

June/July 2008  
Volume 5, Issue 6

# Capital Events



## Special Interest Articles:

- National Conference
- New Members
- Silent Auction



July Sponsor Lynn Holland (left) with President, Ellen Sliger

## “Florida’s Future – Hospitality and Tourism Opportunities and Challenges”

Presented by Ray Green, Florida Restaurant and Lodging Association

Our July Meeting was sponsored by the Embassy Suites Destin at Miramar Beach, Lynn Holland, CHME. Thank you Lynn for a delightful evening. What a tasty array of good eats; chicken strips in a sweet sauce, cheese and crackers, sliders, and Cuban sandwiches. Everyone enjoyed and the food left was taken to the shelter by one of our members, Gabrielle. Thank you Gabrielle for taking time to do this. A community service greatly appreciated.

Written by: Gloria Marion-Smith  
Title I Programs

The speaker for the evening was Ray Green; North Central Director of the Florida Restaurant and Lodging Association, Mr. Green was very informative about the Florida Hospitality and Tourism in the state of Florida.

Ray covered the statistics, the state of affairs and team building in the Restaurant Association. He emphasized to the group that “Florida Restaurant and Lodging is a stable business right now”. Contrary to what is happening in the area of tourism throughout the country.

The overall program rating was 4.44%, speaker received 4.61% and the relevance of the content to SGMP members was 4.50% on a five point scale. We had a total of 30 people in attendance, 18 evaluations was received with a return of 60%.

Everyone really enjoyed the speaker. Thanks to Ray for the bubbly/positive attitude and sharing information that each member can use. Special kudos to Tonya Robinson for inviting Ray to be our speaker.



Ray Green



Suzy Keenan (left), Lynn Holland (right)

## Individual Highlights:

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Throughout this issue you will read about the National Conference including a couple of sessions that are included by members who attended. Everyone needs to work towards attending the national conference next year. See dates and location below. This is a wonderful experience that you do not want to miss. We hope to see many of you in Louisville, KY next May, 13-16, 2009.



## President's Message – Ellen Sliger, Florida Capital Chapter President

What a great National Conference in Dallas! There were sessions for the planner and supplier on Leadership, Meeting planning, Best Professional Practices, Professional Survival Skills, Technology, and Chapter Operations Programs. I particularly enjoyed the ones on Chapter Operations Programs. There are several chapters out there with great ideas. This is good opportunity to pool resources and knowledge.

Utilizing these resources will make our chapter stronger and continue to grow. Offering great educational programs at the monthly meeting is one opportunity for new members to see the return on investment for their SGMP Membership. To become an outstanding Chapter, or have a successful Conference and/or Meeting it takes commitment and hard work from all the members. Working together we can all benefit. Take a look at the National and other Chapter websites and see what new ideas you can help incorporate into our Chapter.

Mark your calendars for next year's National Conference May 13-16, in Louisville, Kentucky. Scholarships will be available, so start working on your points now. There are several opportunities to earn points throughout the year. Writing articles for the newsletter and a donation to the silent auction are very easy ways to earn a few.

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## National Conference News

Recipe for Leadership Country Style  
Submitted by Arlene Roberts

There were many great sessions to choose from during the conference again this year. It is sometimes hard to determine what session to attend, but the last day I was pulled in by Dr. Dale Henry's session following his keynote presentation on Friday.

What a guy, Dr. Dale Henry! He is one dynamic speaker and I am sure everyone there enjoyed listening. His leadership session was geared to "THE ROAD TO SUCCESS". For you to reach the top floor of success, you need to take the stairs to the top. This leads back to your own success within the chapter. You need to be listeners and continue to communicate. You need the sincere passion and dedication to want to reach the top and become leaders. You take this leadership role with that passion to energize people around you. PEOPLE – this is one resource that is most important to you. Communication with PEOPLE will lead to better leadership taking you one step closer to success.

Elements of Program Development  
Submitted by George Nero

The presentation provided attendees ideas for developing educational programs and how to choose topics to fit the educational requirement of the local SGMP chapter. The session started with an icebreaker activity that involved everyone to come together in small groups. Each group was given a different puzzle and was instructed to complete the puzzle without any talking. After about three or four minutes, the presenter said we could talk. It was obvious that having the ability to verbalize assisted us greatly in completing the picture puzzle. The lesson taught was the value of communication.

The presenter shared excerpts from *Interpreting Our Heritage* by Freeman Tilden, father of modern interpretation. In developing any program, the author states that "we must convey the proper message, use the proper format and involve and inspire the audience." Also, each program should be centered around a topic/theme and include goals, objectives, program format, materials list, setup information, support requirements and program description.

