

PonyXpress



FEBRUARY / MARCH 03

VOLUME 1, No. 90
CHARTERED
JUNE 8, 1988

SACRAMENTO
SOCIETY OF GOVERNMENT
MEETING PROFESSIONALS

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**SGMP-Sacramento
Chapter Monthly Meeting
Reminders**

**2003 SGMP
TRADESHOW
ALMOST SOLD
OUT!!!**

With over 70 exhibit
booths currently sold,
the 2003 Education

Conference and Tradeshow looks to break a new record for exhibitors. The Board of Directors wishes to thank Brad Charlesworth, Director of Sales at the Red Lion Redding, for all of the time and effort he has put into coordinating this show. Our goal is to reach 80 booths so if you have not sent in your registration form, time is running short. The application can be found in the Dec/Jan issue of the Pony Xpress.

For those exhibiting, and for those attending, the following article might offer useful tips for February 6.

**HOSPITALITY TRADE SHOWS
POSE SPECIAL PROBLEMS**
By: Julia O'Connor, Speaker -
Author - Consultant,
804-355-7800

Trade shows in the hospitality industry generally run a short time frame - maybe a half-day, with an up-beat excitement to rush down the aisles. Hotels, resorts and special event service

March Chapter Meeting Reminder

Learn new steps to manage your room blocks and have fun meeting the candidates for the next Board of Directors.

The economy is sagging, the State budget crisis is building, and we are faced with an on-going threat of war or terrorism. So many things could go wrong, and we need to know what to do to increase the possibility of a successful meeting both for ourselves and our hotel partners.

These times call for meeting planners to take proactive steps and to make these steps part of their standard operating procedures. What are the specific steps to take to reduce and control the occurrence of attrition? When should you contact the hotel if you determine that you can't meet your contractual obligations? Join us at the March 6th meeting for answers to these questions and many more.

- * Date: March 6, 2003
- * Time: 4:30 p.m. - 6:30 p.m.
- * Place: Riverboat Delta King

Kindly RSVP prior to meeting online at: www.sgmpsac.org



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President's Message

by Wendi Williamson

2003 is here and the Sacramento Chapter of SGMP is off and running. Our January meeting featured the third chapter of our year-long theme of "Tools for the Government Meeting Professional." Our website will soon include a link to provide our monthly meeting handouts, just in case you missed picking them up at the meeting. All chapters are always looking for ways to increase our membership and at the same time provide a return on investment for your time and your membership dues. Many of our "Bright Ideas" come from you the membership, and it is always rewarding when we can make them happen.

Membership is certainly the *buzzword* these days. As

many of you know our chapter is currently in a supplier freeze. What this means is our ratio of 50% Planners / 50% Suppliers has slipped. In order for all members to reap the maximum return on investment, we must maintain a balanced membership. The National Board has declared February, Local Government Month. In case you are wondering, of the 26 chapters nationwide, 16 are currently in a supplier freeze. Along with recruiting new members, the additional challenge lies in retaining current members. I attended the National Board meeting on January 17-18, 2003 and membership was the hot topic. Although we have lost a few planners along the way, our retention rate as of December 2002 is 93%. I believe by focusing on the return on investment, we will keep the Sacramento chapter strong so that we can survive these lean times of budget cuts and unsettling world events.

On a lighter note, at our January meeting we announced a new scholarship opportunity for planners to attend the San Francisco Education Conference on March 21, 2003. We want to reward our hard working members, who may not be applying for a National scholarship, for the

numerous services they provide our chapter. This is an opportunity to network with our sister chapter and feel part of the bigger SGMP picture. The application is available on our website in the Dec/ Jan edition of the PonyXpress. Please be sure to write San Francisco on the top of the application. The Board of Directors is excited to be able to offer these scholarships and hope many of you take advantage of this opportunity. If this is successful, perhaps this can be an additional annual scholarship to establish in our chapter.

