



Seasons Greetings SGMP . . . From the Desk of the President

By Donna Carey, National President

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The holidays are upon us and I wish each one of you a festive holiday season. I look forward to an even more spectacular 2004! I am encouraged and so proud of our leaders of SGMP. I recently had the opportunity to spend some time with our National Board, chapter presidents, second vice presidents, and our Educational Foundation in Nashville, Tenn. Although some may not think of themselves as leaders, I believe that they truly are – each in their own professional or personal way. William J. Bennett said, “A leader is not always the individual with greatest talent, intellect, or personal appeal, but rather the one who makes extraordinary use of ability and opportunity, but guided by integrity.”

SGMP has made great strides this past year. We are working very hard to make each chapter reach the required 50/50 ratio. This is mandatory due to the federal government's requirement that any industry organization that is more supplier-based then becomes a prohibitive source. In just one month, three chapters have been removed from the membership freeze, and some chapters are only a few new members away from compliance. I applaud their energetic eagerness and valuable accomplishment. Although the national ratio has been 50/50 for four consecutive months, we cannot rest on our laurels. To that end, the National Board has resolved that all chapters must be in adherence with the 50/50 ratio. For those chapters that have been in a freeze for a period of time, they were informed at our joint meeting in Nashville of the importance of being in compliance with the 50/50 ratio and the outcome if compliance is not met.

The silent auction has always been a highlight at each SGMP conference. For the first time this year, we are in the process of developing an on-line SGMP silent auction. All of our members will now have an opportunity to bid via the Internet in our own *Members Only* section of www.sgmp.org. With this new technology of on-line bidding, we hope to raise additional funds to send at least 50 more planners to the national conference. In fact, an opportunity to send additional planner members to the 2004 conference is close to official announcement; the new scholarship will be known as the Sam Gilmer Scholarship and will be awarded to all chapters.

Again, I look forward to a dynamic 2004, and wish you all a healthy and prosperous New Year!

Traveling on the Frontier of Change: The National Travel Forum 2004

By Don Webb, MBA, U.S. Environmental Protection Agency

Have you ever wondered if you know enough about federal government travel and transportation programs? If you are seeking to enhance your work skills and learn more about federal meeting planning and eTravel Services, plan on attending the National Travel Forum (NTF 2004), June 28 – July 1, 2004 at the Wyndham Anatole Hotel, in Dallas, Texas.

The US General Services Administration (GSA), Office of Governmentwide Policy (OGP), Inter-agency Travel Management Committee (ITMC), and Government Executive magazine are co-sponsors of the NTF 2004. The forum will include representatives from the travel and transportation industry. Over 30 educational workshops will be offered, keeping you informed of current changes in federal regulations. Several of the workshops include the opportunity to enhance your personal development skills.



NTF 2004 will be the largest federal community travel event of the year. As in previous forums, attendees will experience many opportunities to interact with policy makers from federal agencies who are involved with developing regulations, operation, maintenance, and scheduling of official travel.

SGMP members are active participants in developing support and delivering educational sessions for all NTF 2004 attendees.

Plan to attend this premier industry event, which will unleash the most up-to-date travel information among federal government agencies. I will be attending and look forward to having the opportunity to mix and mingle with the many SGMP suppliers and planners who will

be there.

Additional information can be found on-line at www.nationaltravelforum.org or call 800-315-4333.

Accepted Practices Exchange (APEX) Reaches a Landmark Moment

By Sandi Lynn, CMP, SGMP Delegate to the Convention Industry Council

The large and multi-faceted meeting, convention, and exhibition industry, composed of buyers, sellers, and third parties whose interests do not always intersect, and whose business practices do not always translate to one another, accomplishes progressive moves in two areas.

Final Accepted Practices Announced for Terminology and Post-Event Reporting

At its 2003 annual meeting, the Convention Industry Council (CIC) unanimously approved accepted practices for two key areas of the industry's APEX initiative – Terminology and History/Post-Event Reports.

Regarding Terminology, the APEX Industry Glossary was approved and will now serve as the foundation of the meetings, convention, and exhibitions industry's language. The glossary contains 3,780 entries covering all aspects of event management from food and beverage and room set-up to speakers and exhibits.

