



## **2017 STATE OF THE SOCIETY ADDRESS**

Presented by Michelle Milligan, MSW, LMSW, CGMP  
National President  
June 8, 2017

To watch the presentation live go to

<https://www.facebook.com/SGMPNation/videos/1570854829614537/>

Good Afternoon SGMP, I am so excited to be here today to share with all of you the State of the Society. First, I would like to personally thank all of our sponsors; without all of you we would not be able to have this wonderful event. Please join me in giving all our sponsors a round of applause.

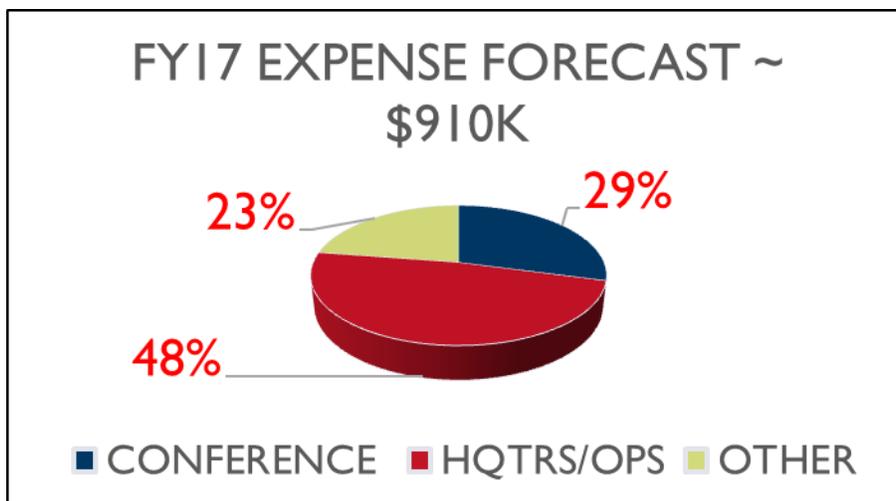
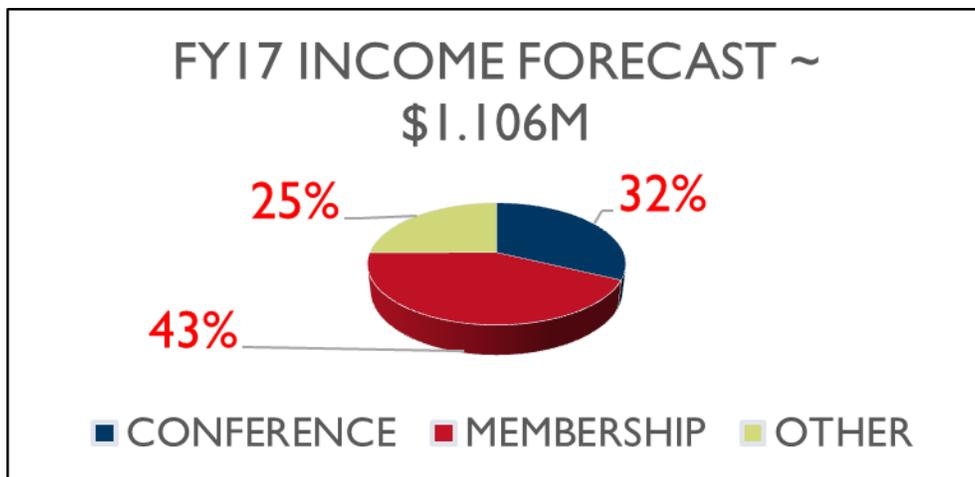
### Challenges

This has been a challenging year for SGMP. I realize that previous SGMP Presidents have stood on a stage like this and made a statement that was very similar. SGMP has certainly had its ups and downs. This past year we had to address management, financial and membership concerns. The decline in membership forced us to address numerous membership issues. And the loss of revenue from membership and sponsorship forced us to closely monitor our finances. All these issues resulted in decisions by the Board aimed at righting our ship. We have definitely steered into calmer waters but there are still rapids out there that we must navigate through. Some of the changes include the switching from headquarters staff to the association management company ASCENT. This meant that the national board took on and continues to do a lot of the work that was previously performed by SGMP staff.

We are coming up on a year since this switch and though there have been some rough seas and a learning process on both sides I feel we have grown from the experience. Because the National Board became immersed in the day to day operations of the Society we have been able to make changes to policy, revisit contracts/agreements to

better serve our members and ultimately ensure the continuation of SGMP. And I assure you we will continue and we will grow!