Mark Twain once stated that "it takes more effort to be meaningful than it does to convey information." The presenter concluded that without a theme, our program run the risk of becoming a collection of facts, dates and identifiers, with little connection or central message.

### SGMP Board

*Ellen Sliger*  
*President*

*Arlene Roberts*  
*Immediate Past*  
*President*

*Amy Brown*  
*First Vice President*

*Chantale Acacia*  
*Second Vice President*

*Claire Smith*  
*Secretary*

*Suzanne Kelly*  
*Treasurer*

*Directors:*  
*Suzy Keenan*  
*Karen Lambert*  
*Marcia Burks*

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## Committee Reports

### New Members – Welcome to our newest members!

Thometta Cozart, Public Relations Manager, Florida Department of Health  
 Janice Harris, Program Specialist, Florida Department of Education  
 Amy Karimipour, President, AK Consulting Group  
 Kathy Barrs, Director of Sales, LaQuinta Inn & Suites, Panama City Beach

## National Conference Celebration News

This is a little bragging for one of our chapter members this year, Arlene Roberts. Arlene was **one of five** members, out of the **3,422** members of the entire SGMP organization who was nominated for the Sam Gilmer Planner of The Year. She did not win this award, but this is an accomplishment in itself. Congratulations to Arlene, Immediate Past President, Florida Capital Chapter. You go girl!

**SAVE THE DATE! August 12, Silent Auction, at the Women's Club of Tallahassee. Fill out your donation form today. You will find this on the HOME page, [www.sgmpfl.org](http://www.sgmpfl.org). Plan to bring your family, friends, and neighbors to start your Christmas shopping early. Join in on the bidding wars for that something special you want. We always have a great time, and there are a lot of fun items to bid on. We hope to see you there!**

## Food for Thought

### Sausage/Cheese Mushrooms – good for dinner or party treat!

DINNER MUSHROOMS – use large Portobello mushrooms  
 PARTY TREAT MUSHROOMS – use baby Portobello or white mushrooms

Clean mushrooms, remove stems and inside of cap

MIX – one pound Jimmy Dean sausage, one 8 ounce package cream cheese, chopped parsley and green onions, and other seasons as desired.

Fill mushroom caps with mixture and place in baking dish (filling side up).

BAKE 350 degrees for 20 minutes – TOP with your favorite cheese and continue to bake for additional 10/15 minutes until cheese melts.

Arlene Roberts  
 Florida Department of Education

### Committee Chairs

Archives  
 George Fong

Community Service  
 Suzanne Kelly

Honors & Awards  
 Arlene Roberts

Member Services  
 Marcia Burks

Membership Recruitment  
 Marcia Burks  
 Arlene Roberts

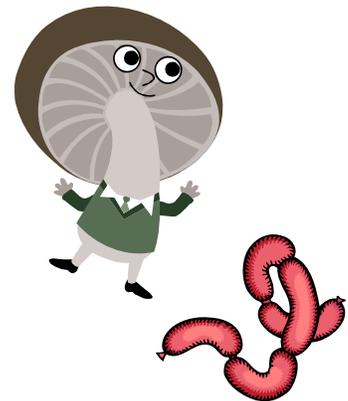
Membership Retention  
 Arlene Roberts

National Conference  
 Arlene Roberts

Programs  
 Gloria Marion-Smith

Publications and  
 Communications  
 Arlene Roberts

Special Events  
 Ellen Sliger



## More National Conference News

### THE HUNT FOR SUCCESS

Submitted by Carolyn D. Hinson, CGMP

The 2008 SGMP National Education Conference was exciting, innovative and had a variety of speakers. In years past the conference has always provided the attendees with cutting edge information to take back and use in their daily professional lives and this conference continued with that mission.

There were many great topics and speakers to choose from during the conference, however, there was one that peaked my interest. I wanted to learn more about "The Hunt for Success" and how it related to my professional growth in the industry of meeting planning. In the brochure it spoke about Africa, leopards and hunting which I could not understand the link between this and meeting planning. This was the session for me and I am glad that I attended because I learned a lot about leopards and "result-centric thinking."

Kivi Bernhard is a motivational speaker who was born in Johannesburg, South Africa and has incorporated his experiences into a very interesting lesson on the African Leopard to inspire, motivate and teach teams the footprints of "result-centric thinking". Mr. Bernhard has combined his acute business acumen and success in building a multi-million dollar international diamond business with his passion for Africa and its wildlife.

