



GOVERNMENT MEETING PROFESSIONAL

SOCIETY OF GOVERNMENT MEETING
PROFESSIONALS

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A Reminder from SGMP President to Fulfill Your Most Important Duty: Don't Forget to Vote!

One of the most important duties that you can do as a member of SGMP is vote. The ballots will be mailed to the membership on March 19, 2003. Please take a moment and review all of the candidate profiles when you receive the ballot. The term of this election will be the 2003-05 Board of Directors. They will be installed at the Annual Conference, in Orlando, Florida, Friday evening at the Sam Gilmer Awards and Banquet Dinner.

As president, I believe that it is crucial to see how our membership is doing. That is why, at the most recent Board meeting in January 2003, I prepared a strategic planning session for the National Board, chapter presidents, second vice presidents, and the Educational Foundation. They worked in groups of six and discussed 16 questions in depth. I would like to share with the membership a few of the questions that were discussed and the feedback that I believe is essential for you to know.

Of particular interest, it was important to see how many would be going off their local boards; the number was more than half. I was surprised, but glad in a sense that this strategic session would be so valuable with their input of almost two years as a chapter president or second vice president. The following is a sampling of questions and responses.

Question: What is the most important thing SGMP can do? I was quite surprised at the responses. The most common response focused on showing the value of SGMP to their members or promoting awareness to their employers, starting with the top level down. Other responses included expanding resources to chapters by providing programs and to continue the visibility of the National Board.

I would like to take a moment to discuss providing value and awareness to all departments. Within the next few months, a task force will be developed to study the impact of the value of SGMP and how we can develop the recognition needed to gain support from the top down for our state and federal meeting planners. More will be announced at a later date.

Question: Where do you see SGMP in five years?

This elicited exciting answers, such as securing a national spokesperson to voice support of SGMP, increasing membership to 5,000

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(currently we have approximately 2,900), and having a chapter in every state. Everyone agreed to *aim high*.

Many of our chapters are in a serious freeze, which means they have more suppliers than planners. This is not good. Based on the GSA, in order for federal planners to continue to participate in SGMP the ratio must be at least 50/50. We could potentially lose half of our federal planners should this occur. I encourage you to check in with your chapter president to see if your chapter is in a freeze. Perhaps you might be just the individual needed to make a difference in your chapter. If SGMP is valuable to you, then I respectfully request that you step up and get your chapter out of the freeze.

Question: Do you think SGMP is visible and if not, how would you seek visibility? In the industry, everyone felt that SGMP is well known and is definitely a voice in the meetings and hospitality industry. Many felt, however, that there is not enough exposure of SGMP in the local area of state and federal government. It was determined that chapters should locally establish an effective marketing initiative to promote SGMP. Getting the SGMP name in the local newspaper and having suppliers include

that they are an SGMP member on their proposals could also gain exposure.

A chapter Web site is a phenomenal marketing tool to get the word out to your current and perspective members! I would recommend putting your Web site on all your chapter correspondence. Keeping your Web site current with up-to-date information, meetings dates, and educational topics is very important. Have you updated your Web site lately, or if you don't have one – contact a chapter who does and see if they might be able to help by providing a contact to assist you.

Question: How would you rate SGMP on its yearly performance? (This was a bonus question) Hooray – on a scale of 1 to 10 with 10 being the highest, those in the room rated us between a 7 and 8. They felt we made great strides but there is always room for growth and development. I believe that this was a first in SGMP history to all work together as a team to strengthen our organization. I want to thank those who were involved and by their commitment and comments, it appears that they would like to have similar sessions at future joint meetings. Isn't it amazing when we all work together, just look at what we can achieve!

It's a Great Feeling When You Know Everything Went Right!

By Carl C. Thompson, Executive Director, SGMP

In late January 2003, the National Board, Chapter Presidents Roundtable, Educational Foundation, and the 2nd VP Roundtable met in Las Vegas for a joint meeting to discuss many issues of SGMP and the upcoming Annual Conference that will be held in Orlando May 21-25, 2003.

On the opening day of the joint meeting, everyone in attendance was warmly welcomed by our National President Donna Carey, and urged to work together in reaching a common goal that would benefit all of the membership and leadership of this great organization SGMP. Each national board member had an opportunity to bring up-to-date the

CPR, VPR, and the Educational Foundation on what they were responsible for as board members and the projects in which they have been assigned. Questions from all in attendance were upbeat and right on target.

