



## SAVE THE DATES

**May 16-19,  
2012 SGMP  
National Edu-  
cation Confer-  
ence in New  
Orleans**

**South East Re-  
gional Educa-  
tion Conference  
-September 16-  
20th , 2012@  
Renaissance Mo-  
bile Riverview  
Plaza Hotel, Mo-  
bile AL**

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# Capital Events

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JANUARY, 2012



One of our very own, Krystal Serrano, CGMP, Board Director, presented for us the "Writing RFPs for Best Results!". Krystal went through what an RFP is. This is the "Request for a Proposal" that we have all dealt with over the years. She covered the time process for an RFP, what an RFP includes, the Event Profile, what the event requirements are, and much more. Our RFP's always covers sleeping room and meeting room requirements. We always seem to have a budget that needs to be kept, and we sometimes have special re-quests. Krystal did an outstanding job conveying the RFP message as well as the importance of having all the details of your meeting set in the beginning to avoid problems within your program. Thank you Krystal for giving your time to share important information.



Thank you to Wendy Priesand for sponsoring our meeting. This was a luncheon meeting at the DoubleTree Hotel Tallahassee, serving a salad, chicken, rice, rolls, and veggie, as well as a sweet ending. Thank you for your continued support and dedication to the chapter.



## President's Message — Amy Brown, CGMP, Florida Capital Chapter President



You still have time to register for the National Conference in May. We will be in New Orleans, LA this year and celebrating SGMP's 30 years. We will have information out on the National Charity next month.

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](mailto: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.



## Florida Capital Chapter of SGMP

### SGMP Board

Amy Brown, CGMP  
President

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



If you want to improve the quality of, and ensure the cost-effectiveness of your government meetings, visit us at [www.sgmp.org](http://www.sgmp.org) and join as a new government planner for 1 year at only **\$30.00!** Or check out a local SGMP chapter meeting and see first hand why you should be a member! Please join us on March 20, 5:30 p.m. at the FSU University Club Program -Understanding How CVBs Work  
Presenter: Janet Roach, Visit Tallahassee  
Sponsor: Sheraton Miami Airport  
Contact: Haley Bolinger  
RSVP online [www.sgmpfl.org](http://www.sgmpfl.org)

**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.

# Membership Report

Current Report  
55.6% Planners  
44.4% Suppliers  
Planners – 65  
Suppliers – 52  
Not including retirees or Educators/Students

**Year to date our membership has declined by five.**

**Please remember, for every supplier we must have a planner. Should you know of anyone who is interested in joining our chapter for the low rate of \$30.00 in celebration of National SGMP's thirtieth anniversary, please let a Board member know and they will match the planner with a supplier. It works for the benefit of the chapter to increase membership. Please urge other planners to join the Capital Chapter.**

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

## Community Service Committee

**Dear SGMP Florida Capital Members:**

**On behalf of the Community Service Committee, we would like to thank you for your generous donations received for the family we adopted for our Christmas Charity. You provided an abundance of food and the majority of the special items were met. Amy purchased the bike from the money we collected at the meeting. Amy and I also purchased some last minute items before we delivered everything on December 17<sup>th</sup> (the children were not at home). The family was very receptive and grateful for all of our efforts. I called a few days after Christmas and the mother said the children were excited about all of the gifts. Again, thank you all for your generosity for a family in need.**

**Sincerely,**

**Claire Smith**

**On behalf of the Community Service Committee**

### **A Need to Know—Upcoming Program Dates**

**April 17 – New Marketing Strategies**

**May 1 – Supplier Appreciation Dinner**

**May 16 – 18 - National Education Conference**

**June 19 – Honors and Awards Banquet**

# FY 11-12 Committee Chairs & Board Liaisons

## Community Service

Chair: Gloria Marion Smith  
(487-7813; smithgl@leonschools.net)  
Board Liaison: Buenita Lee  
(561-2931; Buenita.lee@famu.edu)

## Honors & Awards

Chair: Jenean Chavey  
(407-830-1985; Jenean.Chavey@hilton.com)  
Board Liaison John Read  
(321-613-9023; john.read@hilton.com)

## Membership

Chair: Lydia Southwell  
(245-9556 Lydia.southwell@fldoe.org)  
Board Liaison: Retha Nero  
(413-0441; nero@leonschools.net)

## National Conference

Chair: Ray Lowe  
(926-2508; ray@meetingspots.net)  
Board Liaison: Amy Brown  
(617-7510  
amy.brown@freshfromflorida.com)

## Programs

Chair: Jennifer Anderson  
(487-7813; andersonj2@leonschools.net)  
Board Liaison: Krystal Serrano  
(521-6025; krystal.serrano@hilton.com)

## Publications & Communications

Chair: Arlene Roberts  
(245-9072; Arlene.Roberts@fldoe.org)  
Board Liaison: Chris Schuh  
(921-4494 x114; cschuh@ounce.org)

## Special Events/Fundraising

Chair: Faith Clarke  
(656-4019; clarkefaith@aol.com)  
Board Liaison Janet Roach  
(606-2305  
janet.roach@visittallahassee.com)

## Sponsorship

Chair: Arlene Roberts  
(245-9072; Arlene.roberts@fldoe.org)  
Board Liaison: Ellen Sliger  
(414-4795; ellen.sliger@dol.state.fl.us)

## Marketing

Chair: Gabrielle K. Gabrielli, Ph.D.  
(321-8222  
gabrielle@gabrielleconsulting.com)  
Board Liaison: Joice Ventry  
(926-2508; joice@meetingspots.net)

*This team of  
volunteers is  
diligently  
working for  
you and the  
Capital  
Chapter*





# Looking Ahead—National Conference

Mark your calendars to attend the May 16-19, 2012 SGMP National Education Conference in New Orleans. That is driving distance from Tallahassee.

New Orleans' flue de lis, a stylized lily—a symbol for the City of New Orleans



More Pictures from our January Luncheon  
Below left to right, Wendy Priesand, Ellen Sliger, Amy Brown, and Wendy again!



## Our Mission

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 meeting through education, training and industry relationships.



Everglades National Park in Winter