On behalf of the Board of Directors, thank you for your continued support. We wish you a prosperous and peaceful new year.

Membership Drive

By: Gloria Anderson

A new Membership Drive was announced at the December Chapter meeting. The Membership Drive will reward members who get new planners to join the Chapter by April 30th. Members that get 5 new planners to join, will receive \$285 dollars towards their registration to attend the National Conference in Orlando Florida, May 21-25. This amount equals the early registration fee for a planner member. For those members who get close to the goal of 5

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**SGMP ANNUAL
Education Conference and Tradeshow
“Maximize Your Potential
As a Government
Meeting Professional”**

Thursday, February 6, 2003

8:30 am – 6:00 pm

Doubletree Hotel, Sacramento

Join your fellow planners and suppliers as we learn to have **“Success With Ease”**

Keynote Speaker Caterina Rando, MA, MCC will show us how to:

- Create an expect-success attitude
- Discover tools to be more proactive
- Become a regular risk-taker

For a sneak preview of what you can expect from our Keynote Speak, visit her website at www.caterinar.com.

In addition, this years conference will feature concurrent workshops focusing on:

1. Meeting Planning from A-Z

Designed for beginning planners:

Learn tips to improve your planning skills from **A**ssessing the purpose to **Z**eroing in on resources.

2. Meeting Planning from Z-A

Designed for advanced planners:

- Take your programs to a new level
- Maximize your negotiating power
- Become savvy with A.V. Equipment and much more

This conference will offer valuable educational information and networking opportunities for everyone. Registrations are now being taken online at www.sgmpsac.org. Our Annual conference is complimentary for our **current SGMP Planners**.

Many thanks to all of our suppliers who have registered to exhibit at our tradeshow. Planners should come with a good supply of business cards and be prepared to visit all of the exhibitor booths and share information regarding the meetings you plan. The tradeshow will run from 4PM-6PM immediately following the Education Conference.

Member News Flash

Happy Birthday SGMP Member's

By: Gloria Anderson

For the New Year, the Board of Directors wants to recognize the birthday of every Sacramento Chapter member in the PonyXpress and at monthly meetings. Below are birthdays in January, February and March.

If we didn't list your birthday and you were born between January and March, it's because we didn't have the month and day (no year necessary) of your birthday in our database. Please forward that information to Gloria Anderson (gloriaanderson@webtv.net) so we won't miss you next year!

Brad Charlesworth, Red Lion Hotel Redding,	1/03
Cindy Wattenbarger, Doubletree Hotel	1/04
Johnna Meyer, CMP, California Dept of Aging	1/06
Jennifer Russell, MeriStar Hotels & Resorts, Inc.	1/08
Teri Onorato, Los Angeles Athletic Club	1/10
Anne Mox, Ofc of Stwide Health Plng & Dvlpt	1/11
Liz Flaherty, Ofc of Criminal Justice Planning	1/12
Renita Frazier, Dept of Health Services	1/13
Jacquelyn Ramsey, Dept of Conservation	1/14
Madeleine Villar, Radisson Hotel Fisherman's Wharf	1/17
Melissa LaPorte, EdFund	1/18

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New Member Spotlight

My Point of View

By: James Lynton, Doubletree Hotel
Sacramento

I arrived to the December event and the room was buzzing. We had a great turnout attendance wise and everyone seemed to be having a good time. It is always fun to see your friends in the industry in a social setting. The December program was at the Red Lion Hotel and the hotel did a very nice job of decorating and putting out a delicious spread. This was a also a busy week with other Association Events happening, but that did not deter the Sacramento Faithful from getting out in full force. I am still pretty new to this Chapter as an attendee, but it has become the one monthly meeting that I look forward to attending.

There were many prizes to give away for the raffles and I even won a Beautiful box of holiday ornaments that will look wonderful each holiday season. The hotel packages that are given away are usually a nice hit, especially when they are for a location people love to stay in, like the Beautiful Doubletree Hotel in Sacramento.

