



In partnership with the Metropolitan Milwaukee Association of Commerce (MMAC), VISIT Milwaukee staff delivered 50,000 masks from Fam Brands to 42 CITGO stations on July 27 for distribution to Milwaukee residents. The City of Milwaukee is requiring masks for everyone over the age of three. Peggy Williams-Smith, President and CEO of VISIT Milwaukee, is shown here on the far left. Front row, from left to right: Peggy Williams-Smith, Maria Strand, Saira Bhatti, Brittany Korth, Meg McKenna, Tijinder Rajput, Patty Rajput, Steve Baas, and Emily Tau. See related story on page 4.

ASAE Announces 2020 'Power of A' Summit Award Winners

By Todd McElwee

Six associations have been highlighted for their exemplary contributions to society by ASAE with Summit Awards. Honorees will be formally recognized during the Virtual Power of A-Summit Awards on September 30, which will also serve as the culmination of ASAE's Centennial celebrations.

The 2020 honorees include: American Council of Life Insurers; American Geophysical Union; American Public Power Association; Coin Laundry Association; Healthcare Businesswomen's Association; and National Association for the Education of Young Children.

"Congratulations to all of the 2020 Summit Award recipients," said Susan Robertson, CAE, President & CEO, ASAE. "During these challenging times it is important create opportunities for us to come together as a community to celebrate and recognize the

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Milwaukee Still Sees Hosting DNC as Major Opportunity to Showcase City

By Grant Broadhurst

Sure, it isn't known exactly how many people will come to Milwaukee for the Democratic National Convention, which is going to be largely virtual. But Milwaukee's tourism leaders

still see it as an opportunity to put the destination on the map.

The convention is planned to be held August 17-20. On July 24, Democratic National Committee Chair Tom Perez said on SiriusXM's "The Joe Madison Show" that Joe Biden

will accept the nomination in Milwaukee amid "exciting programming" that will be heavily scaled down due to COVID-19.

And while 50,000 people won't be descending on the city as orig-

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Meetings Mean Business Coalition Hosts Summer Board Meeting in D.C.

By Todd McElwee

The Meetings Mean Business Coalition (MMBC) is slowly getting back to face-to-face business.

On July 28, the coalition staged its summer board meeting at the Grand Hyatt

Washington.

Nan Marchand Beauvois, Sr. Vice President, Membership and Industry Relations; General Manager, ESTO and Meetings Mean Business, U.S. Travel As-

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Orange County Convention Center Hosts First Tradeshow Since Pandemic

By Jonathan Trager

The Orange County Convention Center (OCCC), the second-largest in the United States, has welcomed back its first trade show since COVID-19 hit.

The Orlando facility hosted the "Together Again Expo" with Alliance Nationwide Exposition on July 24. The hybrid show

drew more than 1,400 attendees, more than 250 exhibitors, and more than 8,000 people online.

"We were honored to have played a role in the successful execution of the Together Again Expo," said Mark Tester, Executive Director of the OCCC. "Gaining widespread industry attention, this event provided hope, optimism,

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NEWS

Consumer Electronics Show Going Digital in 2021

Decision Short-Circuits Debut of Convention Center Expansion

By Jonathan Trager

The giant Consumer Electronics Show (CES) is transitioning to “an all-digital experience” in 2021 due to COVID-19, the Consumer Technology Association (CTA) has announced.

The virtual event will be held on January 6-9, and include keynote addresses, a product showcase, and networking opportunities, among other offerings.

The show is a much-anticipated gathering for many tech enthusiasts and receives international

media coverage. CES 2020 drew more than 170,000 attendees and featured more than 4,000 exhibitors.

At a recent executive board meeting, however, members agreed the association would have to cancel the in-person show early next year,

said Gary Shapiro, President & CEO of CTA.

“We concluded it is simply not possible to safely gather over 100,000 people indoors with a raging COVID-19 virus and no real hope for a tested and widely available vaccine by January,” wrote Shapiro in a piece published on the professional networking site LinkedIn.

Nevertheless, Shapiro added, CES 2021 will “spread the gospel” of such technological developments in areas such as 5G, artificial intelligence, and self-driving vehicles as well as inform attendees about public policy issues involving privacy, competition, and regulation of new technologies and media platforms.

The decision is a letdown for Las Vegas officials who were excited to showcase the new West Hall of the Las Vegas Convention Center and The Boring Company’s underground people-mover system.

“We know the decision to move CES to a virtual show in January was extremely difficult for CTA leadership,” said Steve Hill, President & CEO of the Las Vegas CVA. “While it’s disappointing we won’t be welcoming CES as the first show inside our West Hall expansion, we certainly respect their decision in light of the impact the virus has caused throughout the world. We deeply value our 40-year partnership with CES and look forward to welcoming the show and their loyal attendees back to Las Vegas in 2022.”

Shapiro said CTA loves “the incredible hospitality and trade show friendliness of Las Vegas.”

Shapiro said CTA loves “the incredible hospitality and trade show friendliness of Las Vegas.”

“We are so sad to disappoint our partners and the Las Vegas community, hotel and restaurant workers, skilled union workers, professional drivers, and others who not only rely on our physical event for their livelihood but extend their hospitality to our exhibitors and attendees,” he wrote. “We value them and know our all-digital approach in 2021 affects them. But we will be back in town for CES 2022!”



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HOTS

HOTS screams, you scream, we all scream for... Iceland? Looks-likeyouneediceland.com is a web app allowing visitors to release pandemic-pent up frustration by recording their screams which are then broadcast from speakers in the Icelandic wilderness. NPR reports the ad campaign is from Promote Iceland, a collaboration between the Icelandic government and private institutions, and designed to provide light-hearted relief and a gentle reminder of all the country has to offer when travel is safe again. The website said: "You've been

through a lot this year and it looks like you need the perfect place to let your frustrations out. Somewhere big, vast and untouched. It looks like you need Iceland. Record your scream and we'll release it in Iceland's beautiful, wide-open spaces." HOTS does wonder: if a scream is broadcast in the wilds of Iceland but nobody hears it, does it make a sound?

★★★★★

Emus Not Welcome... The Yaraka Hotel in Queensland, Australia, has banned two emu siblings – Kevin and Carol – from coming inside due to "bad behavior," NPR reported. The friendly emus were raised by a local animal rescuer and normally provide joy to locals and visitors. But then – as if dinosaurs in Jurassic Park – they learned to climb stairs. Apparently, emus don't belong in hotels and they tend to take what they want from the plates of guests. So now there's an "emu barrier" rope in front of the door bearing a sign. "We put the sign up, but we're not quite sure whether they're able to read or not," hotel co-owner Gerry Gimblett told 10 News First Queensland. HOTS hopes Kevin and Carol aren't too sad about getting banned, but that's what one gets when one is a bad guest.

★★★★★



On July 24, Jordi Gallardo, Executive Chef of the Fairmont Washington, D.C., Georgetown, taught a cupcake decorating class via Zoom for Horton's Kids, a local nonprofit. The hotel delivered 50 cupcake kits to Horton's prior to the class, and he children decorated their own cupcakes while watching Chef Gallardo's decorating techniques.

