



Capital Event

Florida SGMP Capital Chapter

May 2016 Volume 17 Issue 5

May President's Message

On behalf of the entire SGMP Florida Capitol Chapter, I would like to thank Linda Vaskovsky with B Resort & Spa for sponsoring the May SGMP Luncheon. Attendees were able to hear a very informative presentation by Beverly Santini on "The Power of Linked In" and learn how to get their LinkedIn profile to all-star status!

Special thanks to Retha Nero and Alfreda Prater for hosting our SGMP membership booth and encouraging attendees to become a member of the SGMP Florida Capital Chapter.

We look forward to seeing you at the Honors and Awards Banquet on June 21 at 5:30 pm. It will be held at the Four Points by Sheraton, and sponsored by Daytona Partners. Please register to attend the upcoming meeting today!



Jason Zaborske
President

SEE PAGE 4&5 for SGMP NEC Overview

Anniversaries

Allen Stucks	12 Years
Loreen Kollar	18 Years
Retha Nero	27 Years
Tonda Nelson	1 Year
Eloise Williams	1 Year—Retired
Patty Thomas	1 Year
Barbara Kopala	1 Year
Merle Manzi	1 Year
Terri Carmody	2 Year



Don't forget to register for the
Tuesday, June 21, 2016 Honors
and Awards Banquet
and Meeting!

Sponsored by Daytona Partners
at the Four Points Sheraton.



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The program on “The Power of LinkedIn” by Beverly Santini, Founder of The Phillip Craig Group. Beverly explained the importance of having a professional presence on the internet and explained how important key words and having the proper title on a LinkedIn page is.

Thank you Beverly!



Thank you Jason & Linda for sponsoring the

May Meeting!

The meeting was sponsored by Capital Events (operated by Chapter President Jason Zaboriski) and Linda Vaskovsky at B Resort and Spa. A luncheon consisting of BLT sliders, bruschetta, Chicken Tenders and Spanakopita

Thank you for sponsoring this





The 4th Annual Capital Events Tradeshow brought together some of Tallahassee's best qualified meeting planners to meet with top hoteliers across the state of Florida. We began the day with the SGMP luncheon sponsored by the beautiful B Resort & Spa - bhotelsandresorts.com located in Lake Buena Vista. Beverly Santini led the luncheon's discussion on LinkedIn and how to implement and use it to its full potential. Following the luncheon there were educational sessions that covered a diverse range of topics including technology, current trends, revenue management, and RFP's. We had six informative sessions that were not only useful in the industry, but also counted for CGMP credit. The educational extravaganza could have been an event in itself but coupled with the Tradeshow, the day proved to be dynamic. Our matchmaking and appointment app facilitated the process of planners finding the perfect venue for their upcoming events. Check out the WCTV-CBS's live 5pm news coverage of the Capital Events Tradeshow-<https://youtu.be/iku4FPjzI2Q>

Thank you so much to those that attended, please join us again for a great lineup of education and fun next year on May 16, 2017!

Jason Zaborske | President & CEO | Capital Events, Inc.

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Contact: Linda Vaskovsky

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Phone: 407 827 3954

SGMP MEETING MONTHLY

Date: June 21, 2016

Time: 5:30PM - 7:00PM

Program: Honors and Awards Banquet

Location: Four Points by Sheraton Tallahassee Downtown, 316 W. Tennessee St.

Sponsors: Daytona Partners—The Plaza Resort & Spa, Oceanside Inn, and Holiday Inn

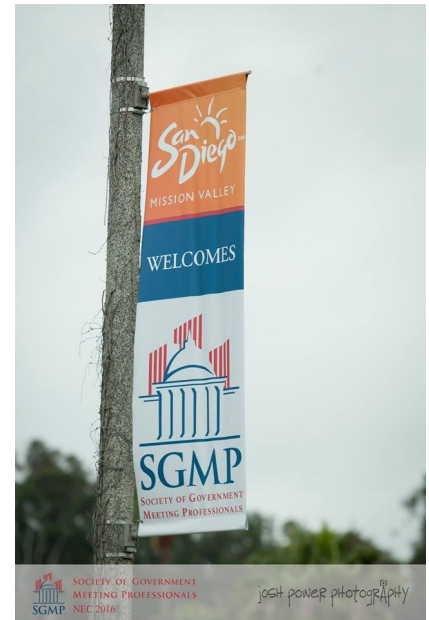
Registration: [Register Online](#)

Board Meeting prior to regular Meeting; All members are invited to join the Board Meeting anytime.

