



## Gilmer Institute of Learning Trustee Candidates

### EDUCATION AND PROGRAMMING CANDIDATES:

#### Henry H. Harper, III, CGMP (GP) - Old Dominion Chapter



Henry is the Conference and Networking Manager for the Virginia Foundation for Healthy Youth.

His primary roles with the foundation are State Government event planning and fund development. Henry has been a fund raising professional for more than 25 years and a government event planner for 14 years. Henry's work has included the planning and implementation of 13 national conferences along with countless webinars trainings and workshops. Henry has served as an

Education and Programming Trustee on the GIL during the 2020-2022 term.

#### **What makes you uniquely qualified to serve on the GIL as an Education and Programming, Scholarship and Certification, or Fundraising Trustee?**

As a current Education and Programming trustee of the GIL I have worked tirelessly over the past 2 years with 2 separate E&P trustees. My responsibilities have included planning and implementing monthly educational webinars for our members, organizing and facilitating Chapter Leaders quarterly meetings, assisting with the speaker selections for the past 2 NEC's, and consulting individual chapters about program specific needs. Before my tenure with the GIL I have served as 1<sup>st</sup> V.P. for my chapter where I chaired the Program and Education committee.

#### **Please share what singular professional accomplishment you are most proud of and your vision and ideas for the GIL going forward.**

Moving quickly through the ranks of State Government employment to the position of Director is my singular professional accomplishment that I am most proud of achieving. As a Director with my agency I have been able to have a loud voice on the prevention education that is needed for the health of Virginia's Youth. I am also proud and honored to have been trusted by the SGMP membership to serve as a trustee on the GIL for the past term. Moving forward with the GIL, if re-elected, my vision includes seeing us expand the educational opportunities our members have access to, as well as, viewing all that we do through an equity and inclusive lens.



## **Lauren Lariviere, CGMP (CP) – National Capital Chapter**



Lauren is the Vice President of Conference Services at Eastern Research Group, Inc. She has been a member of SGMP since 2011.

I've been in the meeting and event planning industry for 34 years, 24 of which spent planning government meetings. I have personally planned more than 200 meetings on six continents. I was privileged to be selected as the contract planner for SGMP's National Education Conference (NEC) from 2017-2020. In 2018, ERG, the company I work for, was honored to receive SGMP's Partner of the Year Award at the NEC meeting in Norfolk, VA.

I believe my first-hand experience gives me unique insight into NEC attendees' educational goals, and what types of speakers produce the most interest and enthusiasm. I welcome the opportunity to put this insight to work for future NEC attendees, as well as helping chapters produce engaging educational monthly meetings.

My experience has also provided me the opportunity to work closely with most of the current Gilmer Trustees, and I look forward to the chance to be part of that incredibly talented and dedicated group.

I started out in the event planning world as a stage manager at a 1000 seat theater. Working in theater forced me to think outside the box, to find ways to do more with less, to bring the audience what they wanted, no matter what. As they say, the show must go on! I've never lost that mindset; my goal is always to produce an event that leaves a positive lasting impression. I'm asking you to give me the opportunity to impress you!

### **What makes you uniquely qualified to serve on the GIL as an Education and Programming, Scholarship and Certification, or Fundraising Trustee?**

I have been in the meeting and events industry for 34 years, the last 24 in government events. I was privileged to be selected as the contract planner for SGMP's National Education Conference (NEC) from 2017-2020. I believe my first-hand experience gives me unique insight into NEC attendees' educational goals, and what types of speakers produce the most interest and enthusiasm. I welcome the opportunity to put this insight to work for future NEC attendees, as well as helping chapters produce engaging educational monthly meetings. My experience has also provided me the opportunity to work closely with most of the current Gilmer Trustees, and I look forward to the chance to be part of that incredibly talented and dedicated group.



**Please share what singular professional accomplishment you are most proud of and your vision and ideas for the GIL going forward.**

The professional accomplishment I am most proud of is heading up the ERG team that was awarded SGMP's Partner of the Year Award in 2018. It was completely unexpected, and I was truly honored to receive it, on behalf of the ERG Team. We worked very hard handling all the logistical and graphic needs for SGMP NEC, and to have that effort acknowledged was very special. I welcome the chance to put that effort to work on the GIL, especially on the education front. I look forward to reviewing the core competencies to ensure they are up to date with the current technologies and recognize the recent changes in our industry. I also look forward to helping chapter leaders develop their own diverse curriculum, and learning from them as well!

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**FUNDRAISING CANDIDATE:**

**Erica Bradford, CGMP (S) - Rocket City Alabama Chapter**



Erica serves as the Convention Sales Manager for the Huntsville/Madison County Convention and Visitors Bureau. She has been a member of SGMP since 2018.

Being the 2021 National Board Appointed GIL Fundraising Trustee was a phenomenal experience. The experience and knowledge gained is invaluable for the upcoming years/ I thoroughly enjoyed working with my fellow fundraising Trustee, Wayne Callis while serving this past year. I exercised my event and fundraising skills. Having previous experience serving on the Tourism Summit Committee taught me the

following: to create marketing materials describing the event(s) and fundraising cause, how to conduct research for potential donors. The ability to develop marketing strategies to reach the financial goal and strategically delegating tasks within the committee. This experience along with my career background proves that I'm an innovative leader, analytical thinker and performance driven.

