

April 2011

Volume 8, Issue 4

Capital Events



Special Interest Articles:

- The Cost of Doing Business

Sponsor Recognition

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"The Cost of Doing Business"

The Cost of Doing Business was presented by Phyllis Watson the director of Continuing Education at Florida A&M University. She introduced this SGMP CAM to the chapter with clarity that allowed participants to closely exam the small details associated with being aware of costs during the planning stages of meetings. The topic was well received and provided great information for new and experienced planners and allowed the interaction of some suppliers as well. To consider when making those group meeting and conference plans, you should be able to understand and identify the overall purpose of your conference and more importantly the cost factors associated with the selection of location and dates. One of the most important points identified was to know what your budget is up front before beginning the planning phase of any meeting or conference. When planning for the meeting, a detailed budget should be prepared which identifies fixed and variable costs. Identification of these costs will help determine the breakeven point. Understanding the supplier's expenses and profit margins will make the planner better equipped to negotiate the suppliers. The overall presentation provided the ground work and helped define some important factors, based upon the type of funding to be used to pay for the services of the activity. Try to take into account what your bottom-line is to be profit or no profit. Know the clientele you are serving and if they have limitations. By planning your conference based on your budgetary items, you are going to have a successful meeting and your supplier has a number to work with. But always know you should be realistic in what your budget will allow and what the supplier can do to accommodate your needs. The overall message is know the budget, and create your negotiations based on your bottom-line costs and be flexible with your supplier and their limitations as well. By Buenita C. Lee

Right (left to right) Gloria Marion-Smith, Programs; Amy Brown, President; LaNedra Carroll, Presenter; and Buenita Lee, Programs



Amy Brown, Chapter President (left) and Angelia Meaux, Hilton Sandestin Beach Golf Resort and Spa, our sponsor this evening. We appreciate your support of the chapter and thank you for the successful event enjoy by all with an array of food set for a king, including cheeses, fruit, crackers, stuffed mushrooms, pot stickers, mini beef/veggie sticks, and turkey carving with rolls. Everything was very tasty.

"A New Day Begins"
to you from the mystery writer



President's Message – Amy Brown, CGMP, Florida Capital Chapter President

Mark your calendar for the Annual Honors & Awards Banquet on June 14, to be held at the DoubleTree Tallahassee. We are looking forward to another great event to honor chapter members who consistently go above and beyond. Be there to support those who will be honored during this event.

Another June event, is the National Conference to be held June 8 – 10, in Norfolk, VA. If you have not made plans to go yet, there is still time to register. We want as many Florida Capital Chapter members as possible to attend.

Remember SGMP is here to serve you, so “Connect to Government meetings - Plug into SGMP”!

Please do not hesitate to e-mail me BrownA@doacs.state.fl.us or call me (850) 617-7510 with any of your suggestions, questions or concerns.

Thanks again for your valuable support and encouragement.

SGMP Board

*Ellen Sliger
Immediate Past
President*

*Claire Smith
First VP*

*Marcia Burks
Second VP*

*Chris Schuh
Secretary*

*Joice Ventry, CMP
Treasurer*

*Directors:
Retha Nero
Janet Roach
Arlene Roberts*

May Membership Meeting – Supplier Appreciation sponsored by the Chapter Planner Members

Tuesday, May 3, 2011

RSVP – www.sgmpfl.org

Remember to RSVP and pay on-line to save time at the meeting.

Membership Report

As Of Our 3/2011 Report

55.6% Planners

44.4% Suppliers

Planners – 70

Suppliers – 56

Not including retirees or
Educators/Students

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.

Looking Ahead – National Conferences

June 8-11, 2011 - Norfolk, VA

May 16-19, 2012 – New Orleans, LA

A Need to Know – Upcoming Programs

June 14, Honor and Awards Banquet

Committee Chairs

Archives, George Fong

Community Service, Gabrielle

Honors & Awards, Arlene Roberts

Member Services, Melissa Jackson

Membership Recruitment and Retention,

Lydia Southwell

National Conference, Amy Brown

Programs, Gloria Marion-Smith

Publications, Arlene Roberts

Special Events, Karen Lambert

Sponsorship, Claire Smith

Fundraising, Joice Ventry

Web, Janet Roach

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.

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.

April - National Charity

Virginia Wounded Warrior Program (VWWP)

Our NEC host cities always provide outstanding hospitality and resources to ensure SGMP members have a most successful conference each year. SGMP always strives to leave an imprint on the community that has welcomed our attendees with open arms. The Commonwealth of Virginia is home to approximately 820,000 veterans...which means that one of every 10 citizens is a veteran. We are confident that—through our members' generous support of VWWP—we can have an impact in our host state.

VWWP is a legislatively-mandated program operated by the Virginia Department of Veterans Services in cooperation with the Department of Behavioral Health and Developmental Services and the Department of Rehabilitative Services. It was established in 2008 in response to the growing need to improve and expand services to our nation's veterans and their family members whose lives have been touched by stress-related injuries or traumatic brain injury.

SGMP's Old Dominion chapter (based out of Richmond, VA) will spearhead SGMP's efforts to raise funds this year for a cause and a program to which we are all connected simply by being an American. The next six months will be an opportunity for each chapter to begin its promotions and work closely with chapter president Joyce Foggand chapter immediate past president Gloria Colvin to make the national charity a success. The program's newest campaign-"We are Virginia Veterans"-is targeted to reach all eras of veterans and their family members who may benefit from the services and draw strength from the Virginia communities and national supporters such as SGMP.

All chapters and members will soon receive information from our Old Dominion chapter on the 2011 SGMP national charity. For more information now on the Virginia Wounded Warrior Program, visit www.wearevirginiaveterans.org.

This article is taken from the National web site,
<http://www.sgmp.org/nec2011/charity.cfm>

JUNE 14 – Honors & Awards Banquet

Look for RSVP information regarding our Annual Honors & Awards Banquet coming in June. This event will be sponsored by Hilton Worldwide again this year and held at the DoubleTree Tallahassee. We look forward to an exciting evening and a fantastic meal as usual. You will also have the pleasure of bringing your new Board of Directors on board. The Installation of Officers will take place at the end of the awards presentations.



Congratulations to our newest CGMP members, (left to right)
Krystal Serrano, Janet Roach and Annabel Gabbert.

Save the Date
September 11-14, 2011

2011 The Shores Resort & Spa in Daytona Beach Shores, FL
September 11-14, 2011
Southeast Regional Education Conference

Mark your calendar (September 11-14, 2011) and make plans to join us at the Southeast Regional Education Conference for this premiere event!

- Develop skills to position yourself as a strategic asset to your organization
- Get up-to-speed on industry developments and learn ways to plan more efficiently
- Learn how to work with tighter budgets and less staffing, all while facing higher expectations
- Tap into SGMP's vast network of contacts and established partners
- Learn new planning tools that will help you save time, minimize errors, reduce costs and increase your quality of service

The event will take place at the beautiful [Shores Resort & Spa](#) in Daytona Beach Shores, FL. [Visit us online at: sgmpregionalconference.org](http://sgmpregionalconference.org)

