God Alone

“For you are great and do wondrous things; you alone are God.”
Psalm 86:10  ESV

Greenville, South Carolina
April 15 – 17 • Hyatt Regency
Greenville, South Carolina – one of the fastest growing destinations in the Southeast – has quickly become that Greenville. The one with an award-winning downtown set against the backdrop of the majestic Blue Ridge Mountains. The one with an astonishing collection of restaurants, theatres, outdoor entertainment, shops and museums, including North America’s premier collections of sacred art. The one with a strong tradition of religious practice and diversity that’s as easy to get to and enjoy as it is to afford. The one more faith-based organizations are putting at the top of their list. Yeah, that Greenville. Learn more online or call us at 800-351-7180.
Two simple words, but so hard to truly put into practice in our daily lives.

Repeatedly God tells us to place our hope in Him. God alone can give us peace and hope for the future. God alone will never leave us. God alone will work all things for our good. God alone is completely worthy of our trust. God alone is always faithful. God alone doesn’t change. God alone is unstoppable. God alone is our place of rest.

It’s so easy to rely on myself, my circumstances, or my experience and not trust in Him alone.

I was reminded of this as I wrote this devotional. Jayne asked me if I would write it, and I said I would. Immediately I began thinking of what to share. Did I first go to the Lord to inquire of Him about what to write? I wish I could say yes, but I immediately defaulted to self-reliance; thinking of what I could share that would be wise and wonderful.

The Lord in a gracious, very quiet voice, asked me, “Brad, what are you doing? Don’t you remember that you are fully dependent on me? Remember this devotional is about Me being enough.” The realization of His gentle reminder hit me like a ton of bricks. I realized that in my immediate desire to remind people that God is enough, I wasn’t even remembering that myself!

I’m sure many of you can relate in some fashion. We can be so focused on serving the Lord that we go into auto-pilot and draw simply on that which is within us. God desires so much more for us though! He has so much more that He wants to do through us than we realize. Most of all He wants me to just “be” in Him.

In the end, it comes back to my identity in Christ. As John 15:5 says, I am the vine; you are the branches. Whoever abides in me and I in him, he it is that bears much fruit; for apart from me you can do nothing.

The daily walk of a Christian is to always remember that it is God alone that we need.

Brad Jankowski
Cru Global Advancement and a member of the 2019 CMCA Program Team
brad.jankowski@cru.org
Welcome to…Yeah, THAT Greenville!

I’m delighted that the CMCA has chosen Greenville as the site for its 2019 showcase! I’ve attended CMCA events for several years, and it’s exciting to see that the gathering is coming to Greenville in the days ahead. I love showcasing my city, and I can’t wait to introduce the hospitality community to my CMCA family. If you are not familiar with Greenville, you’re in for a surprise!

Nestled against the foothills of the Blue Ridge Mountains in the heart of South Carolina’s Upcountry, Greenville is located halfway between Charlotte, North Carolina (1.5 hours) and Atlanta, Georgia (2 hours). Greenville-Spartanburg International Airport (GSP) is newly-renovated and only 15 minutes from downtown Greenville. On average, GSP offers 50 non-stop daily flights to 15 cities and has great connections to over 200 cities.

Greenville offers our award-winning walkable downtown. Step outside the Hyatt Regency and discover Greenville’s friendly, tree-lined Main Street with over 110 mouthwatering restaurants, one-of-a-kind shops, boutiques, art galleries, museums, tours, and outdoor activities. Including a 40-foot waterfall and the Liberty Bridge—a one-of-a-kind curved, cantilevered pedestrian foot bridge—in Falls Park on the Reedy. Rent a Segway, hike, or bike the Swamp Rabbit Trail, or take in a Broadway show. You’ll discover a place where people enjoy where they live and love sharing it with guests.

I can’t wait to show you Greenville!

Diane Wilson

Register at www.regonline.com/greenvillesc
TOP 10 REASONS TO CHOOSE

COLORADO SPRINGS

Colorado Springs is a year-round destination boasting mild temperatures, over 300 days of endless blue skies and stunning natural scenery. Discover first-tier amenities, an array of properties and venues along with so much more.

