

# PonyXpress



APRIL / MAY 03

VOLUME 1, No. 91  
CHARTERED  
JUNE 8, 1988

SACRAMENTO  
SOCIETY OF GOVERNMENT  
MEETING PROFESSIONALS

**A Glimpse Inside  
the PonyXpress...**

---

**Board Highlights**  
Page 2

**President's Message**  
Page 3

**CMP Puzzle**  
Page 10

**Membership Update**  
Page 12

**REGISTER  
ON-LINE!!!**

**Thursday, April 10<sup>th</sup>,  
2003**

**The 15<sup>th</sup> Annual Silent  
Auction**

**The Magic of SGMP  
Sacramento**

Abra Cadabra...

...This year's magical silent auction will once again be themed in conjunction with the National Education Conference in May. We feel it is appropriate as much of the money we do raise at the Silent Auctions pays to send our Chapter members to the National Conference. Every year we try new bright ideas, based on your comments. This year we will be delivering your invitation electronically. They should have magically appeared in your computer!! If you did not receive your invitation electronically, you are still invited. Please go the website to register. Be prepared for a magical event!!!



Stay tuned on the [www.sgmpsac.org](http://www.sgmpsac.org) website. We will be posting the items and packages that will be auctioned off.

**Date:** April 10<sup>th</sup>, 2003  
**Time:** 5 pm – 9 pm with closeout of bidding at 8 pm.  
**Place:** Steven Lee Yamshon Alumni Center  
California State University,  
Sacramento  
600 J Street  
Sacramento, CA 95819-6024

**Cost:** Pricing is as follows:

Any Meeting Planner	\$20.00
Planner Guest	\$20.00
Member Supplier	\$50.00
Non-member Supplier	\$60.00

For Sponsorship opportunities or questions about the event please contact our Event Contact.

Event Contact Sal A. Bonnello, CMP  
Phone # 714-234-2452  
Fax # 714-778-5666  
E-mail: [sal@sheratonanaheim.com](mailto:sal@sheratonanaheim.com)

---

## **May Chapter Meeting Reminder**

Transportation is an important function of meeting planning. Our May Chapter Meeting will cover various types of transportation arrangements, the details involved in choosing transportation providers and scheduling requirements.

**Date:** May 1, 2003  
**Time:** 4:30pm – 6:00pm  
**Place:** Hawthorne Suites  
321 Bercut Drive;  
Sacramento, CA  
95814

Kindly RSVP prior to April 28  
online at: [www.sgmpsac.org](http://www.sgmpsac.org)

<b>A Look Inside</b>	<b>Page</b>
<i>Board of Directors</i>	2
<i>Board Highlights</i>	2
<i>President's Message</i>	3
<i>Treasurer's Report</i>	3
<i>Education Conf. Review</i>	4
<i>Education Conf. Photos</i>	4
<i>Ed. Conf. Planners Rev.</i>	6
<i>Tradeshow Photos</i>	6
<i>March Mtg. Review</i>	7
<i>Manage. Room Block</i>	7
<i>Chapter Elections</i>	8
<i>Pln/Supp Nomin. Form</i>	9
<i>CMP Word Puzzle</i>	10
<i>Leadership Skills</i>	11
<i>Education is Magical</i>	11
<i>Membership Update</i>	12
<i>June Save the Date</i>	12
<i>Member's Corner</i>	12
<i>Birthday News</i>	13
<i>Where's the Exit</i>	13

## Board Highlights

Due to the SGMP Sacramento Chapter's Educational Conference in February, a board meeting was not held. In March, the following items were approved and adopted by your board:

- Approval of \$750.00 for Chapter Sponsorship of the CMP study group at the National Education Conference. Marie Ziegler will be our sponsored participant.
- Approval to pay up to \$200.00 to recover membership data files which were lost in the crash of the chapter computer.
- Approval to purchase an additional computer and printer comparable to the laptop currently owned by the Chapter.
- Approval to purchase a digital camera for the Chapter's use.