After the opening joint meeting, each group went to separate meeting rooms to tackle their agendas for the next two days, and prepare for the closing day joint meeting. The closing joint meeting gave the opportunity to discuss the many issues that were felt to be important enough to share with the entire group. An open and frank flow of conversations was so positive and infor-

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mative that everyone left with a complete feeling of success. The days were long and the issues important; many who attended had to use their vacation time to attend this meeting. However, knowing that so much was accomplished, that our organization is on track, and that the leaders on the national and local level are on the same successful journey makes you feel that all of the effort and hours spent were definitely well worth the investment. SGMP has progressed through the years, and as any organization, has had challenges. However, SGMP has nudged its way to the top of the ladder, and finally it is getting the recognition it deserves in the professional arena of the hospitality industry. I personally hear the accolades from other industry organizations making statements like, "We've watched SGMP grow and it just seems to be getting better and better," and, "SGMP raised its bar of professionalism and seems to

have exceeded its own expectations." SGMP members... you all deserve the credit for making our organization one of the best.

Members, your national and local boards have devoted much time and effort in making SGMP run like the Mercedes in the auto industry. They once again need your support! One of the best ways you can show your total commitment to SGMP is to PLEASE attend the Annual Conference that will be held in Orlando May 21-25, 2003. I know as well as anyone that the economics and the instability in the world today is affecting us all, but please make an effort to attend the conference and take advantage of the educational opportunities we're offering to you. Take the opportunity to see your SGMP friends you haven't seen in a year or two. This may be just the medicine the doctor ordered.

The 2002 Newsletter of the Year Update: Did your chapter participate?

By Kit Gonzales, Chair, Newsletter of the Year Competition Committee

At last year's National conference in Norfolk, I challenged more chapters to enter this competition. I am thrilled to announce that SGMP rose to the challenge! There are 17 chapters that entered this year's competition, and that shatters the record!

Being a part of this national committee over the last few years, and as a firm believer in the importance of communication to members, I am thrilled with the overall improvement in the newsletters that entered this year. I see improved graphics, colors, and eye-catching titles; I see great Web versions, too! The committee – myself, Ann Litt, Claudette Ferris, CPS, Dana Davis, Keri Dirzanowski, La-

Wana Axtell, and Lynnette Simpson – is very busy reading and scoring all of the newsletters.

We look forward to announcing the top three winning newsletters and handing out the cash prizes in Orlando. We also hope to give out a couple of "Fun" awards, like we did last year, for specific articles that pique the committee's interest. Good Luck to the Atlanta, Chicago, Dallas, Florida Capital, Greater Oregon, Heart of Illinois, Great Lakes State, Missouri State, National Capital, North Carolina, Northern Lights Minnesota, Old Dominion, Pacific Northwest, San Francisco Bay Area, St. Louis Gateway, Texas Lone Star Capital, and Wild West Chapters in this competition!

SGMP National Nominations and Elections Timeline — 2003

Check out the national nominations and elections timeline. You can do your part by mailing in the ballot. Also, plan to attend the Annual Education Conference in Orlando, May 21 - 25, 2003 to witness the installation of the new 2003 - 2005 Board of Directors. Best of luck to all of the candidates. The following is the timeline:

- ✓ **March 19, 2003:** Ballots mailed to membership.
- ✓ **April 13, 2003:** Deadline for ballots to be received.
- ✓ **April 20, 2003:** Ballots counted. Nominations and Elections Chair notified of results.

- ✓ **April 21 – 23, 2003:** Nominations and Elections Committee notifies candidates of results.
- ✓ **April 27, 2003:** Official letter sent to candidates with election results.
- ✓ **May 1, 2003:** Election results in on-line newsletter.
- ✓ **May 21 – 25, 2003:** 2003-2005 Board of Directors installed at Annual Conference.
- ✓ **July 1, 2003:** New Board takes office.

Corporate Coach Tells How You Can Learn to Love Life-Long Learning

By Ron Rael, CPA, Corporate Culture Coach

Recent studies show that employees, given the opportunity to expand their skills, will work smarter, accept more responsibilities, and be more productive. Two main reasons are:

- self-confidence; and
- personal flexibility.

The employee who furthers their skills through continuous training is exposed to new ideas, methods, and processes. Any new idea has the potential of having a positive impact on our work because of today's fast forward pace of business.

Why the need for continuous learning?

As employees learn more and understand "their world" better, they become more confident in themselves and their abilities. As a direct result, these employees accept more challenging work. Employees, growing in knowledge about their workplace, begin to see issues in shades of gray and not just black or white. The ability to understand the

larger scope leads to an increasingly flexible attitude, a valuable trait in people who must consistently think for themselves.

What does this mean for you?

We need to provide continuous training for ourselves and, more importantly, for our employees. Although some professionals see continuing education as something they are forced to do, it's much more than that. It's the way to create better and smarter employees and build a stronger work force! So, learn to love life-long learning.

