



The Official Newsletter of the Society of Government Meeting Professionals
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SGMP HEADLINE NEWS: Did You Know?

- ▶ **2003 Sam Gilmer Planner Award Winner: Stacy Janecka, CMP**
- ▶ **2003 Sam Gilmer Supplier Award Winner: Connie Elliott, CMP**
- ▶ **2003 Sam Gilmer Partner Award Winner: InterContinental Hotels Group**
- ▶ **President's Award Winner: Donna Brewer-August, CHSP**
- ▶ **President's Award Winner: Kit Gonzales**
- ▶ **Special Recognition Award: Sandi Lynn, CMP**
- ▶ **SGMP Phoenix Award: Florida Capital Chapter**
- ▶ **Sharon Harrison Memorial Scholarship: Ross J. Avina, III**

SGMP Annual Education Conference 2004 Review

By Lynnette Simpson

Fine Tuning Education in Nashville 2004 was a great success. If you were unable to attend, *Advantage* magazine will give you an overview of the event along with highlights from some of our speakers. Here's what you missed.

For the first time, members had six pre-conference workshops to take advantage of: CMP Training Seminar, CHSP Review Program, IACVB Sales Academy, Looking for Leaders, So You're New to SGMP, and From Exhibit Leads to Definite Business. These informative sessions led up to a fabulous opening reception in the Tennessee Ballroom of the Gaylord Opryland Resort and Convention Center. The Blues Other Brothers, a 14-piece, high-energy group, entertained members and kept the party going well into the night.

Thursday morning attendees were wowed by Waldo Waldman's keynote, *Proud to be Your Wingman*. All were inspired to support each other and to, "Push it up!"

The educational sessions were organized into seven tracks: Meeting Boot Camp, Professional Development, Technology Trends, Management Skills, Personal Development, Added Value, and Computer Lab. From basic to advanced, the sessions met the needs of the attendees.

Laura Stack, MBA, CSP, was the luncheon keynote, and as the *productivity pro*, she offered three simple steps to increasing your potential and productivity both personally and professionally.

Dinner was an adventure with the DineAround Downtown Nashville, Thursday evening. Participants could choose from Tennessee BBQ, fine dining, Southern/country, Mexican, and many more.

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- New Increased Fees for CMP Program, *See page 3.*
- Congratulations All Around!, *See page 4.*

After dinner, SGMPers corralled at the Wildhorse Saloon, known for its vibrant nightlife. The dance floor is as large as a corral with unique statues of human-like stallions—and yes, there are some fine dancers in our society!

Friday was replete with more fantastic sessions and an exhibition unlike any other SGMP has had. Lunch was served in the exhibit hall, with food stations named after the Board members (e.g., Ruth's Ribs).

Everyone was invited to the posh President's Reception, followed by a spectacular Sam Gilmer Awards Banquet. Honors and awards were presented to our most deserving and dedicated chapters and individuals. Congratulations!

Last chance for exceptional education concluded Saturday morning. Then attendees reconvened for the closing keynote, *How Much is Your SGMP*

Membership Really Worth?, with Ed Rigsbee, CSP. Everyone participated to determine the yearly sustainable dollar value of your SGMP membership. The next time you are asked about the ROI of your membership, these SGMPers will have an answer!

It's not over yet! The Gaylord Opryland Resort and Convention Center treated members to a Saturday evening performance at the Grand Ole Opry! It was a grand conclusion to an impressive conference. If you did not attend, start making arrangements to be at next year's conference in Sacramento—a gold mine of education!

Editor's note: Be sure to read the upcoming issue of *Advantage* magazine with a plethora of informative articles, summaries, and reactions from the winners in their own words.

Program of the Year Award: Old Dominion Chapter

By Debra Kilpatrick

I felt overwhelming relief, joy, giddiness. It was like a starburst of happiness! I knew our program was good and the program write up was excellent; I just didn't know what the other chapters had submitted. My hands were trembling when I went up on stage to receive the award for the chapter. Receiving this award has meant a validation of our program criteria. It is also a great recruiting tool for prospective new members. The award gives added dimension to our chapter resume.