HOTS read that a pair of Nebraska sisters who hadn't seen each other in more than 50 years were reunited when one ended up as the other's medication aide while she was recovering from COVID-19. UPI reported that Bev Boro, 53, a medication aide at Dunklau Gardens in Fremont, was looking over her patient list and quickly recognized the name of Doris Crippen, 73. Crippen and Boro, who have different mothers, were raised in separate

homes, and Boro had ended up in the foster care system when she was less than 6 months old before eventually being adopted. The women said they knew each other's names but were never able to find contact information for each other. Crippen said she now considers her brush with coronavirus to be "a blessing." HOTS can't help but think how sweetly ironic is that it took a time of social distancing to bring these two people together.

MPI Celebrating Chapter Leaders During President's Dinner; Breining to Be Honored in 2021

By Todd McElwee

In a year where very little has gone to plan, MPI is altering one of its most prestigious events and will celebrate Chapter leaders at the President's Dinner during WEC Grapevine. Stating the event has always been a special occasion to recognize and appreciate Chapter leaders and, that it's never been more important than this year, the gala was set to honor Terri Breining, CMP, CMM, President, Breining Group, Inc. She'll be recognized next year in Las Vegas.

The President's Dinner is Nov. 4 at the Hilton Anatole in Dallas.

"The primary purpose of the WEC President's Dinner has always been and will continue to be recognition and appreciation of our Chapter leaders," Drew S. Holmgreen, Vice President of Brand Engagement, MPI, told *USAE*. "That recognition is more important than ever in this challenging year.

"It's with that in mind that we collectively decided to alter the format of WEC Grapevine President's Dinner this year, making it a celebration of those Chapter leaders, our MPI volunteer heroes. We will honor those

meeting industry professionals who have inspired us with their visionary and selfless leadership the past year, one of the most trying times our industry has ever faced. The event itself will feature our RISE Award winners, chapter leaders, the Chair Award recipient and hotel employees recognized by The Above and Beyond Foundation. At WEC Las Vegas in June 2021, we will return to our typical format and honor Terri Breining."

Holmgreen said Chapter leaders from around the world will be honored. MPI's website claims more 70 chapters and clubs in 75 countries. The event typically earns more than \$200,000 for the MPI Academy with 500 or more in attendance. Anne Hamilton, Vice President of Global Travel at The Walt Disney Company, was honored last year in Toronto.

Recognizing Industry Success and Excellence Awards (RISE) recipients will also be honored. The RISE Award for Member of the Year recipient is **Bryan Quinan, CMP**, of the MPI Southern California Chapter. Quinan is the Director, Events, Milken Institute. **Cassie Poss, CMP**, Sports Events Manager, Visit Fort Worth, MPI Dallas/Fort Worth Chapter, is the RISE Award

for Young Professional Achievement honoree. The RISE Award for Meeting Industry Leadership is presented to **Sherry DeLaGarza, CMP, CMM**, President, Key Standards Event Management LLC. She is member of the MPI Dallas/Fort Worth Chapter. MPI's Netherlands,

Mexico, Potomac and Caribe Mexicano Chapters have also been recognized.

Holmgreen said individual tickets will become available in September with the price to be determined. The WEC's website lists a trio of sponsorships packages ranging from \$5,000 - \$12,000. At the top of the price range the President's Dinner - Diamond Package includes a full page ad in the Excellence in Leadership supplement; eight Rendezvous tickets; select seating for eight guests and recognition as a sponsor in printed program. Holmgreen was unsure about how attendance for the dinner was tracking.

A 30-year MPI member, Breining was the association's chair in 2003/4 and a 2010 Events Industry Council Hall of Leaders inductee.

More information is available at wec.mpiweb.org.

WEEKLY NEWS
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NEWS

Orange County

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and practical solutions at a time when our industry needs it most.”

Tester added the combination of OCCC's Recovery and Resiliency Guidelines; GBAC STAR accreditation, which covers outbreak prevention, response, and recovery; and partnership with Orlando Health, a network of community and specialty hospitals, “elevates our rigorous

protocols and shows our commitment to keeping employees, guests and attendees healthy and safe.”

The OCCC implemented a series of precautionary measures, including controlling the check-in process to direct attendee flow, monitoring temperatures prior to entry, rearranging floor plans to respect physical distancing, implementing limited capacity on the exhibit floor, and providing complimentary Personal Protective Equipment (PPE) kits to all attendees and exhibitors.



Mark Tester (center), Executive Director of the Orange County Convention Center, spoke at the “Together Again Expo” on July 24. Also pictured is Mark Yuska (left), CEO of show sponsor Alliance Nationwide Exposition, and Jerry Demings, Mayor of Orange County, Florida.



On July 24, the Orange County Convention Center hosted the “Together Again Expo,” its first tradeshow since the pandemic hit. Pictured here are attendees wearing masks and practicing social distancing. Credit: Robert Wood

As a Global Biorisk Advisory Council (GBAC) STAR-accredited venue, strict sanitation measures were also taken throughout the event, including the move-in and move-out process, according to the OCCC.

Event highlights included the live Re-Open for Business General Session featuring leaders in the exhibitions, events, and hospitality industry and State of the Industry discussing

advocacy for the exhibitions industry.

“The Together Again Expo has successfully brought theory into practice and shown how we can come together again to do business,” said Mark Yuska, CEO of Alliance Nationwide Exposition. “Touching on themes of safety, recovery and resiliency, we are proud to have connected our industry at this defining moment in history.”

Milwaukee

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inally planned, Milwaukee tourism leaders plan to make the most of the opportunity.

“We’re showing that we can handle these large conventions,” Bill Elliott, President and CEO of the Wisconsin Hotel & Lodging Association (WHLA), told *USAE*. “Obviously the DNC and RNC are some of the biggest spotlights available. We have been hosting conventions all the time, and I think the DNC wouldn’t have chosen Milwaukee if we hadn’t had the facilities and the hip cool vibe to pull it off.”

He said COVID-19 has “devastated” the hotel business in Milwaukee as it has elsewhere, but while the event won’t be as big as originally planned, it will still provide an oppor-

tunity to show off Milwaukee.

Peggy Williams-Smith, President and CEO of Visit Milwaukee, told *USAE* that even with a smaller footprint, the convention will still give the destination a “boost” in the midweek. The extent of that impact, however, isn’t known, though she said there could be as many as 5,000 hotel rooms filled – or much less.

“I think it’s going to continue to change right up to the week of the convention to be honest with you,” Williams-Smith said. “Based on everything I’ve seen and how quickly information changes. Based on how science is changing in how they’re viewing the disease.”

Nevertheless, she said Visit Milwaukee is “going to do everything we can to make sure Milwaukee will get as much out of this as humanly possible.”

The plan includes banners, signage, and visitor information representatives at the hotels and airport. She said the delegates will also receive thirty different 30-second “FAM tour” videos narrated by locals highlighting Milwaukee’s many features including festivals, fish fries, museums, lake beaches, and performing arts. She said these videos will also be available on Visit Milwaukee’s website. Visit Milwaukee is also sending delegates physical informational material to promote the city’s capabilities.

Colin Walsh, President of the Greater Milwaukee Hotel & Lodging Association (which is a chapter of the WHLA), told *USAE* he thinks the city will still get a “sizable amount” of rooms filled by the DNC, but the spotlight is the main benefit.

