



# Capital Event

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## President *Chris Schuh*



### President's Message

The Chapter's February meeting was hosted by Beth Rodan of the Cabot Lodge and Janet Roach of Visit Tallahassee. The program was presented by members Sharon Gray, A Plan To Meet and Pat Swartz, of Swartz and Associates who addressed the topic of **Trade Show Ethics**. This program had been requested by a number of our chapters' suppliers. With over thirty members in attendance at the luncheon, the program was well received with lively discussion from the members. Questions flew with pointed responses, criticisms and commendations from planners and suppliers. Knowledge and information were shared from different vantage points. Our chapter enhanced and promoted the knowledge and expertise of government meeting professionals, thanks to Sharon and Pat expertise. Our objectives of improving quality and promoting cost-effectiveness of government meetings was furthered at this monthly meeting.

Connie's Ham provided a delicious chicken lunch with all of the fixings thanks to the Cabot Lodge and Visit Tallahassee.

We look forward to seeing everyone at the Southeast Regional Education Conference in Atlanta at the Wyndham Peachtree Conference Center, August 10-13, 2014. Mark your calendars and plan to attend this remarkable educational event.

Chris Schuh (left)  
Beth Rodan (middle)  
Janet Roach (right)



You still have time to sign up for the Southeast Regional Education Conference on August 10-13, 2014 at the Wyndham Peachtree Conference Center in Peachtree City, GA, which is in south Atlanta. Mark your calendar and plan to attend remembering that for you, our members, our mission is to improve the quality and promote the cost-effectiveness of government meetings. Save-the-Date flyer on page three.

## Trade Shows, Etiquette, Ethics & Expectations

Presented by Sharon Gray and Pat Swartz

Putting on a tradeshow is a business venture for show organizers. Sharon and Pat talked about the expenses involved for hosting a tradeshow and expenses for Suppliers to exhibit. There was discussion regarding the expectations of Suppliers who exhibit, Planners who attend, and show organizers who foot the bill for the event. Ethical considerations were discussed and Government Planners were encouraged to become knowledgeable of their agency's rules for gifts, giveaways and drawings.

Tradeshows are a great forum for getting updates on planned renovations, learning the properties' peak and shoulder times, and building relationships with Suppliers. Remember, Suppliers are held accountable for their time away from the office and they expect to return with new business.

### Some Dos and DON'T's at a tradeshow:

#### DO:

Come prepared; bring an RFP or a profile of your meeting.  
Make sure you have professional business cards to exchange.  
Be honest about the type and size meetings you plan.  
Take only ONE giveaway and don't ask for extras for your children/grandchildren.  
Visit as many Suppliers as possible; make eye contact and thank them for participating.

#### DON'T:

Don't just focus on food and beverage. Eat, drink and enjoy but remember why you are there. Suppliers come to do business.  
Don't invite random friends and relatives. The show is not a "girls night out".  
Don't bring children; this is a professional, business event.  
Don't drop your business card without engaging with Supplier.  
Don't take the Suppliers' props.

Meeting the expectations of Suppliers, Attendees and Trade Show Organizers is a delicate balancing act.

Below; Sharon Gray (left) Pat Swartz (right)

Sharon Gray, Jennifer Anderson, and Pat Swartz



## SGMP Board

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## National Conference, May 6-8, 2014, Portland Oregon

Register now to attend the National Conference  
For information go to <http://www.sgmp.org/nec2014/>

#### SGMP Members-

The National Education Conference online auction is SGMP's largest fundraising event of the year. We need your help to continue to raise the funds for the Gilmer Institute of Learning scholarships to attend the NEC and we are asking for your generosity and donations for this new online auction. Suppliers, planners and any member may donate a prize now by using the [2014 donation form!](#)

Here is what is new. This auction will take place April 28-May 8, 2014 (and not just on-site). All bidding will be done through a cell phone or computer (and not through pad & paper). Bidding will be open to anyone (so your friends and family—not just SGMP members—can also bid). Whether you donate or not, [register now](#) to be ready to go for this and all SGMP online auctions!

The SGMP Gilmer Institute of Learning's focus is to enhance SGMP's mission by providing support to members and chapters through educational opportunities, certification, training, resources, scholarships and endowment funding. We ask that you contribute to make this effort a huge scholarship success. I extend much thanks to your Gilmer trustees for this fantastic new format and, in advance, to all members who are able to donate and/or to place bids.

Rob Bergeron, CAE, CGMP  
Executive Director & CEO

## Looking Ahead

Regional Conference  
August 10-12, 2014  
Atlanta, GA

National Conference  
May 6-8, 2014 Portland, OR  
2015 Minneapolis, MN

## Monthly Board Meetings – same day as membership meeting

Members are welcome to attend, and minutes are available upon request.

## Membership Report

55.8% Planners, 53 Planners  
44.2 % Suppliers, 42 Suppliers

## Committee Chairs

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

# Save The Date

## 2014 Southeast Regional Education Conference

August 10-13, 2014

Wyndham Peachtree Conference Center  
2443 Highway 54 West, Peachtree City, GA



Peachtree City CVB



Hosted by  
**SGMP**

