

SGMPFL TODAY



State of SGMP Florida Capital Chapter

More than 25 board and chapter members met Tuesday, January 23, 2018, 6pm, hosted by Jason Dugen, Regional Director of Homewood Suites, 2987 Apalachee Parkway, Tallahassee, FL., to hear Chapter President James Moran's engaging State of Florida Capital Chapter address. He shared updates from SGMP HQs, the upcoming National Education Conference to be held June 2-7, 2018 in Norfolk, VA.

Dr. Moran's **5 Priorities** coined the phrase **T.R.I.P.S.** **Training, Recruitment, Image Building, Partnerships and Structure.** **Training**-expressed the importance of delivering the mandated **6 of 9** Core Competencies which, include Education/Programming, Facilities

and Services, Logistics, Financial and Contract Management, Technology, Leadership, Ethics, Protocol and Federal, State, and Local Travel. **Recruitment-**

Putting into place strategies to *Gain* (new), *Retain* (current), and *Reclaim* (re-engage)

Chapter membership. **Image Building-**

Feature chapter members with regular spotlights (quarterly) of planners and suppliers. Initiate annual charitable events that facilitate giving back to the community. Identify the Economic Impact of SGMP Planners and maintain an active Internet presence on Facebook and other social media platforms. **Partnerships-**Establish

strong relationships with unique venues that will aid in facilitating relevant chapter events and expand new non-traditional partnerships. **Structure-**Ensure that the Board of Directors are well trained, possess

the necessary tools to govern and have in place the resources to meet the needs of its



membership. Of the five priorities, **Membership Recruitment** will become the chapter's main focus over the next 6 months. Lastly, Dr. Moran shared that the details of this draft strategic plan will be flesh-out at the upcoming March 2018 Board Retreat.

“One step at a time provide leaders with inevitable opportunities for which the top is reached.”

-JAMES L. MORAN, JR.

“A leader is one who knows the way, goes the way, and shows the way.”

-JOHN C. MAXWELL