“I think regardless Milwaukee is still positioned well to showcase our city, and it will still be on a national scale if not a local scale of what it would have been or could have been,” Walsh said. “It’s much more exposure than any other city is getting right now as it relates to convention business.”

He said earning the right to host the convention in the first place helps put Milwaukee on the map as a viable convention destination.

“We are well-poised to handle this type of event, and we were given the opportunity to do that, and I think we’ll make the best of it,” Walsh said. “Having Milwaukee and the hotels here in town on the national scene is invaluable particularly as we begin our recovery and meetings and events start to ramp back up.”

VISIT Milwaukee Provides 50,000 Masks Against COVID-19 Spread

By Jonathan Trager

VISIT Milwaukee staff has delivered 50,000 masks from Fam Brands to 42 CITGO gas stations in the city that will distribute them on a first-come, first-serve basis.

The masks were delivered on July 27 following a new city mandate that requires them for anyone older than age 3. It was a joint effort of VISIT Milwaukee and the Metropolitan Milwaukee Association of Commerce (MMAC).

“The data tells us that wearing

masks is vital to helping our tourism economy return while keeping our hospitality workers and all Milwaukee residents safe and healthy,” said Peggy Williams-Smith, President & CEO of VISIT Milwaukee. “We are excited to partner with the MMAC and CITGO on this initiative and do our part to get masks into the hands of every Milwaukeean.”

Steve Baas, Sr. Vice President of Governmental Affairs for MMAC, said fully reopening the economy requires reducing the number of COVID-19 cases.

“Our focus is on encouraging businesses and individuals to exercise responsible freedom and best practices for controlling the spread of this virus,” said Baas. “We hope making masks easily available throughout our community will make that easier for people to do that.”

The effort was lauded by the City of Milwaukee Health Department and Dr. Jeanette Kowalik, Commissioner of Health for the City of Milwaukee.

“We salute MMAC and VISIT Milwaukee for their tireless efforts to increase awareness about COVID-19

and its prevention as well as the provision of free masks for our community while the city works to procure thousands of masks to support MKE Cares, our new mask ordinance” she said.

“CITGO is a proud member of the Milwaukee community,” said CITGO General Manager of Light Oils Marketing Chris Kiesling. “We’re honored to help distribute masks at our stations and play our part in keeping Milwaukee residents safe and healthy.”

NEWS

Industry Leaders Address State of Travel, Meetings During MMBC Session

By Jonathan Trager

It's important to reduce fragmentation of COVID-19 state and local guidelines across the country and receive more assistance from the federal government to help revitalize the travel and meetings industries, officials said during an online discussion sponsored by the Meetings Mean Business Coalition (MMBC).

"The New Meetings and Travel Journey" was held on July 24. Participants included Roger Dow, President & CEO of the US Travel Association (USTA); Richard Golinowski, Vice President of Operations Support for the Washington Airport Authority; Kerri Kapich, COO of the San Diego Tourism Authority; and Marian McLain, Vice President, Global

Sales – Intermediaries, for Marriott International.

Fred Dixon, MMBC Co-Chair and President & CEO of NYC & Company, moderated the discussion. He noted that his destination is heavily reliant on international travel.

"We recognize the progress varies by region—there are likely going to be fits and starts," said Dixon. "Our recovery will be gradual, but it's certain."

Dow said there's a lot of "patchwork going on" regarding COVID-19 guidelines, and it's important to have as much standardization as possible.

A major challenge is dealing with corporate travel policies, said Dow. USTA has called for business liability protections that are limited, temporary, and immediate, with "safe har-

bor" limited to American businesses that are reopening in accordance with health and safety guidance and "acting in good faith."

There's also a push to get money from the Commerce Department, Dow said, with the association calling for \$10 billion in federal resources to encourage healthy travel practices and promote greater visitation. The association has also sent a letter to Congress emphasizing the need for high-speed, reliable testing.

Representing the San Diego Tourism Authority, Kapich agreed with Dow that the industry is "very fragmented" in terms of guidelines, which she said are generally "bubbling up" from the local level.

A coalition of convention centers across the state and the DMOs in

those cities are working together to institute best practices, she added.

The CVB in San Diego has implemented a Safe Traveler Pledge regarding mask requirements, social distancing, sanitization, and a Safe Destination Pledge for enhanced cleaning, training for staff, and sanitization protocols. The organization is also starting a new "staycation" program.

"We're continuing to push that rock up the hill and it's going to take a while to get there," said Kapich.

Marian McLain, Vice President, Global Sales - Intermediaries for Marriott International, noted that enhanced protocols include instituting social-distancing markers in all public areas, making sure all as-

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MMB

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sociation, told *USAE* the meeting drew 35 in-person attendees with 50 conferring virtually. COVID-19 was front and center with the hotel's general manager also thanking the group for helping return meetings to the property.

Led by MMBC Co-Chairs Trina Camacho-London, Vice President of Global Group Sales, Hyatt Hotels Corporation; and Fred Dixon, President & CEO, NYC & Company, the meeting's agenda included updates on the coalition's advocacy/messaging, legislative matters, coronavirus testing and more. Sherrif Karamat, CAE, President & CEO, PCMA, briefed the group on the association's Business Events Compass.

MMBC conference material said: "It is positioning the industry as a help to stakeholders and the American public – starting with examples big and small of meeting professionals who are already going above and beyond to promote lenience, provide solutions and contribute in significant ways to their local communities."

The agenda included U.S. Travel Association's Roger Dow, President & CEO; and Tori Emerson Barnes, Executive Vice President of Public Affairs and Policy, presenting an advocacy update. Improved and expanded coronavirus testing; extending the Payroll Protection Program (PPP) until the end of the year and eligibility to destination marketing organizations (DMOs); providing up to \$10 billion in federal grants to promote safe and healthy travel practices; and

creating temporary tax credits and deductions, including: a credit to encourage Americans to travel at the right time, have been highlighted in the association's advocacy efforts.

Dow told *USAE*: "At a critical moment for the meetings and travel industry—marked by historic job losses and radical transformations in the way we all operate—I was proud to be in the same room with 35 meetings and travel leaders for an MMBC board of directors meeting that was highly productive while also following physical distancing and public health guidance.

"This meeting was among the industry's first in-person gatherings since the onset of COVID-19. Everything down to the room layout, seating structure and lunch were carefully considered with safety in mind in partnership with the MMBC team. The hybrid event that was broadcast to more than 50 industry leaders outside of Washington.

"On behalf of U.S. Travel and MMBC, I want to thank everyone involved for making the meeting happen and showing it is possible to meet safely with the proper physical distancing, personal protective equipment and increased sanitation.

"Meetings may look different than we are used to during this time, but I know we will continue to see more confidence in business events in the future because of MMBC and the industry's commitment to sharing examples, best practices and lessons learned.

"U.S. Travel established MMBC more than a decade ago to be a critical, unified voice for the econom-

ically vital meetings, conventions and large events sector of the broader travel industry. Our work persists, even in today's challenging environment, and will continue to support the millions of Americans who rely on meetings and travel."

