

# Capital Events



## Special Interest Articles:

- The Government Meeting Toolbox
- 28<sup>th</sup> National Conference and Trade Show –
- Local Charity for March

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## "The Government Meeting Toolbox"

Arlene Roberts, a chapter Board Director and Past President presented on the Government Meeting Toolbox, one of the canned programs from National. We covered topics such as the Building of the RFP, Food and Beverage, the hotel property, and becoming a CGMP, Certified Government Meeting Professional. Arlene pointed out important issues when dealing with RFP's; being up front with your chosen hotel is critical for your meeting outcome. You need to work closely with all aspects of your meeting request; have your past history information available, number and size of session rooms required, number of attendees, setting your room rate with no hidden charges such as resort fees and parking fees, food and beverage set-ups required, and more. She also covered the tools you have with belonging to SGMP; good educational programs, our Government Connections quarterly magazine, CEU credits for furthering your meeting planning education, the Annual National Conference, Certification Programs, and Scholarship opportunities. The presentation was full of great tips for meeting planners and supplies both. You always need to work as a team when planning your meetings, working on what you expect from the hotel and what they can offer your group.

With approximately 50 individuals in attendance, the event induced a presentation by Robin C. Johnston, Vice President for Institutional Advancement who addressed the "Fostering Achievement Fellowship Program" a scholarship source for students who are in Florida foster care.

Thank you to our sponsors (below left to right, Nadja Troublefield w/ Sheraton Tampa Westshore, Stephanie Acra w/ the Westin Coral Gables, Haley Bolinger w/ Hilton University of Florida Conference Center, and chapter president, Amy Brown. We appreciate your support of our chapter and hope that you can become a member soon. The setting was very pleasant and the food was wonderful.

Below, left to right, Amy Brown, Buenita Lee, Arlene Roberts, and Gloria Marion-Smith



Below (right), Past President's, Barbara Ann Cox, CMP (let) and Allen Stucks (middle) seem to be enjoying the presentation from another Past President, Arlene Roberts (left)





President's Message – Amy Brown, CGMP, Florida Capital Chapter President

Those of you who were at the meeting Tuesday, it was mentioned that our new web site will be unveiled soon. Gabrielle and Janet Roach gave a brief overview of what is coming. They have put a lot of time in the new design and we hope everyone will be happy with it.

A note to all our membership, the newsletter committee is requesting your help. If you have meeting planning industry news, please send it to Arlene Roberts for submission. We want to work really hard on our newsletters this year and be the 2011 Newsletter of The Year winner. Your contributions are always welcome.

We also have a note from our Second Vice President, Marcia Burks Recap of the Joint Leadership Meeting

On January 14 - 16th I had the honor of attending my first Joint Leadership Meeting in Atlanta with our Chapter President, Amy Brown. It began with a reception where we met other chapter Presidents and Second Vice Presidents. The next morning opening session began with Melody Kebe, CMP, CGMP, National President welcoming us and introducing Rob Bergeron, CGMP, CAE, Deputy Director and Mike Downard, CGMP, Membership & IT Manager. And so it began! The agenda covered SGMP Now, We Learned, We Listened, and We Lead. The Best Practices to get planners to join, Chapter Leadership and Your Role, are you prepared, resources and forum discussion, Chapter Leadership - Your Role, and Chapter Web Sites to name a few.

In review of the 2010 Conference each chapter was asked to post on the national web site, a basket worth \$250.00 or more for the Silent Auction, contact Chris Schuh at [cschuh@ounce.org](mailto:cschuh@ounce.org) if you would like to donate. There will also be a live auction in Kansas City. The Chapter Challenge is on! Kansas City is known for barbeque. The Chapter Challenge this year is to create the best BBQ Apron. Bring it on!

The National Charity this year is Cancer Action, the heart of cancer support in Kansas City. Cancer Action is a community based non-profit agency offering a comprehensive array of programs and services addressing the physical, social, emotional, financial and spiritual needs of persons with cancer, their family, and friends. As a caring community of professionals and volunteers, we offer support, education, empowerment, hope and comfort to those touched by cancer in our community. Cancer Action programs and services are free of charge. Cancer Action volunteers make a difference for their community. Please bring yarn for their Yarn Drive at the National Conference. Visit their web site at <http://www.canceractionkc.org/> for more details of the wonderful work they do.