## Sacramento SGMP Board of Directors:

**President: Wendi Williamson**

Committee Board Liaison: Programs and Education Conference



**1st Vice President: Janice Hayden**

Committee Board Liaison: Education Conference and Awards/Recognition/Scholarships



**2nd Vice President: Sal Bonello,**

**CMP** Committee Board Liaison: Silent Auction and Awards/Recognition/Scholarships



**Secretary: Raquel Correa**

Committee Board Liaison: Silent Auction and Registration and Hospitality



**Treasurer: Janeen Mennealy, CMP**



**Director: Julie Verduzco**

Committee Board Liaison: Membership



**Director: Richard Leson, CMP**

Committee Board Liaison: Newsletter/Website and Trade Show



**Director: Marie Ziegler**

Committee Board Liaison: Registration/Hospitality



**Immediate Past President: Gloria Anderson**

Committee Board Liaison: Elections and Membership



**Presidents Message**  
**April / May 03**  
**by: Wendi Williamson**

The first half of the year seems to be peak season for SGMP and the Sacramento Chapter is no exception. We conducted our annual education conference and tradeshow on February 6, 2003 at the Doubletree Hotel. We registered 220 attendees and 70 exhibit booths. The conference was successful in many ways. Our keynote speaker Caterina Rando set the tone for the day through exercises designed to help us, *“Maximize our potential as Government Meeting Professionals.”* Under the direction and guidance of Rick Leson, CMP, Brad Charlesworth did a great job of organizing the tradeshow. There are many components to a tradeshow and Brad stepped up to the plate and made it happen. Loretta Smith, CMP and Marie Ziegler designed an interactive workshop titled, *“Meeting Planning from Z-A”*. Their Late Night format was innovative, educational and entertaining. The session was professionally video taped and will be featured at a future chapter meeting. Emily Young-Schroeder provided her talents by managing our database before, during and after the event. Our moderators Wanda Headrick, LuLu Ramos, and Ramona Fernandez found out they could speak in front of 200 people and survive the experience. My personal thanks to conference co-chair Janice Hayden who is always a delight to work with.

We barely finished the education conference and it is election time for our chapter Board of Directors and the National Board of Directors. During our election process the majority of the membership voted to change the terms of office to one-year terms. The 2003-2004 Board of Directors will be sworn in on June 19, 2003 and officially begin their term on July 1, 2003. As we prepare for transitioning, the current board has adopted the motto, *“Set them up for Success.”* The entire membership can help by staying involved and continuing to contribute your talent on committees.

Be sure to invite your friends and family to our Annual Silent Auction, April 10, 2003. All the information is available on our website [www.sgmepsac.org](http://www.sgmepsac.org) The list of prizes is updated weekly and the committee promises the evening to be *“Magical.”*

**From the Treasurer....**  
**Janeen Mennealy**

Ending January 2003, the Sacramento Chapter of the Society of Government Meeting Professionals has the following balances:

Checking Account	\$ 33,609.41
Money Market	3,781.34
<b>Total Funds</b>	<b><u>\$ 37,611.36</u></b>



We will soon be off to the National conference in Orlando. We began our first round of fundraising for the National Charity, *“Give Kids the World.”* This organization provides a vacation destination for families with terminally ill children. We will donate the proceeds from our March and May meeting raffles to this worthy cause. Last year the Sacramento chapter gave the largest chapter donation to the National charity. I am quite sure our generosity will shine again this year. We submitted three entries for the Chapter Success book. This book highlights the success of each chapter. We submitted the following: 1) 2002 Membership Planning Day; 2) Membership Appreciation bus trip to San Francisco chapter meeting; 3) The process to replace a Board member at mid-term.