The glossary was compiled by a panel of industry experts on the APEX Terminology Panel that was chaired by Patti Shock, professor and chair of the tourism and convention department at the University of Nevada, Las Vegas. The APEX Industry Glossary is the result of countless hours of volunteer work and is available on-line at <http://glos->

Government Meeting Professional is published six times a year by the Society of Government Meeting Professionals, a national organization of meeting managers and suppliers. Send all suggestions and inquiries to: Society of Government Meeting Professionals, 908 King Street, Lower Level, Alexandria, VA 22314; (703) 549-0892; fax (703) 549-0708. All members are encouraged to submit articles for publication. Articles submissions should be sent to Lynnette Simpson at LynnetteSimpson@starpower.net.

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www.conventionindustry.org. With this resource, users can:

- ▶ Click hyperlinks within terms and definitions to see other relevant information in the glossary and in external Web sites.
- ▶ Search within the terms and definitions to find the specific information.
- ▶ Request a listing of terms by category; e.g., all food and beverage related terms in the glossary.
- ▶ Suggest new terms and definitions that should be considered for inclusion, or modifications to existing terms and conditions.

In the area of History/Post Event Reports, the Convention Industry Council approved a series of accepted practices that address the how and the what of post-event reporting. A report of the details and activities of an event is called a Post-Event Report or PER. A collection of PERs over time will provide the complete history for an event. Examples of the how, or process-related accepted practices, in this area include:

- ▶ A face-to-face post-event meeting should be scheduled between the primary event organizer (the main planning contact person) and each venue and facility involved in an event. That meeting should occur immediately following the end of the event and should focus on the completion of the Post-Event Report.
- ▶ The most recent PER for an event should accompany any request for proposal (RFP) sent to solicit proposals for future occurrences of that event.

In addition to defining the expected processes involved in post-event reporting, the accepted practices spell out the what, or information-related accepted practices. This information is outlined in the APEX Post-Event Report Template and balances the

importance of collecting as much information as possible and ensuring that both planners and suppliers will work to complete these reports.

The full report on Post-Event Reporting accepted practices can be found on-line at www.conventionindustry.org/apex/acceptedpractices/posteventreporting.htm

The co-chairs of the all-volunteer History/Post-Event Reports Panel that developed the accepted practices for post-event reporting are Christie Hicks, senior vice president of global sales for Starwood Hotels and Resorts Worldwide, and Christine Shimasaki, executive vice president of sales and marketing of the San Diego Convention & Visitor's Bureau.

Terminology and History/Post-Event Reports are just two of the seven areas being developed by all segments of the industry. SGMP members around the country are actively participating in the huge revamp that began in 2000 after a three-year work group analysis.

City Discussion Groups – More Meetings to be scheduled for 2004

City Discussion Groups (CDG) allow all of the stakeholders in the industry to become involved. SGMP members (both planner and supplier stakeholders) are encouraged to be a part of the local dialogues in your area. It is the time for your input and feedback to the nationwide panels that are developing the next best practices. Coming to a city near you, CDGs provide an open forum through which industry members on the local level can participate and be heard.

Visit www.conventionindustry.org for an upcoming meeting in your area.

SGMP Proudly Announces the First Certified Hospitality Sales Professional Graduate

By Carl C. Thompson, Executive Director, SGMP

The Society of Government Meeting Professionals proudly announces the first SGMP Certified Hospitality Sales Professional (CHSP) course graduate. Ms. Kimberly Janes, CHSP, attended the inaugural SGMP CHSP study course during the 2003 Educational Conference held in Orlando, Florida. On September 27, 2003, Ms. Janes took the CHSP official exam; she was notified on November 4, 2003 that she passed. Ms. Janes is employed by the Mesa CVB, and is second vice president of the SGMP Arizona Chapter. Ms. Janes is also a member of the SGMP second vice presidents roundtable.

SGMP will offer the CHSP course again during the 2004 Annual Education Conference in Nashville, Tenn. This course is offered to all SGMP supplier and CVB members. We are anticipating another filled-to-capacity class, and looking forward to many more graduates. During the 2004 Annual Education Conference, not only will the study course be offered, but also the exam itself will take place during the conference.