Rhonda Wise with the Gilmer Institute spoke of Education & Programming /CEU's, Scholarships & Certifications available and Fundraising. Visit <http://www.sgmp.org/GilmerInstituteOfLearning.asp> for more information and how you can receive scholarships.

Each chapter was judged on the Chapter Financial Report for the year. The Florida Capital Chapter Treasure Joice Ventry received an A+ for her records and was Awarded Registration at the National Conference. Congratulations Joice!

This was an amazing meeting to be part of. We discussed what works for Chapters and what does not, spoke of bylaws, the importance of being part of SGMP and letting others know the importance of joining and participating in the chapter. I urge everyone to get involved and join a committee.

March Membership Meeting - "Ethics the Do's and Don'ts"

Tuesday, March 16, 2010, 5:00 pm – 7:30 pm

Sponsored by – Tallahassee Capital Courtyard, Jenny Dawson (850) 329-9052

RSVP - [rsvp@sgmpfl.org](mailto:rsvp@sgmpfl.org)

Committee Chairs

- Archives, George Fong
Community Service, Gabrielle
Honors & Awards, Arlene Roberts
Member Services, Melissa Jackson
Membership Recruitment and Retention, Lydia Southwell
National Conference, Amy Brown
Programs, Gloria Marion-Smith
Publications, Arlene Roberts
Special Events, Karen Lambert
Sponsorship, Claire Smith
Fundraising, Joice Ventry
Web, Janet Roach

A Need to Know – Upcoming Programs

- March 16 – Ethics the Do's and Don'ts
April 20 – Social Media Workshop
May 4 – So you have to Plan a Meeting?
June 20 – Honors & Awards Banquet
July 20 – Another Meeting?
August 17 – Annual Silent Auction

Looking Ahead – National Conferences:

June 8-11, 2011 - Norfolk, VA

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Monthly Board Meetings

The Board meets the same day and place as the membership meeting beginning at 4:30 pm. Members are welcome to attend, and minutes are available upon request.

About the organization - The SGMP Florida Capital Chapter chartered June, 1989 with 35 members. The chapter offers a variety of services to its members, including monthly educational programs, leadership opportunities, social activities and a strong code of ethics.

Mission Statement - The Society of Government Meeting Professionals is a national organization dedicated to improving the knowledge and expertise of individuals in the planning and management of government meetings through education, training, and industry relationships.



GET CONNECTED TO SGMP



**PLUG INTO KANSAS CITY**  
MAY 19-22, 2010

Please join us at the Society of Government Meeting Professionals' 28<sup>th</sup> National Education Conference and Tradeshow! Experience the value of SGMP's education resources and networking by earning up to 2.5 CEUs, gaining insight from renowned speakers, and enjoying industry forums and events with your colleagues. Registration opens at [www.sgmp.org](http://www.sgmp.org) on January 25, 2010.

**Host Hotels**

**Hyatt Regency Crown Center**  
2345 McGee Street  
Kansas City, Missouri, 64108  
Tel: 816-421-1234  
Fax: 816-435-4190  
[www.crowncenter.hyatt.com](http://www.crowncenter.hyatt.com)



**Westin Crown Center**  
One East Pershing Road  
Kansas City, Missouri, 64108  
Tel: 816-474-4400  
Fax: 816-391-4438  
[www.westincrowncenterkansascity.com](http://www.westincrowncenterkansascity.com)



**Registration Fees**

*(fees are subject to change)*

Government Planner member	\$325	Government Planner non-member	\$400
Contract Planner member	\$410	Contract Planner non-member	\$575
Associate Supplier member	\$550	Associate Supplier non-member	\$1,115
Supplier member (non-exhibiting)	\$610	Supplier non-member (non-exhibiting)	\$1,175
Retiree member	\$325	Guest	\$335
Educator/Student member	\$280	Gilmer Awards Banquet	\$75