Al Hutchinson, President & CEO, Visit Baltimore, said his main takeaway was that legislation is a big piece of the industry's recovery with having a unified industry voice also critical.

"We're optimistic about recovery and what will we do as an industry," said Hutchinson. "We got a really good update from the government affairs team of US Travel. Legislation is really important for DMOs and folks in this industry to get some federal money to recover from COVID."

Hutchinson added he was cautiously optimistic about getting federal funds and said U.S. Travel has done a great job of advocating on behalf of the industry.

MMBC board materials show recovery fundamentals include: go above and beyond to show attendees the industry prioritizes health and safety; become a resource for corporate and government clients as they re-book and promote upcoming in-person events; prepare for the reality that COVID-19 could be a recurring issue and prepare for the necessary adaptations; and embrace unique and unexpected partners who can advise MMBC and help the industry stay ahead of clients' needs.

Questions posed to the board included how MMBC and members will embrace virtual events and how those experiences can be more authentic as

well as how milestones and a return to the assembling of large groups can be commemorated.

Described by PCMA as "the most comprehensive research project" the Business Events Compass is informed by research insights from the business events industry; frequent meeting industry participants; and C-suite business and brand leaders. Highlights include 19% of U.S./Canadian respondents expect restrictions to live events lasting less than 12 months with 29% expecting a 6-12 months period. All other global participants responded at zero percent and 44% for the same timetables. Macro scenarios were also shared including a 7% drop in global GDP growth in 2020; and economy returns to pre-COVID levels in Q3-2021 if the virus is contained for a strong rebound. If the virus is not contained and a multi-year recession ensues the research forecasts a 10% drop in global GDP growth in 2020; and economy returns to pre-COVID levels in Q3-2023 or beyond

A "know before you go" safety/protocol page was distributed to attendees prior to the meeting. Marchand Beauvois told *USAE* everyone flew into Virginia, and over half that attended flew in and out same day. She praised the hotel for its diligence.

Richard C. Harper, Executive Vice President, HelmsBriscoe, told *USAE*, it was a very productive meeting with the highlight being the hotel's general manager addressing the group and thanking them for returning meetings to the property and that their being there helped protect the jobs of numerous staff members.

NEWS

ASAE Reminds Congress of Need for 501(c)(6) COVID Aid

By Todd McElwee

ASAE continues stressing to Congress the need for 501(c)(6) associations to receive aid amidst the coronavirus pandemic. In late July, noting, as leaders from both chambers work to construct what could be the last COVID-19 relief package before the November elections, ASAE delivered its sixth letter to Capitol Hill. It requested expanding eligibility for the Paycheck Protection Program (PPP) to include those organizations.

On July 27, the Senate expanded PPP eligibility to all destination marketing organizations (DMO), including any 501(c) nonprofit, quasi-governmental organization or political subdivision of state or local government with 300 employees or less. U.S. Travel, which has also been a proponent of the expansion, applauded the news.

Signed by Susan Robertson, President & CEO, ASAE, the letter stated: "Nonprofit trade and professional associations continue to suffer immense harm from this crisis and have thus far been locked out of Congress' main rescue program. Expanding PPP eligibility for 501(c)(6) organizations is essential to

uphold nonprofits associations' vital contribution to American economy and society."

An ASAE Research Foundation survey of nonprofit association executives found roughly 5% percent of respondents possess insufficient reserve funds to cover estimated financial loss due to COVID-19; 72% say they will use up to half of reserves. The letter went on to say 80% of respondents face up to 49% in estimated revenue loss – while 8% estimate revenue losses of half or more – just to event cancellations.

"There is a lot of bipartisan support in both chambers for the type of association-specific relief ASAE and others are seeking in the next COVID-19 relief package," Chris Vest, CAE, Director of Public Policy, ASAE, told *USAE*. "Many lawmakers have recognized that Congress to date has excluded 501(c)(6) associations from relief programs such as the Paycheck Protection Program created to help small businesses and industries weather the pandemic. The details of this next bill are very much in flux, however, and we will have to keep up the outreach to congressional offices as this package is negotiated."

Policies highlighted in the letter include:

Expand employer assistance policies – ASAE supports broadening current pandemic-response policies that were designed to keep employers operating. Specifically, we understand Congress is considering proposals to expand and reinforce the Economic Injury Disaster Loan program, allow SBA to automatically forgive PPP loans of \$150,000 or less, extend the PPP until the end of the year and afford small businesses and nonprofits alike additional long-term working capital loans or subsidies based on need.

2. Ensure a safe return to work – ASAE supports strengthening and expanding certain provisions included in the CARES Act, as well as new policies, that support a safe return to work for all employees. For instance, Congress should approve proposals to expand the Employee Retention Tax Credit and create a new tax credit for all employers to use to offset the purchases of Personal Protective Equipment, enhanced cleaning regimes and physical upgrades to office space that promote health and safety.

3. Support families and workers – ASAE supports robust assistance

for families and workers as we return to work and school. Congress should ensure that state and local governments and educators have the resources they need to maintain a safe learning environment and remote access to instruction. Further, Congress should provide financial and technical assistance to childcare providers and their employees to aid parents in their return to work. Finally, Congress should also fully support the unemployment insurance system and provide additional resources for job training and re-skilling activities to ensure no one is left behind during the recovery.

Stating, "After the CARES Act became law, an alarming and unfair perception developed that nonprofit associations are less deserving than other organizations because the association community, as many wrongfully believe, exists primarily to influence public policy," ASAE penned and included "The Essential Pillars and Purpose of American Associations."

The document highlighted associations began prior to the nation's inception and remain a foundational instrument of American economy,

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AHLA Survey Finds Only 37 Percent of Hotels Have Brought Back Half or More of Employees

By Grant Broadhurst

Only 37 percent of hotels have brought back at least half their full-time employees, according to a recent survey by the American Hotel & Lodging Association (AHLA).

AHLA received survey responses

from more than 1,200 hoteliers in late July. According to the survey, 87 percent of hotels have had to furlough or even lay off staff due to the pandemic, and 36 percent of hotels haven't been able to bring back any of their furloughed staff full-time.

Moreover, only 24 percent of hotels

have been able to come back to at least 60 percent of their pre-pandemic staffing, and 29 percent of hotels are at a staffing level 20 percent or less of their pre-pandemic level.

"It's hard to overstate just how devastating the pandemic has been for the hotel industry. We have never

seen a crisis of this magnitude," Chip Rogers, President and CEO of AHLA, said. He said the survey found more than half of hotel owners said they're at risk of foreclosure.

AHLA declared July 29 as "Save Hotel Jobs" day for hoteliers to reach out directly to Congress.

D.C. Convention Center Site of Firefighters Exam

By Jonathan Trager

Despite a major slowdown in convention business due to the pandemic, the Walter E. Washington Convention Center hosted 650 firefighters for an exam.

The D.C. Fire Department 2020 Promotional Exam took place on June 27. The test assesses the knowledge and skills of the first responders.