In the middle of all this we are planning our chapter's 15<sup>th</sup> anniversary celebration. The event will take place on June 19, 2003 at the Holiday Inn Capitol Plaza. The new Board of Directors will be installed and we will take a nostalgic look back at our beginnings. As I mentioned earlier, this is peak season for the Sacramento Chapter. There is always plenty of work to share, and new friendships to be formed. On behalf of the Board of Directors thank you for your support and guidance. We learn something new everyday and hope all of you do as well.

**SACRAMENTO SGMP  
2003 Annual Education Conference  
and Tradeshow**

**A Huge Success!!!**

By Janice Hayden

this year's highly successful education conference and tradeshow.

**Education Conference Session photos**

The 2003 Annual Education Conference and Tradeshow "Maximize Your Potential as a Government Meeting Professional" was the best yet. This year's conference and tradeshow was held at the Doubletree Hotel. Each year we seem to exceed our expectations. With conference participants enjoying a sit-down breakfast and a very informative and entertaining keynote presentation by Caterina Rando, MA, MCC, we learned to have "Success With Ease".



During a great buffet lunch we heard Charles Sadler, CHSP, National Second Vice President, tell us "WHY SGMP". This was followed by two great breakout sessions:

**Meeting Planning from A-Z**

Designed for beginning planners who learned tips to improve their planning skills from assessing the purpose to zeroing in on resources.



**Meeting Planning from Z-A**

Designed for advanced planners who learned to take their programs to a new level; maximize their negotiating power and become savvy with A.V. Equipment and much more.



Following a day packed with interesting topics, everyone adjourned upstairs to a fabulous networking opportunity in the tradeshow. The tradeshow had a wonderful representation from our suppliers at the booths.



Many thanks to all those involved in making this year's education conference and tradeshow a huge success. Thanks also to the Doubletree Hotel and all our sponsors that helped with various costs involved in

2003 Education Conference Photos cont'd



## New Planners Enjoy Education Conference

By: Carmen Gonzalez and Lori Phillips

We had a ball at this year's education conference and trade show! Being our first SGMP event, we were a little nervous and weren't quite sure what to expect. Much to our relief we were greeted with warm smiles and friendly faces and quickly made new friends at our table.

The morning speaker, Caterina Rando, was energetic and inspiring. Her presentation, "Success with Ease" was thought-provoking and interactive. She had us break into smaller groups not once or twice but three times and this gave us newcomers a great opportunity to mix and mingle. We thoroughly enjoyed the group discussions and the opportunity to network. It was clear that she had put a lot of effort into the presentation.

After lunch, we attended "Meeting Planning from A to Z." As beginning planners, we found this workshop to be full of useful information. Then, we were off to the trade show...this was a great opportunity to get to know various suppliers and the key role they play in meeting planning. Overall, we had a great time and look forward to participating in all future events.



### 2003 Tradeshow photos



**SGMP MEETING  
MARCH 6, 2003**

By: Gail LaTona

The March 6<sup>th</sup> SGMP monthly meeting was held on the historic, Delta King in the Paddle Wheel Room on the beautiful Sacramento River. The weather was gorgeous, a warm spring evening that couldn't be more perfect for campaigning for the 2003/04 election of SGMP officers. Many thanks to Jeanne Coyne and her staff at the Delta King for sponsoring the SGMP monthly meeting. The Delta King offers a delightful, reminiscent of another era, relaxed atmosphere for all occasions.

Some good old-fashioned campaigning took place at the meeting with Gail LaTona, DOT sporting the old Red White & Blue tooting the horn for Carla Slink, DOT for Planner Director. Lu-Lu Ramos, DOC was also seen working the room with flyers campaigning for Planner Director. Other than the Planner/Supplier Director positions candidates are running unopposed for the 2003/04 Fiscal Year. Candidates were given the opportunity to speak before the group and share their qualifications for running for office. I love the up close and personal view of each candidate sharing their platform and a little about themselves. I believe putting a face to the name personalizes the election and will effect a better turnout for voting. The ballots have been sent out to all members, be sure to vote and return in the self addressed envelope by March 31<sup>st</sup>.

