

Leadership Lessons

Past Presidents ruminate



Community Service

Career Wardrobe

Lighten up! It's summer!

Take it from Robin



THE NEWSLETTER OF THE GREATER PHILADELPHIA CHAPTER OF PCMA

* connections

SUMMER 2017

GLOBAL MEETINGS INDUSTRY DAY 2017





Robin Geary, CMP

*Senior Manager, Meetings & Events
HMP Communications*

So Not On My Diet...

Earlier this month after attending a meeting during our first “taste of summer” weather teaser, I had the opportunity to connect with friends and colleagues at a nearby outdoor café. Our conversation was light and breezy, mostly talking of summer plans. As our chips with guacamole were served, I said that it was “so not on my diet” and dug a chip in for my first bite to have with my sip of sangria. During the conversation, we talked about the importance of work-life balance and how to stay committed to it.

As summer approaches, I encourage you to plan your work-life balance diet. My diet will include making memories and great experiences with friends and family. We will get to enjoy the sun, surf and sand of Long Beach Island. And in August, my husband and I will travel to Israel – a bucket list trip of a lifetime.

Though we all have busy schedules, it is important to remember a well-balanced mix of fun and work should always be in our daily diet. Remember, meetings will be planned and executed on schedule because that is what we do best. So, shake it up this summer; spend time with friends, family and colleagues. Take the time to enjoy each other’s company without it always having to do with work or planning meetings and travel. Plan time to get together for fun conversation, relaxation and a glass or two of sangria.

Don’t count calories! Count what counts!!!!

Favorite recipes:

Sangria: [Click Here for Recipe](#)

Guacamole: [Click Here for Recipe](#)

**“So, shake it up
this summer;
spend time with
friends, family
and colleagues.”**

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GLOBAL MEETINGS INDUSTRY DAY 2017



Pat Kraft-Hilpl

*Executive Director, Citywide Sales
PHLCVB
GPPCMA Secretary*

Around the globe, Thursday, April 6, 2017 was a momentous day: From New Zealand (earliest time zone), to Mexico to Philadelphia, meeting and event professionals came face-to-face to learn, inform, listen, and celebrate this extraordinarily underestimated yet remarkably robust economic engine and fascinating profession that is ours. Opportunities to network with individuals from audio/visual, food and beverage, décor and hotel companies, associations, corporations and everything in between and even outside of our industry, were the promise of the day.

In Philadelphia, we were fortunate to have local members of GMIC, GPHA, HSMIAI, ILEA, MASAE, MPI, NACE and SITE cooperate with the GPPCMA chapter to bring this local inaugural

undertaking together. Our day kicked off with welcome remarks from Sheila Hess, City Representative, then an eclectic panel of national and local leaders facilitated by Michel Couterier of Marketing Challenges International, Julie Coker Graham, President and CEO, PHLCVB, Michelle Crowley, Senior Director, Global Development & Partnerships, PCMA and Phelps Hope, Senior VP, Kellen Company. The panel touched on a broad range of topics emphasizing the global value of business events to tourism and hence, to economic development.

GMID part two featured Jonathan Wackrow of RANE. This complex presentation on risk management relating to current safety and trends

in event security could easily be a full day's presentation as the information was thorough, detailed and pertinent to many audience members, judging by the questions asked at the conclusion.



The 2017 GMID Philadelphia culminated in a reception, a well-earned opportunity to discuss the day's sessions, connect, share insights and engage with

colleagues. All in all, it was a good day for our industry. We especially thank our sponsors for their generosity, hospitality and support: Pennsylvania Convention Center, Aramark, PHLCVB, San Francisco Travel, and Tourism Australia. Thank you to our partners for their support: Pictures by Todd, Simmer Creative, the Philadelphia Marriott, and Home2 Suites by Hilton.



Event Photography: Pictures by Todd



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William Lewis dances to the beat of his own banjo. In his role as the executive director of PineCone in Raleigh, N.C., he preserves and protects blues, bluegrass and other forms of traditional music. And that's not all. He helps nonprofits like the International Bluegrass Music Association make the most out of meetings and events.

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GPPCMA Chapter Meeting and Reception

June 1, 2017

Shannon C. Fagan, CMP

*Senior Meeting/Exhibit Manager
AH - Front Row Meetings and Events
Division
GPPCMA Education Committee Co-Chair*

"We couldn't hold our Phillies networking event this year, so we decided to bring the Phillie Phanatic to you to-night!" This is how the Thursday, June 1st GPPCMA event was opened by chapter President, Robin Geary.