SGMP Chapters Share How They're Promoting the Upcoming National Education Conference

Atlanta Chapter

Atlanta promotes the SGMP National Education Conference in the following ways:

- ▶ Save the dates and location are included in our bi-monthly newsletter.
- ▶ We offer partial scholarships (which cover registration, or lodging, or transportation) to planners and suppliers. This money is raised during our Holiday Gala and Silent Auction.
- ▶ At the Orlando conference, our scholarships supported 12 member attendees. We are expecting our silent auction this year to reach an all time high so that we can support a greater number of attendees at the National Education Conference in Nashville.

Now that we have received promotional materials from Opryland, we will have a "Champion or Cheerleader" to highlight the conference at our monthly meetings. We will also have more information on our Web site and newsletter in the upcoming months.

Heart of America

The Heart of America Chapter promoted the National Education Conference at our Bosses' Day Luncheon in October. Information about the May conference was also included in the new chapter handbook passed out at the October meeting. The chapter will be organizing a silent auction for March 18 with all proceeds going to a scholarship fund to send members to the national conference. Members will also be able to view the videos provided by the Nashville CVB at our monthly meetings. As more information about this year's conference becomes available, articles about the benefits of attending a national conference will be included in our chapter newsletter. We are excited about going to Nashville in May!

Minnesota Northern Lights Chapter

The Northern Lights Chapter is very excited about the upcoming SGMP National Education Conference and is promoting the conference in several different ways. Our October newsletter had an article promoting the conference. On the board retreat, it was decided that the chapter would offer at least three \$1,000 scholarships to the conference and a \$500 scholarship for a CMP candidate to pursue the pre-conference activities and cover the exam fees. The program committee has put the following schedule of events together. December: One of the

silent auction items features a cowboy hat of Nashville items to bid on, including two music CDs donated by the Nashville CVB and a pin. January: Show the video of Nashville during our lunch. February: Nashville trivia questions with first, second, and third prizes (yet to be determined). March: The board will wear Western attire with our chapter shirts and Goo-Goo clusters will be served for dessert. We may also put together a door prize consisting of Nashville items. April: Show another video and perhaps take pictures of guests with a cut-out popular country western star as they arrive for the luncheon meeting. Lastly, a survey was sent to the entire membership that includes a yes/no question regarding plans to attend the conference; results are still coming in.

North Texas Chapter

The North Texas Chapter is promoting the National Education Conference continuously through a variety of mediums. There are ongoing references and articles in our bi-monthly newsletter. At each chapter meeting, we have mini-contests to have the membership answer such questions as where, when, etc. There are Nashville related prizes for correct answers, e.g., small guitar and banjo magnets, a Nashville visitor's guide, a book by Minnie Pearl, and of course, GooGoos! Additionally, we will be showing the videos received at the CPR at every meeting and have planned a small skit to be performed in February displaying the legends of Nashville with our board members representing such celebrities as Minnie Pearl, Elvis Presley, and Vince Gill. We also offer scholarships based on a point system with points awarded for chapter involvement, committee memberships, and other special contributions. The North Texas Chapter is expected to have record attendance as we *fine tune* our education in Nashville!

Pacific Northwest Chapter

The Pacific Northwest Chapter of SGMP promotes the organization's Annual Education Conference all year long—at monthly meetings, in newsletter articles, and through our Annual Conference Scholarship Program.

We began our promotion at the first of the *SGMP New Year* (July meeting). At this meeting, our educational program was an Annual Conference Recap. Members who attended the current year's conference shared with those who did not, including conference highlights and information from educa-

tional workshops. Articles about the conference have been featured in our bi-monthly chapter newsletter. The conference dates are always featured in the upcoming events section, and articles about the conference location and program are featured when available.

Our chapter president promotes the conference each month by discussing the conference dates, location, program information, and encouraging members to take advantage of our chapter's Annual Conference Scholarship Program. Our members know that the fundraising we do through our silent

auctions and monthly raffles and drawings benefit this program.

This year, we are promoting the conference with the help of the Nashville CVB. Beginning with the October meeting and continuing through the month of the conference, the Nashville CVB is providing us with promotional aids in the form of videos, written information, and goodies to promote the conference and the Nashville area. Chapter members will have no excuse for not knowing about Nashville and the benefits of attending an SGMP conference. Let's hope we see all of our members in Nashville 2004!