The program was very informative. We listened to Elizabeth White talk about a senior citizen center in the downtown area and I was excited to hear that such a place exists to give our seniors a place to hang out all day and stay active. She told us of different individuals that come there each day and what they typically do while they are there. It was a feel good moment for me and I smiled throughout the presentation. When that

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Election News!
by Gloria Anderson

The Election Committee includes Emily Young-Schroeder, James Lynton, and Gloria Anderson, Chair. We are excited about the upcoming election and hope everyone will participate. Here is what we have planned:

Proposed By-Law Change Ballot: A ballot for the membership to vote on having a 1-year or 2-year term for Board positions will be mailed with the Call for Nominations. Ballots must be postmarked by Feb. 15th.

Call for Nominations: Mail the Call for Nominations by the end of January and place it on the Chapter website (www.sgmpsac.org).

Nominations will close on February 15th. Candidate must be a member in good standing for 1 year on February 15th.

Request for Bios: Contact nominees to let them know if the election will be for a 1-year or 2-year term. Ask nominees if they agree to run and request their bios by Feb 21st.

Introduce Candidates: Give every candidate an opportunity to introduce themselves and speak to the membership at the March meeting.

Ballots will be mailed on March 6th and the election will close on March 31st. All candidates will be notified of election results on April 10th. New board members will be installed at the June 19th meeting.

If you have questions or concerns about the election, please contact Gloria at 916-375-4936 or gloria.anderson@dgs.ca.gov

From the Treasurer....

by Janeen Mennealy
Ending November 2002, the Sacramento Chapter of the Society of Government Meeting Professionals has the following balances:

Checking Account	\$ 21,512.16
Money Market	3,776.20
Total Funds	<u>\$ 25,288.36</u>



Membership Report

By: Gloria Anderson

As of December 16th, the membership ratio is:

47% Planners
53% Suppliers

Total membership dropped from 229 to 224 members in December. Until the number of planners equals 50% (112 planners), the Chapter will continue to require every new supplier member to submit their membership application with the names of 2 new planner members who must also apply.

We currently have 118 supplier and 106 planner members. To achieve a 50% ratio of planner members, we need your help to recruit 6 new planners.

Here is what you can do to help:

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Save the Date:



Friday, March 21, 2003

Society of Government Meeting Professionals (SGMP)
San Francisco Bay Chapter
Annual Education Conference & Tradeshow
Oakland Marriott

Spring into

Gear,

Meeting

Professionals!

For more information,
contact Nell Sterling
at 415-436-7966
nell.sterling@gsa.gov

SGMP December Holiday Meeting

By: Suzanne Ramalia

I have been attending SGMP meetings for the past year and officially became a member last June. My experiences with SGMP's organizers and members has been nothing but positive. I am extremely impressed with the dedication and commitment SGMP board members, planners, and suppliers have for the organization, its principles, and each other.

Each meeting offers a different experience. Some meetings I take with me a piece of knowledge that makes my job more manageable and other meetings enrich my life by getting to know my fellow members better. After December's meeting I left feeling truly uplifted after helping with the raffle, assembling care

packages for local charities, enjoying great food and drink provided by the Red Lion, and simply having a great time with fellow members.

December's meeting was well attended, festive, and provided all members the opportunity to give to those less fortunate. As we donated money for Del Paso Elementary school and put together the care packages for Camellia Senior Center I was reminded how important it is for us to give back to the community especially during the economic difficulties our government is experiencing.

I anticipate another great year for SGMP and look forward to the opportunities it provides for us all.