Membership Retention News

By Kit Gonzales, Membership Retention Task Force Co-chair

Have you received a message similar to this?

"Greetings: I'm coming to you as a member of the SGMP National Membership Retention Task Force. Task force members help reach out to other members considering renewal. I see that your membership renewal is at the 90-day deadline and you are only days away from being dropped; that would be a loss for both you and SGMP! You don't want to unintentionally let your membership lapse."

If so, then you have been touched by the Membership Retention Task Force. The task force is helping chapters to reach out on a personal level to members considering renewal before their final drop

deadline. We remind them of the many benefits of SGMP membership, and explain the relative per month cost for the personal and professional development opportunities SGMP offers. It appears that our efforts have been successful, as the largest month for renewals (April) had a successful renewal rate this year of 75 percent. I am sure it can be attributed to both the task force and individual chapter efforts. I want to thank all recent renewals for making a wise decision to invest in themselves by sticking with SGMP.

Task force members say they are enjoying making these connections and establishing new friendships. Chapter membership chairs have thanked us for this extra outreach help. Members

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we've contacted are saying, "Thank you for both the gentle reminder and the personal contact"; "The task force is appreciated"; and the best answer of all, "The check is in the mail!"

As I have stated before, the overall economy is the #1 factor for non-renewals but those who are unable to renew are still responding and sharing their thoughts and perspectives on SGMP via a simple survey. ALL of that gives us a great sense of accomplishment.

The current task force volunteers are: Jennifer Anderson, Central Florida Chapter; Liz Lathan, Texas Lone Star Capitol Chapter; Julie McCollum, Missouri State Capitol and Heart of America Chapters; Kelly Roche, Texas Lone Star Capitol and North Texas Chapters; and myself of the Sacramento and San Francisco Bay Area Chapters. Kristi Griffith, national second vice president and member of the Texas Lone Star Capitol and Wild West Chapters, leads the task force.

The task force will soon get started on developing a general retention guideline to be used as a chapter resource. Putting together all of the wonderful ideas we have gathered from the individual chapters will be a major component of that guideline. Another element is researching how other professional organizations manage their own membership retention. This is how you can help! If you are a member of any other professional organization, please consider connecting SGMP's task force members with the membership liaison from that other organization. It does not have to be a meeting industry organization, only one that is comprised of dues-paying members and managed by volunteers. We will then contact them, share ideas on retention methods, use any new information gathered from them, and incorporate it into our draft guidelines.

At the educational conference in Nashville, I am pleased to report that the National Board honored the task force with praise for our initial accomplishments in retention efforts. We also reined in some new volunteer members, so look for those names in the next task force report.

New Increased Fees for CMP Program

The Convention Industry Council (CIC) has announced an increase in fees for their Certified Meeting Professional (CMP) program. The following fees are effective immediately.

The new prices are:

SGMP thanks the following sponsors who generously supported the 2004 SGMP Annual Education Conference in Nashville.

- Atlantic City Convention and Visitors Authority
- AVW, Telav Audio Visual Solutions
- Camelot Enterprises
- Carlson Hotels Worldwide
- Chapter Presidents Roundtable, SGMP
- Colorado Springs CVB
- Conferon Global Services
- Dallas CVB
- Denver Metro CVB
- Gaylord Opryland Resort and Convention Center
- Grand Junction CVB
- Hilton Family of Brands Hotels
- Hyatt Hotels and Resorts
- InterContinental Hotels
- LA Inc., The Convention and Visitors Bureau
- Nashville CVB
- NATCAP Chapter, SGMP
- New Otanic Hotels & Garden, Los Angeles
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- Reno-Sparks CVA
- Rocky Mountain Chapter SGMP
- Rosen Hotels, Orlando
- Sacramento Chapter, SGMP
- Sacramento CVB
- San Diego CVB
- Sheraton World Resort, Orlando
- Starwood Hotels and Resorts
- Tropicana Casino & Resort, Atlantic City
- Wyndham Hotels and Resorts

- ▶ *CMP Candidate Handbook* - \$45
- ▶ Application Fee - \$175
- ▶ North American Exam Fee - \$375
- ▶ International Exam Fee - \$450
- ▶ Recertification Fee - \$200

Congratulations All Around!

