



Capital Event

Nov/Dec 2014
Volume 11 Issue 11

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President

Chris Schuh



President's Message

Our November 18, 2014 meeting was the traditional Thanksgiving feast sponsored by Mary Jo Ortiz through Pyramid Hotels of Florida/Hilton Daytona Beach. Mary Jo can be reached at (386) 947-8011 or through email at Mortiz@pyramidhotelgroup.com. The Hotel Duval was the location of the Thanksgiving meeting where the food and service were only surpassed by the lovely ballroom. The SGMP members thank the Pyramid Hotels of Florida/Hilton Daytona Beach and Mary Jo Ortiz for their continued support of SGMP. Government meetings in Daytona Beach are a value in the seller's market of today. You can look at the Daytona Beach Hilton via their website: www.hilton.com/Daytona_Beach.

The topic for the meeting was "The Cost of Doing Business" which was presented by Janet Roach of Visit Tallahassee. The lively educational session addressed the issues of meeting planning from the supplier and the planner perspectives. The group discussions and exchange of information was useful for those in attendance. The dynamics of meeting planning from the government employee perspective is dependent upon the advocacy of hotel representative working with the planner. Networking and development of relationships with the hoteliers is critical to the successful location and execution of a contract for planners.

Our December meeting was the second "Lift Your Spirits" event, which occurred on December 16, 2014 in Tallahassee. This meeting was a wonderful success thanks to our sponsor, Sam Pollack who is the Senior Sales Director at Visit Daytona Beach. Sam can be reached at (386) 255-0415 x 131 or spollack@daytonabeach.com. The event raised \$295 dollars from this event to assist with sending our members to the national education conference. The food was wonderful and the event was a lot of fun. The location was at Food Glorious Food. Sam Pollack who is the Senior Sales Director at Visit Daytona Beach urged the members to book their meeting in Daytona Beach.

Our next meeting is January 20, 2015 at Hotel Duval, 415 North Monroe Street in Tallahassee from 5:30 – 7:00 pm. This event is sponsored by **the B Resort & Spa - Lake Buena Vista**. You can register now at http://www.sgmpfl.org/monthly_registration_form.shtml.

The Cost of Doing Business (November meeting)

Presented by Janet Roach

Janet covered the factors in planning government meeting, preparing a budget, involvement of planners and suppliers, and introducing SGMP resources. We went through the cost related to spending cutbacks, food costs increase, and overall budgets for both planners and suppliers. In today's world, the government planners are on a bottom line, breakeven objective, while suppliers are working for a profit and have set goals for sales that must be met.

Planners need to identify ALL their needs/wants up front in your RFP; number of rooms, date and pattern, catering revenue, meeting room rental, audio visual, and other concessions you may want to ask for so that the supplier can work within their budget lines and supply the planner with as many of these concessions as possible. This one document is essential for the supplier in working with the planner for the best possible venue. We as planners should be able to supply our past meeting history, we should know our audience, consider potential conflicts such as holidays and transportation issues, and always be realistic. Know your fixed costs (room rental and audio visual) and your variable costs (food and beverage, on-site registration, materials). Know your federal, state, and/or county and municipal travel policies.

Learning more about the suppliers business is always helpful; hotel's profit margins, be willing to work with per diem rates and menus. Working together as a team will assure a successful meeting every time.

SGMP Board

Chris Schuh
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Amy Brown, CGMP
Immediate Past President

Ellen Sliger, CGMP
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Cherryl Faulk
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Dr. Gabrielle Gabrielli
Betty Ann Lewis
Lydia Southwell

The **Florida Capital Chapter** will be conducting **2015-2017 chapter elections** this year and the official call for nominations will be announced in early February. The chapter is in need of new leaders. Serving on a board is a great way to enhance your leadership skills. All positions will be open and all eligible members are encouraged to run. If you are interested in serving in a board position for our chapter and would like more information about serving, please contact your Elections Chair, Amy Brown at Amy.Brown@FreshFromFlorida.com or 850-617-7510.

Monthly Board Meetings – same day as membership meeting

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

Membership Report

56.1% Planners, 46 Planners
43.9% Suppliers, 36 Suppliers

Looking Ahead

National Conference
April 28-30
2015 Minneapolis, MN

Committee Chairs

Awards, Janet Roach; Membership, Vacant;

National Conference, Chris Schuh; Programs, Jennifer Anderson; Publications, Arlene Roberts; Special Events, Patty Ball Thomas; Sponsorship, Chris Capozzi; Marketing, Gabrielle Gabrielli, PhD

Committee Chairs

Honors & Awards	Janet Roach 528-4000 Janet.roach@visittallahassee.com
Membership Member services	Open
National Conference	Chris Schuh (850) 339-8786 Cschuh2@gmail.com
Programs	Jennifer Anderson 850-487-7813 andersonj2@leonschools.net
Publications & Communications	Open
Special Events/Fundraising	Patty Ball Thomas 850-599-3107 patty.thomas@famuedu
Sponsorship	Chris Capozzi (386) 267-1604 Christine Capozzi CCapozzi@PlazaResortandSpa.com
Marketing	Gabrielle K. Gabrielli 850-321-8222 gabrielle@gabrielleconsulting.com

If you are interested in serving on a committee, please contact the designed chair.