CMP Word Puzzle

C A S H A C C O U N T I N G A Z T Y O P
H A T I K C N M F E T A D F F O T U C G
A C S S T R C A N C E L L A T I O N V B
R Q V H E T A R T A L F R T F H M K I T
T T A I F Y H N U I N D I R E C T V Y H
O N R G I L B A L A N C E S H E E T C E
F C I H X N O E R T L D R E G W S C T G
A R A S E M C W Z E R O B A S E D G H Y
C N B E D Y T O S H O U L D E R D A T E
C R L A C R G A M T A C B F R E F S G H
O O E S O T N D P E A T T R I T I O N S
U O R O S V M S L X H T R O U F T H Y E
N M F N T E J R K P S H E O J G H S R A
T B Y S S W U R J E E S E M T V F E T S
S L I P P A G E N N A E Z I E D R A H O
R O A Z T Y O P G S S A Z N H N T S S T
G C A W S E W E R E O S Z G S E T O E G
W K B U D G E T I N G O Y L E H G R A R
A Z T Y O P T R A Z T Y O I A E T R S E
F A Z T Y O P F T R A A A S S F H J O W
V A T B U I O K G Y O O P T O L U J K L

CASH ACCOUNTING
CANCELLATION
VARIABLE (COST)
ROOM BLOCK
SHOULDER (SEASON)
BALANCE SHEET
FLAT RATE
HIGH SEASON
ROOMING LIST
INDIRECT (COST)

ZERO BASED (BUDGETING)
FIXED COSTS
SLIPPAGE
ATTRITION
CUT-OFF DATE
CASH FLOW STATEMENT
INCOME (STATEMENT)
EXPENSE (STATEMENT)
ACCRUAL (ACCOUNTING)
BUDGETING



**Sacramento Chapter SGMP December Monthly Meeting
in Retrospect
By: Raquel Correa**

People are the gifts in our lives that really matter.....

And so it is that we, too, are gifts in other peoples lives...to be there for them, helpful, supportive, caring, loving.

SGMP Planner, Supplier members and Guests opened their hearts, purses and wallets for our December Charity drive. The overwhelming donation of toiletries, snack foods, hats, mittens, clothing, and lunch bags with kettle corn put a lot of smiles on many children, Seniors and the homeless in the Sacramento area.

Because you gave generously in the amount of \$ 1800, we were able to support the following charities:

Del Paso Elementary School-Gift certificates were purchased for each teacher to use as needed to benefit each individual classrooms needs.

Cathedral City Senior Center- We were greeted by a room full of smiles as we unpacked the car with cases of hot chocolate, oatmeal, pastries, mittens, hats, socks, clothing, individual bags of goodies which were purchased by SGMP. Toiletries were also donated from our generous Suppliers. The seniors were eager to help us and thank us for our thoughtfulness in adopting the Center.

SGMP jumps on the wagon with Department of Aging to Adopt a Senior - Each year Department of Aging adopts a low income Senior housing community. This year it was Las Victorianas, located in downtown Sacramento. They had three Seniors that no one adopted, so being who we are, SGMP jumped in to support someone in need. We were able to adopt three seniors, Mr. Valdez, Mr. Guzman and Mr. Whitman.. We purchased items from a wish list of the three Seniors. The wish list included items like, underwear, coat, shirt, lap blanket, dish towels, bath towels and skin bracer. We were able to purchase everything they wished for and bought each one a Christmas stocking stuffed with toiletries and candy.

The joy in our hearts that we received by supporting all these charities have definitely left its mark. It makes you realize how lucky we all are.

Once again Thank you to all Members and Guests that made many less fortunate people very happy this season.

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Melissa Parker, CA Integrated Waste Mgmt Board	1/22
Carol Clymo, Red Lion Hotel Eureka	1/29
Pamela Easley, CA Assoc of Councils of Govt	1/29
Lori Hall, CHSE, San Bernardino CVB	2/02
Manny Mateo, Embassy Suites Hotel Covina	2/03
Michelle Bauman, Holiday Inn Select	2/06
Theresa Richardson Harmon, CMP, CA Lottery	2/11
Cherise Witherspoon, Dept of General Services	2/11
Sharon Mynsted, CA Union of Safety Employees	2/13
Cynthia Reyes, Employment Training Panel	2/15
Ramona Fernandez, Dept of Water Resources	2/17
Kathy Wilmes, CMP, Anaheim/Orange County CVB	2/21
Odette McKenzie, Piccadilly Inn Hotels	2/22
David Falcone, Sacto Marriott Rancho Cordova Hotel	2/24
Nancie Brown, Hilton Concord	2/26
Keri Litchfield, Visalia Convention Bureau	2/26
Frank Lopez, Holiday Inn Monrovia	2/27
Carol Wiley, EdFund	3/03
Pamela Amundsen, College of Continuing Education	3/10
Reggie Sears, CMP, Sear's Enterprises	3/10

