



December 2, 2011

Dear Colleagues,

This week I am pleased to share with you some exciting news!

I am thrilled to announce that the Convention Industry Council (CIC) has accepted PDI-POA's application for membership. We will become the thirty-second member in full, and will be the only protocol association among them.

CIC's member organizations represent over 103,500 individuals and 19,500 firms and properties involved in the meetings, conventions, conferences, events and exhibitions industry. Its mission is to provide a forum for members to exchange information on global trends and topics, promulgate excellence in best practices and guidelines, collaborate on industry issues and advocate the value of each member's area of expertise.

We undertook an effort to gain membership in CIC after the board, during our annual July meeting, unanimously approved a motion to do so. Our reasons were sound and straightforward – CIC will provide PDI-POA with a ready-made way to connect with sister organizations and, among other things, cross-pollinate our respective conferences, forums and programs, and, quite critically, provide assistance in our professional certification process.

In addition, CIC will lobby, when necessary, on our behalf. For example, President Obama recently issued an executive order restricting government spending on business travel and meetings. The impact, at this point, is hypothetical. However, the policy has the potential to adversely affect conferences and forums, like ours, as well as the small businesses across the United States that depend on such traffic.

The CIC executive director and board chairman immediately wrote the President explaining, "While internal cost controls should always be in place to prevent inappropriate spending, broad policies seeking to cut government travel budgets can have unintended negative consequences on the economy and government productivity." In urging the executive branch to take caution in implementing the new travel policy, CIC noted that its members, including PDI-POA, have "long demonstrated a commitment to meeting the varied needs of its...clients by working within the government's strict financial constraints...The integrity of government travel is vitally important to our industry and we work collaboratively with our...partners to ensure responsible stewardship of taxpayer dollars."

CIC continues to work with Administration officials to blunt the impact of the order and carve out exceptions when and where appropriate. We are already experiencing the benefit of membership and will continue to do so.

We are now in some great company, and many of you belong to one or more of these other organizations. Among the thirty-one current members are the:

- American Hotel & Lodging Association
- Association of Collegiate Conference and Events Directors (International)
- Center of Association Leadership (ASAE)
- Destination Marketing Association International
- Event Services Professional Association (ESPA)
- Green Meetings Industry Council (GMIC)
- Hospitality Sales & Marketing Association International (HSMAI)
- International Association of Conference Centers (IACC)
- International Association of Exhibitions & Events (IAEE)
- International Association of Professional Congress Organizers (IAPCO)
- International Association of Speakers Bureaus (IASB)
- International Association of Venue Managers (IAVM)
- International Congress and Convention Association (ICCA)
- International Special Events Society (ISES)
- Meeting Professionals International (MPI)
- National Association of Catering Executives (NACE)
- Professional Convention Management Association (PCMA)
- Society of Government Meeting Professionals (SGMP)
- U.S. Travel Association

And that list is not exhaustive. Please visit <http://www.conventionindustry.org/index.aspx> for more information on the CIC.

Stay tuned for more exciting PDI-POA news!

All the best,

Chris