In preparation for the exam, Events DC, which oversees the convention center and other District facilities, supplied Professional Protective Equipment (PPE) and a thorough check-in system with wellness/temperature checks. Social distancing

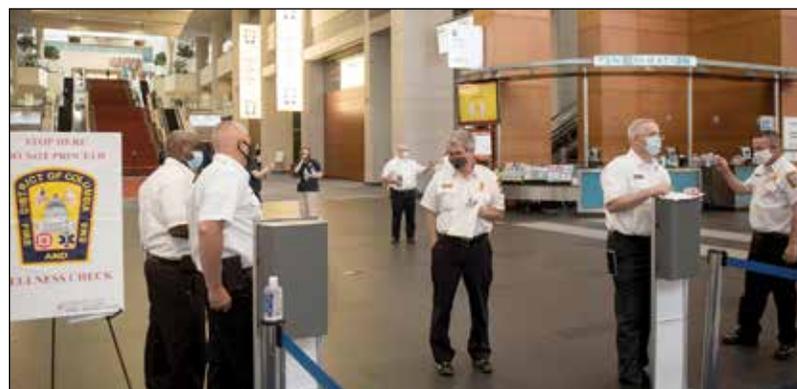
was practiced via signage throughout the center, line queues, and exam tables set up in the hall.

"As one of the country's premier Convention Centers, it is our goal to take our operational safety procedures and cleaning standards to the next level, which include enhanced sanitation and wellness efforts, new food and beverage packaging, and training for our entire staff," said Samuel Thomas, Sr. Vice President & General Manager for Events DC and Walter E. Washington Convention Center.

Thomas added: "As part our industry's recovery efforts, we continue to work with our customers daily to help

them identify solutions and reschedule their events with reassurance and

trust that we are committed to health and safety first and foremost."



The Walter E. Washington Convention Center hosted an exam for the D.C. Fire Department on July 24. Pictured here are officials at the wellness checkpoint for entrants.

NEWS

Indianapolis to Consider Issuing Bonds for Convention Center Expansion

By Jonathan Trager

The Indianapolis City-County Council will soon consider issuing 25-year bonds to finance a \$150 million expansion of the Indiana Convention Center.

Approval for the project will be considered on August 10 and have a final vote in mid-September, with a bond issuance potentially in October. Approval will pave the way for the expansion to open in 2024.

Chris Gahl, Sr. Vice President of Marketing & Communications for Visit Indy, said the organization's

lost business report from 2014–2018 showed there were 208 groups Indy was not able to bid to host because of a lack of convention center space or hotel rooms.

"With six years of meeting planner research in hand showing the significant demand to expand the Indiana Convention Center for the sixth time since opening, the expansion will allow the city to retain more than \$300 million in current business while allowing Indy to attract anew," Gahl told *USAE*.

Officials estimate the cost of the project at \$125 million, with the

total rising to \$150 million including finance costs and interest. The expansion would measure 300,000 square feet, including a ballroom of 50,000 square feet, and a skywalk.

The bonds would be paid off through property tax revenues from two proposed Hilton-brand hotels. These properties would add a combined 1,400 hotel rooms paid for by Kite Realty Group, which owns Pan Am Plaza.

The project was announced in 2018 but has received backlash from other Indianapolis hoteliers who worry there's not enough business for

the rooms Hilton proposes to build as part of the project, according to the *Indianapolis Star*.

Chief Deputy Mayor Thomas Cook said metaphorically "the big Downtown boat has taken on water and we're aware of that and we're bailing it out as fast as we can and were plugging the leaks."

"But this is building a really big sail, because when that wind comes back, we want to be able to capture that energy better than any other convention city in the country," said Cook, the *Star* reported.

Power of A

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positive impact that associations continue to have on society. While the celebration might look different this year, we look forward to honoring the work your association staff, members, and volunteers have done to create these winning programs."

Summit Awards are part of The Power of A campaign, which brings attention to the association community's contributions to society. Winners were selected by the Power of A Awards Judging Committee with 125 entries received. These included entries for five new award categories: The Power of Advocacy, The Power of Industry/Professional Advancement, The Power of Global Development, The Power of Diversity and Inclusion, and The Power of Community Support and Engagement.

"Congratulations to this year's Summit Award winners, whose range of activities speak to the incredible influence associations wield on society," said Barry Pilson, CAE, Vice President, Membership and Marketing, National Business Officers Association/Chair of the Power of A Awards Judging Committee. "We look forward to celebrating exceptional work in the association community every year, but with the challenges presented by the ongoing COVID-19 pandemic, it's especially gratifying in ASAE's Centennial year to recognize and salute association excellence. Associations make a notable difference in the world and that's one thing this current crisis has only magnified."

The American Council of Life Insurers (ACLI) is being honored for Passage of The SECURE Act

as the Power of Advocacy honoree. ACLI said the SECURE Act is a "huge win for millions of retirement savers." Signed into law by President Donald Trump in December, it removed an obstacle that many employers said discouraged them from offering annuity options to their retirement plan participants.

"We are thrilled that ASAE and our trade association peers honored our efforts to pass the SECURE Act," said Susan Neely, President & CEO, ACLI. "But the real reward comes from knowing that our work will help more people prepare for a financially secure retirement."

Recognized in the Power of Global Development category, the American Geophysical Union's (AGU) AGU Celebrate 100 Grants are awards up to \$10,000 given to support projects of AGU members and nonmembers around the globe that showcase the far-reaching societal benefits of Earth and space science. The Grants were created as part of AGU's Centennial celebration (1919-2019). Projects can take on virtually any shape and use a host of methods to promote the value of the science; the more innovative and collaborative the better.

Janice Lachance, Executive Vice President, Strategic Leadership and Global Outreach, AGU, told *USAE*: "On behalf of the Earth and space sciences community, AGU is honored to have received two ASAE Power of A Awards. We are grateful to our numerous volunteers from around the world whose dedication and leadership were instrumental in developing and supporting AGU's Centennial initiatives that were enjoyed by more than 60 million people around the world."

An American Public Power As-

sociation (APPA) pilot effort from spring 2019, The Light Up Navajo initiative brought together volunteer crews from public power utilities across the country to connect Navajo homes to the grid. In six weeks, the volunteer crews connected more than 230 homes to electricity, reducing the total number of U.S. homes without electricity by one percent. By leveraging the concept of 'mutual aid without a storm', the pilot effort served as a successful model for future electrification projects. APPA is a Power of Community Support and Engagement recipient.

Joy Ditto, APPA President & CEO, APPA, told *USAE*: "APPA is thrilled to be recognized by ASAE for the work that we have done in collaboration with NTUA on the Light Up Navajo project. APPA's partnership with NTUA has already brought electricity to hundreds of Navajo Nation families and we look forward to continuing to assist with this important project in the future."

Another Power of Community Support and Engagement awardee, the Coin Laundry Association (CLA) formed the LaundryCares Foundation with the desire to give back to the under-resourced neighborhoods that support laundromat businesses every week. LaundryCares has identified three pillars for living that mission: hosting Free Laundry & Literacy Days; sharing books, literacy resources

and educational programming in our laundries; and supporting those affected by natural disasters who have an acute need for clean clothes.

"We are proud to have the work of Coin Laundry Association and its LaundryCares Foundation recognized by ASAE's Power of A Summit Award," said Brian Wallace, President & CEO, CLA. "This honor serves as a powerful affirmation of our mission and the outstanding efforts made by countless volunteers who understand that laundromats have a unique opportunity to connect under-served families with the resources they need most. Thank you to the Power of A campaign for sharing these stories and inspiring all of us to find innovative ways to support our communities."