Kandi Partain, Contra Costa CVB	3/16
Sal Bonnello, CMP, Sheraton Anaheim Hotel	3/22
Heather Berg, CA Exposition & State Fair	3/23
Patti Bertram, Special Waste Division	3/26
Patricia Teeter, CA Unemployment Ins Appeals	3/29
Karalee Adams, San Mateo County CVB	3/31



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was over, we put together some goodie bags of food and snack items that will be sent to the center to give out to these wonderful people. It gave us a chance to meet the others at our table if we had not done so as yet and to work together to get a project done. Great idea. The charities we support are fantastic and it makes me feel good to know the Sacramento Chapter is all about helping others and not just helping ourselves.

I made up my mind by the end of the night, that I will be more active with this chapter. I have already referred one meeting planner to Gloria for potential membership and I will be volunteering at the registration table for the meetings. There are some things I hope to get out of my membership with SGMP, but the main thing I am looking for is building relationships and making strong professional bonds with people like me. People that like to smile and enjoy what they do every day. See you around!

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new planners, there will be other education-related rewards.

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providers are eager to show off their best, with goodies baskets and other give-aways for meeting planners. What happens when the economy sours, hotels need to do deals, and attendees have fewer deals to do? And everybody is just so darn nice in this business! While hospitality trade shows may pose some special problems, this Commentary is appropriate to anyone because visiting a booth is not a commitment. I've spoken to groups where the idea of stopping to visit a booth is considered a sign of giving business. Not true. There are government meeting planners who are restricted to one state; associations too large or snooty to use the local facility; groups that have unique physical requirements (scuba, anyone); new planners who don't know where to go, and new facilities that need exposure. As a general notice for everyone, here's what you should do at a trade show -

ATTENDEE -

1. Introduce yourself. You never know when you or the exhibitor will change jobs.
2. If you have time, stop and meet everyone. It's the first step in networking and finding the friends you need throughout your career. Give everyone a card. You may be "marketed to" but the response is your choice after the first contact. (Know that appx 80% of leads are never followed-up.) On the other hand, you may find a great match for something in six weeks, or six months, or six years.
3. If you don't have time? Visit the booths you've pre-selected first. But as you rush down the aisles, keep an open mind and note those folks you want to contact later. Maybe you stop on the way back. Perhaps you take notes and find them via a

web site.

4. If you can't do business with a facility, that's OK. Tell them so. Thank them for supporting the event. They spent the bucks and expected results. When you rush down the aisle and look embarrassed, it plays mind games with exhibitors who think there's something wrong with them!

EXHIBITOR -

5. Never look bored or disappointed. One of the hardest things about a trade show is the immediate emotional stab-in-the-heart when people you know (or should know) rush past your booth. Then comes the psychological wave - if nobody stops, I must not be good. Then there's the physical slap - if nobody stops, and I'm not good, my shoulders slump, feet hurt and my smile simmers away. So give a cheer for the happy friendly folks in a booth after a couple of hours.
6. Make the booth inviting. Make it a reason to stop for 60 seconds - just one minute. Pare down your pitch. Hush and listen.
7. Don't do a paper overload. You know those boxes of \$5.00/per package pretty pictures you lugged to the show and might throw out at the end of the show - because you don't want to lug them back home? The folks you push those onto - well, they don't really want them either. Save time and money. Ask if you can send people the little, medium or big package. Yes, you take your chances but generally only the people who are really serious, or really naive, will ask for the big package on the first go-round.
8. Figure a trade-off before the show. If you do the show and only talk with 10 people, will they be buyers? If you talk to 1,000 people, will they be prospects? Notice the difference between talking with and talking to.