The chapter education topic presented was "Managing your room block in uncertain times". Pam Corona, CMP with Employment Development Department, Thomas Pelham Sacramento CVB, Karl Baur, CMP with RDL Enterprises, and David Falcone Courtyard Marriott, Rancho Cordova were panel members. Each panel member reiterated time and again the importance of:

- Using meeting history
- Establishing with the hotel a reservation review date and/or cut-off date to guarantee, add, or release rooms when committing to a room block
- Individual reservations need to be made with the exact name of a group for appropriate credit to the room block
- Call a hotel and try making an individual reservation by group name to verify everything runs smoothly
- Use of a rooming list when master billing lodging
- Stay in touch with your hotel staff
- Consider setting up a housing bureau with the CVB for city-wide housing or larger groups (usually a fee involved which can be included as part of registration fees)

The information shared by the panel was news to some and a great refresher to others. Speaking for myself, time spent by panel members to prepare and present experiences for the chapter education program is informative and greatly appreciated.

The meeting concluded with a raffle and monies collected will be donated to "Give Kids the World" the SGMP charity selected for the National Convention in Florida.

The next monthly meeting will be the 12<sup>th</sup> Annual Silent Auction Fundraiser on April 10<sup>th</sup>, see you there.

---

**The Challenge of Managing Your Room Block in These Uncertain Times**

By: Marie Ziegler

The March 6<sup>th</sup> meeting of the Sacramento Chapter of SGMP was jam-packed with information and quite well attended. The Paddlewheel Room of the Delta King in Old Sacramento was full of people, food and information for the taking. From the selling of SGMP-Sacramento Cooks cookbooks to campaigning for the 2003/2004 Board positions, this meeting had a lot going on. One of the candidates even had a campaign manager working the room.

The program, "Managing Your Room Block In Uncertain Times", was moderated by James Lynton and Emily Young-Schroeder. The panel members were Karl Baur, Pamala Corona, Thom Pelham and David Falcone. Each panelist answered prearranged questions based on their area of expertise and experience. The changing economy and world events have had a significant impact on the meetings industry. The history of a group's room pickup has been one of the cornerstones of information given to a potential host hotel. When the history of a group can no longer be counted on, what is a planner to do. It was strongly suggested that the meeting planner should work closely with the sales manager from booking to the actual event. The sales manager also has a vested interest in their groups picking up the room block. Do your contracts have a clause giving your group credit for "no shows"? If an attrition clause needs to be invoked, this might lower the damages. Another suggestion to assure attendees stay at the host hotel was to hold a raffle that only those booked at the host hotel would be eligible to win or offer a discount on registration fees for those attendees staying at the host hotel. The audience participated with questions and shared ideas they have found useful in these changing times.

*Continued on page 8, column 1*

*Continued from page 7, column 2*

The program continued with each of the 2003/2004 Board candidates saying a few words about themselves and what they would bring to the Board. Although some positions are unchallenged, others have multiple candidates competing. All members are encouraged to vote and mail in their ballots by March 31.



Directors – 3 total votes for this office (either 2 planners and 1 supplier or 1 planner and 2 suppliers)

**Planners:**

- Liz Flaherty – Office of Criminal Justice Planning
- Wanda Headrick – Department of Conservation
- Crystal Payne Spencer – Attorney General’s Office
- LuLu Ramos – Department of Conservation
- Carla Slink – Caltrans

**Suppliers:**

- Lisa Bell – Doubletree Club San Diego
- Teri Onorato – LA Athletic Club

Remember that your vote is important. The new Board of Directors will be installed on Thursday, June 19, 2003 at the Installation and Awards Dinner to be held at the Holiday Inn Capitol Plaza.

---

## **Chapter Elections**

By: Rick Leson

Election ballots have been mailed out and your vote for the next Sacramento Chapter SGMP Board of Directors is due and must be postmarked by Monday, March 31, 2003. Based on your response, the newly elected board will now serve for a one-year term. This year was an exciting one as over 30 chapter members were nominated for board positions.

