

**PCMA**

THE MAGAZINE OF THE PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION

# convene®

December 2010

## Remodel Your Meeting

**CMP SERIES:**  
Small changes  
that have made a  
big difference  
p.62



CONVENE ON SITE

# A Brighter, Shinier Long Beach

**L**ONG BEACH, CALIF., AVERAGES 345 DAYS of sunshine a year, but I was glad for the drizzling rain that fell on the first evening of a fam tour hosted by the Long Beach Area Convention & Visitors Bureau on Oct. 24–26. The pearl-gray fog provided an extra layer of atmosphere as we dined on lobster bisque and Dover sole aboard the *Queen Mary*, a luxury transatlantic ocean liner built in the 1930s and now permanently docked in Long Beach harbor as a floating museum, hotel, and meetings space. The ship’s Art Deco interior is newly gleaming after recent extensive upgrades.

The *Queen Mary*’s renovations are only one of a series of improved and new facilities that Long Beach has unveiled, including an \$8-million makeover at the Long Beach Convention & Entertainment Center. Long Beach has become a “very good boutique convention city,” said Long Beach CVB President and CEO Steve Goo-

ding, “if you have a meeting of 1,200 and are looking to take over the city.” But the city can also accommodate blockbusters. The fam tour coincided with The Women’s Conference 2010 — which, with 30,000 attendees, is the largest women’s conference in the world.

On Monday, I talked with Megan Rodriguez, the CVB’s public relations manager, about the city’s new hotels over an avocado omelet at a cozy diner downtown. I was staying across the harbor at the new, 178-suite Residence Inn Long Beach Downtown, where my suite had a full kitchen, a granite shower, and a spectacular view of the Pacific Ocean.

After breakfast, I toured the sleek, 138-room AVIA, with meeting space for groups of up to 200. The property has a cabana-lined rooftop pool and meeting rooms that open onto landscaped terraces. Long Beach’s culi-

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\*  
**THE HIGH COST OF INSECURE DATA:**  
**\$49,246**

Estimated average value of a lost laptop, based on replacement cost, detection, forensics, data breach, lost intellectual property costs, lost productivity, and legal, consulting, and regulatory expenses

**\$6.75 million**

Average per-incident cost of a data breach in 2009

**\$54 billion**

Total cost of identity fraud in the United States in 2009

\*  
**SOURCE:** Safemark Systems ([www.safemark.com](http://www.safemark.com)), based on studies by the Ponemon Institute and Javelin Strategy & Research

**(Pre Con)**

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research. "That's going to let our attendees touch, feel, and get a better understanding of a hot automotive product," James said. "We improve the industry by bringing everybody together to have a simultaneous conversation about the product."

Also on the agenda for Re:think 2011 are "bigger and better" versions of the ARF's annual David Ogilvy Awards for Excellence in Advertising Research dinner and Great Mind Awards luncheon; a preview of the second edition of *The ARF Listening Playbook*, to be published in April; and programming tied to the 50th anniversary of the ARF's *Journal of Advertising Research*, which is publishing a bonus issue for the event. Said James: "This is our big knowledge confab." ■

— Christopher Durso

**FOR MORE INFORMATION:**

[www.thearf.org](http://www.thearf.org)

**(Long Beach)**

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nary scene offers more than 100 restaurants within walking distance of the convention center, many of them on Pine Avenue's "Restaurant Row." We stopped for a wine tasting and light lunch at District Wine.

On Tuesday, I attended The Women's Conference 2010, which has been hosted in Long Beach by California's governor and first lady since the 1970s. Over the last seven years, under the direction of Gov. Arnold Schwarzenegger's wife, former NBC News correspondent Maria Shriver, the conference has grown enormously — in size, glitz, and political presence. Most attendees had to get up before dawn to accommodate the security required by the presence of First Lady Michelle Obama, who spoke at the conference along with U.S. Supreme Court Associate Justice Ruth Bader Ginsburg and former Associate Justice Sandra Day O'Connor, Oprah Winfrey, Mary J. Blige, Robert Redford, Jane Fonda, and dozens more. ■

— Barbara Palmer

**FOR MORE INFORMATION:**

[www.visitlongbeach.com](http://www.visitlongbeach.com)