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EVERYONE -

9. Expect that 90% of shows are marketing events, not selling events. It's "see-my-stuff" versus "buy-my-stuff-right-now". An RFP is not a contract. As we all know, it takes time and effort to begin to discuss, much less sign, a contract.

10. Those great give-aways! Should I take a gift if I'm not booking business? If you can't book business (must stay in one location), or can't (group too big or unique), or you just don't like the people or the property, say so politely. If you're still offered a gift (and in some shows, the gift is pushed on you as you go down the aisle), just say thank you and take it.

11. Exhibitors, if you don't want to give a gift to everyone, don't. Give a coupon for redemption - most people won't bother with the details. Set a limit - the first 100 get a gift. Send something good to the best prospects. Since 80% of leads aren't followed-up, you'll save money.

12. A trade show is the best opportunity to find out what's new. So, attendees should ask questions, listen for new words and try to track trends. Exhibitors should ask questions and take surveys before giving away anything.

Enjoy your next show !

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1. Obtain application packets at the Membership Table at Chapter meetings. Suppliers can give them to government meeting planners during cold calls. Meeting planners can give them to their co-workers. Please be sure to write your name on the application as the person who contacted this potential new member.
2. Send the names and addresses of potential new planner members to Gloria Anderson via email (Gloria.Anderson@dgs.ca.gov). Gloria, or the Membership Committee, will mail an application packet to them. Your name will be

placed on the application as the person who contacted this potential new member.

When you do either of the above and the planner joins the Chapter, your name will be entered in the Membership Drive. Now is the time to reach out to potential planner members and invite them to join the Chapter at the Educational Conference in February. Their registration fee will include 1 year's membership in SGMP. Please visit the Membership Committee at the Membership Table at Chapter meetings to share ideas for the Membership Drive or send them to Gloria.Anderson@dgs.ca.gov

Look at Me Now, Thanks to You

By: Wanda Headrick

1.5 years ago I would never have believed all of the changes SGMP would make in my life.

It all started with Kit Gonzales inviting me to a meeting. From that 1st meeting until now I have learned so much and experienced so much. I have learned you don't always need to pay the full price at a hotel. There is a state per-diem for the state traveler. I found out there are many, many people making the same travel and meeting arrangement that I have to make. I have had the pleasure of traveling to places I would never have gone, seen beautiful hotels and sights that I never would have seen.

I will never forget the thrill of the tour and luncheon on the U.S.S. Hornet.

And the people.....what can I say? All of the new people and friends I have met are unbelievable. I have to start with Wendy

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Save the Date
Thursday, April 10th, 2003
The 15th Annual Silent Auction

The Magic of
SAMP Sacramento



Abra Cadabra...

...This year's magical silent auction will once again be themed in conjunction with the National Education Conference in May. This is appropriate as much of the money we raise at the Silent Auction enables us 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 will magically appear in your computer so be on the look out.

Date: April 10th, 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
Any Guest \$30
Any Supplier \$50

For Sponsorship opportunities or questions about the event please contact:

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



SGMP's Annual Education Conference 2003
"Education is Magic in Orlando!"

Who should attend?

- Meeting managers and meeting professionals in government – ***all facets and experience levels!***
- Hoteliers, car rental companies, airlines, convention bureaus – anyone who provides services and supplies to the government meeting industry!
- People who want to learn how to reach the government planners!

What goes on?

- Three full days of educational opportunities – Personal development, customer service, contracts, meeting management. . .over 35 workshops covering topics important to us in our professional and personal lives.
- Plenty of great networking – learn to be more effective. . .find out where your skills can take you. . .hear what's the latest in contracts, ethics in our industry. . .and – so very much more!