Copyright © by Ron Rael, CPA. All Rights Reserved. Ron Rael, CPA is an authority on workplace culture. He works with fast forward business leaders, coaching them on ways to recognize, re-energize and revitalize their unique work cultures. He can be reached at (425) 898-8072 or e-mailed at Ron@ronrael.com.

On the Lighter Side: Member Mark Brown, CMP, Muses and Offers Insight

By Mark Brown, CMP, Masi Max Resources, Inc.

I am writing this while on pain medication. I am at home, recovering from a total knee replacement, and the Percocet is cruising through my body.

It occurred to me that perhaps I should have planned my surgery and hospital stay like a meeting. Since I didn't, I'm left with the following nagging questions:

- Should I have conducted a site inspection of the OR?
- Should I have confirmed that the anesthesiologist was experienced with the total knee replacement market, and not just assigned to it because he was the new kid on the block?
- Should I have confirmed that the hospital wasn't redflagged? (If only it had become an IHOP—what a huge improvement in F&B that would have brought!)
- Should I have checked the A/V in the OR to make certain they weren't watching pay-per-view on the monitor?
- Should I have inventoried the wheelchairs to confirm that there was adequate ground transportation?
- Should I have checked the hospital's emergency preparedness plan to see what happens if they run out of bedpans? (I actually don't want to know the answer to that one!)
- Should I have checked the hospital's walk policy? (My worst nightmare: "Sorry, we're full. You're going to Chuck E. Cheese to recover.")
- Should I have tested the nurse call button to make certain it wasn't a prop from *Jeopardy*?
- Should I have examined the doctor's orders to make sure that "morphine" didn't look like "margarine"?
- Should I have checked the Blood Bank to be certain they don't store cherry Jell-O in transfusion bags?
- Should I have checked the credentials of the radiologists to ensure they're not related to the Marx Brothers?
- Should I have confirmed that my surgery didn't fall on "take your kid to work day"?

Maybe I'll schedule a postcon with the hospital. On second thought, I'll just refill the Percocet.

Members Only Section: Bring Value to Chapter's Educational Conference

From Wendi Williamson, CA Department of Aging -

Dear Carl: I thought I would take a minute to let you know how great the Member's Only section is working. I have been on it several times for program ideas, the speakers bureau, etc. Today, however, I used it for something else.

We are in the home stretch of our chapter Annual Education conference. Over the weekend I was checking my registration list and compared it to my last monthly report. To my surprise, 57 planners had not signed up for the conference. In an effort to get as many planners as possible in attendance, I

went to the Members Only section and looked up each person. I was able to send all 57 planners an e-mail regarding the conference. It was quick, painless, and within minutes I heard from several of them. After 10 minutes, six people registered. The best part is they are not members who usually come to meetings. I just thought I would share this note of thanks with you.

The editorial staff of the Government Meeting Professional encourages readers to submit their questions and comments. Send submissions to Lynnette Simpson, LynnetteLy@aol.com

Chapter Success: CPR Celebration of Central Florida and Their Annual Membership Blitz

Key planners and suppliers compiled a comprehensive list of the University of Florida faculty and staff who had planned events in the recent past. The list was then sorted according to campus location.

A small pocket reference was printed that included basic information on SGMP, benefits of membership and a calendar of chapter programs for the coming year. A "tear off" ticket for the next meeting was also included on the handout.

Volunteer planners and suppliers from the chapter met at a host hotel for a "mission briefing." They were divided into two-person teams, a supplier

and a planner. They were each assigned to an area of the campus with a map and addresses of the potential planners and supplied with pocket references and membership applications. Everyone reconvened at the host hotel to hand in his or her responses.

Results included increased awareness of its presence and services; six new planner applicants with matches, totaling 12 new members; mastering the technique of cold calling; and increased familiarity of the university campus.

Congratulations to the Central Florida Chapter for their ingenuity and success in obtaining new members.

CMP, Take the Leap!

From Lagina Fitzpatrick, CMP:

A big thank you to the Rance R. Willis Educational Foundation; Stacy Janecka, CMP; Pamala Corona, CMP; Johnna Meyer, CMP; and all the CMP instructors from the *Taking the Professional Leap* workshop. I attended the CMP workshop in June 2001 in Kansas City. I took the test this past July and passed. This course was the best three-day educational training that I have had in my 16 years in the hospitality industry. I was surprised at the amount of information I retained in that one year!! I know it was due to the great instruction.

I strongly encourage anyone, planner or supplier, who has not yet done so to attend this class. It is next to none! Thank you SGMP for helping me reach one of my career goals.

If you are interested in obtaining your CMP, plan to attend the Magical Journey to Certification in Orlando, May 19 - 21, 2003. Seating is limited, register today!