1. **It’s Colorado Springs** - The beautiful backdrops and abundance of things to do are sure to increase attendance.
2. **Complimentary services** - From personalized site visits to attendee items, VCOS offers award-winning guidance.
3. **Climate** - Mild year-round climate and sunshine create the perfect environment, even in off-season.
4. **Fantastic accommodations** - Over 14,500 city-wide rooms and more than 450,000 square feet of flexible meeting space.
5. **Easy access** - The convenient Colorado Springs Airport offers over 65 arrivals and departures daily.
6. **One-stop** - VCOS is a single source for all your event planning needs during the planning process.
7. **Personalization** - Enjoy hands-on service through each step of the selection and planning process.
8. **Support system** - Enlist assistance for services, activities and other event details when the time is right.
9. **Expertise** - Connect with a seasoned staff intimately familiar with the choices in the area.
10. **Promotion** - Tap into destination assets, relationships, PR support, welcome bags and other tools.
We are thrilled to welcome CMCA and all of its guests. We are so proud of our city and can’t wait to show everyone this amazing little secret gem.

Hyatt Regency Greenville offers guests the perfect balance of Southern hospitality and modern amenities. Located in the trendy downtown area of Greenville, we’re near the area’s best dining, shopping, and entertainment. Whether you’re visiting Furman University, exploring Falls Park on the Reedy, or staying in town for business, you will find a welcoming room waiting for you in South Carolina.

The freshly renovated rooms at Hyatt Regency Greenville feel like a world away from the hustle and bustle of Main Street. Inside our 327 cozy rooms and suites, you’ll find plush Hyatt Grand Beds™, deluxe bath amenities, and a spacious work area.

We can’t wait to share our hotel and city with you!

Alice Ward
Director of Sales & Marketing
Hyatt Regency Greenville

Register at www.regonline.com/greenvillesc
Kechi Okwuchi

From plane crash victim to a finalist on NBC’s America’s Got Talent, 27-year-old Nigerian-born singer Kechi Okwuchi has overcome a lot. Through her love of music, Kechi has made a name for herself amongst other superstars, singing covers like “By the Grace of God” and “Don’t Worry About Me” and more. There’s no doubt that adversity has only made Kechi Okwuchi stronger.

On December 10th 2005, Kechi was headed home from boarding school for the Christmas holidays aboard a local airplane, which crashed and killed 107 out of 109 passengers, 60 of whom were fellow classmates and friends. Kechi suffered third-degree burns over 65% of her body, and she's since had to undergo multiple intensive surgical procedures. America’s Got Talent was a huge and miraculous opportunity for Kechi, the kind she could only dream of in the past, and she still can’t believe she became a top 10 finalist on the show! America’s Got Talent opened new doors for Kechi, and now she intends to press onward in faith with music as her primary goal.

Bruce Marchiano

Bruce Marchiano is an actor, producer/director, author, and ministry director, best known for his actor’s portrayal of Jesus in The Visual Bible: The Gospel According to Matthew and in the Pure Flix hit, The Encounter. Matthew is regarded as one of the most landmark Jesus films of all time, with distribution in China alone long surpassing one million.

As Matthew gained international acclaim, doors exploded open for Bruce in Christian films, as well as speaking, writing, and ministry. Following the counsel of his mentors, the iconic Disney actor Dean Jones and renowned Christian leader Dr. Jack Hayford, Bruce turned his focus in these directions. As a result, Bruce's many Christian and biblical films are too numerous to list.

As an author, Bruce has penned several books on the Person of Jesus. Among them are Jesus Yesterday, Today & Forever; Jesus Wept, and the best-selling In the Footsteps of Jesus, all of which have been honored by the Evangelical Christian Publishers Association as Gold Medallion finalists. Other titles include Jesus the Man Who Loved Women, Meeting Jesus, and The Character of a Man.
CMCA Showcase—God Alone!