Our speakers for the night, Tom Burgoyne, the Phillie Phanatic for nearly three decades, and Evan Marcus, an acknowledged expert on corporate culture and high-performing leadership teams, have written the book, "Pheel the Love – Making the Business Case for Love." In this world of fast-paced change,


businesses everywhere are searching for critical levers to ensure growth and sustainability. Tom and Evan believe that there is an answer that has been hiding from all of us in plain sight. It is a solution that is rarely, if ever, associated with business. It is...wait for it...love.

Tom and Evan discussed how they became partners in sharing the message on how to use the power of love to transform people and organizations. They talked about using the Phillie Phanatic as an example on how to inspire fierce loyalty. They went over Phillie Phanatic inspired principles that create and sustain loyalty, and how this can be translated back to customer loyalty we see every day with companies like Starbucks, Dunkin Donuts, and Wawa. They brought out conversations with

the attendees in a light-hearted way that resulted in an understanding that makes the business case for love.

The last part of the program was dedicated to honoring the retirement of our longtime friend and supporter of GPPCMA, Donna Young. She retired from the American College of Physicians after almost 47 years. Donna served as our 5th Chapter President and continues to be responsible for much of our growth and success. We commend Donna on her years of service to our chapter and to our industry.

A special thank you to our event and speaker sponsor, Explore St. Louis, and to our host, The Study at University City.



Words of Wisdom from 25 years of GPPCMA Leadership

This article is part of a series showcasing the history of our chapter in its 25th anniversary year.

Karen Lennert, CASE

*Senior Account Manager
PSAV
GPPCMA Board Member*

As part of our 25th anniversary year, we asked our past presidents questions about leadership, today's meetings industry, and how they contributed to our chapter. Here is what they had to say:

WHAT WAS THE MOST IMPORTANT CONTRIBUTION YOU MADE TO THE CHAPTER DURING YOUR TIME AS PRESIDENT?

Betty Schultz - started contributions to charities which has since evolved into the Community Service Committee; our chapter challenged PCMA headquarters with gender discrimination, members agreed through a special ballot and we won the opportunity to add Jean O'Donnell's name to the list of candidates for PCMA President.

Gary Abel - updated our chapter bylaws and initiated the formation of the Pittsburgh/Ohio chapter. (Originally they were part of the Philadelphia chapter)

Flo Schrank - hiring Erica as chapter administrator; reviewing goals for PCMA and re-writing objectives as an organization.

Sharon Kemble - prepping to be hosts for the PCMA January Convening Leaders Educational Conference in Philly 2006. Working with the CVB and others, it was quite an experience to watch it all come together after a long year of planning. Philly rocked it!

Kevin Kelly - working on the 15th anniversary celebration

Kathy Smith - initiating the buddy program where a new member is paired with a seasoned member when they attend their first chapter meeting

Linda Pond Rindos - staying calm through the 2008 recession and working through the uncertainty

Brendan Morrissey - started new strategic plan to have members become "active and engaged" which resulted in more member engagement, more volunteers, stronger committees and increased attendance at monthly meetings

WHAT DO YOU BELIEVE ARE THE BIGGEST CHALLENGES FACING LEADERS IN THE MEETINGS INDUSTRY TODAY?

Theresa Barrett - leading change, advocating for our profession and our teams

Linda Pond Rindos - keeping up with the changing technology

Linda Still - technology, what and how to use it and get our leadership to be open to change, and how to budget for these new and necessary tools

Kent Allaway - keeping an eye on emerging technology and determining what can have a positive impact on your audience

Eva Matyskiela - trying to keep costs in check and attendance fees low while still providing an outstanding attendee experience

Kathy Smith - maintaining the safety of attendees at live meetings

Leigh Wintz - consolidation on the hotel side; changing market place through things like Airbnb; stress of air travel

Flo Schrank – consolidation of hotel brands which limits choice for the customer; also eliminating the on property sales personnel...personal relationships get the business most times

WHAT ADVICE WOULD YOU GIVE TO SOMEONE GOING INTO A LEADERSHIP POSITION FOR THE FIRST TIME?