This year’s slate includes the following stellar chapter members:

President – Janice Hayden, California State University, Sacramento

1<sup>st</sup> Vice President – Raquel Correa, Office of the State Public Defender

2<sup>nd</sup> Vice President – Brad Charlesworth, Red Lion Hotel Redding

Secretary – Marie Ziegler, Employment Development Department

Treasurer – Gina Westbury, West Coast Anaheim Hotel





**2002/2003 Sacramento SGMP Awards for  
“Government or Contract Meeting Planner of the Year”  
and “Supplier of the Year”**

The Sacramento Society of Government Meeting Professionals is proud to announce the annual award to recognize outstanding Chapter members who are currently either a government or Contract Meeting Planner and a Supplier. It is presented to those who exemplify the highest qualities of leadership and professionalism in their current position and who display devotion to the success of SGMP as an active member, as well as participating in other voluntary associations and civic and community activities.

Eligibility/Procedures:

- One planner and one supplier member who have made major contributions to their employing government agency or organization and have been an active member of SGMP for at least one year are eligible.
- Any SGMP member may nominate only one qualified planner and one qualified supplier.
- Self-nominations must be received by April 16, 2003. Each nominee will then be sent a supporting data form, which must be completed and sent to the Awards Committee for consideration by May 1, 2003. Both awards will be presented at our June 19, 2003, Fifteenth Anniversary of Sacramento SGMP Installation and Awards Dinner.

Award Criteria:

1. Outstanding performance for employing organization (i.e. government, private industry).
2. Active contribution, offices held, committee work, and/or participation in SGMP
3. Leadership and service to community, civic, or other voluntary and professional associations.
4. Continuing education credentials, awards, and honors earned.

---

Please nominate only one for each category

2002/2003 Planner of the Year

2002/2003 Supplier of the Year

**I nominate the following:**

**I nominate the following:**

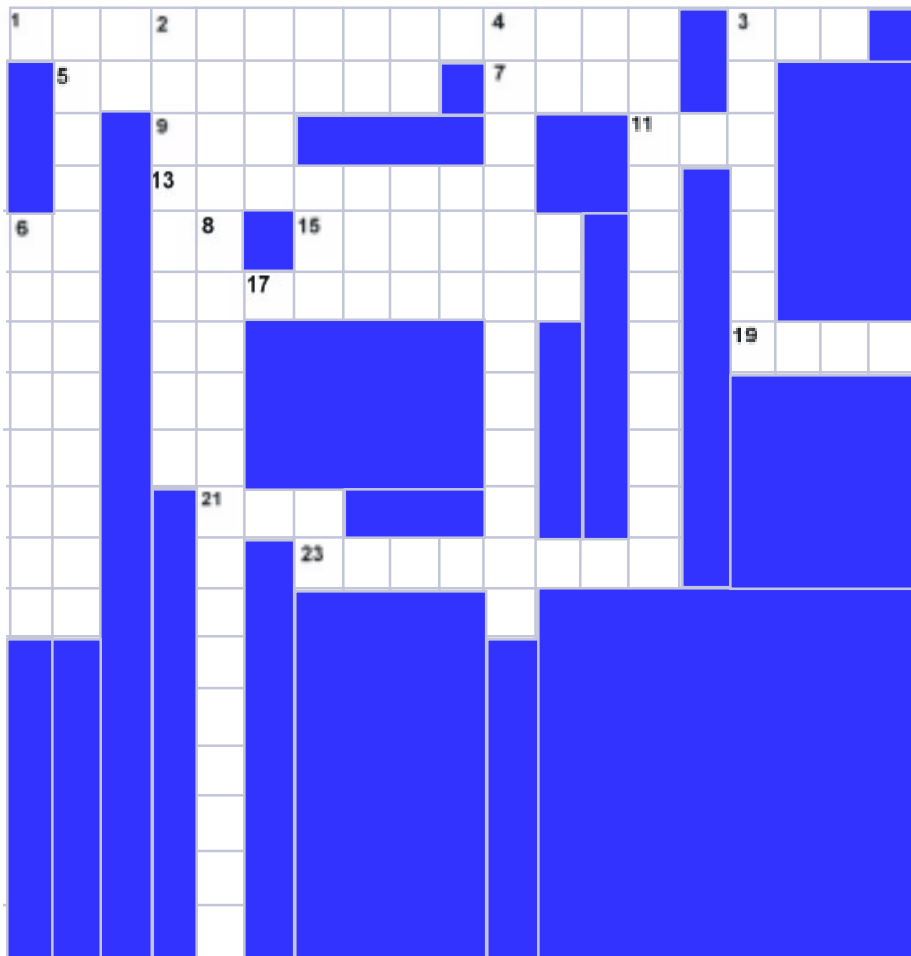
**Name:** \_\_\_\_\_  
**Organization:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**FAX:** \_\_\_\_\_

