



Capital Event

March 2012
Volume 9 Issue 3

President's Message

Amy Brown, CGMP



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Spring is in the air and we have a lot to look forward to in the next couple of months. Our April meeting will be an exciting learning event presented by Scott Schroeder of Marketing Mud. This session will provide an overview of in-meeting technology options for meetings from small to large. Come learn about the interactive options for conference agenda and contact management apps, software, and other technology options for enhancing participation and post conference engagement.

This meeting will be sponsored by Janet Roach, Visit Tallahassee and Karen Lambert, Cabot Lodge. Special thanks to them for their support of our chapter. Please RSVP on the website at <http://www.sgmpfl.org/>. Also don't forget we will be collecting monetary donations for the national charity, New Orleans Family Justice Center that evening. For more information about the charity visit <http://www.sgmp.org/nec2012/charity.cfm>

Next we have supplier appreciation which will be on May 1st. This is our Chapter's planner's gift to the suppliers. So come and enjoy a night that is designed just for you. We are asking that planners contribute a \$10 donation towards making the event a special night.

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.

Thanks again for your valuable support and encouragement.

March Sponsor

Sheraton Miami Airport, Sheraton River Walk Tampa, Four Points by Sheraton Tallahassee and Aloft Tallahassee Downtown

Our sponsors did a bang up job hosting with a description of their properties, an array of good eats, including delicious sesame chicken, potato skins, crackers and cheese, fruits, nuts, and wonderful networking. The location, the FSU Center is always a pleasant place to be and they always do a great job on their food and presentation. Thank you to our suppliers for their support of the chapter.

From right to left we have; Caroll Ortega, Laura Jester, Melissa Gross, our chapter President, Amy Brown, Haley Bolinger, and Terry Daniel.



Understanding How CVB's Work

Submitted by Janet Roach, CGMP Meeting & Conventions Director at Visit Tallahassee

Putting CVB's to Work for your Meetings!

In today's business world of doing more with less, a meeting planner must stretch every meeting/conference dollar. Janet Roach presented, "Putting CVB's to work for your meetings", a presentation from the SGMP Gilmer Institute of Learning written by Kelly Roche, CGMP, CTA of the Irving Texas CVB.

Janet explained how to best utilize services offered by Conventions and Visitors Bureaus (CVB) as well as describing what is a CVB or Destination Marketing Organization (DMO). This is important to a meeting planner as it helps to answer the questions, "What can I get complimentary to help me stretch my budget?" CVB/DMO's offer a variety of services to groups and may include the following:

- Create an RFP and distributed to hotels/venues
- Schedule and conduct site visits
- Provide area expertise
- Assist with registration and/or housing
- Provide financial incentives
- Provide public relations assistance
- Build attendance
- Provide maps and brochures for attendees

When planning your next meeting, put the local CVB to work for you. Not only are they the local destination experts but they offer a wealth of resources and knowledge that will save you time and money.

Below (left) is Janet working the group!

Below (right) Janet (left) and Jennifer Anderson (right)



SGMP National Charity – New Orleans Family Justice Center

The Family Justice Center offers various services to survivors of domestic violence. These services are provided through a partnership with the following agencies: **Crescent House Healing and Empowerment Center, Orleans Parish District Attorney's Office NOPD, Domestic Violence Unit in the Criminal District Court, Project Save; Sexual Assault Program, Southeast Louisiana Legal Services, and Tulane Domestic Violence Law Clinic.** They provide survivors with resources and services **EDLA— Victim Witness.** The mission is to stop family violence, make survivors safer, hold batterers accountable, provide long-term support for survivors and children through collaboration and coordinated services, and ultimately to eliminate domestic violence homicides.

We are asking all members of the Florida Capital Chapter to show their support for this year's charity by making a donation. If you are not attending the National Conference in May, your support is still needed to make a difference in someone's life. You can make a donation by submitting it to the treasurer, Joice Ventry, prior to the conference. All donations will be submitted at the National Conference from the Florida Capital Chapter.

Thanks for your support,
Gloria Marion-Smith, Community Service Chair

National Conference, May 16 – 18, 2012

New Orleans, LA

Go on line for more information,

<http://www.sgmp.org/nec2012/index.cfm>

**Chris Schuh received a full scholarship from
National
Partial scholarships through the chapter were
awarded to
Dr. Gabrielli
Ray Lowe
Lydia Southwell**



**PACT (Participation, Attendance, Commitment, Time)
PACT Points Awarded to Leola Cleveland and Dr. Gabrielli
Both receiving their second level (RED) danglers with 350 points**

SGMP Board

*Ellen Sliger, CGMP
Immediate Past
President*

*Chris Schuh
First VP*

*Janet Roach, CGMP
Second VP*

*Buenita Lee
Secretary*

*Joice Ventry, CMP
Treasurer*

*Directors:
Retha Nero, CGMP
John Read
Krystal Serrano, CGMP*



Arlene Roberts (left) presenting to Leola Cleveland (right) her PACT Award

Arlene Roberts (left) presenting to Dr. Gabrielli (right) her PACT Award



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

April 17, 2012
New Marketing Strategies

May 1, 2012
Supplier Appreciation

June 19, 2012
Honors & Awards

Membership Report

Current Report
56.9% Planners
43.1% Suppliers
Planners – 66
Suppliers – 50

Honors & Awards

It's time for you to recognize those who have gone above the call of duty for the chapter. Those who continue to support the chapter with their volunteer work on committees, special events, and steps up to the plate when something is needed.

Take a few minutes and submit your choice for the Member Choice Award, Planner of the Year Award and Supplier of the Year Award. You will find the forms on our web site, <http://www.sgmpfl.org/forms.shtml> . The forms are due not later than April 19, 2012.

The Honors & Awards Banquet will be held on June 19, 2012 at the DoubleTree Hotel Tallahassee. This is a sit down dinner and will include the award presentations as well as the Installation of Officers for the term 2012 – 2014.

Committee Chairs

Archives, George Nero; Community Service, Gloria Marion-Smith; Honors & Awards, Jenean Chavey; Membership, Lydia Southwell; National Conference, Ray Lowe; Programs, Jennifer Anderson; Publications, Arlene Roberts; Special Events, Faith Clarke; Sponsorship, Arlene Roberts; Marketing, Joice Ventry; Web, Janet Roach