Congratulations to all Sam Gilmer Planner Nominees

- Pamala Corona, CMP, Sacramento Chapter
- Ruth E. Harris, CMP, Atlanta Chapter
- Stacy Janecka, CMP, Texas Lone Star Chapter (winner)
- Melody Kebe, CMP, National Capital Chapter

Congratulations to all Sam Gilmer Supplier Nominees

- Darryl Arancio, CHSP, Atlanta Chapter
- Connie Elliott, CMP, Tennessee Chapter (winner)
- Lagina Fitzpatrick, CMP, Missouri State Capital

Looking for Leaders Class of 2003 Graduates

- Robin Fisher, Atlanta Chapter
- Kit Gonzales, Sacramento Chapter
- Carol Hinton, Central Florida Chapter
- Marva Holmes, Atlanta Chapter
- Rose Watson, Sacramento Chapter
- Robin Pollock, Sacramento Chapter

Looking for Leaders Class of 2004

- Barbara Guest, Rocky Mountain Chapter
- Abigail Holas, National Capital Chapter
- Bernard C. Howe, National Capital Chapter
- Linda Jackson, Texas Lone Star Capital Chapter
- Lenora Lancaster, Rocky Mountain Chapter
- Terri Trevino, Rocky Mountain Chapter

Certified Hospitality Sales Professional (CHSP) 2003 Graduate

- Kimberly Janes, CHSP, City of Chandler

Certified Hospitality Sales Professional (CHSP) 2004 Graduate

- Brad Charlesworth, CHSP, Red Lion Hotels
- Tunney Barrett, CHSP, Holiday Inn Memphis Airport
- Darryl Arancio, CHSP, Marriott International
- Carolyn Barrett, CHSP, Holiday Inn Memphis Airport
- Claudel Gousse, CHSP, Holiday Inn International Drive Orlando
- John Wesley Sneed, CHSP, Radisson High Point
- Donna Brewer-August, CHSP, Doubletree Nashville
- Bill Gibson, CHSP, The National Conference Center

- Christy L. Isaacson, CHSP, The National Conference Center
- Laura Grovenor, CHSP, Holiday Inn Chicago Mart Plaza
- Dan Domanick, CHSP, Marriott Atlanta Northwest

SGMP 2004 Planner Development Scholarship Award Winners

- Debbie Autman, Atlanta Chapter
- Christine Bartzer, Florida Capital Chapter
- Denise Evans, Missouri State Capital Chapter
- Gwenn Eyer, Heart of Illinois Chapter
- Gayle French, St. Louis Gateway Chapter
- Jennifer Gallagher, National Capital Chapter
- Diane Godwin, North Carolina Chapter
- Sandra Greenwood, Central Florida Chapter
- Phyllis Hartford, Chicago Chapter
- Tom Hirano, San Francisco Bay Area Chapter
- Jo Iverson, Northern Lights Chapter
- Liz Lathan, Texas Lone Star Capital Chapter
- Barbara Lowell, Sacramento Chapter
- Julie McCollum, Heart of America Chapter
- Jim McGroarty, Old Dominion Chapter
- Kelly Merrick, Greater Oregon Chapter
- Sue Micensky, Great Lakes State Chapter
- Lakisha Riley, Crossroads of America Chapter
- Carrie Rohr, Wild West Chapter
- Beth Smith-Bell, Tennessee Chapter
- Crystal Spencer, Sacramento Chapter
- Cathe Stevenson, San Diego Chapter
- Dawn Steward, CMP, Buckeye Chapter
- Kelly Vicente-Mayoral, Crossroads of America Chapter
- Jackie Ward, Atlanta Chapter
- Celeste White, Rocky Mountain Chapter