**Name:** \_\_\_\_\_  
**Organization:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**FAX:** \_\_\_\_\_

Nominations must be received by April 16, 2003. Please mail this form to:

Sacramento Chapter Awards Committee  
Sacramento SGMP  
P.O. Box 188204  
Sacramento, CA 95818  
Or Fax to: 278-5257

**CMP Word Puzzle** by Janeen Mennealy



**ACROSS**

- 1) Anticipated dates and times of arrival of group members.
- 3) Abbreviation for Request for Proposal
- 5) Commitment or Letter of Agreement
- 7) \_\_\_\_\_ Management
- 9) Abbreviation for Certified Meeting Professional
- 11) Abbreviation for Convention and Visitor's Bureau
- 13) Emailing mailing list server
- 15) Bus \_\_\_\_\_ (navigator of vehicle)
- 17) Service that transports participants to facilities
- 19) Area, property or facility to be used for meeting
- 21) Abbreviation for Destination Management Company
- 23) \_\_\_\_\_ Carrier (Airline company designated for an event in exchange for special rates or services)

**DOWN**

- 2) Rates which include gratuities and tax
- 3) Reimbursement of part of a payment
- 4) Firm qualified to arrange travel
- 5) \_\_\_\_\_ of Insurance
- 6) A mandatory and automatic amount added to a bill for the service personnel, who receive the entire amt.
- 8) Company or person in destination city handling local transportation and other local needs. Also a DMC.
- 11) Exclusive use of a transportation vehicle for a specified period of time.

## Looking for Leadership Skills?

Find them at the Annual Education Conference in Orlando. The Rance R. Willis Educational Foundation Looking for Leaders program once again features Ed Tate of Enlightened Leadership International.

If leadership training is what you have been waiting for, we invite you to participate in this yearlong program. For a mere \$100, you will have two full days, one in Orlando and one in Nashville, in interactive sessions learning concrete skills to help you both professionally and personally. As an added bonus, conference calls are scheduled periodically during the year to facilitate further learning.

Ed Tate has earned a reputation as the “speaker who energizes, educates, and entertains.” By working with you, he will help you get past the fear of change by “getting on with it” faster. Looking for Leaders is particularly helpful for those SGMP members holding or considering running for chapter offices.

The class will be held on Wednesday, May 21 beginning at 8 a.m. More information will be published in the conference registration booklet or you may contact Karla Starkweather @ [karla.starkweather@mhm.state.tx.us](mailto:karla.starkweather@mhm.state.tx.us) or (512) 206-4742.

---

### Education is Magical in Orlando

By: Rick Leson

The SGMP Annual Education Conference will be held in Orlando, Florida May 21-25, 2003. The conference offers three full days of specially designed educational programs covering meetings management, professional development, technology trends, management skills, personal development and more. Additionally, the conference offers excellent networking opportunities and social events where government meeting planners and suppliers can conduct business in a relaxed setting.