Bruce Van Natta

Author of *Saved by Angels, A Miraculous Life*, and founder of Sweet Bread Ministries, Bruce Van Natta has been a guest on over 100 talk radio shows and over 30 TV shows, with several being nationally-syndicated.

When the logging truck Bruce was working on fell off the jack across his mid-section, crushing him under the 10,000-pound axle, no one thought he would live. But, in 2006, while he was on the verge of life and death, Bruce had an “out of body” experience. God sent two angels to keep him alive. As Bruce’s body was almost cut in half and his main arteries were completely severed in five places, the doctors said there was no medical record of anyone surviving longer than a few minutes with injuries like his. Though Bruce should have died before the ambulance arrived, he lived to tell his amazing story today.

Eric Lind

Eric Lind practiced law for 16 years and then took a horrible fall as a result of a sin pattern in his life. Eric was convicted on four counts of theft and forging the signature of a judge, and he was sentenced to 28 months in prison. While Eric believed his professional life was over, the Lord had other plans.

Eric has since had tremendous successes and failures, and the Lord has carried him through the darkest of times. At a point when he thought he had zero chance of professional or business success, you will hear how the Lord opened doors of opportunity that Eric never could’ve imagined or dreamed possible.

After Eric’s fall, he made the determination that he would always be transparent in everything he did or said. The doors that opened as a result of that decision illustrate God’s plan for restoration and redemption in all our lives.

Caleb Serrano

Caleb Serrano will give us a short encore performance. Seven year old Caleb joined us last year in Roanoke and left a big impression on CMCA attendees. He has had numerous TV appearances and sang with some of today’s greatest Gospel stars.
The Martins

Siblings, Joyce, Jonathan and Judy, collectively known as The Martins, have enjoyed countless radio hits and performances at concert halls, arenas, auditoriums and churches worldwide.

During the 1990s, The Martins rose to national and international success, showcasing their stunning and distinctive harmonies before a vast array of audiences, from legendary singer/songwriter Bill Gaither’s multi-award winning Homecoming Video and Concert Series to the White House to Carnegie Hall.

Over the years the Trio garnered eight Dove Awards from the Gospel Music Association, as well as a prestigious Grammy nomination.

Brandon Camphor – Worship Leader

Brandon Camphor has flashed many musical faces over the course of his career. He’s soloed for the Grammy® Award winning Brooklyn Tabernacle Choir; he’s fronted the Urban Pop group, Brandon Camphor & One Way; and he’s even had a successful side hustle as an in-demand wedding singer at private events. Now, the smooth-voiced singer has struck out on his own as a solo gospel artist.

Church is at the core of Camphor’s essence. He was raised around gospel music and graduated from the prestigious Duke Ellington School for the Performing Arts where he honed his skills as a singer and writer. After moving to New York City, Camphor joined the music department at the Brooklyn Tabernacle Church where he has supervised the creation and promotion of several projects, including the choir’s recent No. 1 hit, I Am Reminded. He’s also the featured vocalist on the album’s current Top 40 radio single, Psalm 34. Camphor has now begun work on his first full-length gospel recording, Look Out, World!

Lance Garrett

Lance is a talented pianist and born-again Christian of 52 years. He will join us in Greeneville for his seventh CMCA Showcase where we will once again be blessed by his musical talents. Lance’s greatest goal is that God is honored through his music.
**Lyndy Phillips, Emcee**

Lyndy Phillips grew up in the farming community of Darrouzett, Texas, where he developed his creative and humorous imagination and began performing for audiences at the age of seven. Along the way, Lyndy learned how to tell humorous stories, participating in UIL Poetry and Storytelling competitions, and he also developed his sleight of hand skills while performing for family and community events.

An ordained minister, Lyndy served as Executive Director of Development for an international marriage ministry and television program based in Dallas, Texas. Prior to that, Lyndy served more than 15 years in the local church as a youth pastor, associate pastor, and church elder. Today, Lyndy speaks across the country for associations, companies, and organizations with his “Laugh More. Stress Less.” program (LaughMoreStressLess.com).