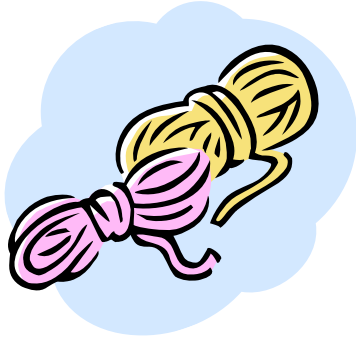


**Back by Popular Demand!**  
**CGMP Course & Exam: May 16-19**  
**Supplier Bootcamp: May 18-19**

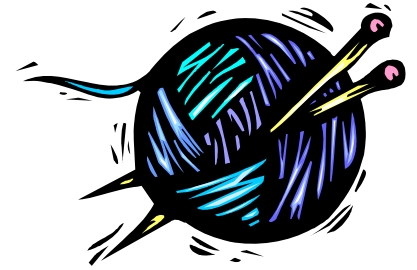
**See you in Kansas City...**

For updates, go to [www.sgmp.org](http://www.sgmp.org)!  
For questions, please contact the Meetings Team:  
**Chris Middleton, CGMP, Director of Conference Services**  
**Mark Harvey, CGMP, Program and Events Manager**  
703-549-0707  
SGMP  
908 King Street, Lower Level  
Alexandria, VA 22314

**New this Year!**  
**Protocol & the Government Meeting Professional: May 18-19**



## National Charity SGMP Yarn Drive



Cancer Action Center is the Society of Government Meeting Professionals special charity for our National Educational Conference in May of 2010.

This non-profit organization is local, with three offices providing services to the Kansas City Metro area. They provide rides for patients to doctor visits, chemo therapy, and radiation. They provide financial assistances to those in need. They provide a hand-made comfort item to each new cancer patient that walks through their doors. THIS IS WHERE YOU COME IN!

**ALL members attending and those not attending the National Conference in Kansas City, bring yarn or ship it to:**



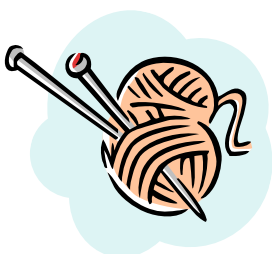
**Mindy Lallier  
9001 W. 110th Street  
Overland Park, KS 66210**



**The more yarn collected the more blankets the Cancer Action Volunteers Can make!**

In addition to the Yarn Drive, financial donations are needed. Let's make a commitment to SGMP's National Charity! We need the Chapter's financial support to make this fundraising endeavor a huge success! If you have any questions please call

**Mindy Lallier at 913-491-0123!**



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## TOWN CENTER

**FOR IMMEDIATE RELEASE****CONTACT:**

Angela Triplett, Public Relations Manager  
Howard Group  
850.654.9771  
[angela@howardgrp.com](mailto:angela@howardgrp.com)

**Marriott Names New Directors**

**Miramar Beach, Fla., (January 26, 2010)** – Jacque Mazoch, CMP, CHSP, has been named director of sales and marketing for Courtyard by Marriott Sandestin and Residence Inn by Marriott Sandestin. With more than 18 years of experience in the hotel industry, Mazoch has held senior positions with major companies including American Airlines Training & Conference and Helms Briscoe & Metro Hotels, which is a Real Estate Investment Trust (REIT) with over 160 hotels based in Texas. Some of her key hotel accounts included firms like Price Waterhouse Coopers, Ernst & Young and Dyn Corp International. She has attained the highest credentials in the meeting planning field and hotel sales fields as a Certified Meeting Planner (CMP), a Certified Hotel Sales Professional (CHSP) and a Certified Travel Professional (CTP).

Mazoch relocated to Northwest Florida's Gulf Coast from Texas two years ago and lives in Destin with her husband Tim.

Lynn Holland, CHME, has been named senior sales manager for Courtyard by Marriott Sandestin and Residence Inn by Marriott Sandestin. Holland previously held director of sales positions on Pensacola Beach, in Walt Disney World Village, downtown Orlando, Hilton Head Island, Seaside and Embassy Suites in Miramar Beach. She received her Certified Hospitality Marketing Executive (CHME) designation via the Hospitality Sales and Marketing Association. Holland has received numerous awards from Chambers of Commerce and within the hotel industry.

Holland lives with her husband in Niceville, Florida.

Lynn Holland (right) is a member of the Florida Capital Chapter, SGMP.



Both Marriott properties are located within Grand Boulevard at Sandestin® and are managed by Intrawest.

**About Grand Boulevard**

Grand Boulevard is the shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit [www.grandboulevard.com](http://www.grandboulevard.com).

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