Betty Schultz – listen, don't preach

Gary Abel – utilize the incredible talent around you

Kevin Kelly – be open to receiving as much criticism as you can

Linda Pond Rindos – make decisions, take initiative – don't just sit back and check the boxes

Therese Barrett – listen more than talk, be open to learning, don't assume there is only one way to do things

Gregg Talley – be aware that you are always on stage as a leader, be the best possible you

Eva Matyskiela – be true to yourself, stay focused on the big picture, don't let minor setbacks discourage you, be proud of the accomplishments of those you are leading and acknowledge them with sincere thanks

Sharon Kemble – dive in, take chances, be patient and kind, and have fun

Kathy Smith – create a collaborative environment

Pam Ballinger – become active in PCMA, particularly on a chapter level...there are great experiences to be gained through the networking of our industry...take as much education as you can through these sources, particularly locally

WHAT CHARACTERISTICS DO YOU BELIEVE ALL LEADERS SHOULD POSSESS?

Everyone agreed leaders should have integrity, dedication, creativity, fairness, confidence, approachability, objectivity, a positive attitude, and the ability to listen and communicate.

Other comments were:

Linda Pond Rindos – willingness to make (and admit) mistakes, a sense of humor

Theresa Barrett – a sense of purpose, understanding the strengths and weaknesses of their team, leveraging the strengths while at the same time helping the team to overcome weaknesses

Gregg Talley – communication/coaching skills, ability to see the big picture and understand details

Eva Matyskiela – understand that everyone is different

Brendan Morrissey – ability to pass on what they know, taking time to teach and share experiences

Michael Brennan – vision and the ability to prepare for the future

Leigh Wintz – believe in the power of teamwork

Flo Schrank – have the knowledge and tenacity to lead, and pass that knowledge on to future leaders

TRIVIA

I asked if anyone had a funny or amusing story to share. Michael Brennan was the only one who responded. Prior to the POWER Chapter branching off from GPPC-MA, someone suggested we change our name to the "Steagles Chapter". While the name Steagles sounds funny to us today there was actually a combined Philadelphia/Pittsburgh football team referred to as the Steagles.

From Wikipedia:

STEAGLES

The Steagles were the team created by the temporary merger of two National Football League (NFL) teams, the Pittsburgh Steelers and the Philadelphia Eagles, during the 1943 season. The teams were forced to merge because both had lost many players to military service during World War II. The league's official record book refers to the team as "Phil-Pitt Combine",^[1] but the unofficial "Steagles", despite never being registered by the NFL, has become the enduring moniker.

WELCOME NEW MEMBERS!

as of June 6, 2017

Emily Hoban
Event Coordinator
Radian

Ana Hunt
Student
Harrisburg Area Community College

Greta Kane
Business Strategist
Unique Events

Annamarie Luccarelli
Associate Meeting Planner
Harborside Press, LLC

Rene McCoy
National Sales Manager
Montego Bay Convention Centre

Carla McGlynn
National Sales Manager
Asheville Convention & Visitors Bureau

Lianna Petruccio
Manager, Member Services
Professional Convention Management Assn.

Brenda Philpot
Lead Meetings Program Associate
American Chemical Society

Jennifer Rodrigues
Senior Sales Manager
Kansas City Marriott Downtown Hotel

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HMP Communications

PRESIDENT ELECT

Diane Rehmel
ASTM International

SECRETARY

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Produce Marketing Association

MEMBERSHIP

Catherine Joyce
Ocean Properties Hotels & Resorts

Sara McWilliams
HelmsBriscoe

NOMINATING

Belinda Keota, CMP, CEM
Produce Marketing Association

PROGRAM

Shannon Fagan, CMP
Association Headquarters, Inc.

Paul Wong

Drug Information Association

SPONSORSHIP

Lisa McGlashen, CEM
American Association for Cancer
Research



Please join us for the Annual GPPCMA Retreat!

This year we will take an adventure to the African-themed Kalahari Resorts & Conventions. Kalahari is a new resort in the Poconos, approximately 100 miles from Philadelphia. It is the home of the largest indoor waterpark in America. Thank you to Kalahari, the Pocono Mountains Visitors Bureau, and the Long Beach CVB for sponsoring this year's retreat!

Monday, July 17

2:00pm-4:00pm, **Community Service Activity** at Brodhead Watershed Association - We will assist in a stream site clean up, a 15-minute drive from Kalahari Resort.