Lyndy and his wife currently live in the Dallas/Fort Worth area and volunteer with Network to Help ministry, opening their home to missionaries on furlough and others who need temporary housing. They are proud parents to two grown children, Lezlie and Taylor, and two dogs, Pepper and Zuzu. (And, they’re ready for grandkids!)

**David Ferrell, Emcee**

For over 20 years, comedian David Ferrell has shown audiences that comedy can be clean and funny! A three-time nominee for Inspirational Comedian of the Year by ICM, David can be heard on Sirius/XM’s “Laugh USA,” and he was also named one of five “Hot Acts in America" by Event Solutions Magazine. David is a multi-time nominee for Comedy Act of the Year by the Inspirational Country Music Awards, sharing the honor with Mark Lowry, Dennis Swanberg, Chonda Pierce, and some of the biggest names in Christian comedy. He is one of the most active touring Christian comedians working today, performing well over 150 dates a year.

**Rex Tonkins, Prayer Leader**

Rex Tonkins grew up in North Carolina and serves as the State Coordinator for Billy Graham Evangelistic Association and the State Coordinator for the National Day of Prayer. He received a Master of Arts from the University of Phoenix and a Bachelor of Arts from Lenoir Rhyne University. Rex and his wife Vickie spent almost three decades leading youth ministry and evangelism across the United States. He is also Co-founder and Director of The Destiny Project, Inc. (youhaveadestiny.org)
At the time of printing, the program team is in the process of finishing the education sessions. This is a list of the topics the team is working on.

**Spiritual Sessions:**
- Hearing God’s Voice
- Living the Victorious Life
- Overcoming the Past
- Making Jesus Real to You

**Industry Sessions:**
- How Current Trends are Impacting You
- Selecting Cost Effective Menus
- How to Receive Maximum Value from a Convention & Visitors Bureau
- Small but Mighty: Benefits of Working with 2nd Tier Destinations
- Hotel Contracts Training for Experienced Planners
- Travel Safely and Look Great Doing It! (For Women Only)
- How to Fix Unfair or Vague Hotel Contract Clauses
- RFPs the Produce the Best Results
- How Working with Christian Groups Differs from Working with Other Groups
- Success in Business with a Balanced Life
- Improving your Networking Skills
- How to Write a RFP for AV
- Real Life Sales Class
CMCA Showcase Preliminary Program

Monday, April 15

Optional tours for planners
Free time to enjoy Greenville’s Main Street
Orientation
Showcase Opening & Dinner
Afterglow and Hospitality (Optional)

Tuesday, April 16

Morning Prayer (Optional)
Breakfast & Program
Reverse Tradeshow
Lunch and Program
Education Opportunities
Dinner & Living Gallery Performance at Bob Jones University
Afterglow and Hospitality (Optional)

Wednesday, April 17

Morning Prayer (Optional)
Breakfast & Program
Reverse Tradeshow
Lunch - Suppliers are encouraged to invite planners to lunch on Greenville’s Main Street
Education Opportunities
Dinner and Closing Program

2019 Program Team

Brad Jankowski – Cru
Celia Anderson – Experience Columbus
Jeffrey Perrin, CMP – Hyatt Hotels
Jeremy Wilson – The Broadmoor
Karen Woods – Billy Graham Evangelistic Association
Kathryn York – Visit Franklin
Rachel Eble – Arrowhead Conferences & Events
Sara Melendez – Experience Kissimmee
Steve Cauble – ICFG
Jayne Kuryluk – CMCA
CMCA 2019 Show Registration Information

Register now at www.regonline.com/greenvillesc

Planner Registration Cost: $60

Supplier Registration Cost:
- Supplier Member: $2,000
- Supplier Non-Member: $2,300
- Supplier Co Worker: $1,350

Host Hotel: Hyatt Regency Greenville
- Planner Room Rate: $49 plus tax
- Supplier Room Rate: $179 plus tax

Self-parking is $7.50/day.
Valet parking is $20/day.
***Planners note: CMCA will not reimburse valet parking.