I have the distinction to serve as a liaison for the hospitality community, i.e., hotels, restaurants, attractions and venues in my current role at the Bureau. This also allows me to keep my finger on the "pulse" of the community city and state while making several connections with decision makers. As a Rocket City Alabama Chapter Member and former Secretary, I served on the board, assist creating chapter awareness, monthly meetings reminders, program content, membership, recruitment and retention. Additionally, I collaborated on created ways to secure funding for our chapter during COVID. An example is the virtual tip jar during chapter zoom meetings.



In addition to previous GIL experience, I possess many transferable and personable skills that set me aside from other nominees.

**What makes you uniquely qualified to serve on the GIL as an Education and Programming, Scholarship and Certification, or Fundraising Trustee?**

Being the 2021 National Board Appointed GIL Trustee on the Fundraising Committee was a phenomenal experience. It gave the internal knowledge and insight which is an invaluable asset and quality to possess for the upcoming years. I thoroughly enjoyed working alongside my fellow Fundraising Trustee and National Board Members In addition to previous GIL experience; I possess many qualifications that set me aside from other nominees. While serving this past year, I exercised my event and fundraising skills. My previous experience serving on the local Tourism Summit Committee taught the following: how to create marketing materials describing the event(s) and fundraising cause, how to conduct research for potential donors, the ability to develop marketing strategies to reach the financial goal and strategically delegating tasks within the committee. This experience proves that I'm an innovative leader, analytical thinker and performance driven. I have the distinction to serve as a liaison for the hospitality community in my current role at the CVB. This also allows me to keep my finger on the "pulse" of the community, city and state while making several connections with decision makers across the U.S

**Please share what singular professional accomplishment you are most proud of and your vision and ideas for the GIL going forward.**

Hosting the 40<sup>th</sup> Anniversary of SGMP NEC in Huntsville, AL in 2021 while serving as an appointed GIL Fundraising Trustee is thus far my proudest professional accomplishment. This was the first *HYBRID* NEC in SGMP history! I'm extremely proud that the Rocket City Alabama Chapter, The Huntsville Madison County CVB and the Von Braun Center had the honor of hosting a successful, memorable and imperative NEC. The Theme - *Together We Thrive!* And indeed we *THRIVED!* In addition to this vital conference being a success, so was the silent auction. The silent auction brought in \$6,000 which will be applied for scholarships for the next NEC. Although challenging to secure high value items during a pandemic, it was rewarding to work alongside my fellow SGMP GIL Trustee and volunteers. From planning to execution I attribute my contributions to my previous experience in fundraising, perseverance and tenacity. Being an appointed GIL Trustee in 2021 built my momentum and I'd like the opportunity to continue to serve. My vision as a nominee is to help sustain the stability of the organization, support and develop strategic methods to assist with attaining the financial goal and support the National Board.



## SCHOLARSHIP AND CERTIFICATION CANDIDATE:

### **Mary Robinson, CGMP, CDME, CTA (S) – Michigan Chapter**



Mary is the Executive Director for Explore Brighton Howell Area. She has been an SGMP member since 2002.

Extensive experience in the hospitality industry as a CVB Executive Director and manager in the areas of hotel operations, sales, government conferences, logistic, event planning, fundraising, budget management, team building, contract negotiations and governance. Member of SGMP for 20 years. Currently serving as SGMP Scholarship & Certification Trustee - Gilmer Institute of Learning. Supporting SGMP members and chapters through educational opportunities, certifications, training, resources, scholarships, and funding is a priority to me. Previously served as SGMP Treasurer and Director providing tools to manage and operate committees, improve finances, instill best practices for increasing monthly meeting attendance, membership recruitment, retention and scholarships. I am a leader with proven governance, analytical, organizational, problem solving and goal setting skills. I lead through supporting others to be their best and working as unified team to achieve amazing results.

### **What makes you uniquely qualified to serve on the GIL as an Education and Programming, Scholarship and Certification, or Fundraising Trustee?**

I am running for Gilmer Institute of Trustees -Scholarship and Certification and have been a member of SGMP for 20 years. Currently, I serve as a Scholarship & Certification Trustee supporting SGMP members and chapters through educational opportunities, certifications, training, resources, scholarships, and funding. I have extensive experience in the hospitality industry as a CVB Executive Director and manager in the areas of hotel operations, sales, government conferences, logistic, event planning, fundraising, budget management, team building, contract negotiations and governance. I previously served as SGMP Treasurer and Director providing tools to manage and operate committees, improve finances, instill best practices for increasing monthly meeting attendance, membership recruitment, retention, and scholarships. I am a trailblazer with proven governance, analytical, organizational, problem solving and goal setting skills. I lead through supporting others to be their best and working as unified team to achieve amazing results.

### **Please share what singular professional accomplishment you are most proud of and your vision and ideas for the GIL going forward.**

I am honored to serve on the Gil as well as on my CVB state association, Michigan Association of Convention & Visitors Bureaus (MACVB) as Vice President. I am proud to have renewed my Certified Government Meetings Professional (CGMP), Certified Destination Management



Executive (CDME), Government Meeting Specialist (GMS certificate), and Certified Tourism Ambassador (CTA) all in 2021! My vision is to further improve the already stellar CGMP program in place by further engaging CGMP members in the work of SGMP and assist with launching the enhanced virtual CGMP platform.