

# PONY XPRESS



THE NEWSLETTER FOR THE SACRAMENTO CHAPTER OF THE SOCIETY OF GOVERNMENT MEETING PROFESSIONALS

[www.sgmpsac.org](http://www.sgmpsac.org)

## Recognitions—Sam Gilmer Award Recognition *by Donna Carey*

I just wanted to say a little bit about the person I nominated for the Sam Gilmer Award this year. Although she didn't get it, she certainly does deserve it. In fact, she actually came in right behind the winner. A little bit about this candidate. She has been a member since Sacramento Chapter's existence. She has served as Director, Vice President, President and Past Chapter President. She has also received the Chapter's Planner of the Year award. Most recently, she served three years on the National Education Foundation as Director of CMP Certification.

Back in 1989 when computers were still very new, this person converted the chapters' data base into a Macintosh system. In fact, in all of chapters, it was our Sacramento Chapter that was the first to have a data base of this kind capturing all sorts of valuable information for our chapter. She, in essence, was the chapter's management company, managing the chapters membership meticulously for the past 15 years, the chapters' telephone answering service, and was known for her comic sans labels which were sold to supplier members. You might recall that last year, the current board of directors opted not to renew the contract on all the services that she provided and are currently managing the membership.

During her past 16 years, she has been a dedicated member of SGMP and was the first to establish a centralized conference unit receiving quite a monetary merit award for doing so. She was the Logistics chair for the SGMP National conference in Long Beach. Back in 1997 (seems like just a heartbeat ago), the chapters were responsible for the success of each conference and many chapters found that the workload was too much. However, not Sacramento! Sacramento thrives on excitement. I would like all of you to join me in thanking her for her devoted



*Pam Corona, CMP*

service to SGMP and know that she was very deserving of this award – perhaps next year...  
**Pam Corona – you're the best to us . . .**

As National President, one of the most exciting awards that I get to present is the Presidents Award of Merit. You might recall that a year ago I presented two awards; one of those awards went to Wendi Williamson for the work she developed on member benefits. In fact, it was put into a presentation that was used when Wendi and I were asked to do a workshop for the Federal Government in San Diego, CA. I am pleased to announce that the presentation is now a part of SGMP's new marketing video that will be distributed to all chapters for recruitment of new members.

So when it came time to give awards this past year in Nashville, I again gave two awards. This year another member of our chapter received the President's Award of Merit. Last year, the National Board developed a new task force on Membership Retention. This new assignment was given to **Kristi Griffith**, SGMP's 2nd Vice President. Kristi wasn't at the meeting and so it was easily assigned to her. Knowing the work of this individual on the National Newsletter committee, she was immediately asked to co-chair and develop a committee. All of which she has done. This year in SGMP, our total membership renewal rate has never ever been this high – over 80 percent. We believe that it is through communication and providing to our member the importance of their membership and reasons to continue as



*SGMP Kit Gonzales receiving award from National President Donna Carey*

an SGMP member. Also, taking the extra time to place a telephone call and letting them know that they are important and a valued member is always such a nice touch. As our membership approaches 3600, we will need you more than ever. Thank you – **Kit Gonzales** for your invaluable service to SGMP this year. 

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The *PonyXpress* newsletter is published Bi-monthly, in February, April, June, August, October, and December.

Articles are due three weeks prior to the publish date. **The deadline for the October Issue is September 10, 2004.**

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*\*Please be aware that articles submitted are subject to approval by Newsletter committee and content may be edited.*

## President's XPRESSIONS *by Janice Hayden*



*This "Working Together. A Team Commitment" will prove, as last year and every other year did, that we will all learn from everything we do.*

As we start out a new year, I have to take a moment to briefly reflect on an incredible "Back to Basics" year that flew by so fast I can't believe it's gone. For the fifty members from our chapter that attended the fabulous National SGMP Conference in Nashville, Tennessee in May, I think you will all agree that the conference was an outstanding opportunity to network with suppliers and planners from all over the United States. The conference gave us all an opportunity to rekindle old friendships as well as make many new friends. With the wide variety of educational opportunities, I'm sure we all came back with new ideas and skills that we can all use in our professional and personal lives.

Ten members of our chapter attended the National Conference did so as a result of the scholarships our chapter gave to all who applied based on their committee work during the year. Thank you to all of you for your hard work. You deserved it and I hope that you all felt your time and energy was worth it.