6:00pm-8:00pm, **Welcome Reception**

Tuesday, July 18

7:30am-8:30am, **Continental Breakfast**

8:30am-12:00pm, **Chapter Retreat**

12:00pm-1:00pm, **Lunch**

1:00pm-3:00pm, **Chapter Retreat Teambuilding Activities**

Membership to GPPCMA is required to attend.

For more information and to register, visit <https://greaterphiladelphia.pcma.org>.

Greater Philadelphia Chapter

Sponsorship Opportunities

GPPCMA is currently looking for sponsors and host locations for 2017.

For more information, contact gppcma@comcast.net.

Greater Philadelphia Chapter

Host Opportunities



COMMUNITY SERVICE CORNER



Change YOUR Suit, Change THEIR Life

Sally O'Shea, CEM

*Independent Event Planner
O'Shea Events*

The GPPCMA Community Service Committee proudly supported Career Wardrobe during the Global Meetings Industry Day on April 6. Our membership did not disappoint!

Samantha Castagna, External Relationship Coordinator with Career Wardrobe, was on hand to receive donations and talk with our members about other ways that they might contribute to this organization.

Imagine a place where every person in

transition can obtain the confidence they need in order to achieve the next level of gainful employment. Imagine a place that provides more than an interview suit...work attire for a training program or uniforms to start a new job. That place is Career Wardrobe.

Career Wardrobe is a nonprofit social enterprise that uses clothing and professional development to empower unemployed individuals to work. The boutique provides professional clothing and accessories to individuals in transition. Since 1995, clothing donations have outfitted over 80,000 people.

Career Wardrobe accepts your profes-

sional attire (clothing and accessories) for women and men regardless of the season, plus seasonal women's casual wear!

Within the Eastern Pennsylvania region, there are three Career Wardrobe locations: Philadelphia County, Delaware County, and Bucks County. The Philadelphia location is also open to the public where savvy shoppers can find great deals on women's designer and contemporary clothing with all sales supporting their services. In addition, visit the events calendar page on their website to view other ways that you are able to contribute.

careerwardrobe.org/events-calendar/

GPPCMA NEEDS YOU – VOLUNTEER TODAY!

Communications Committee

Chair: Erica Keagy (gppcma@comcast.net)

The Communications Committee is responsible for ensuring chapter news, activities, and important event information is communicated to members on a timely basis.

Some of the things we do: Design and deliver a quarterly newsletter devoted to content relevant to the profession and GPPCMA; Develop chapter specific communications when necessary for the good of the organization; Plan and execute a social media strategy

What can you do?

Volunteer to write for the newsletter, help with proofing and editing content, join the social media team and keep our Facebook and Twitter accounts active.

Community Service Committee

Chairs: Myriame Dutes (mdutes@ahint.com) and Neil Schriever (Neil.Schriever@marriott.com)

The Community Service Committee exists to build the connection between the Chapter, its members, and the local community, through participation in service activities, donation drives, and fundraising efforts for Greater Philadelphia based charities, non-profits, and community outreach organizations.

Some of the things we do: Design community service activities; organize and promote charitable donation drives; promote member wellness by educating our members about community and public health issues that affect us all and provide members information and tools they can use to address these issues.

What can you do?

Brainstorm ideas for CS activities; Research and suggest organizations to partner with; Participate in CS activities, and arrive early to assist in facilitation; Attend functions as representative of the committee; Act as a “cheerleader” to boost participation in CS Activities

Education Committee

Shannon Fagan (sfagan@ahredchair.com) and Paul Wong (paul.wong@diaglobal.com)

The Education Committee is responsible for planning and executing high-quality networking, social and educational events that create opportunities for the local industry partners and promote professional development.

Some of the things we do: Develop themes for chapter events; secure presenters; create and promote educational activities

What can you do?

Brainstorm ideas for educational events; help find presenters; help find venues

Emerging Professionals Committee

Chair: Astrid Schrier (ASchrier@pma.com)

The Emerging Professionals Committee of the GPPCMA exists to provide education and networking opportunities to students and professionals who have been in the industry for less than 10 years.

Some of the things we do: Create inexpensive networking opportunities for new/emerging professionals; Provide small education opportunities for students and emerging professionals; Visit student chapters

What can you do?

Help organize happy hours by contacting potential host locations; Promote the committee to new professionals; Speak at student functions

Finance Committee

Chair: Allen Anderson (r.allen.anderson@gmail.com)

The Finance Committee establishes monetary objectives and limitations for the financial operation of the organization and monitors all accounts

Some of the things we do: If there is money involved we are involved

What can you do?