When...

- Wednesday, May 21 beginning with a great opening courtesy of Walt Disney Parks & Resorts and the Orlando Convention and Visitors' Bureau. . .ending with a *dynamic surprise* event on Saturday, May 24, 2003!

Where...

Rosen Centre Hotel
 9840 International Drive
 Orlando, FL 32819-8122
 (407) 996-9840

Room Rates:Planner: government per diem as of March 31, 2003
 Supplier \$125.00 single plus tax
 \$145.00 double plus tax

Why...

- SGMP. . . committed to its members, their education, their networking, their personal and professional growth. . .your organization!

Conference Fees	Early Registration	Regular
Govt Planner Member	\$285	\$335
Govt Planner Non-Member	\$360	\$410
Contract Planner Member	\$375	\$425
Contract Planner Non-Member	\$525	\$575
Supplier Member Non-Exhibit	\$575	\$625
Supplier Non Member	\$1,050	\$1,050
Guest	\$300	\$335
Banquet	\$ 75	\$ 75
Student	\$250	\$250

Look for more complete registration and program information in early March!

"Meeting Managers Manage the Money"

by Gail LaToma

Meeting managers manage the money, but what steps do they take to manage the money you might ask? That is the topic Sharon F. Bock, CMP presented for attendees at the monthly SGMP meeting held at the Clarion Hotel on January 9, 2003. Sharon, a seasoned executive, career educator, and creative program designer has been active in the meeting industry for over 25 years. Owner and president of Leadership Dimensions for the past 12 years Sharon is the technical advisor for the Meetings Planning Certificate Program at California State University Sacramento, (CSUS) where she teaches continuing education classes in meeting planning. In 1997-98 Sharon was President of the Sacramento Chapter of Meeting Professionals International, (MPI) and in 1996 was named MPI's Planner of the Year and Chapter Manger of the Year in 1997. Sharon's meeting management experience ranges from program concept through event evaluation directing conferences, events, and trade shows for groups from ten to 3,600.

Sharon presented a synopsis of the budget course, "Meeting Mangers Manage the Money" which she teaches at CSUS. The course provides information to help determine which of the following three financial objectives will be met when planning an event.

- Income producing, (hopefully)
- Break-even
- Lose money (write off possibly)

Understanding the language of finance also helps to improve your chance in making your meeting successful for both the planner and supplier. Included in Sharon's handout "Meeting Managers Manage the Money" are commonly used finance definitions. The handout will be available on the SGMP website soon.

Sharon demonstrated a mathematical formula used to help determine setting the price for an event. Listed below are the four categories of expenses used to determine the financial objective of an event:

- Fixed Expenses – do not change as the number of people increase,(e.g., a speaker fee, audio visual rental)
- Variable Expenses – per person basis (e.g., food & bev.)
- Indirect Costs – overhead or administration not necessarily related to the meting/event
- "Sunk Money" – spent before meeting/event (e.g., non-refundable deposits, promotional costs)

Using the formula with the dollar amounts from the four categories you can determine the exact amount to charge each attendee in order to recover all of your expenses and make a profit.

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“When to say when”, Sharon also demonstrated the formula to determine the break-even point for an event not including the “sunk money” costs. Whether or not an event actually takes place the “sunk money” dollars are gone. Last but not least, included in the handout was information to determine how many people will need to attend to break even by recovering **all** costs, including the “sunk money”.

Depending on the objective of your event, income producing, break even, or lose money it is in your hands, the meeting manager managing the money.

Sharon has also put together a list of budgetary expense/income ideas to consider when planning an event that will be available on the SGMP web site.

For those of you who did not attend the presentation you will definitely want to get a copy of the “Meeting Managers Manage the Money” and budgetary expense list from the SGMP web site to fully understand the process to setting the price for your next event.

SGMP Sacramento Cooks! By Kit Gonzales



After presenting the completed cookbook at the December chapter meeting, it was decided to reformat the layout in order to have the cookbook professionally published. Bids for publishing this project are being solicited from local print shops at this writing.