Join your fellow Sacramento Chapter Members in Orlando for this educational event. Additional information, a conference schedule and registration forms can be found online at [www.sgmp.org](http://www.sgmp.org).

This year, the educational conference is

*Continued top of next column*

offering three additional opportunities to further develop yourself professionally. These include:

**Certified Hospitality Sales Professional Review Program** – For the first time, Suppliers will be given the opportunity to begin the CHSP certification process. This program will be held on Wednesday, May 21, 2003 from 11AM-5PM at the Rosen Centre Hotel. If you have questions or need more information, contact Janet Riggs, Class Coordinator at 407-999-8168 or email her at [jriggs@ei-ahla.org](mailto:jriggs@ei-ahla.org).

**SGMP’s Rance R. Willis Educational Foundation CMP Training Seminar** – This training seminar is open to all meeting industry professionals who are interested in enhancing their professional development in meeting management or are intending to seek the Certified Meeting Professional (CMP) designation. This 3-day seminar will be held May 19-21, 2003 at the Rosen Centre Hotel. For more information on the “Magical Journey to Certification” CMP Training Seminar, please contact Pamala Corona at 916-654-7940 or [pcorona@edd.ca.gov](mailto:pcorona@edd.ca.gov).

**Looking for Leaders Program** – The Rance R. Willis Educational Foundation Looking for Leaders program once again features Ed Tate of Enlightened Leadership International. This class will be held on Wednesday, May 21 beginning at 8AM. More information is published in the conference registration booklet or you may contact Karla Starkweather at 512-206-4742 or [karla.starkweather@mhm.state.tx.us](mailto:karla.starkweather@mhm.state.tx.us).

Remember, all information on the education conference and the above three additional educational opportunities can be found on the National website.



**Membership News**  
By: Wendi Williamson

Welcome New Members

Please join us in welcoming the newest additions to our Sacramento chapter family:

Vanessa Arellano	Dept. of Food & Agriculture
Jennifer Aten	Ca Coalition Against Sexual Assault
Mary Ann Burford	PERS
Mindy Fox	CA Integrated Waste Management Board
Carmen Gonzalez	CSUS
Stefanie Lee	CA Alternative Payment Program Association
Sharon Munowitch	UC Davis Extension\
Monica Ohta	California Earthquake Authority
Lori Phillips	CSUS
Yvonne Riedlinger	City of Sacramento
Deborah Roberts	UCD Davis Extension
Jan Spano	Dept. of Aging
Lily Williams	California Lottery

Our chapter ratio as of 3/13/2003 is.....

Government Planners & Contract Planners	.502%
Suppliers	.498%

Your hard work in getting our membership numbers up has paid off! Good job Sacramento Chapter. However, our freeze is not officially over until we maintain our 50/50 ration for 3 months. We have 68 renewals due in April, please encourage your fellow members to renew their memberships and continue to reap the benefits of SGMP for their departments and themselves.

---

**Save the Date**

When: June 19, 2003  
Where: Holiday Inn Capitol Plaza  
Why: 15<sup>th</sup> Anniversary Celebration Dinner  
Includes Installation of 2003-04  
Board of Directors and annual awards

Join your chapter members as we celebrate the 15<sup>th</sup> anniversary of the Sacramento Chapter and toast our Planner and Supplier of the Year recipients. The newly elected 2003-04 Board of Directors will be installed and we will reminisce about where we have been. Please be sure to invite former chapter members who helped form this great chapter. Stay tuned for further details.



**Member's Corner**



The Sacramento Chapter of SGMP would like to extend the warmest congratulations to Janeen Mennealy, Director of Hotel Sales, Torrance Marriott, Flor McCafferty, Conference Planner, Rural Community Assistance Corporation, and Anne Seymour, Riverside CVB, for passing the **CMP** test. **Congratulations ladies!**



## SGMP Member's Birthday News

by: Emily M. Young-Schroeder

To all those members celebrating your birthdays in the months of April and May we are sorry that we cannot put your name in print this issue. The chapter's computer has died; however, we are in the process of replacing it and as soon as we are up and running I will print all the names in the next issue for April, May, June and July. Until then Happy Birthday one and all!