Message from the Editor and Executive Director, Carl C. Thompson

The next issue of *Advantage* magazine is the last for calendar year 2003. The preceding issues have covered the challenges of our industry and of our organization. We have tried to provide information from expert, industry professionals to help our members understand and surmount these challenges.

For instance, in the spring 2003 edition, we covered topics such as, *Strategies for Building Savings and Financial Security*; *Creating & Enhancing Your Web Site*; *What Happens if Your Supervisor Say No*; *Riding the E-Commerce Wave*; and *What Makes a Successful Meeting*. We also kept you informed about the candidates for the national board positions, and of course a *Special Update on the Annual Conference*.

In the summer 2003 edition, the emphasis was the *2003 Annual Conference*, and announcing the winners for the Sam Gilmer Award, the Newsletter of the Year Award, Program of the Year Award, and other special awards that were presented. It was jammed packed with information on conference workshops, opening and closing speakers, you name it...we covered it. Also included in the issue were articles on *APEX and XML Leveraging Technology to Create Efficiencies*; *Defense Contract Negotiation Tips*; and *Travel Ethics*. This was an unbelievable issue that was packed with news you can use!

The fall 2003 edition targeted information on *Why Are CVBs Puzzling*. We were extremely happy that the IACVB agreed to write an article on the purpose of CVBs and their value in providing a wealth of information on cities you may be planning to hold your meetings or conferences. Of course, we needed to cover other industry related issues such as, *10 Easy Tips to Blue Green Events*; *Defensive Contract Negotiations*; *You Cannot Credit Savings Against Unauthorized Expenses*; and a delightful article from one of our members who took a cruise around the world.

In the winter issue, you will find articles on how a contract planning company works, and why they are a great venue for outsourcing meeting planning projects. Also covered in this edition you will find information on the upcoming 2004 Annual Education Conference and the new electronic process for our supplier members to register for exhibits. All new....and very slick. You may pick up some great tips on *How to Make a Good Speech* and *The Top Eight Things You Should Expect as an Exhibitor*.

I hope we have reached and exceeded your expectations of what *your* magazine should look like and what articles are pertinent to you and your job. If you have any ideas for the next calendar year, please let me know. I cannot tell you how fulfilling your wonderful comments and words of appreciation have meant to me; we plan to do our best to go beyond your expectations again in the upcoming year.

Society of Government Meeting Professionals Membership News

- ▶ Approved by the National Board in September, the Newsletter of the Year competition will now be called, the Carole Anne Nelson Newsletter of the Year Award. Carole assisted NATCAP in production of their newsletter, and then helped compile SGMP's national newsletter. On August 24, 2003 Carole died from cancer. She was an excellent communicator, extremely versatile, and tremendously talented. As *one in a million*, she will be sorely missed; however, we commemorate Carole by renaming the award.
- ▶ The National Board has earmarked \$30,000 as scholarship funds for planners to attend the annual conference. This means that each chapter will be able to send two planners.
- ▶ The 2006 Annual Education Conference will be held in Denver, CO. The 2007 Annual Education Conference will be held in Atlantic City, NJ.
- ▶ *Volunteers Needed!* We are looking for members to serve on the SGMP Program of the Year and the Carole Anne Nelson Newsletter of the Year Committees. Details can be found in the new *Volunteer Opportunities* page of the Members Only section of the Web site.
- ▶ Mary Fugere, Hampton CVB media relations manager, earned the meeting industry's designation, Certified Meeting Professional.
- ▶ Sheryl Grimes was promoted to convention sales manager for the Pensacola Convention and Visitor Information Center, a department of the Pensacola Chamber of Commerce.
- ▶ Richard Morgan was named 2002 General Manager of the Year by Hyatt Hotels Corporation for his stellar achievements as general manager at the Hyatt Regency O'Hare, the largest airport hotel in the United States.

Preparing for the Annual Education Conference in Nashville

By Ellen Toups, CMP, Outsources, Inc.

SGMP's Annual Educational Conference and Exhibition is the only industry event dedicated to the government meetings market. This year we are working to make it better than ever!

Over the years, SGMP's membership has grown more accustomed to electronic registration. This fall has seen a whirlwind of activity in expanding and improving on-line registration and information retrieval.