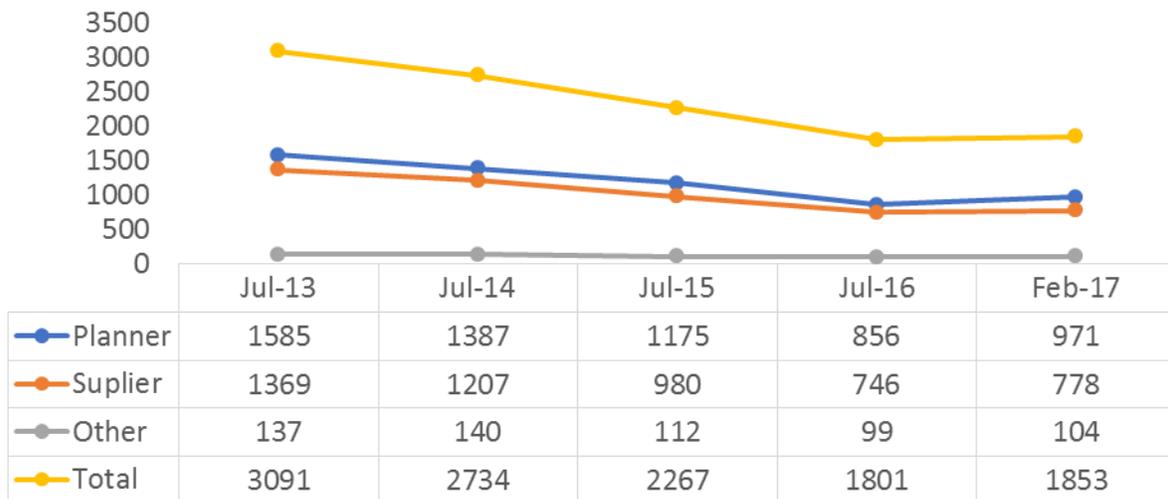
Financially, we are the strongest we have been in a number of years. We had a balanced budget and should be able to put money back into reserves this year for the first time in a long time. Our estimated income forecast for 2016-2017 is \$1.106 million dollars and our estimated expenses are \$910,000. The following graphs show where funds are coming from and where they are being utilized. We still have most of our income coming from membership dues and most of our expenses is still spent on administration of the Society. For the first time in a long time we will have finalized our budget for 2017-2018 by July 1, 2017. ~~or shortly thereafter.~~



Membership

When we started this fiscal year July 1, 2016, membership was down by 764 members from the previous July. As many of you in the room are aware we had some significant issues with our membership renewal process in 2016. By identifying these issues and allowing affected members to renew without penalty, I am happy to report we have gained members. If we can stay on this path through the end of the fiscal year (June 30) it will mark SGMP’s first membership gain since 2010. As illustrated on this chart.