SGMP National Education Conference May 2016

The conference was held at the Town & Country Resort in San Diego, CA. With over 480 attendees the conference was a one-stop event for government meeting professionals and government suppliers to meet, learn, and network. The event kicked off Tuesday afternoon with select classes for Board members and officers. Attendees then experienced a great welcome reception with appetizers and beverages; the band NRG was awesome! Educational sessions by industry experts were attended all day Wednesday and most of the day on Thursday. If attendees completed all sessions; they could accumulate 10 education contact hours as long as their form was validated. The Wednesday lunch was sponsored by the Suppliers and was a "dine around" format. The Awards banquet was sponsored by Greater Ft. Lauderdale CVB; our awesome host for the 2017 conference! Winners can be seen on the National website in a few days.

I attended all the educational sessions and will try to capture the key points briefly for all sessions. The opening key note speaker on Wednesday morning was Stuart Ellis-Myers a.k.a Twitchy. He was a funny fellow and has turned his inabilities with Tourette's Syndrome in to powerful abilities and public speaking. One key point was to become unstoppable by pushing through anxiety and fear to realize your full potential.



Sponsorship Development for Meetings & Conferences by Dave Ryder.

Dave talked about how the government budgets have dwindled since 2008. Obtaining sponsorships or donations could be the only way to fund food for meetings and other needed items to make a successful conference or meeting. Being very detailed and showing the exact cost of the meeting components to potential sponsors is very important. Also add history for your department, growth, purpose and mission, list of project benefactors, testimonials, and other long lasting partners. Build enthusiasm and make it easy to donate.

Creativity for the Meeting Professional by Ed Scannell.

Creativity is the miracle of the obvious or taking the old and rearranging in different ways. Ed told us the six basic traits of creativity: 1) observation 2) flexibility 3) synthesis –rearranging 4) sensitivity 5) originality 6) perception. He also conveyed the 4 C's off Walt Disney: 1) curiosity 2) courage 3) confidence 4) consistency and he wanted to add another – 5) climate. Put all these together and plan your creative meeting!

Creating & Implementing Your Own Risk Management Plan by Bonnie Walsh, CMP, CMM.

What is a Risk Management Plan? A plan in place for your meeting to identify, analysis, assess, control or eliminate anything that can hamper the success of your meeting. You can avoid risks, insure against them, or accept them. Always have a back-up plan for anything that could go wrong. Check the clauses in your agreement and use joint indemnification clauses. Buy insurance if necessary.

Acquire the Deliberative Edge: You Must be Present to Win by Dr. Paul Raddle, PhD.

Dr. Raddle talked about how you must gain control of your presence to stay focused to be productive. Today's technology is a major distraction and so is advertising. He suggest to find a quiet place to meditate, pray, or focus. Develop a peaceful core so we don't stress on the inside out. Stay focused.



Communication Lessons Wrapped and Laughter by Todd Hunt.

Todd was a very funny speaker and uses creative ways to communicate with people. He actually paste the picture of his face on boxes that he has shipped to hotels prior to speaking there. Often the front desk personnel has the box there waiting for him because of this. He told us some funny stories about sales, customer service, leadership, and ways to say things differently.

The Pen Is Mightier - Effective Writing Debunked by Chris Young

Chris was a very entertaining speaker and noted that good writing should be used and whatever form of writing we do. With all the blogs, notes, programs, emails, and tweets we still need to write professionally. Chris noted three ways to make writing better: 1) organize your thoughts before writing 2) the less you say the more you say – edit all unnecessary words 3) read more – to become a better writer you need to read more. Common errors are capitalization and punctuation.

Network Ninja by Michael Arp

Michael works for PSAV and talked about wireless Internet usage in meetings. Internet needs are now sold by the amount of bandwidth needed for your meeting. On the PSAV website there is an Internet usage calculator to figure out what you need for your meetings.

How to Negotiate Through Life by Alan Ovson

Whether you're aware of it or not, you negotiate all of the time and you do it with very different types of people. It could be with their staff, bosses, contractors, partners, consultants, clients, or an outraged neighbor, your ability to influence others, reduce conflict, solve problems, and help parties with contracting interests move forward is essential to your success in the success of your organization. We must all learn how to deal with our emotions in order to negotiate.

Change Your Day Not Your Life! by Andy Core

Andy was our closing keynote speaker and discussed ways to change your day that lead to greater efficiency and productivity. We must learn how to improve the work – life balance, productivity, health in order to achieve the ability to stay motivated. Andy stated that sleep deprivation is the fastest way to destroy you. We all need to develop three top reasons to get up in the morning without hitting the snooze button. The number one stress creator is trying to control things outside of our control. Get your day right and you will be on the right track to success.

Thank you so much for the opportunity to attend through the Chapter Scholarship!!! Betty Homan-Bolick

