



Capital Event

February 2012
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President's Message

Amy Brown, CGMP



Remember SGMP is here to serve you, so "Connect to Government meetings – Plug into SGMP"!

Please do not hesitate to e-mail me amy.brown@freshfromflorida.com or call me (850) 617-7510 with any of your suggestions, questions or concerns.

Thanks again for your valuable support and encouragement.

February - Chapter Sponsorship

Chapter Sponsorship with Krystal Serrano hosting the Meeting Room

The Holiday Inn Capitol Center has 148 comfortable guest rooms with amenities, like in-room coffeemakers, blow-dryer, iron, premium bathroom amenities, and a business center. You'll also notice our stylish new design touches, crisp white linens on every bed and a selection of soft and firm pillows in every room. Guests also enjoy a complimentary delicious and hot breakfast each morning.

Holiday Inn offers you [free high-speed internet access](#) right in your room. Our fitness center and swimming pool will help you blow off steam, keep up your exercise routine, or just have a little fun, steps away from your room. Holiday Inn Capitol Center is also home of the ever-popular Applebee's Restaurant & Bar.

At Holiday Inn, we have one goal: making your stay as pleasant as possible from the day you check in until the moment you check out. You are a valued guest. Not a room number. And we promise to treat you with the friendly, welcoming attitude you deserve and expect. That means genuine service that focuses on your needs.

SGMP members receive an \$89.00 rate. Please call me for more details.



Amy Brown (left)
Krystal Serrano (right)

The “WOW” Factor presented by Gabrielle K. Gabrielli, Ph.D.

Submitted by Carolyn D. Hinson, CGMP

How to Effectively Present Information and Engage Your Audience

WOW! What a wonderful program we experienced at the SGMP February monthly meeting at the Holiday Inn Capital Center on Apalachee Parkway. Krystal Serrano, CGMP, Director of Sales was our hostess while our very own Florida Capital Chapter sponsored the meeting. Members and guest mingled with each other while nibbling on cheese trays, rolled sandwiches, seasonal fruit, chips and mango salsa prior to the start of the program. It was great to see so many in attendance.....I think it was about 46!!! “WOW”. The tables were decorated beautifully and had brochures, chips, praline around the center to get you thinking about New Orleans and the upcoming SGMP National Education Conference in May. We listened to the sounds of New Orleans Jazz on a CD that was sent to our chapter along with the other items reminiscent of Mardi Gras. It gave us a chance to celebrate “Fat Tuesday” while learning about all New Orleans has to offer.

This program was like none other in that it had the “WOW” factor from start to finish. Dr. Gabrielli provided the audience with a very interesting presentation filled with high energy, feedback and encouragement. There was no time to get bored, play on your Smartphone or fall asleep. As Dr. Gabrielli scooted around the room engaging the audience and making them participate at every turn; no one could resist getting involved. The room was on “FIRE” and Dr. Gabrielli was fueling the blaze with her expertise in the very fearful world of public speaking.

Most people are more fearful of public speaking than death, but if we follow Dr. Gabrielli’s General Rules of Presentations we all can be at ease. There are several things you can do to help with this process such as being prepared and organized, arrive early, taking deep breaths and use notes view to organize your thoughts. The presentation took us through the entire process and gave examples of how to be successful while engaging our audience. During your presentation there are some simple things you can do to make a world a difference in the quality of your presentation.

Here are a few simple tips to follow:

- Use a remote device so you can walk around.
- Don’t turn your back to the audience.
- Make eye contact.
- Lock, talk, and pause.
- Be observant.
- Drop your hands.
- Watch for nervous habits.

You should make your presentation fun by telling a story, appealing to the audience senses, using props, and icebreakers for longer sessions. Also, try not to use sounds, transitions, or animations unless they enhance the presentation. As the presenter, you should make it real for your audience and follow Keller’s ARCS Model of Motivation (Attention, Relevance, Confidence, and Satisfaction). You can give your best presentation by concentrating on the “WOW” factor to effectively present information and engage your audience.

Dr. Gabrielli even incorporated some of the Mardi Gras traditions, meanings and symbols throughout her presentation to go along with the upcoming 2012 SGMP National Education Conference to be held in New Orleans, Louisiana. She asked the audience what is the significance of the different colors used.....green, purple and gold. Also, she asked about the King Cake and if you were lucky enough to get the baby in your piece.....it means you get to buy the cake for next year. This was very informative, educational and a fun way to learn more about New Orleans prior to the conference in May. Some of the attendees were lucky enough to win fabulous door prizes throughout the presentation by answering or asking questions. This presentation had something for everyone in attendance and provided the tools for public speaking and so much more.