Serve as member-at-large on the committee

Membership Committee

Chairs: Catherine Joyce (catherine.joyce@oceanprop.com) and Sara McWilliams (smcwilliams@helmsbriscoe.com)

The GPPCMA Membership Committee facilitates continued growth of the chapter and ensures that members have an excellent experience so that they achieve maximum benefit from their membership.

Some of the things we do: Foster a welcoming environment for all attendees at GPPCMA events; Recruit and retain members

What can you do?

Become a GPPCMA Ambassador; Mentor prospective new members; Send welcome letters, birthday cards, and notes

Sponsorship Committee

Chair: Lisa McGlashen (lisa.mcglashen@aacr.org)

The Sponsorship Committee solicits support dollars for all chapter meetings and events scheduled throughout the year, as well as for the quarterly newsletter.

Some of the things we do: Connect with potential sponsors; promote the organization to sponsors; Build relationships

What can you do?

Help find new sponsors; Network with existing sponsors



GPPCMA Emerging Professionals Committee Update

Astrid Schrier, CMP

*Event Manager, Produce Marketing Assn.
GPPCMA Emerging Professionals
Committee Chair*

Since rejoining the ranks as the Co-Chair of the Emerging Professionals Committee in December 2016, my focus has been on the reengagement of the future of our industry, our PCMA Student Chapters. Starting my own career as a PCMA student chapter member and leader back in 2007, this group is near and dear to my heart.

GPPCMA has three student chapters that we are proud to claim as our own, Penn State University, Temple University and the University of Delaware. Congratulations to the Penn State University chapter on being named Student Chapter of the Year for 2017! We started the year with

twelve students and two faculty members from Penn State and Delaware attending PCMA Convening Leaders in Austin. Belinda Keota and I had a chance to meet with the group before the PCMA Student Union program, which took place on Sunday morning. We described what the students would be experiencing over the next few days of the convention and offered our experiences and advice on how to best navigate it as a student member.

In February, I had the opportunity to visit with the Temple chapter to speak with students about the benefits of PCMA student membership and attending local GPPCMA chapter events to network with professionals. On February 25, members of the Temple chapter joined Belinda, Robin Geary, Greg Kamprath and Brendan Morrissey for a tour of The Study

at University City to learn about hotel openings and how meeting planners and vendors work within hotels.

We look forward to working with the incoming student chapter executive boards over the summer to plan some great events for the 2017-2018 school year.

In addition to our student activities, I'd like to congratulate Victoria Ramsay, Meeting Coordinator at Association Headquarters, Inc., on receiving our Associate Member Scholarship!

Keep an eye out for upcoming Networking Happy Hours or Lunch & Learn opportunities! If you are interested in getting involved, please get in touch with me at aschrier@pma.com.

2017 EVENTS

MON-TUES, JULY 17-18, 2017

Chapter Retreat

Kalahari Resort, Pocono Mountain, PA

For more information, [click here](#)

THURSDAY, SEPTEMBER 14, 2017

Education Day

Location TBD

8:00am-2:30pm

THURSDAY, OCTOBER 26, 2017

Chapter Meeting and Reception

The Hilton Inn at Penn

5:00pm-8:00pm

THURSDAY, DECEMBER 7, 2017

25th Anniversary Celebration/Silent Auction

The Warwick Hotel Rittenhouse Square

5:00pm-8:00pm

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Visit Raleigh

Warwick Hotel Rittenhouse

For more information, contact our Sponsorship Committee
Chair Lisa McGlashen at lisa.mcglashen@aacr.org.

MEMBER NEWS

Congratulations to the following members on their recent job changes:

BreAnne Clark, CMP

Senior Meeting Manager

AH - Front Row Meetings and Events Division

Myriame Dutes, CMP

Meeting Manager

AH - Front Row Meetings and Events Division

Astrid Schrier, CMP

Event Manager – Foodservice
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Karen Lennert, CASE
Sally O'Shea, CEM
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Connections is a quarterly publication of GPPCMA.

The views, opinions, and advertisements in this publication do not necessarily reflect the views and opinions of the Board of Directors, members, or staff of the Greater Philadelphia PCMA unless otherwise stated.

Thank you to the volunteers who contributed articles to this issue of *Connections*. The deadline for articles and ads for the next issue is Friday, August 11, 2017.

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