---

### Where's The Exit ??

By: Julia O'Connor

Terrorism warnings. Night club horrors - 20+ deaths in Chicago because of security guards using pepper spray to break up a fight on the floor. Almost 100 deaths in Rhode Island because the band used pyrotechnics. What we used to think was safe, may not be now. It's time to be on guard all the time, and especially when you travel and at trade shows.

It's your responsibility to check for the location of exits on the plane, at the hotel, and especially in any large facility such as a convention center, hotel or conference center. Don't plan on going out the way you went in - check for all the exits - doors and stairs.

Here are Tips to consider for a safe event...

#### KNOW WHERE YOU ARE

Before you go, check city maps so you know where you are in relation to the airport, hotel, convention center and other venues. Look for alternate routes. Check for one-way streets.

#### READ the EXHIBITOR'S MANUAL

Before you go, review the Exhibitor's Manual and make copies of the sections which give you details about emergency procedures. You want the fastest way to report a problem to get the fastest response. Make sure everyone on your staff has this information.

#### NOT in the EXHIBITOR'S MANUAL?

Call show management and ask as many questions as you want. Feel confident you and your staff can handle emergencies before you step on the show floor.

*Continued on next column*

### WHAT'S YOUR LOCATION?

Know which building or room you're in - know it by name or number and location on the show floor diagram. You won't be able to report a problem and get help unless you can pinpoint your location.

#### CHECK the EXITS

At a trade show know your booth location in relation to the exits. Not just the closest exit - that may not be available - but all the exits. Walk the floor before the show so you have a mental map of the locations and distances from your booth. Make sure the exits open out and aren't blocked.

#### WHERE'S the EXTINGUISHER?

Are there fire extinguishers near your space? Does the building have sprinklers and fire suppression systems? Newer buildings do, older buildings may be grandfathered and not required to have such systems. Check with show management.

#### DO YOU MEET CODE?

Fire codes are local, and your exhibit and equipment must meet these codes. If not, you will be asked to repair, replace or remove it. Then, it becomes a really expensive show.

#### KEEP CALM

It's hard to keep a cool head when you're in an emergency situation but your body produces adrenalin to give you extra strength. When you're prepared, you can be a leader to safety without panic.

#### FYI : McCormick Place Fire

Think Chicago's McCormick Place is a tough venue for exhibitors? There's a reason. The original McCormick Place burned to the ground in a 5-alarm fire in 1967. From that came stricter rules for large

*Continued on page 14, column 1*

*Continued from page 13, column 2*

venues.

Check <http://www.chipublib.org/004chicago/timeline/mcormicfire.html>

FYI : Are You Insured?

Check your corporate insurance policies for coverage in case of disaster when traveling or at a show.

Everything You Need to Know.....

About Trade Shows on Just One Page. Free copy.

Send your snail mail address to

[info@TradeShowTraining.com](mailto:info@TradeShowTraining.com)

\*\* Julia O'Connor \*\*

Trade Show Training, inc.\* PO Box 17155 \*

Richmond, VA 23226-7155 \*\* 804-355-7800 \*\*

<http://www.TradeShowTraining.com> \*\*

[info@TradeShowTraining.com](mailto:info@TradeShowTraining.com)

---



Web site:  
<http://www.sgmpsac.org>

*Mailing Address:*  
SGMP PonyXpress  
P O Box 188204  
Sacramento, CA 95818

*Webmaster:*  
Guy Bennett  
[webmaster@sgmpsac.org](mailto:webmaster@sgmpsac.org)  
All comments are welcome  
on the newsletter and  
should be directed to Guy  
Bennett.