LEARN MORE ABOUT YOUR CANDIDATES AT WWW.SGMP.ORG

Candidates for SGMP National Board 2003-2005



President
Donna Carey
California Department of
General Services
Sacramento Chapter



Secretary
Harriett Edmunds
The Edmunds Group
Old Dominion Chapter



Linda Rogers
Texas Comptroller of Public
Accounts
Texas Lone Star Chapter



Claudette Ferris, CPS
Colorado Department of
Public Health &
Environment
Rocky Mountain Chapter



First Vice President
Ruth Harris, CMP, CTAS
Centers for Disease Control
Atlanta Chapter



Director Planner
Kit Gonzales
California State Mining and
Geology Board
Sacramento Chapter



Second Vice President
Connie Elliott, CMP
The Bravo Group
Member at Large



Melody Kebe, CMP
Defense Information Systems
Agency
National Capital Chapter



Kristi Griffith
Performance Hospitality
Management
National Capital, Texas Lone
Star Capital, Wild West
Chapters



Bill Swearingen
State of California -
Employment Development
Department
Sacramento Chapter



Perry Tarleton
Renaissance Atlanta
Concourse
Atlanta Chapter



Director Supplier
Sal Bonello, CMP
The Sheraton Anaheim Hotel
Sacramento Chapter



Treasurer
Charles Sadler, CHSP
Sheraton Richmond
Richmond, VA
Old Dominion Chapter



Anna Murphy
Dallas Convention & Visitors
Bureau
Dallas Chapter

Missing Certified Meeting Planners Need to Recertify!

If you are due this year, submit a completed recertification application and \$200 fee to CIC by October 15, 2003. Applications received between October 16 and December 31, 2003 must also include a \$50 late fee. Either way, if you recertify you won't have to take the exam again! The application is available at www.conventionindustry.org/cmp/cmp_only/recertification.htm. ALL CMPs are encouraged to update their contact information to ensure the CMP directory stays current. Go to <https://extraweb1.gomembers.com>. For more information, please contact: Stacy Janecka, CMP, Srj2@oag.state.tx.us.

CHAPTER MONTHLY MEETINGS CALENDAR

Atlanta Chapter

- March 19: Technology, Renaissance
- April 16: Government Affairs, Holiday Inn Roswell

Buckeye Chapter

- March 17: Is Chicken the Only Answer?
- April 16-17: Education Conference, Holiday Inn

Florida Capital Chapter

- March 18: Supplier Appreciation, Lou Morelli's
- April 15: TBD, Wyndham Westshore

Greater Oregon SGMP Chapter

- March 18: Fundamentals of F&B, Holiday Inn/Portland Airport
- April 8: Networking, Sweetbrier Inn

Great Lakes State Chapter

- March 19-21: Education Conference, Park Place Hotel
- April 16: Disabilities, Kewadin Casinos

Heart of America Chapter

- March 6: Education Conference, Sheraton
- April 16: TBD, Holiday Inn Northeast

Heart of Illinois

- March 25: Contract Negotiations, Signature Inn

Minnesota Northern Lights

- March 20: Holiday Inn Select

NATCAP Chapter

- March 19: Technology, Reagan Trade Center
- April 16: Supplier Appreciation, St. Gregory Hotel

Old Dominion Chapter

- March 5: Ethics, Courtyard by Marriott
- April 12: Education Conference, Sheraton

Pacific Northwest Chapter

- March 14-15: Ethics, Courtyard by Marriott
- April 9: Stress in the Workplace, TBD

Rocky Mountain Chapter

- March 25: Teleconferencing, Radisson Southeast
- April 22: Table Etiquette, Radisson Stapleton

Sacramento Chapter

- March 6: Reservations & Housing, Delta King
- April 10: Silent Auction, CSUS Alumni Center

San Francisco Bay Area Chapter

- March 21: Education Conference, Marriott
- April 17: F&B Cost-Cutting, Executive Inn

Texas Lone Star Capital Chapter

- March 13: Emergency Plans, Hyatt Hotel
- April 10: Campaign Speeches, Renaissance Hotel

Wild West Chapter

- March 13: Affordable Meetings, Holiday Inn
- April 10: Working with Speakers, TBA

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Buckeye

Jackie McNeary
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Heart of Illinois

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Old Dominion

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Texas Lone Star Capital

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512-347-9927

Wild West Chapter Crystal Mappes, CMP

405-271-5288

Education Foundation

- **Chair:** Stacy Janecka, CMP (Phone: 512-475-4600)
- **Vice Chair, Fund Raising:** Bill Rike (Phone: 937-431-4603)
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- **Vice Chair, Chapter Assistance:** Martha Little, CMP (Phone: 800-366-2427)

2001 - 2003 SGMP National Board of Directors**President: Donna E. Carey**

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