The Power of Diversity and Inclusion honoree the Healthcare Businesswomen's Association's (HBA) Gender Parity Collaborative is a unique consortium of healthcare and life-sciences companies dedicated to accelerating gender parity. It brings together senior executives from various industry organizations to discuss the necessary environmental and systemic changes needed to accelerate the pace of change and transform the industry.

Laurie Cooke, President & CEO, HBA, told *USAE*: "On behalf of the 16 companies of HBA's Gender

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COVID Aid

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society and democracy; contribute in direct and significant ways to economic stability and societal advancement; engage in a wide variety of activities benefiting industries, professions and workers through

far-reaching career and economic development programs; and reserve their Constitutional right to lobby the government as provided for by the First Amendment in the Bill of Rights.

"Nonprofit associations, as pillars of American economy and society, need your full support," the letter stated.

NEWS

U.S. Travel Letter to President, Congress Urges Action on COVID-19 Testing

By Todd McElwee

Signed by 14 high-profile travel CEOs, U.S. Travel Association delivered a letter to the White House and Capitol Hill in late July declaring additional and enhanced COVID-19 testing is an indispensable component of pursuing economic recovery. It also urged an amplified federal role in making effective testing more widely available.

“A reopening of the U.S. economy is critical, and the only way to sustain job growth is to drive demand, the letter stated. “One of the major challenges of a national economic recovery will be restarting the \$2.6 trillion American travel industry, which has been virtually shut down by the coronavirus pandemic. Restoring travel will require an aggressive and comprehensive suite of measures to provide relief, protection, and stimulus

for travel-related businesses—83% of which are small businesses.

“The events of recent weeks have made very clear one indispensable component of efforts to spur a national recovery from the health and economic crises: broadening the availability of efficient, effective, 24-to-48-hour COVID-19 testing.”

The letter stresses a sustained recovery will depend on a comprehensive set of measures to provide relief, protection and stimulus for employers while noting testing should be incorporated in the next legislative package – specifically the TEST Act that has been introduced in the Senate. It points out travel is a \$2.6 trillion domestic industry with 83% of the businesses being small.

Travel, which supported employment for one in 10 Americans before the pandemic, has lost more than half of the 15.8 million jobs it supported in 2019 – more than a third of the total U.S. jobs surrendered during the pandemic. The drop in travel-related spending is projected to cost the U.S. economy \$1.2 trillion by the end of 2020.

Signees include: Jonathan Tisch, Loews Hotels & Co; Heather McCrory, Accor North America, Inc.; Chris Nassetta, Hilton; Arne Sorenson, Marriott International; Roger Dow, U.S. Travel Association; Geoff Ballotti, Wyndham Hotels & Resorts; David Kong BWH Hotel Group; Pat Pacios Choice Hotels International, Inc.; Chrissy Taylor Enterprise Holdings, Inc.; Jim Risoleo Host Hotels & Resorts; Mark Hoplamazian Hyatt Hotels Corporation; George Markantonis Las Vegas Sands Corporation; and Elie Maalouf InterContinental Hotels Group.

U.S. Travel identified areas of need to improve and broaden coronavirus testing on the scale needed to help ignite economic revival including: improving the accuracy and speed of data collection for testing and contact tracing; increasing resources for research, development, and validation of new, rapid, and accurate tests; and investing in expanded production, laboratory capacity, and testing sites. Expanding access for workers and enhancements to testing matters was also noted.

The letter said: “At this unprecedented moment in our history, with our economy continuing to suffer the impact of this pandemic, we are unanimous in our belief that a strong federal role is both necessary and appropriate to achieve the necessary enhancements to our national testing capability.”

A COVID-19 testing white paper produced by the U.S. Travel was also referenced. It says wider availability of testing would help determine whether reopening is safe and whether further economic relief will be needed; help keep employees safe and businesses open; promote safe and healthy travel; and restore consumer confidence and generate travel demand - leading to accelerated rehiring.

“Testing enables reopening,” the letter concluded. “Testing enables rehiring. Testing enables recovery. The millions of jobs lost to this pandemic across all segments of the travel spectrum can only return if demand for our products and services rebounds. That demand from travelers is inextricably linked to the confidence that rapid and abundant testing will create.”

MPI Offering Various WEC Registration Rates, Voting Resources

By Todd McElwee

MPI's World Education Congress (WEC) in Grapevine, Tx. is roughly two months out. A series of registration price points are now available for both the Nov. 3-6 face-to-face run at the Gaylord Texan Resort and Convention Center as well as the “virtual” WEC.

And being the conference commences on Election Day, MPI has also developed an “Elections” section of the WEC website to help attendees cast their ballots.

“We want everyone to experience WEC Grapevine in a way that works best for them,” MPI said in a recent correspondence. “Both our in-person and digital experiences will enable you to grow through education and connections that are insightful, meaningful and actionable.”

Member live event registration are as follows: Planner Member: \$799; Supplier Member: \$799; Faculty Member: \$449; and. Student Member: \$249.

Non-member rates are Planner, \$999; Supplier, \$999; Faculty, \$599 and Student \$279. Non-member registrations include a 12-month MPI membership.

Virtual registration runs \$299.

Each live event signup includes a ticket to Rendezvous Benefiting the MPI Foundation at the Glass Cactus Nightclub.

Drew S. Holmgreen, Vice President of Brand Engagement, MPI, told *USAE*: “WEC Grapevine in-person rates are significantly less this year when compared to previous years and nonmember in-person participants will receive the benefit of a 12-month membership upon attending. Additionally, in light of our

industry's current situation, we also made the price for planners/suppliers the same, where suppliers had paid more in the past.”

Regarding virtual registration, Holmgreen said “Our digital engagement will be a mix of experiences that give our global participants great autonomy in how they choose to attend the event. We will stream our mid-day programming from a live studio onsite in Grapevine, Texas USA.

“Concurrent sessions will be offered live and delivered separately in rooms just for the digital audience. We'll have exercise classes, community 1:1 and a few facilitated discussions and a trade show with full appointment capabilities for new business activation. There will be a lot going on, and our digital participants are empowered to design their own experiences, just as they would onsite with the choices they make in the digital event.”

Deadline to request a full refund or transfer a registration to WEC Las Vegas in 2021 is October 23.

Last month, Paul Van Deventer, President & CEO, MPI, said their best case attendance scenario is less than half of what the event typically attracts. MPI said last year's WEC in Toronto had 2,520 attendees - the highest attendance in more than a decade.

The WEC Elections page features links to voting related websites including USA.gov, Vote.org, US Vote Foundation and Rock the Vote. MPI is dedicating areas for WEC attendees to watch the election results come in throughout the evening on November 3, including monitors at the Opening Party offering coverage of Election Day results.

More information is available at wec.mpiweb.org.

MMBC Session

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sociates have masks, and increasing cleaning frequency and high-quality disinfectants.

Each Marriot hotel has an executive level “cleanliness champion” to ensure that standards are put into place and must send in monthly videos and pictures demonstrating compliance. Starting on July 27, all Marriott hotels in North America will require guests to wear masks in public spaces.