It is anticipated that once a vendor is selected, the printing can be quickly accomplished and the **SGMP Sacramento Cooks!** Cookbook will soon be available for purchase.

As Editor of the cookbook, I have had the luxury of having access to all of the recipes. I have prepared several of them and can attest to their “yumminess”. My favorite recipe is the very last one in the book for Texas Margaritas. If you like margaritas, be sure to give this recipe a try!!!

I mentioned in the books “Editor’s Notes”, and I would like to say again, how delightful it has been taking this “bright idea” and moving it along to fruition. Thank you again to all of the contributors.



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Williamson. She is a real person not just the Chapter President. She will stop and talk to you even when she has her head full of meeting preparations. She will chat, give information and help you with any problems you have.

To top all of this off, I even get paid to do this. I get the satisfaction of obtaining better accommodations for my employers and fellow employees.

This is a new exciting experience for me and I hope to grow each month.

A Note of Thanks

By: Lu-Lu Ramos

I would like to thank SGMP and especially the board members for giving me a wonderful opportunity. I have been a member since December 2000. Like many people, I have always had a problem with shyness and speaking in front of a group of people – no matter what the size of the group was.

When I first started going to meetings I knew a few people and pretty much kept to myself. All of a sudden suppliers started calling and wanting to meet. Even though we met in my office, with other meeting planners, I found myself very nervous for my first visits. The suppliers were great and they made me very comfortable. As time went on, I looked forward to meeting with the suppliers, especially to see what kind of state per-diem packages they had to offer to a State Meeting Planner.

This past July, Raquel approached myself, along with Amanda Bedal and Wanda Headrick, and asked us to become more involved with SGMP and to possibly be on a committee. So here I am, I am on two committees (Community Events and Registration), and I am actually getting

up in front of all of you at our monthly meetings to do the raffle.

The past two years I have had the opportunity to meet many wonderful people; I have seen many beautiful properties and sights, which have helped in the selection of meeting spots to meet our needs.

SGMP has given me the opportunity to get over my shyness, especially of speaking in front of a group. It has helped me build my confidence in myself and has proven to me that I can do what I set my mind to.



Ken Beck
Sales Manager

3050 Bristol Street
Costa Mesa, CA 92626
Tel: +1 714 540 7000 Direct Line: +1 714 438 4912
Fax: +1 714 438 0719
email: ken_beck@hilton.com

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

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

Webmaster:
Guy Bennett
webmaster@sgmpsac.org
All comments are welcome
on the newsletter and should



Oak Publishing Co.

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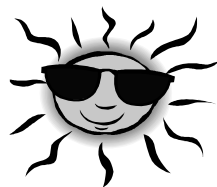
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Immediate Past President: Gloria Anderson

Committee Board Liaison: Elections and Membership



BOARD HIGHLIGHTS

Your SGMP Sacramento chapter board has been busy over the last two months making important decisions for our chapter. A full-day retreat was held at the Hallmark Inn in Davis on January 8, 2003. Some of the important topics we discussed and decisions that were made included the following:

- Approval of Oak Publishing Contract through June of 2004 retaining our current Webmaster and Newsletter designer
- Publish and acknowledge member birthdays in the Newsletter and at monthly meetings
- Transfer \$5,000 from our current checking account to a separate money market account earmarked as our contribution to the 2005 National Conference to be held in Sacramento
- Discussed the current economic situation in the Government market and voted to offer scholarships to the San Francisco Chapter's Education Conference for those planners who will be unable to attend the National Convention
- Formulated a plan for the June transition to the new board, which will set everyone up for success.
- Established (3) Chapter Successes, which will be submitted to the National Board. These included:
 - Our July trip to the USS Hornet to support our San Francisco Chapter
 - Our process of interviewing and selecting a new interim board member
 - Our 1st Annual membership planning retreat