Membership Trends

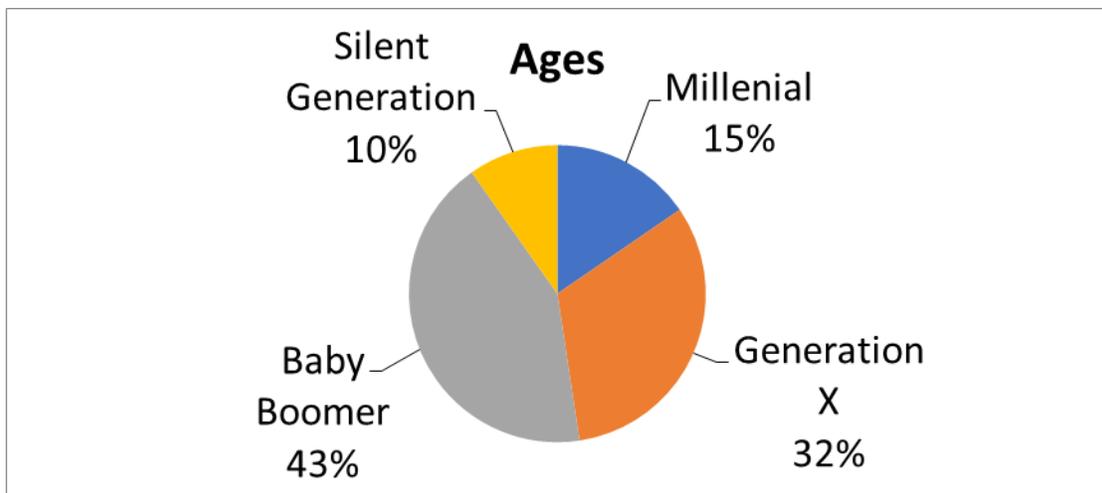


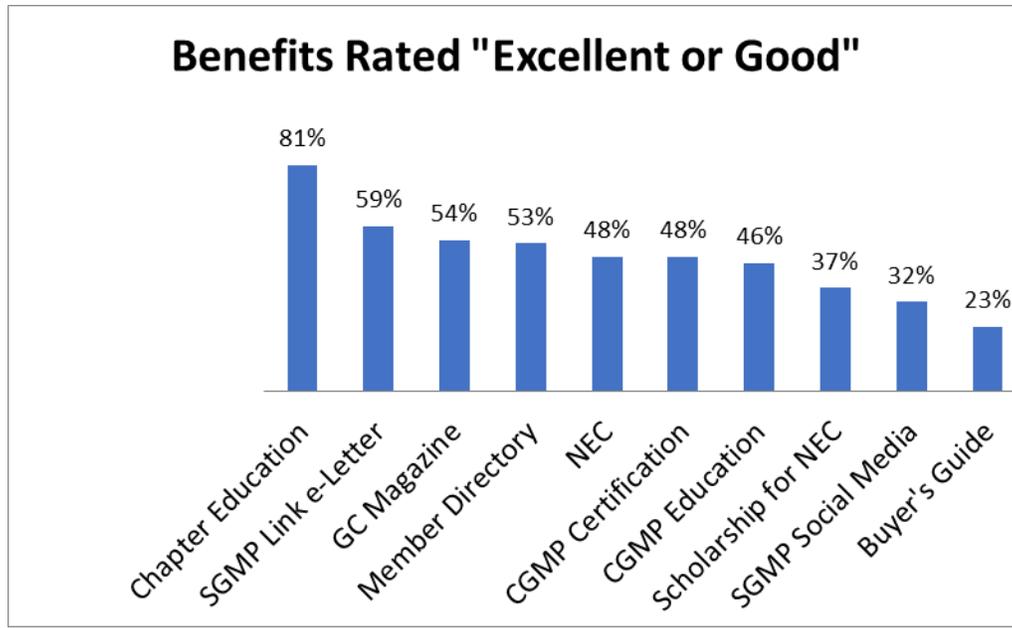
Further evidence of membership growth is apparent in chapter membership numbers. As of April 2016, only one chapter had gained members. However, as of April 2017, twelve chapters have increased their membership and 2 chapters have stayed neutral. Another aspect of addressing membership concerns was a survey conducted earlier this year. The National Board reviewed the results at its March 2017 board meeting and the results helped finalize the direction of our strategic plan. Here are some highlights:

- 468 responses were recorded.
- 87% of those responding were female.
- 53% indicated they were age 51 or older
- More than half indicated they have 11 or more years of experience in government meetings, 20% had 6-10 years of experience and 27% had 5 or less years of experience.
- Half have been an SGMP member for 6 plus years
- All of the chapters were represented in the survey
- Most valuable benefit: Chapter education, meetings, and events (81% said Excellent or Good)

- Least popular benefit - Online Buyer's Guide (23% reported as Excellent or Good)
- The Online Membership Directory (11%) and National SGMP Social Media (10%) had the highest rates of being listed as Fair/Poor.
- A few of the Recommendations included
  - Job board
  - Chapter Live on Facebook instead of a traditional newsletter
  - More updates to social media
  - Need more places to interact with each other (ask questions, see responses)
  - Blog
  - Making the member directory easier to search/use
  - More Contact hour opportunities for recertification
  - Make website easier to use with more information; make chapter/national website look consistent
  - Post Education summaries from events and show progress individuals are making toward education goals like CGMP to build excitement

#### Membership Survey Slides





#### Chapters

It is with a heavy heart that I share that, after 31 years the San Francisco Bay Area Chapter will be closing as of June 30, 2017. The Sacramento Chapter has opened their arms to their fellow Californians and some have already transferred to this chapter.