“It's more important than ever to continue to bond together and embrace these new standards that we

have to implement,” said McClain.

Golinowski stressed that Washington Airport Authority is working with airlines and concessions partners to create “a unified front to make sure everything looks the same.”

At Reagan-National airport, for example, passengers will find social-distancing signs, more than 700 sanitizer stations, Plexiglas at contact points, and more.

Some parking lots have been closed, allowing for the elimination of busing from those lots. This not only saves money but keeps people out of congested buses, Golinowski said.

“We want to make sure our facilities are safe and our customers understand how safe they are,” he added.

NEWS

Loews Hotels Launches Brand Campaign with Message: “Welcoming You Like Family”

By Grant Broadhurst

Loews Hotels wants you to know that coming to its hotels means being welcomed like you're family.

The hotel brand – which has 26 hotels and resorts around the United States – launched the new brand campaign in late July with the tagline “Welcoming You Like Family” through photography, video, web, and on-property elements. The campaign was in development for more than a year, drawing on internal and

external research to find out what makes Loews different.

“In 2019 we began the process to identify a much-needed opportunity to define a new brand message that captured what makes Loews Hotels different,” Jonathan Tisch, Chairman & CEO of Loews Hotels & Co., said. “Welcoming you like family clearly defines the brand and what our hotels do best, which is care for guests just like we care for our own family. While deeply ingrained in our DNA, this message resonates now more

than ever in the age of COVID-19, and there couldn't be a better time to stand behind what makes Loews unique in the industry.”

Loews partnered with Winkreative to develop the campaign and the advertisements, which feature Loews team members. The on-property portion of the campaign includes signage guiding guests safely through their stay since the “Welcoming You Like Family” will serve as the name of Loews' enhanced safety protocols and standards.

“At Loews, we understand that the future of travel is contingent on how hospitality brands make guests feel,” Sarah Murov, VP of Communication & Brand at Loews, said. “While important, guest comfort needs to go beyond simply communicating cleaning protocols and statistics. Brands need to find a way to connect with their guests and ensure that a human element to travel remains, even in our currently physically distanced world. Through ‘Welcoming You Like Family’ we aim to do just that.”

Las Vegas Sands Saw Its Revenue Drop 97% in 2nd Quarter; Pessimistic About Meetings

By Grant Broadhurst

Las Vegas Sands saw its revenue drop to \$98 million in the second quarter – a 97.1 percent drop from the second quarter last year. It's also

pessimistic about Vegas' 2020 and 2021 recovery, especially in terms of meetings.

The company – which runs the Venetian, the Palazzo, the Sands Expo, and casino resorts in Macao and

Singapore – saw a net loss of \$985 million compared to a net income of \$1.1 billion in 2019's second quarter.

However, as of June 30, the company had unrestricted cash balances of more than \$3 billion with nearly \$4 billion available in revolving credit facilities. Sheldon Adelson, Chairman and CEO of Sands, said it is in the “early stages” of recovery and expressed confidence people will eventually travel again.

While its Vegas properties finally

reopened in June after months of being closed, the company doesn't expect Vegas to materially recover in 2020.

Rob Goldstein, President and COO of Sands, told investors: “Las Vegas, especially our company but the whole city, is dependent upon group and convention and banquet segment return. I see nothing indicates that '20 would return at all. There's nothing on the horizon. We have

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SVC to Terminate Contract for 103 IHG Hotels, If IHG Doesn't Pay

By Grant Broadhurst

If InterContinental Hotels Group (IHG) doesn't act quickly, 103 hotels in North America and the Caribbean – including three InterContinental and five Kimptons – will exit the IHG portfolio.

On July 23, Service Properties Trust (SVC) sent a notice of default and termination of operating agreements to IHG due to IHG's failure to pay the company about \$8.4 million in priority returns for the month of July. Additionally, IHG had another priority return payment due on August 1 of \$17.4 million. IHG can still pay the required amounts – plus interest – by August 24 to avoid the official termination of the agreements on November 30. If the termination goes through, SVC plans to move the hotels into the Sonesta brand, of which it owns 34 percent.

IHG confirmed it received the notice but declined to comment, including on whether it would make the payments.

The hotels include three InterContinental, five Kimptons, 11 Crowne Plazas, three Holiday Inns, 20 Staybridge Suites, and 61 Candlewood Suites spread across the U.S., Canada, and Puerto Rico. The contract for this collection of hotel

expires in 2036 and guarantees annual minimum returns and rents of \$216.6 million – with IHG making up the difference.

John Murray, President and Chief Executive Officer of SVC, said: “SVC and IHG have had a long relationship and we are in regular dialogue with them. We hope IHG cures this default so that we can move forward without a termination and rebranding. However, it is important to SVC that we enforce our agreements and seek to protect our bargained-for cash flows so that we can pay SVC's operating costs and other obligations without interruption.”

SVC said it can keep the hotels branded and even managed by IHG for up to a year after it terminates the agreement. However, SVC's plan is to transition the hotels' branding and management to Sonesta International Hotels mostly under the Royal Sonesta, Sonesta, and Sonesta ES Suites brands.

Since SVC owns about a third of Sonesta, SVC said it will get to share in the benefits of these brand and management agreements. Murray said this move will also allow “greater flexibility” in managing the hotels through the pandemic and the recovery – and might even help the hotels out.

With a Select-Service Franchise Model, Wyndham Weathers Second Quarter

By Grant Broadhurst

The second quarter wasn't great for Wyndham Hotels & Resorts, but its select-service-oriented portfolio avoided the brunt of the COVID-19 crisis.

Ninety-nine percent of Wyndham's 6,300 U.S. hotels are select-service, about 90 percent are in suburban, interstate, or small metro markets, and 99 percent are open, Geoff Ballotti, President and CEO of Wyndham, told investors on July 29. He said Wyndham those qualities enable Wyndham to weather times like these much better than competitors, especially with more value-oriented, drive-to, domestic leisure travel being the first to come back.

“Our revenue and cash flows are highly predictable and reliable, and it is due to these strengths that nearly all of our hotels were able to remain open throughout this crisis, even

during the softest days of late March and early April when occupancy across the industry fell to nearly 20 percent,” Ballotti said.

Still, Wyndham revenues dropped by about half in the second quarter to \$258 million. The company took a net loss of \$174 million mostly due to a non-cash impairment charge mainly related to the pandemic's impact on the La Quinta brand strength, meaning that it actually saw an adjusted net income of \$26 million. Wyndham ended the quarter with more than \$660 million of cash on hand.

Ballotti said 70 percent of Wyndham's business comes from leisure travelers and only 1 percent of its franchisees' business is group-based. “Even so, we know hotel owners across the industry are suffering and we know it's inevitable that there will be some that cannot stay afloat,” Ballotti said.

NEWS

San Jose Convention Center, Theaters Obtain GBAC STAR Accreditation

By Jonathan Trager

The San Jose McEnery Convention Center and San Jose Theaters have received the Global Biorisk Advisory Council (GBAC) STAR facility accreditation, Team San Jose announced on July 24.

Managed by Team San Jose, the facilities achieved the 20 GBAC STAR Program Elements performance-based accreditation, as Team San Jose staff have implemented the industry's highest standards for cleaning and disinfection of infectious agents.