The “WOW” Factor, cont’

I could not wait to get back in the office today and check out Dr. Gabrielli’s website and see Prezi at work. Prezi is very cool and anybody can use it to do their next presentation. I know that everyone is ready to volunteer to be the next presenter at future meetings and conferences at SGMP using the information from the program presented by Dr. Gabrielli.

I know that public speaking is dreaded by us all, but with this presentation it has calmed some of our fears. Dr. Gabrielli made it all seem very simple.....at least she provided a roadmap for a flawless presentation with lots of audience participation. Don’t forget about the icebreaker....it can be part of your new wellness program.....it got you out of your seat, you had to move around and you had to use your brain. It also forced you to work as a team and get to know each other a little better. Congratulations to the ONES (This was my team and we really did a great job), TWOS and THREES!!!

Trivia: Where can you get information, food, networking, prizes, fun, exercise and cash money all at the same time? Give up.....**SGMP Monthly Chapter Meetings**.....I guess I will see you all next month at the University Center Club at Florida State University. Let’s “WOW” everyone by calling a member or inviting a guest to attend next month’s meeting.

Dr. Gabrielli below exciting the group! What a presentation!



National Conference, May 16 – 18, 2012

New Orleans, LA

Mark your calendar and plan to attend!!!



**PACT (Participation, Attendance, Commitment, Time)
PACT Points Awarded**

Chris Schuh reached her BLUE Dangler level, 350 points. Congratulations on your second level achievement! And Krystal Serrano was awarded her first level, RED Dangler, 125 points. Keep up the good work!

SGMP Board

*Ellen Sliger, CGMP
Immediate Past
President*

*Chris Schuh
First VP*

*Janet Roach, CGMP
Second VP*

*Buenita Lee
Secretary*

*Joice Ventry, CMP
Treasurer*

*Directors:
Retha Nero, CGMP
John Read
Krystal Serrano, CGMP*

Membership Report

Current Report
57.6% Planners
42.4% Suppliers
Planners – 68
Suppliers – 50
Not including retirees or
Educators/Students



Arlene Roberts (left)
Chris Schuh (right)



Arlene Roberts (left)
Krystal Serrano (right)

Committee Chairs

Archives, George Nero
Community Service, Gloria Marion-Smith
Honors & Awards, Jenean Chavey
Membership, Lydia Southwell
National Conference, Ray Lowe
Programs, Jennifer Anderson
Publications, Arlene Roberts
Special Events, Faith Clarke
Sponsorship, Arlene Roberts
Marketing, Joice Ventry
Web, Janet Roach

Krystal Serrano was awarded her first level, RED Dangler, 125 points.
Keep up the good work!

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.



Welcome to a new chapter member

Eric Banks

New Member Orientation

The New Member Orientation followed the chapter membership meeting. It was evident that the participants gained a lot of information after listening to presentations by the Membership Committee. Lydia Southwell, Membership Chair, gave the history of the Society of Government Meeting Professionals and Ray Lowe gave the purpose and a brief overview of the Florida Capital Chapter. Arlene Roberts presented PACT and how members could acquire points. Amy Brown, President shared with the group scholarship information and what members need to do to apply for scholarships to conferences. Committee members, Patty Ball Thomas, Cheryl Faulk, Janice Harris, Carolyn Hinson and Claire Smith played a significant role in sharing information relating to various committees that make up the Chapter. A board game entitled "Do You Know Your Organization" (BINGO) flavor was facilitated by Retha Nero, Board Liaison for Membership. The participants were able to select prizes of their choice for having the most correct answers.

The group responded very positively about participating in such a session and being able to update their knowledge of SGMP, both locally and nationally. The new member group consisted of Edward Acoff, Eric Banks and Eugene Morris.

The time is now to become actively involved in chapter activities and committees. Our PACT Incentive Program (Participation, Attendance, Commitment and Time) will allow you to build points that may be used when applying for a scholarship. We need you so GET INVOLVED!

Committee members, front row, left to right;
Janice Harris, Carolyn Hinson, Lydia Southwell, Cheryl Faulk, Patty Ball-Thomas, Retha Nero
back row, left to right; Claire Smith, Ray Lowe, Arlene Roberts

