

## Special Report: Top Gaming Destinations

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# Coffee With...Bridget Cline



**“I see it as my mission to break down any remaining barriers for women in A/V.”**

Bridget Cline, founder, president and CEO of Pinellas Park, Fla.-based Industrial Strength Inc. & Pilot House Audio Visual, has received the Women in AV Award from InfoComm, a leading audiovisual trade association. Cline also engages in pro-bono and nonprofit work. Her latest creation is FAVE (Female Audio Visual Executives), a nonprofit trade association that mentors young women in the field.

**Tell us about FAVE.** It began as a way to find other women with whom I could share experiences. When I started, men who had been in the industry for years would call me and

ask to “talk to the man.” When I explained that I was, in fact, “the man,” I would often hear a “click.” Now that I’ve been accepted into the fold as a more than competent provider, I see it as my mission to break down any remaining barriers for women in A/V.

**Where do you find your inspiration for your work?** From broadcasts, such as the Academy Awards, or the opening of the Olympics. Also, I read 30 to 40 magazines per month to stay current on trends in color, design, lighting and even mood. But my greatest inspiration comes from brainstorming with the clients themselves.

**What was the best compliment you’ve received on the job?** It was from a client — a very traditional university president — who wasn’t too sure about having a female in charge of his production team for a very high-profile event. I gradually earned his trust and respect, and after a flawless event, he shook my hand and said, “It will be an honor to work with you again soon.” It made my entire month. ■

## ON THE MOVE

### Planners

#### Dinnerman joins Amber Ready Inc.

Julie Dinnerman has been hired as event coordinator for Amber Ready Inc., a new Rockaway, N.J.-based company providing missing-children alerts to parents and police. Her new post entails planning the company’s nationwide events. Previously, Dinnerman was the events manager for East Rutherford, N.J.-based Allied Building Products.

### Suppliers

■ **Mark Adams** was named director of sales for the 569-room Beverly Hilton in Beverly Hills, Calif.

■ **Carol Eberhard** has been appointed director of group sales at the 550-room Fairmont Chateau Whistler, British Columbia.

■ **Roger Freeman** was hired as national sales executive for Hargrove Inc., a Lanham, Md.-based trade show, event and exhibit company.

■ **Ashly Gabri** has been promoted to vice president of incentives and strategic accounts for Associated Luxury Hotels International. She is based in the company’s Atlanta office.

■ **Christine Gonzalez** has been appointed director of conven-

tion services and catering at the 1,334-room Rosen Centre in Orlando.

■ Global event marketing company Pico has hired **Kris Malmberg** as vice president of national accounts and **Marsha Harrison** as senior account executive.

■ The Grapevine (Texas) Convention and Visitors Bureau has named **Robert H. McPherrin** assistant executive director of sales and marketing.

■ **Ed Rudzinski** was appointed area general manager of the 753-room Baltimore Marriott Waterfront.

■ **Garrett Stanwick** has been named director of Western regional sales for Summit Performance Group, an incentive travel and meetings management company headquartered in San Diego.

■ **Lindsey Tellez** has been hired as executive meetings manager at the 300-room Lancaster (Pa.) Marriott at Penn Square.

■ **Renee Wuerdeman** has joined the Northern Kentucky Convention & Visitors Bureau to serve as the director of convention services.

If you would like notice of a career move considered for inclusion in this column, contact Kaylee Hultgren, khultgren@mcmag.com.