Mr. Bernhard spoke about the "Pillars of Positive Predatory Thinking" and the immediate impact they can have on our efficiency and effectiveness as leaders:

- Know what you are: The leopard has a clear an undisturbed relationship with all of its tooling and apparatus, allowing it to deploy and use its entire being, while on the hunt. **\*Take all of you to the market and your work place.**
- Study your market territory: It is with amazement, that we watch the leopard's uncanny ability to study, memorize and inventorize its territory. **\*Study your trading market, the significant and the insignificant, it will allow you to clearly define leadership deficiencies and needs.**
- Know your prey: Leopards will spend 25% of their waking hours simply observing, studying and noting the movements and behavior of their prey. **\*Listen and respond to your clients needs, not yours.**
- Study your competition: I have seen the leopard, deep in the bush, or high up from the vantage point of a tree, watching a lion or hyena hunt unfold 200 to 300 feet away. **\* Study your competition; it will define your edge and leadership opportunity.**
- Hunt your hunt: If all the exact criteria necessary for a successful leopard hunt are not in place, the leopard will abandon the hunt and live to hunt another day. **\*Hunt your hunt; lead with "you", not with what you think "you" should be.**
- Assess the risk-to-reward ration and maximize client retention and profit: Accepted as phenomena of the natural world, leopards have the ability to hoist their prey 15-20 feet up in a tree, allowing them to feed in peace and maximize their return. **\* Making change and implementing leadership is one thing. Sustaining it for repeat usage, safe from competitor predators, is another.**

After attending this educational session I realized that what the speaker discussed could be used in everyday living to be a successful leader or meeting planner. If we take these simple steps and implement them in our day to day tasks then we can "Find the Leopard within us and we will find success".

### HOW TO MANAGE YOUR TIME WHEN YOU WEAR TOO MANY HATS presented by Bob Losyk, M.Ed., M.B.A., CSP Submitted by Retha Nero

Mr. Bob Losyk holds the Certified Speaking Professional designation and is an international speaker, author, management consultant, trainer and facilitator. He speaks at conferences and leads corporate seminars throughout the world. His session was not only relevant to meeting professionals but to people in general who overlook or mismanage their most precious resource - Time.

The presenter shared learning objectives that help us to determine our priorities, when to say "no" and how to say "yes" to those things that will bring about the greatest payoff. He also shared with the attendees proven techniques for accomplishing goals, thereby, lessening situations that are tensed related. TIPS for MANAGEMENT; learn to say no, develop a personal information processing system, learn to use technology available for information processing, learn to delegate, get some "hiding time" during the work week, analyze your bio-rhythms and structure work time accordingly, do a time control log, discuss time needs with co-workers, family and friends, attempt to keep a clean desk-try not to handle a piece of paper more than once, before leaving the office make a list of what you expect to accomplish the next day with priority designations, center your time on the high payoff tasks and concentrate on results, know your worst time consumers and strive to eliminate them, and make planning and scheduling a way of life.

If we are to become peak performers, we must incorporate into our daily lives the following learning objectives: 1) discover the worst time consumers and how to tackle and control them; 2) prioritize your workday and your life; and 3) discover how to rid procrastination from your life.

**SGMP Florida  
Capital Chapter**  
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If you have an article  
you would like to  
submit, please  
contact  
Arlene Roberts,  
Publication  
Committee Chair,  
According to Policy: The  
newsletter will be used to  
promote chapter matters only.  
The newsletter will not be used  
to promote a member's  
business or hotel site.



We're on the Web!

See us at:

[www.sgmpfl.org](http://www.sgmpfl.org)

National's Web Site

[www.sgmp.org](http://www.sgmp.org)

## Membership Report

As Of Our 7/9/08 Report  
56.4% Planners  
43.6% Suppliers  
Govt. Planners – 52  
Contract Planners – 4  
Suppliers – 44  
Assoc Suppliers – 1  
Educator/Student - 2  
Retired – 7  
Total Members - 110

## Looking Ahead

National Conferences:

May 13-16, 2009  
Louisville, KY-The Galt House  
May 19-22, 2010  
Kansas City, MO -The Hyatt and  
The Westin at Crowne Center  
June 8-11, 2011  
Norfolk, VA -The Sheraton and  
The Marriott Waterside

## About Our 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.

# August 12, 2008 Annual Silent Auction

Tuesday, August 12, 2008  
Woman's Club of Tallahassee  
1513 Cristobal Drive

Sponsored by  
Four Points by Sheraton

RSVP  
Jenean Chavey  
[jchavey@fourpointssebring.com](mailto:jchavey@fourpointssebring.com)

## 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.

## A Need to Know – Upcoming Programs

August 12, 2008 – Silent/Unsilent Auction  
September 16, 2008 – Leadership

**REGIONAL CONFERENCE, August 3-6, 2008**  
Conference Website, [www.conferences.dce.ufl.edu/SGMP](http://www.conferences.dce.ufl.edu/SGMP)

**ELLEN SLIGER, PRESIDENT  
FLORIDA CAPITAL CHAPTER**