"We commend the Team San Jose facilities for their GBAC STAR accreditation and their commitment to ensuring clean, safe and healthy venues for visitors and residents alike," said GBAC Executive Director Patty Olinger.

The accreditation makes the convention center the first one in northern California to be accredited in outbreak and infectious diseases preparation and response.

The four venues that comprise the San Jose Theaters are the first GBAC STAR-accredited performing arts venues on the west coast and among the first in the entire country. These include the San Jose Civic,

Montgomery Theater, Center for the Performing Arts, and California Theatre.

John LaFortune, COO of Team San Jose, said the destination is "ready to welcome guests back safely."

"We are proud of our GBAC partnership to incorporate its industry-leading system of cleaning, disinfection and infectious disease prevention for all guests and employees of Team San Jose," LaFortune said.

GBAC provides training, guidance, accreditation, certification, crisis-management assistance, and leadership to government, commercial, and private entities looking to mitigate, quickly address, and/or recover from biological threats and real-time crises.

"San Jose is the top meeting destination in Silicon Valley, and the top tech meeting destination in the world," said Matthew Martinucci, Vice President of Sales & Destination Services for Visit San Jose. "The GBAC STAR accreditation ensures meeting planners and attendees will experience the most comprehensive and innovative solutions to providing a healthy space—and greater peace of mind."

Las Vegas

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group here, group there but nothing of consequence. And Las Vegas cannot perform without a return of these segments."

He said Sands is essentially running a regional casino business in

Vegas based on drive-in customers. He called it "a world of hurt in terms of Las Vegas" and said gaming isn't enough to make it work because even making money on the weekend isn't enough to just lose it during the week. Conventions and banquets are needed.



Tuesday, July 28, 2020, Fairmont Washington, D.C., Georgetown delivered 16 cases of fresh fruit, water and other food items to Horton's kids. The hotel provides food for Horton's each week in DC's Wellington Park neighborhood. Pictured left to right: Larry Ingram, Horton's program assistant, Sarah Cannington, Horton's health & basic needs coordinator, Carlton Carter Fairmont's director of purchasing, Kelly Wilson, Fairmont's regional director of talent and culture and Julie Lonardo Horton's community center and outreach director.

Around Associations

By Todd McElwee

Society of Government Meeting Professionals Honors Distinguished Award Winners... The Society of Government Meeting Professionals recently announced Kathleen Ryan, CGMP, as the Sam Gilmer Planner of the Year and Chris McLaughlin, CGMP as the Sam Gilmer Supplier of the Year during its 38th annual National Education Conference (NEC), held virtually this year. Melissa Woodruff, CMP, was named the President's Award honoree by National Board President Michelle Milligan.

Recognized as the government meetings industry's highest distinction, the Sam Gilmer Award celebrates excellence in government meeting planning and the advancement of education and professionalism. Gilmer piloted the founding of SGMP in 1981.

Ryan serves on the SGMP National Capital Chapter Board of Directors and is a customer engagement team lead for the Eastern region for The Boeing Company. In sports terms, Ryan is SGMP's "2020 Most Valuable Player," her nominator wrote.

Ryan has served as a Gilmer Institute of Learning (GIL) Education trustee; on the National Membership Committee; and as a member of an ad-hoc task force to review and update the Protocol section of the Certified Government Meeting Professional (CGMP) Training Manual.

A retired Air Force Officer, she was Chief of Protocol for the

Department of the Air Force and Aide-de-Camp to the Chairman of the Joint Chiefs of Staff. She is a founding board member and active member of the Protocol & Diplomacy International Protocol Officers Association.

McLaughlin currently serves as the SGMP National Board Treasurer and is a Director of Global Sales for RLH Corporation, where he oversees the government market. In addition to his role as National Treasurer, McLaughlin co-leads the National Sponsorship Committee. In 2018 and 2019, he received the SGMP Superheroes Circle Top Supplier Award for his efforts recruiting new members. He also heads the National Finance Committee.

In February, McLaughlin was appointed to the Government Passenger Travel Advisory Council (GPTAC) for the National Defense Transportation Association. He was also recently selected to serve on the FedRooms and Department of Defense Preferred Hotel Council.

Woodruff is meeting professional with 15 years' experience and is President of the SGMP National Capital Chapter. Under her leadership the chapter received national recognition and awards for its communications, chapter operations, programming and membership recruitment efforts.

Woodruff is a meeting and event planner for DCG Communications and the Office of the Chief of Public Affairs for the U.S. Army. She previously worked at

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The Walt Disney World Swan Resort reopened to guests on July 29 in Lake Buena Vista, Florida. The resort is requiring social distancing and masks in public spaces, as demonstrated in this opening day photo of the resort's staff.

NEWS

Power of A

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Parity Collaborative, our team is honored to be acknowledged with an ASAE Summit Award. We are proud that this accolade recognizes our milestone initiative that is accelerating systemic gender parity in the healthcare and life sciences industries. The steadfast commitment to collectively advance women further, faster by the Gender Parity Collaborative demonstrates the understanding that gender parity is not a women's issue but a business imperative that ultimately will drive better business results."

Unifying Framework for the Early

Childhood Education Profession was developed by the National Association for the Education of Young Children (NAEYC). A Power of Industry/Professional Advancement honored program the document, which a long-term effort of the educational industry, look at at the profession.

Rhian Evans Allvin, CEO, NAEYC, said: "We are thrilled and honored to be recognized by ASAE with the Power of A Award. Power to the Profession marks the first time in our field when we have come to

agreement on a full framework for a professional field of practice for early childhood educators. After three years of intense meetings, thousands of early childhood educators weighing in and hundreds of focus groups we have a roadmap to ensure that each and every child beginning at birth has the opportunity to benefit from high-quality, early childhood education delivered by an effective, diverse, well-prepared, and well-compensated workforce."

In addition to the six Summit

Award winners, the Power of A Awards Judging Committee selected 21 association programs to receive a Power of A Gold Award and 39 associations to receive a Power of A Silver Award. More on the awards is available at www.thepowerofa.org/awards.

Tickets will be complimentary for the ASAE's Power of A - Virtual Summit Awards. Full event and sponsorship information will be available soon. Contact summitdinner@asaecenter.org with questions.

Around Assns.

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the Association of the U.S. Army, Experient and Destination DC.

More on the recipients can be found at www.sgmp.org/honors.

PCMA Chesapeake Chapter Accepting Board Applications... The Nominating Committee is accepting nominations and applications for officers and directors for the PCMA Chesapeake Chapter Board of Directors for 2021. Open positions include President – Elect; Director, Sponsorships; Director, Programs; Director, Membership; Treasurer; and Secretary. Applications must be received by August 30. For more information log onto chesapeake.pcma.org.

Wisconsin Society of Association Executives Hosting CEO Virtual Morning Coffee... On August 20, the Wisconsin Society of Association Executives (WSAE) is hosting CEO Café: Your Virtual Morning Kickoff Roundtable. CEO Roundtables are designed specifically for association CEOs only, as a venue for networking and sharing ideas. For more reach out to membership@wsae.org or call (608) 310-7850.

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