



Capital Event

May 2013
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New Members

President's Message

Amy Brown, CGMP



President's Message

Make sure you register on-line for the June 18 Honors & Awards Banquet, sponsored by Daytona Beach Area CVB to be held at the DoubleTree Tallahassee. It will be an exciting night of networking, dinner and honoring your fellow SGMP members, you do not want to miss it.

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.

Our Supplier Appreciation Event was a great success, hosted by Laura Jester at the Buca di Beppo Restaurant in Governor's Square Mall, with 45 members in attendance. The food was delicious and served in the Italian themed surroundings. A number of the suppliers were randomly selected to receive SGMP Florida Capital Chapter gift cards as a token of our appreciation for their support and sponsorships throughout the year. Thanks to everyone who helped make this an event to remember. We appreciate our suppliers continued support and dedication to the chapter. Thank you all.

Shown below are all the suppliers who attended this special event!



Supplier Appreciation
Everyone let go, relaxed, and had a great time!



National Conference – Orlando
Florida Capital Chapter Scholarship Recipients; Cherryl Faulk, Gloria Marion-Smith, and Arlene Roberts

Session Write-ups

Memory Magic and Working Successfully with Nasty People; two sessions submitted by Arlene Roberts

When you think your memory has gone along with your age and you think you need a magic pill, do you really and would you take it? Your memory can easily be improved. We were shown ways in organizing our thoughts. We heard the fun ways of remembering names. Improving your memory skills will increase your memory in other skills you have.

In learning how to deal with Nasty People, the group learned how to be more intelligent about our emotions, how to be confident while decreasing self-doubt, how to deal with taking things personally and blaming ourselves. We discovered how to deal with nasty people when working together as a group, when developing programs, and how to best serve each other as a group. Nasty People tend to complicate their lives, both professional and personally. We need to deal with this and not take things personally and claim self-blame. We need to stay confident around these type people and decrease our self-doubt. Working through this as a team, we need to stay intelligent with our emotions.

National Conference - Orlando
**KEEP 'EM COMING! SIMPLE STRATEGIES TO GROW YOUR AUDIENCE
AND RETAIN MEMBERS**
Presenter: Donna L. Johnson - Submitted by: Retha B. Nero, CGMP

Donna Johnson is a nationally recognized professional speaker who worked her way up from file clerk to management while starting a business at night and on the weekends. She shared with the audience the importance of creating strong personal brands, along with challenges that force us to out-think and not out-spend when it comes to marketing and self-promotion.

She challenged us to do the following: State a Mission; determine what's required; attract the right people; build relationships and engage in stimulating communication. When communicating the mission, we should ask ourselves: What are we saying? How often are we saying it?

If communicating through emails, make sure the subject line is catchy and creative. When recruiting new members – the questions are: Who are we reaching and how are we reaching them? What do we offer to members for joining and participating? Do we roll out the red carpet for members and is the experience memorable.

I was particularly interested in attending this session because of my active involvement in the Florida Capital Chapter, SGMP organization and as board liaison for membership. During my tenure, we instituted a number of incentives to attract, recruit, and retain members.

The challenge to the new board liaison and membership committee is to continue creating compelling email campaigns, maintain effective use of social media to spread the message about the benefits of becoming involved as a member of the Society of Government Meeting Professionals (SGMP), and utilize word-of-mouth marketing. The result will be increased participation and member engagement.

SGMP Board

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President

Ellen Sliger, CGMP
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John Read
Lydia Southwell

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.

Membership Report

May Report
57.6% Planners
42.4% Suppliers
Planners – 57
Suppliers – 42

Looking Ahead

SREC
August 25-28, 2013
Nashville, TN

National Conference
2014 Portland, OR
2015 Minneapolis, MN

National Conference – Orlando**A Message from our National President**

Dear Florida Capital Chapter Members -

As co-chapter hosts for our recent NEC in Orlando I want to thank you for all that you did to make it a true success! It was great seeing so many of you and catching up - even if only briefly. I wanted to provide you with a few key statistics from this year's NEC:

*More than 700 attendees, representing all 32 chapters attended
*Planner/Supplier Ratio - 45%/55% *Room Block Pick-Up Percentage - 112% *Trade Show Booths Sold Percentage - 95%
*Our national charity - The Mustard Seed - onsite Giving Back Event - provided them with over \$2,000 worth of volunteer hours
*Live and Silent Auctions raised almost \$18,000 for future national scholarships

Thanks again for your membership and your support of SGMP.

Go SGMP!

Rob Coffman, CGMP
SGMP National President

Welcome to our New Members!

Zulibeth Del Valle, Corporate Sales Manager,
Hilton Orlando/Altamonte Springs
Chip Minick, Area Sales Manager, Hutchinson Island
Marriot/Sanibel Harbour Marriott, Tallahassee
Jason Zaborske, President, Capital Events, Tallahassee

If anyone is interested in sponsoring the December 17 Holiday Event, please contact our sponsorship chair, Arlene Roberts at arlene.roberts@fldoe.org

Committee Chairs

Community Service, Gloria Marion-Smith; Honors & Awards, Jennifer Coto; Membership, Cherryl Faulk; National Conference, Amy Brown; Programs, Jennifer Anderson; Publications, Arlene Roberts; Special Events, Patty Ball Thomas; Sponsorship, Arlene Roberts; Marketing, Gabrielle Gabrielli, PhD