We are off and running with a partial new Board of Directors and a full plate of educational opportunities and events in front of us. This "Working Together. A Team Commitment" will prove, as last year and every other year did, that we will all learn from everything we do. We all grow with the friendships and relationships we make and with everything we do to give back to our community and our organization.

I hope you will all join us in our "Third Annual Membership Planning Retreat" on August 5th at the Sacramento Red Lion Hotel for a half day planning retreat. Join a committee and get involved if you haven't done so in the past. We need all the fresh

new ideas we can get in order to have another successful year. We would like to pay the registration fees for as many of our members as we can to the national conference being held May 18-21, in our fabulous City of Sacramento. To earn points toward your scholarship please keep track of all the volunteer work you do with the chapter. Every article you write as well as any other help you volunteer all goes toward winning a scholarship.

The Board can't do it alone. We need the input and work of everyone to make this the best national conference ever. While the best national conference ever is one of our goals, it is extremely important that the chapter stays intact and thriving. We can't put everything into the national conference at the expense of our own chapter. That is why I have appointed Wendi Williamson, Immediate Past President, to head the efforts related to the 2005 National Conference. The Board and membership will all participate in this effort but our main goal is, as always, to continue our educational programs, membership raising, fundraising and community support efforts. There will be plenty of committees and opportunities for everyone.

On behalf of the Board of Directors of the Sacramento Chapter of SGMP, I urge you all to get involved. You don't have to wait to be asked. **SGMP Needs You!** 



## With Our Gratitude *by the PonyXpress Newsletter Committee*

As we write this article we are filled with mixed emotions. This past year has been one of change for the *PonyXpress*. Last August at the Membership retreat the newsletter committee was formed, with **Brad Charlesworth** as our Chair/Board Liaison and many times our fearless leader.

From the start Brad had his work cut out for him as his committee consisted of four very strong-minded women. We quickly learned that all of us had the same goal – to make the *PonyXpress* something our chapter could be proud of, something that would stand out.

This year has not been without its challenges but with Brad's strong leadership guiding us we stood up to the chal-

lenges. As our year comes to a close for the current committee we have reached our goal – the *PonyXpress* has gone through many changes and we now have a newsletter that stands out, one we are proud of.

We would like to thank Brad for the countless hours he put into our newsletter this past year (we are sure he had many sleepless nights over the challenges we faced), for his enthusiasm, energy, oh yes, his sense of humor, his compassion, for never giving up when push-came-to-shove and for working so hard to ensure the newsletter committee never lost focus of our overall goal – to provide the members of SGMP with a Newsletter we could all be proud of! 🐎

## June Meeting *by James Lynton*

Take over 80 energetic people, sprinkle in the Fish Philosophy, add the installation of a new board and throw in some awards and you have the June Chapter meeting for the Sacramento Chapter of SGMP.

The backdrop for this glorious event was the Sheraton Grand Hotel. The night was the end of a long day for some and the beginning of a great year for others. Many of our members are also members of CalSAE so they started their day with Golf. Being the "die hards" they are, they pulled double duty and made it out for SGMP that evening.

The room was buzzing with people who enjoy seeing each other each month. We had a chance to see the Fish Philosophy Video and hear what some of our fellow members do to Play, Make Someone's Day, Be There and Choose Your Attitude in their day at work. 🐎



*Robin Pollock from CSUS and her daughter, Crystal Forseth enjoy the awards banquet.*



*Dean Grubl from the San Francisco Chapter comes and joins Crystal Spencer and Marie Allen from the Sacramento Chapter.*

## Nashville or Bust! *by Gail Latona*

Well I've never had any legitimate Southern roots, other than my occasional drawl on certain words that have people questioning what part of the South I hail from. No, much to my chagrin, I can't lay claim or fame to being a Southern Belle. I don't wear white gloves, sip on mint juleps, or wear panty hose no matter how high the humidity climbs, not to mention sittin' on a front porch rocker counting fireflies in the night. For one short week I did have the opportunity to absorb the sights, sounds, and smells of some lovely Southern nights. Nashville was awesome! From my arrival on a warm, but not too humid afternoon, driven by a friendly, amusing, Southern born and bred bus driver explaining the sights, to the gorgeous grounds of the Gaylord Opryland Hotel, Nashville was the place I most wanted to be at that time.