Reserve your room by the cut-off date which is April 8. Reservations after April 8th are based on availability. Visit christianmeeting.org for the room reservations link.

CMCA Showcase Program:
April 15-17, 2019 The program will begin with Monday evening with dinner and entertainment and end with dinner and entertainment Wednesday evening.

Reverse Tradeshow:
The suppliers will receive planner profiles the week prior to the show. They will have time to review the profiles and see which planners they wish to meet during the reverse tradeshow.

Meeting planners will be assigned tables and will remain seated while the suppliers walk the tradeshow floor and choose which planners they wish to meet with.

Because our ratio of suppliers to planners is less than 2 to 1, preset appointments are not necessary. There will be enough time for suppliers to meet with the planners they wish to meet with. Appointments are 8 minutes long.

Education:
There will be a variety of educational sessions available on Tuesday and Wednesday, many of which will offer CEUs. In addition, there will be breakouts for inspirational sessions.

Pre-Tours:
Planners are invited to enjoy a two hour pre-tour hosted by VisitGreenvilleSC. The tour will consist of the Greenville Convention Center, a driving tour through Greenville's hotel district, the Embassy Suites by Hilton Greenville Golf Resort & Conference Center, and the Hilton Greenville. Two tours times will be offered, 10:30a.m. and 1:00p.m. You can sign up for the tours during registration.

Airline Discounts:

Delta Airlines: Receive up to 10% off fares. Visit Delta.com. On the home screen, click on "advanced search" and enter NY2PRin the Meeting Code field. You may also call Delta Meeting Network at 1-800-328-1111* Monday - Friday, 7:00 am - 7:30 pm (CT) and refer to Meeting Event Code NY2PR. Please note there is not a service fee for reservations booked and ticketed via the reservation 800 number.

Transportation:
There is complimentary hotel shuttle to the Hyatt Regency Greenville from Greenville/Spartanburg airport. You can schedule your shuttle pick up in advance by calling the hotel at 864-235-1234.

**Charlotte airport is about 1.5 hours from Greenville and Atlanta is about 2 hours from Greenville.
**Financial Assistance:**
Planners requesting financial assistance should follow the following steps:

1) Register at www.regonline.com/greenvillesc. In the registration process, you will be asked if you would like financial assistance.

2) Complete the form requesting financial assistance. (It can be obtained during the registration process)

3) Return the form to CMCA and you will be notified of approval for assistance. Once you have been approved to receive financial assistance, you may then reserve your hotel room and make flight arrangements.

4) After the show, you will submit airfare and hotel receipts for reimbursement. Please make sure you are aware of items that are allowed for reimbursement. CMCA does not reimburse room charges or valet parking.

5) The maximum assistance available per planner (per organization) is $700. This includes $535 for travel and $165 for hotel. Travel and hotel reservation can only be made for the dates of the show, April 15 – 17.

If you are having trouble finding a flight that fits the price range, please contact Jayne at jayne@christianmeeting.org.

**Meals:** All meals and transportation covered during the dates of the show with the exception of one lunch. That meal function is set aside for suppliers and planners to connect and enjoy lunch in downtown Greenville.

**Cancellations:** All CMCA show cancellations must be made by March 31 in order to receive a show refund. Hotel cancellations fees are handled separately by the hotel.

**Dress Code:** The dress code for all events is professional casual.

**Questions:** Contact Jayne at Jayne@christianmeeting.org or 303-451-6678.

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**CMCA 2019 Show Registration Information**

**We’re not out of the way. We’re out of the ordinary.**

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Andrew Schmidt
CHME, MPA
Executive Director
252-329-4200
andrew@visitgreenvillenc.com
Living Gallery 2019: Somewhere Forever

During CMCA’s showcase, we hope to visit the final dress rehearsal of this year’s presentation of the Living Gallery at Bob Jones University.

The Living Gallery is an annual presentation, centered on the story of Christ’s earthly ministry, using choral and orchestral music, drama, and masterpieces of art in what is known as tableau vivant—a timeless concept of “living pictures” or dramatic scenes in still form.

