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The ROI of PCMA Membership Involvement

The adages “you get what you give” and “it’s all about relationships” are so true, and certainly apply to PCMA membership. For Dr. Kim Bercovitz of X bytes, the ROI from her membership has grown beyond her wildest dreams, and has springboarded and transformed her entire business!

While living in Toronto, Kim joined the Capital Chapter and jumped into a remote involvement on the Communications Committee, writing articles for the Chatter and getting her vision and passion out there. What was her goal? To promote wellness at both personal (meeting planner) and conference levels through wellness talks, resources, and short fitness videos (bytes) for conferences and workplaces, designed as energy boosters. Kim maintains that “sitting is the new smoking” and she’s fixing that.

Through PCMA, Kim met Joe Felperin with CadmiumCD who facilitated an introduction to Debra Sexton. Three weeks before the 2014 EdCon in Toronto, a learning lounge with a comprehensive wellness focus was born. It featured talks on healthy eating, building healthy bones (for perimenopausal women) and fitting fitness into busy meeting planner lives. The idea of mind-body fitness was pilot tested through live sessions and 17 new yoga and mindfulness videos evolved. Kim was invited to Convening Leaders where the Wellness Theater was introduced. She listened to feedback about ambient noise concerns and introduced noise cancellation headsets at subsequent conferences to create a private, intimate experience for mind-body videos. Through her exposure with PCMA, Kim’s “video” business now offers a turnkey conference wellness program that includes: speaking engagements, live on-the-go fitness breaks, wellness lounges and challenges, and just released wellness newsletter and a blog. Since moving to DC, she joined the membership committee, and has never missed a meeting or event. People have been warm and inviting, eager to refer business, share ideas, and she’s met new colleagues and friends... priceless!

PCMA handed Dr. Kim, once an introvert, an opportunity on a silver platter. With encouragement and support from her PCMA family she has grown and blossomed - and PCMA has reaped the benefits. •

*by Marilyn Atchue-Zuill, Global
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