What is a trip to Nashville without a visit to The Hermitage, home of President Andrew Jackson, and the Belle Meade Plantation? History has been kind to both of these plantations thanks to the efforts of Tennesseans to preserve their history. Both of these locations are beautifully maintained for today's tourist to see what life was like nearly two hundred years ago. The pride of ownership was evident everywhere you went in Nashville, from the beautiful green grassy lawns to the well-manicured shrubs and flowers, the residents of Nashville are proud of their city and a beautiful city it is!

Next I was off to the General Jackson Showboat for a dinner cruise and show down the Cumberland River. The General Jackson is a big old paddle wheel boat that cruises up and down the swift current of the Cumberland River all the way to downtown Nashville right by the Tennessee Titans Stadium. Oh how those Tennesseans are proud of their Titans!

Ryman Auditorium and the Country Music Hall of Fame were next on my agenda. What is a trip to Nashville without a history lesson in country music? If you ever want some high stakes residual income, write yourself a country love song and send it to Nashville for one of the country stars to record. Lets see, Love me tender.....Topping off this country music day was attending a live performance of the Grand Ole Opry, seeing Ricky Skaggs and Lori Morgan, not to mention the wonderful regulars on the nightly program.

Being a life long fan of Norman Rockwell, I was ecstatic to learn the Gaylord Opryland Hotel hosted the kickoff exhibit of a nationwide tour of the artist's works. This was an exhibit. Life size replicas of Rockwell's famous Saturday Evening Post magazine covers were on display with interactive characters and displays. This was a once in a lifetime exhibit. If it comes to California be sure to see it!

A night on the town in Nashville with dinner at BB Kings, and a dance lesson at the Wild Horse Saloon rounded out a great week in Nashville.

All humor aside, the SGMP Conference was terrific. I was impressed with the location, classes, value, tradeshow, and camaraderie of the attendees. It was a privilege and honor to be a scholarship recipient and have the opportunity to expand my knowledge, make new friends, and see a beautiful part of the Grand Ole USA.

Thank you SGMP. 🐎



*James Lynton of the Sacramento CVB invites the SGMP community to Sacramento in 2005!*



*President Janice Hayden enjoying an evening with Davis DeBrady*



*Immediate Past President Wendi Williamson shows that we are ready to get down and show folks a great time in 2005.*



*Reggie Sears, CMP enjoying the company of Gail LaTona and Renee Larson.*

# NASHVILLE

## Nashville CMP Study Group

by Wendi Williamson

Attending the CMP study group at the National conference in Nashville was probably the best learning experience I have ever attended. I learned that I did know something and I have a lot left to learn.

The class led by **Tricia Hall** CAE, CMP and coordinated by our own **Pamala Corona** CMP, was educational, motivating, measurable, and fun. In fact, I do believe they met their goals and objectives!

The course was three days of interactive learning, and I highly recommend it to everyone, even if you never take the CMP exam. I was very impressed with the level of experience in the room. There were at least three Federal planners who do International meetings. There was plenty of opportunity to share experiences both good and bad that ultimately reinforced the CIC and the PCMA manuals.

I had heard that the SGMP CMP study group was one of the best, and now I know why. If you are considering taking the course in Sacramento, I suggest that you purchase your books now and brush up so you can get the most out of it. 🐎

For more information on the CMP process log onto [www.conventionindustry.org](http://www.conventionindustry.org). Good Luck!

## Walk for Breast Cancer Very Successful!

by Kit Gonzales

**ChereAmie Bischoff** completed the two-day walkathon July 10 and 11, 2004, for the Avon Foundation Walk for Breast Cancer. She accomplished 80,259-steps/41.04-miles/sore everything/burning feet but relished every moment and was highly exhilarated! Including SGMP's donations, ChereAmie raised almost \$3,000 in pledges.

There were 1800 walkers who started the first day's 26 miles. At the halfway marker, San Francisco Chapter President **Robin Wilson**, CMP, cheered ChereAmie and her team on that first day. Perched on a bench in sunny Golden Gate Park, Robin and I cheered on hundreds of walkers as they entered their last mile on the second day (Sunday). Several tourists who were curious about all those women wearing so much pink joined us on the bench. They ended up cheering the walkers as if they had planned on being there all along. It was heartwarming!

The closing ceremonies were a sight to behold! Family, friends, and supporters of the event greeted 1800 walkers as they gave the "Pink Wave" and marched toward the stage. The event raised over \$4.3 million for breast cancer programs and we saw over \$1 million given out in grants to Bay Area programs at that ceremony. On the 25' tall inflated traveling pillars embracing the "Pink Wave" stage area, I took a pen and wrote, "ChereAmie-We are SO proud of you! – SGMP SF and Sacto."