Bob Jones University’s fine arts department takes well-known works of art like da Vinci’s Last Supper and paintings from the Museum & Gallery’s Old Master painting collection and enlarges them to life-size and fills them with live models. Each year’s program is different and can feature 8-15 works of art in various media (paintings, sculpture, stained glass, etc.)

A team of talented artists and technicians spend hundreds of hours putting together the sets, costumes, makeup, and lighting needed to create larger-than-life artwork that depicts the life of Christ.

There are only two other productions of its kind (in scale and quality) in the nation—both in California; one is hosted regularly at Laguna Beach, Pageant of the Masters. It is a unique offering, and it is very moving because of its blending together of the visual and performing arts.

Be challenged and inspired by the drama, uplifting music, and living masterpieces that make up Living Gallery.

To learn more, visit here: https://livinggallery.bju.edu/

Register at www.regonline.com/greenvillesc
CMCA 2019 Showcase • Greenville, SC • April 15 - 17

Greenville, S.C.

Register at www.regonline.com/greenvillesc
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Alpharetta is designed for right-sized events with our 26 upscale, modern hotels and meeting spaces that perfectly accommodate from 10 to 2,500 attendees. Premier chef-driven and locally-owned dining experiences infused with exquisite entrees and farm-to-table comfort foods are sure to please your attendees’ palates. Five shopping districts with 250 shops paired with 10 music and entertainment venues are ideal for after-hours down time. A plethora of complimentary event planning resources are at your fingertips from the Awesome Alpharetta professionals.

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Alpharetta Convention & Visitors Bureau
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DRIVE Conference, Alpharetta, GA
Jesus said to Him, “I am the way, the truth, and the life.

No one comes to the Father except through me.” ~John 14:6

“Well,” the professor said, turning his eyes my way, “how good do you have to be to get to heaven?”

I was a young student at Liberty University—a Christian school, where literally everybody knew my grandfather. Simply put, as Billy Graham’s grandson, I had to get the answer to this question right.

My mind began turning. I knew that I was a sinner. I had broken God’s rules. I wasn’t “good.” I also knew, however, that I would be in heaven one day because I had placed my faith in Jesus Christ.

I finally opened my mouth to speak. “You don’t have to be good. You just have to be forgiven,” I said, fairly confident in my response.

The professor quickly responded, “Will, you’re absolutely…wrong.” I didn’t get it. I wasn’t sure what I had missed. But then, the professor made his point. “To go to heaven, you have to be as good as God.”

In other words, if you’re trying to earn your way to heaven, you can’t do it. No amount of work or good deeds can make you “good enough.” It simply can’t be done.

The positive thing, however, is that even though I answered the question wrong, I was on the right track with my original answer. You can’t be good enough to get to heaven, but God recognized that, and it’s why He made another way.

You see, some people will argue that there are multiple ways to heaven, but that’s not what the Bible says. The path that leads through other religions is absent of the Savior and His redeeming sacrifice.

Jesus showed us the narrow road that leads to eternity in John 14:6 when He proclaimed, “I am the way, the truth, and the life. No one comes to the Father except through Me.”

In effect, Jesus came on a rescue mission. Knowing that God could not have sin in His holy presence, Jesus humbled Himself and became man, paid the price of our sin, conquered the grave, and created the way for a broken human being to find eternity with a perfect and blameless God.

As Christ-followers—having surrendered your life to following the path laid out by Christ—you are not “good enough,” but you are forgiven!

Now, it’s time to walk out the door and share that good news with others today. You’re surrounded by people who are trying to earn their way or are trying to find another path, and they need to know the true hope of the simple and beautiful gospel.

continued on page 20
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* Certain restrictions may apply.

Contact Rev. Dr. Crystal Walker
Interim Director of Sales & Services, CMP CHSE
Dayton Convention & Visitors Bureau
937.226.3162 | cwalker@daytoncvb.net
daytoncvb.com | 800.221.8235

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SeviervilleConventionCenter.com
Be the one who finally shows them the way!