On a more positive note the Louisiana Chapter celebrated its 10<sup>th</sup> anniversary in March and the occasion was celebrated along with their Lieutenant Governor Billy Nungesser. Georgia Peach celebrated its 30<sup>th</sup> anniversary in September 2016. Congratulations Louisiana and Georgia Peach. Before we end the calendar year Arizona, North Texas, and Old Dominion will celebrate their 30<sup>th</sup> anniversaries and Northern Lights will celebrate its 20<sup>th</sup> anniversary.

In preparation for my State of the Society I asked all Chapter Presidents, 1<sup>st</sup> VPs and 2<sup>nd</sup> VPs to share an MVP from their chapters. After learning we were going to jump on the superhero band wagon and watch Wonder Woman at our welcome reception, I decided to change the MVP title to Superhero. So here they are our some of our SGMP Superheroes!

If you are present in the room please stand and continue standing.

Arizona – Julie Panter, Ms. Amazing

Central Florida – Kelly Aleman, Ms. Sunny

Florida Capital – Janet Chernoff, Ms. Incredible

Greater Oregon – Jan Johnston, Ms. Super

Louisiana – Libby Nato, Ms. Ultimate  
Michigan – Nick Stratton, Mr. Impossible  
Missouri State Capital – Lorie Jagers, Ms. Tremendous  
National Capital – Ryan Heins, Mr. Awesome  
New England – Colin Sullivan, Mr. Fabulous  
North Carolina – Susan Hutchinson, Ms. Exciting  
North Texas – Kelly Roche, Mr. Super  
Northern Lights – Eric Satre, Mr. Tremendous  
Old Dominion – Joyce Fogg, Ms. Extra  
Pacific Northwest – The Entire Chapter Board or the Awesome Board  
Rocket City Alabama – Peggy Teimann, Ms. Marvelous  
Rocky Mountain – The Entire Chapter Board, Team Incredible  
Sacramento – Marie Cicogni, Ms. Fabulous  
San Francisco Bay Area – Tom Hirano, Mr. Ocean  
Tennessee – Kimberly Bean, Ms. Mountain  
Texas Lone Star Capital – Theresa Campos, Ms. Star and Louis LeDoux, Mr. Star  
Wild West Oklahoma – Ginger Thompson, Ms. Wild

Now that you have all stopped laughing... Please continue to stand as I add others to this elite team. Will all current national board, chapter board and GIL members please stand. Standing around the room are the current "Justice League" or "Avengers" or dare I say "Scoobies" of SGMP. This team would not be here if it were not for our predecessors, so will all past chapter and national board and GIL members please stand. Lastly, I'd like to ask all the incoming chapter and national board members to stand. Welcome to our superhero team. As you can see it is a strong team and we are all here to support each other and provide care and strength to SGMP. To everyone not standing in the room; I challenge you to join this team of superheroes by volunteering for a chapter or national committee or running for a board position in the future. It is only through our continued teamwork as superheroes that SGMP continues to thrive and grow as an organization. To be strong SGMP needs everyone in the room to be an SGMP superhero on either a chapter or national level.

A lot of the work over the last year has been assisted by several national committees or taskforces. As I call off your name please stand and be recognized for your part as a superhero for SGMP.

### Membership Committee

Name:	Chapter:
Cindy Barner, Chair	NatCap
Michelle Fink	Arizona
Jennifer Wynn	At Large
Carolyn Barrett	Louisiana
Becky Ford	Pacific Northwest
Brandon VerMeulen	Wild West Oklahoma

### Sponsorship Taskforce

Name:	Chapter:
Theresa Randleman	Michigan
Anissa Damon	Michigan
Cheryce Howard	National Capital
Kimberly Prue	National Capital
Tapika Bryant	National Capital
Mary Clair O'Hara	Old Dominion
Robin Bammert	Pacific Northwest
Chele Clark	Rocky Mountain
Jaime Yount	Texas Lone Star Capital

### Joint Leadership Session Task Force

Name:	Chapter:
Lila Duncan, CMP, CGMP	Greater Oregon
Kristi Griffith	Texas Lone Star Capital
Laurie A. Nickson, CMP	Michigan
Marilee Tretina	Old Dominion
Jan Thor, CMP	Pacific Northwest
Annette Wallace	Missouri State Capital