SGMP 2004 Supplier Development Scholarship Award Winners

- Donna Brewer-August, Tennessee Chapter
- Brad Charlesworth, Sacramento Chapter
- Dianne Doughty, Buckeye Chapter
- Dianne Killian, CMP, Buckeye Chapter
- John W. Sneed, III, North Carolina Chapter

Certified Meeting Professional (CMP) 2004 Training Seminar Attendees

- ▶ Robin Bartley
- ▶ Marsha Brown
- ▶ Kelly Burnett
- ▶ Mary Ann Campbell
- ▶ Pamala Corona
- ▶ Stephanie Davis
- ▶ Tecumseh Deloney
- ▶ Sandra Dennis
- ▶ Keri Dirzanowski
- ▶ Evelyn Fleming
- ▶ Debra Foster
- ▶ Emilio Gomez
- ▶ Tina Grothoff
- ▶ Heather Hidalgo
- ▶ Roseshalla Holmes
- ▶ Martha Jackson
- ▶ Juanita Jones
- ▶ Elizabeth Lathan
- ▶ Connie Ledbetter
- ▶ Linda McDonough
- ▶ Brenda Moore
- ▶ Dana O'Quinn
- ▶ Andrea Pratcher
- ▶ Yolanda Riggsbee
- ▶ Gail Russell
- ▶ Felicia Sanders
- ▶ Arlene Sherman
- ▶ Lydia Starry
- ▶ Curtis Thames, Jr.
- ▶ Peggy Thomas
- ▶ Beth Thurman
- ▶ Cassandra Webber
- ▶ Cathy Wiggins
- ▶ Wendi Williamson

CHAPTER MONTHLY MEETINGS CALENDAR

Arizona Chapter

- June 23: Recap of Annual Conference

Buckeye Chapter

- June 21: TBD, Radisson
- July 19: Awards & Recognition, Drury Hotel
- August: TBD
- Sep. 20: TBD, Grand Host East

Crossroads of America

- June 22: Violence in the Workplace, ICVA
- July 20: Board Retreat, TBD
- July 27: TBD, Adam's Mark Hotel-Airport

Central Florida Chapter

- July 15: Installation of Officers, Holiday Inn
- Aug. 5-8: Florida Education Conference, Doubletree
- Sep. 16: Rescue and Emergency Planning, TBD

Heart of America Chapter

- July 21: TBD, Holiday Inn NE
- Aug. 18: TBD, Holtze

Heart of Illinois

- June 22: Installation of Officers, Island Bay Yacht Club
- July 27: Against Sexual Assault, Quality State House Inn
- Aug. 24: Making SGMP Work for YOU!, Renaissance Hotel
- Sep. 28: SGMP Survivor, The Tent at Inn at 835

Missouri State Capital Chapter

- July 13: Joint Meeting Planners Tradeshow, Ramada Inn

- July 17: Annual Chapter Retreat, University Courtyard

National Capital Chapter

- Aug. 19-22: Summer Outing, Colonial Williamsburg

North Texas Chapter

- June 25: Supplier Appreciation Embassy Suites
- July 17: Annual Chapter Retreat, University Courtyard
- Aug. 12: TBD, Radisson Hotel

Rocky Mountain SGMP

- June 22: Awards Banquet
- July 27: TBD, Renaissance Denver Hotel
- Aug. 24: TBD, Holiday Inn Denver Central
- Sep. 28: TBD, Sheraton Denver West

St. Louis Gateway

- June 23: TBD, Orlando's
- July 28: TBD, Crowne Plaza
- Aug. 25: TBD

Sacramento Chapter

- June 24: Installation of Officers
- Aug. 5: SGMP Member Retreat, TBD

San Francisco Bay Area Chapter

- July 15: Annual Cruise & Awards, TBD
- Aug. 19: Ethics, Sheraton Fisherman's Wharf
- Sep. 17: Silent Auction Fundraiser, Westin St. Francis

Wild West Chapter

- July TBD: Board Retreat, TBD
- Aug. 12: TBD, Simmons Center
- Sep. 9: Sexual Harrasment and Liability, Holiday Inn Suites

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