“God doesn’t say to be perfect, and you’ll get to heaven. He says to confess that you’re a sinner and come to the cross, And whosoever shall call upon the name of the Lord shall be saved.” —Billy Graham

Dear Jesus,

I know that I’m not good enough; I know that I’m a sinner. But, I also know that You’ve forgiven me, and I’m eternally grateful for Your sacrifice and victory on the cross. In Your name, I pray. Amen.

If God gives you an opportunity today to share the simple hope of the gospel, what will you say?

Learn more about Redeemed, the new devotional by Will Graham, at www.RedeemedDevotional.com, ©2018 William F. Graham, IV
Welcome New Members!

New Meeting Planner Members:
Adina Walker – Elevation Event Management
Kristine Wilcox – HelmsBriscoe
Sharon Robberson – Adventist-laymen’s Services and Industries
Monica Walker – The Monica W Agency
Rev. Phill Martin, ACC, CAE, CCA – The Church Network
Scott Mendenhall – Christian Chiropractors Association
Caitlyn Berman – Association of Christian Schools Int’l.

New Supplier Members:
Carrie Crawford – Edgewater Hotel, Gatlinburg
Emily Martin – Great Wolf Lodge, Grand Mound, WA
Gray Williams – Greenville-Pitt County CVB
Tuyen Nguyen-Valenzuela – Riverside CVB
Jennifer Brown – Visit Frisco
Cristina Bocacao – Sheraton Lisle Hotel
Seth Flolid – Discover St. Louis Park
Vianetta Johnson – Visit Norfolk
Lisa Schmidt – Drury Hotels

New Speaker Members:
Kristin Chadwick – Rebel Parenting
Aaron Shawn Harper – Bridgebuilders International
Annette Mulligan – A Mulligan Speaks
Rex Tonkins – The Destiny Project
Kenneth O’Neal – Kroneal Coaching and Training

THE PERFECT MEETING AND THAT DELICIOUS DINNER
IT’S ALL HERE

We pulled off the big presentation. It was time to celebrate with an evening out and Plano was the perfect place to toast our success. We had plenty of dining options and discovered this unique Mexican restaurant. The meal was perfect! We lingered into the evening and set our sights for the next meeting. Just 20 miles from Dallas, Plano is the perfect place to get business done and celebrate after the work day is over. Plano has it all. And I’ll be back.

visitplano.com
How Much of Your Work Is Really Busywork?

Six Ways to Tell, and What to Do About It

by Laura Stack

“T

here is nothing so useless as doing efficiently that which should not be done at all.” – Peter F. Drucker, Austrian-American business expert and productivity guru.

What is productive work? Simple: work that helps you reach your goals. But sometimes, you may wonder if your work is really making a difference. Perhaps minor tasks have overtaken your focus. Perhaps you’re procrastinating. Perhaps you’re living in your inbox.

A recent poll of 1,987 U.K. workers revealed they did productive work for about 2.5 hours a day on average. RescueTime’s study of 225 million hours of worktime in 2017 produced the same figure for users worldwide. Most of rest of the day was wasted with busywork and other unproductive activities.

How can you tell if you’re gunning for the global average for productive work? Look for these six key indicators.

1. **Your to-do list is glutted.** Having a long to-do list doesn’t mean you’re productive. It may mean the opposite. Todoist.com, for example, gives you the option of marking to-do tasks with red, orange, yellow, or white circles by order of priority. A red circle indicates high priority work. How many of your tasks fall in red-circle territory? If it’s more than three, you’re in trouble. If your task list is longer than 10-12 significant items, ditto. Take a critical look at your to-do list. What matters most? Focus on that and lower the priority of the rest as much as possible. Do high priority tasks first or during high-energy times of the day. Otherwise, you may make poor decisions about your time, and default to the easiest job left on your list.

2. **You’re biting off more than you can chew.** If everything really is high priority, delegate what you can, triage your list mercilessly, and stop taking on more work. If people keep shoveling it on your plate, let them know you can’t handle more.