### Nominations and Elections Committee

Name:	Chapter:
Kim Blanding, CGMP, Vice Chair	Grater Oregon
Claudette Ferris, CAP-OM, CGMP	Rocky Mountain
Lagina Fitzpatrick, CMP, CGMP	Missouri Capital
Janet Roach, CGP	Florida Capital

### Finance Committee

Name:	Chapter:
Annette Wallace, CMP	Missouri Capital
Wayne Callis, CGMP	Old Dominion and National Capital

## Strategic Plan

Let's talk about our future now and where we will need help from our current and future superheroes. The SGMP Board undertook the research and development of an updated Strategic Plan by looking at the past, present and most importantly the future. When you were planning your trip to Ft Lauderdale, you selected the right path to get here. Without that path, you could have been weaving, going off course, taking the long way around, or even getting lost.

Keeping that in mind, the SGMP Strategic Plan 2017-2020 was developed over the past 6-7 months and was intended to put SGMP on the right path. We first surveyed a random group of members, all chapter leaders, Gilmer Trustees and National Board members. Then we spent one and one-half days with a strategic plan facilitator in December; and continued work on the action items for the plan at our March in-person meeting.

We asked ourselves and each other – what business are we in? "SGMP is in the knowledge and content business, NOT the association membership business." And, from that, we determined our strategic intent is for SGMP to be recognized as the premier knowledge resource on government meetings.

To achieve this, SGMP will:

1. Be a growing and financially stable organization.
2. Be THE premier resource center on government meetings.
3. Deliver timely and valued content that enhanced government meetings.
4. Provide valued benefits for planners and suppliers.

We assessed SGMP's current condition, which in December included the following:

- Total annual revenue of \$1,044,160 projected for the current year, that ends June 30.
- Total Expenses of \$970,109 projected for the current year. (As I have previously indicated our current projected finances are even better now)
- Membership totaling 1,871 with 983 Planner members; 781 Supplier members; and 107 other types of members.
- Number of chapters total 23.
- NEC attendance of 450.

And then we set our target goals. Where we intend to be after 3 years, - by June 30, 2020, to have:

- A Net income of \$100,000
- An Increase in the reserve fund to \$300,000
- A growth in membership to 2,500, which would be a 33% increase in three years
- An increase membership retention to 85% (our retention has really varied month to month over the last year.)

- An increase website traffic by 100%
- An increase in the number "hits" via social media/

And we plan to:

- Reduce burden on chapters/chapter leaders
- Develop stronger chapter education by working more closely with chapters
- Increase NEC attendance to 750
- Increase ratio of SGMP members who have their CGMP
- Raise the profile and reputation of SGMP and the CGMP

Some would say these are BHAGS or big hairy audacious goals.



So be it! We think it is doable; otherwise we would not have set these goals. That being said, the National Board cannot accomplish all of these goals alone. We know we have a lot of very passionate SGMP members – and yes, I'm looking at you, and I'm looking at you, and I'm looking at you.

Your National Board members cannot accomplish all these goals in a vacuum. We need to know who we can count on to help move the needle forward and upward. So if you want to be a part of the future success of SGMP, an SGMP superhero – please stand!

Now, I'm pleased to report that we have already made strides in our desired direction. Let me highlight some of those actions and accomplishments:

In the area of content delivery, we have already:

- Started on a website refresh which will be clean and more mobile friendly.
- Added a polling feature on the website
- Hired a social media contractor who is kicking off increased social media interaction at this conference.

In the area of Resources, we have already:

- Reengaged our Membership Committee, with our membership marketer working with them.
- Compiled a list of industry publications in which SGMP may submit articles, and develop media relationships
- Compiled a list of governmental websites where SGMP may be hyperlinked for greater exposure and connections

In the area of Valued Benefits, we have already:

- Fixed many of the membership database issues that plagued us in the 2015-16.
- Chapters can now access their membership list 24/7.
- Announced the 2018 NEC in Norfolk

When the website redesign rolls out there will be a more inclusive document laying out the overall SGMP strategic plan. However, a couple of other items on our future plan is sending out a RFP for the 2019 NEC and creating Ted Talk like videos for members as well as exploring options for webinars.

I look forward to standing before you next year at our 2018 NEC in Norfolk, VA. There I will proud to share the accomplishments we have achieved towards our strategic plan. I would like to end my report on the State of the Society in the same manner as I end my SGMP emails, but I need everyone's participation. Please stand and place your hands towards the middle of the table and on the count of three yell SGMP IGNITE!