTNERS

GREEN MEETING
VENUES

Rachael Romig

Senior Director, Events and Special Programs, Greater Reading Chamber Alliance



COLLABORATION, RISK, POSITIVITY

Advice for My January 2020 Self:

This is your year, Rachael. It's going to be a shock at first, and you'll doubt yourself, but your creativity and love for brainstorming and working with others will serve you well. You wanted to shake things up right? It's time, because soon there will be no rules. It'll take extra planning, but that's where you excel. And guess what? You do make it all happen.

Pandemic Lesson:

There is absolutely no reason why things can't change. However, many people run from change, so you must take extra steps to bring them along. This is a longer road, but without everyone, you lose what you've built...so take the extra time, discover more about the person, the group...and help them in their specific way. It is my charge to guide others to what the future holds.



Melanie Smith

CMP
Marketing Events & Programs Executive, Amadeus

OPPORTUNITY, EVOLVE, INTENTION

Advice for

My January 2020 Self:

Move with intention. Communicate with clarity and transparency, over-communicate and always close the loop. Share your knowledge and expertise. Empower and encourage others. Welcome opportunities that present themselves in moments of change. Evolve your role, programs and environment to exceed expectations on those opportunities.

Pandemic Lesson:

Meetings, events and hospitality influence business in powerful ways. Our roles, at their core, are about bringing people together: connecting, engaging, building them up and making them feel welcomed. In a world where we are all at home, we draw on our creativity and proactive nature, and find ways to keep people connected. We connect ideas in the same way. Sometimes when we bring those ideas forward, even in an early stage, we create new opportunities that make an impact.

Hall of Fame

2021 Hall of Fame Inductees



Cara Banasch

Vice President of Sales, Omni Hotels & Resorts

Valerie Bihet

Director, VIBE Agency

Janine Chicourrat

General Manager, Portola Hotel & Spa

Julie Coker

President and CEO, San Diego Tourism Authority

Megan Finnell

Director of Meetings and Conferences, MGMA

Carrie Freeman Parsons

Chairman of the Board, Freeman Company

Tracy Judge

Founder and Chief Connector, Soundings Connect

Andrea Kasnic

Director of Sales and Marketing, Hyatt Regency Chicago

Anna MacDiarmid

General Manager, W Fort Lauderdale

Faith Morris

Chief Marketing and External Affairs Officer, National Civil Rights Museum

Cheryl Rogers

Assistant to CEO, Solara Medical Supply

Valerie Sumner

Owner, VRS Meetings & Events

Christina Taylor

CEO, Taylor Made Experience

Valerie Ulrich

Vice President Special Events and Conferences, First Republic

Standing Hall of Fame

Carrie Abernathy

Lead Meeting Planner, Industry Engagement, Altria

Jorah Anderson

Director of Sales, Miraval Resort & Spas

Carina Bauer

CEO, IMEX Group

Sharon Bonner

CEO and Founder, Bright Ideas Events Ltd.

Cindy Brewer

Co-founder and Principal, LEO Events

Dahlia El Gazzar

Tech Evangelist and Idea Igniteur, Dahlia+ Agency

Zoe Fernandez

Director, Merkle

Polly Grieger-Rossi

President, Meeting Achievements

Reina Herschdorfer

Director of Marketing, Caesars Entertainment

Kate Patay

Chief Strategy Officer, Patay Consulting

Jennifer Patino

CEO, Hosts Global

Christy Lamagna

Master Strategist and Visionary, Strategic Meetings & Events

Stefanie Maragna

Vice President of Corporate Marketing and Events, Sage Intacct

Nan Marchand Beauvois

Senior Vice President, Membership and Industry Relations; General Manager of ESTO, U.S. Travel Association

Claire Smith

Vice President, Sales and Marketing, Vancouver Convention Centre

Gabrielle Spanton

Managing Partner, GAB & Co.

Desi Whitney

Senior Vice President, Sourcing Operations and Industry Relations, HPN Global