3. **There’s no passion in your work.** You don’t like it much, so you do just enough to get by. You might even be a little productive, but you’re really just killing time. Routines can help take up the slack, but if you’re always running on automatic, at some point you’re going to drift off into the weeds. You may end up spending more time preparing for work than actually doing it. You don’t do your best work, so your productivity drops. If this is true, find ways to motivate yourself, if only by mental effort. Find some aspect of your work you enjoy, and learn to love it. Spread the love to other parts of your work. This is tough, so award yourself regularly—with coffee, snacks, or an extra quick break—for accomplishing productive tasks. Think about how doing a good job could translate into promotions.

4. **You don’t know why you do things the way you do.** Someone told you to do it this way. You’re just following the rules and procedures. You have no idea why. Why use this report template? Why constantly recycle the same code modules? Why send people the same report every week, when it would be as effective to send it every month? Does anyone even read it? Find
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out. If you stopped doing a particular task, what would happen? Would someone scream, or would anyone even notice?

5. **Someone has to do it.** Yes, there’s always low-value work someone has to do. But should you spend hours filing, printing, copying, or straightening up your cubicle? There’s a work hierarchy for a reason. If you’re a highly-paid professional, leave lower-value work for interns, support people, and/or entry-level professionals for whom the work is important.

6. **You often pretend to feel, look, and act busy.** Enough said. Whatever your reason—boredom, lack of passion, insufficient work, hating your job, or laziness—start focusing on strategic work. The same methods for kindling passion will work here. If you simply can’t stand what you’re doing, it’s time to find work you like more.

The Way It Should Be

No one’s uber-productive every day, but your job shouldn’t be an exercise in futility. What would you rather be: an underutilized placeholder or a productivity powerhouse?

Laura Stack, MBA, CSP, CPAE is an award-winning keynote speaker, bestselling author, and noted authority on productivity and performance. Funny, engaging, and full of real life strategies that work, Laura will change mindsets and attitudes so your people can maximize productivity, strengthen performance, and get the job done right. To have Laura Stack speak at your next event, call 303-471-7401, email Christine@TheProductivityPro.com.
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HENDERSONVILLE, Tennessee—The U.S. hotel industry reported positive results in the three key performance metrics during January 2019, according to data from STR.

In a year-over-year comparison with January 2018, the industry posted the following:

- **Occupancy:** +0.7% to 54.8%
- **Average daily rate (ADR):** +0.8% to US$124.39
- **Revenue per available room (RevPAR):** +1.5% to US$68.13

“The good news is that the industry once again set a demand record with more room nights sold than any other January on record,” said Jan Freitag, STR’s senior VP of lodging insights. “The 2.7% year-over-year increase in the metric points to the underlying strength of consumer and business demand. The bad news is that overall performance growth was again muted, specifically on the rate side, where we saw the lowest increase in ADR since July 2010.

“As noted in the weekly data throughout the month, there were calendar shifts in play with New Year’s falling on a Tuesday and then Martin Luther King Jr. Day one week later than in 2018, but there was also the issue of the government shutdown affecting contractor and group travel. Regardless, our projections for the year remain the same—good, not great performance, thanks in large part to tepid ADR growth.”

The industry has now posted year-over-year RevPAR growth for 106 of the past 107 months. The longest overall expansion cycle in industry history lasted 112 months from December 1991 through March 2001.

Among the Top 25 Markets, San Francisco/San Mateo, California, reported the highest jump in RevPAR (+12.0% to US$220.88), which was due to the only double-digit increase in ADR (+12.6% to US$302.68). Performance was up year over year thanks to the return business of the reopened Moscone Center, the College Football Playoff National Championship and the 37th Annual J.P. Morgan Healthcare Conference.

New Orleans, Louisiana, experienced the largest rise in occupancy (+5.7% to 64.5%).

Phoenix, Arizona, saw the second-largest increases in occupancy (+5.2% to 73.6%) and RevPAR (+10.6% to US$111.07).

Overall, 10 of the Top 25 Markets saw RevPAR growth.

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