SGMP has brought greater control of the on-line registration, customizing this year's registration process to maximize user friendliness. In response to many comments from exhibitors, SGMP has expanded on-line registration this year to include exhibitors!

The goal with electronic registration is to make it easier on everyone. As a safeguard and to ensure that the exhibits are sold according to SGMP rules and regulations, the registration forms may be found in the *Members Only* section.

We have also expanded the information available on-line. In the *Educational Conference* section of SGMP's Web site you will find the usual links to the exhibitor prospectus and conference registration brochure (available in March 2004); links to Gay-

lord Opryland Resort and Conference Center for hotel information and making reservations; as well as links to our official transportation companies. In March 2004, in coordination with Freeman Decorating Company, we will have on-line access to exhibitor kits and other exhibitor information.

For Exhibitors and Planners other improvements to this year's conference include:

- ▶ Implementation of a Conference Scholarship Program to reach out and increase government planner attendance at the Annual Education Conference.
- ▶ Expansion of the CHSP seminar to include the option of taking the CHSP test on site.
- ▶ Addition of IACVB's Sales Academy as a pre-conference educational event.
- ▶ Limitation of the exhibition size to maximize attendance density.
- ▶ Continuation of great rates; no increase in exhibitor fees for the third year in a row.
- ▶ Alteration of exhibition time; it will be later in the day, beginning at noon and includes lunch.
- ▶ Extension of exhibition time by 25 percent, now four hours long.

CHAPTER MONTHLY MEETINGS CALENDAR

Arizona Chapter

- ▶ Dec. 17: Budget Dilemma, Hilton Garden Inn

Atlanta Chapter

- ▶ Dec. 12: Holiday Banquet/Silent Auction, Omni Hotel

Buckeye Chapter

- ▶ Dec. 17: Holiday Party, Radisson Worthington

Central Florida Chapter

- ▶ Dec. 18: Holiday Party, Haile Plantation Club

Crossroads of America

- ▶ Dec. 16: Holiday Party, Radisson Downtown

Florida Capital Chapter

- ▶ Dec. 16: Holiday Party, Homewood Suites

Great Lakes Chapter

- ▶ Dec. 17: Holiday Party, TBD

Greater Oregon SGMP Chapter

- ▶ Dec. 10: Homeland Security, Valley River Inn

Heart of Illinois

- ▶ Jan. 27: TBD, Hilton Hotel

Minnesota Northern Lights

- ▶ Dec. 11: Holiday Party, Northland Inn

Missouri State Capital

- ▶ Dec. 11: Holiday Party/Silent Auction, TBD

North Texas Chapter

- ▶ Dec. 12: Business Etiquette, Green Oaks

Old Dominion Chapter

- ▶ Dec. 3: Holiday Party, Holiday Day Inn

Pacific Northwest Chapter

- ▶ Dec. 12: Holiday Party, Embassy Suites
- ▶ Jan. 14: TBD, Sheraton

Rocky Mountain SGMP

- ▶ Dec. 9: Adult Learning Styles, Comfort Inn Downtown
- ▶ Jan. 27: TBD, Millennium Harvest House Boulder

Sacramento Chapter

- ▶ Dec. 4: Customer Service, Holiday Inn
- ▶ Jan. 8: Effective Networking, Marriott Rancho

San Francisco Bay Area Chapter

- ▶ Dec. 16: Holiday Charity Benefit, Canterbury Hotel

St. Louis Gateway Chapter

- ▶ Dec. 17: Holiday Party, Hilton Frontenac

Texas Lone Star Capital Chapter

- ▶ Dec. 4: Holiday Party, Doubletree

Education Foundation

- ▶ **Chair:** Lynette Schick, CMP (Phone: 303-692-2686)
- ▶ **Director of Industry Certification:** Stacy Janecka, CMP (Phone: 512-475-4600)
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- ▶ **Assistant Director - CHSP Study Course:** Darryl Arancio (Phone: 770-270-0422)
- ▶ **Assistant Director - CMP Study Course:** Pamala Corona, CMP (Phone: 916-654-7940)
- ▶ **Assistant Director - CVB Sales Academy Study Course:** Martha Little, CMP (Phone: 800-366-2427)

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