ChereAmie says this was the most rewarding experience of her life because she discovered we are capable of doing more than we think. Although she did the proper training and wore the correct gear, it was the mental state (the will, the determination and willingness to deal with the tired and sore body) that determined the outcome and her success. Our own shining star, ChereAmie Bischoff, was asked to pose for and appear in the 2005 Avon Foundation's Walk for Breast Cancer marketing brochure and video. She is taking pledges and donations already for next year's walk! 🐎

*ChereAmie says this was the most rewarding experience of her life because she discovered that we are capable of doing more than we think.*



ChereAmie (in denim jacket on right) marching in the Pink Wave at the Closing Ceremonies.



Figure Cheers for CherAmie from SGMP on the traveling pillar.

## CHSP Review *by Brad Charlesworth, CHA, CHSP*

It is that time of year most Director of Sales dread – BUDGETS, and with that we have to fill out the dreaded Market Plan.

After studying for my CHSP, I learned how this plan works with the budget and why it is so important.

Over the next several issues I plan to review the six steps in the marketing plan:

1. Conducting a market audit
2. Selecting target markets
3. Positioning the property
4. Determining market objectives
5. Developing and implementing action plans – promotions/advertising/public relations
6. Monitoring and evaluating the market plan

### So what is a market audit?

It reviews a property analysis, competitive analysis and a situation analysis.

A property analysis is a written self appraisal used to address strengths and weaknesses of a property. This is probably the most difficult part of the plan as we see our property every day. Have a fellow Sales person or Manager tour your property and get their honest feedback.

**A competitive analysis looks at three areas:**

1. Competitors business that you can take
2. Competitive advantages your property enjoys
3. Weaknesses in the marketing strategies on which your property can capitalize

**There are three sheets that can be used for the competitive analysis:**

1. Competitive rate analysis
2. Competitive fact sheet
3. Need fulfillment by market segment

**A competitive fact sheet should include:**

1. Number of rooms and their breakdown
2. Location
3. Overall reputation and quality
4. Meeting/banquet space and services
5. Restaurant and lounge
6. Other Amenities and services
7. Marketing
8. Customer Mix
9. Positioning

Finally, the situation analysis researches the property's current position in the market place and reveals potential opportunities to promote the property.

**There are two parts to the situation analysis:**

1. Market Place Analysis – identifies environmental opportunities and problems that can affect business
2. Occupancy and Activity Analysis – looks at the property's past, present and potential operating statistics

The key to any marketing plan you do is to continually review what your plan was for the year. It should be modified throughout the year to assist you in attaining your goals, your teams goals, and inevitably the hotels budget goals.

**Good luck with this year's market plan in your budget.** 

## Dollars & Sense—Smart Budgeting Practices for Your Conference or Meeting

*by Renee Larsen*

I was honored to be a recipient of a scholarship to the SGMP 2004 National Convention.

The first class I attended in Nashville was on budgeting. The instructor, **Steve Hilberg**, is a Manager for the Illinois State Water Survey Department.

He outlined a practical approach to planning the budget for a conference so there will be few surprises. The six steps he outlined to planning a budget are:

1. Evaluate your meeting objectives and financial goals.
2. Identify all costs (and potential revenue) as accurately as possible.
3. Plan and format your budget so that the logic of how you constructed the budget and registration fee can be clearly understood by you and others.
4. Determine your break-even attendance.
5. Establish the registration fee to be equal to or exceed the total cost per participant.
6. Present your budget and registration fee calculation in a format where it is clear how you arrived at your registration fee.

Steve's worksheet, spreadsheet, and handouts are available to all SGMP members on the national web site, [www.sgmp.org](http://www.sgmp.org), in the "members only" section. They can be found under the "Meeting Planners Toolkit".

He has prepared an in-depth document to follow to make sure you take into account all the fixed and variable costs associated with your meeting. 

## Fun in the Sun in San Francisco

by Brad Charlesworth, CHA, CHSP

As we headed back to Sacramento from Pier 9 in San Francisco the one word that comes to mind is perfect. The weather, fellowship, and the meal could not have been any better unless it was

*It was an opportunity for the Sacramento Chapter to show their support of our friends and colleagues to the west as we joined San Francisco for their annual cruise on the bay.*

written in a Harry Potter adventure. It was an opportunity for the Sacramento Chapter to show their support of our friends and colleagues to the west as we joined San Francisco for their annual cruise on the bay.

Signature Cruise Lines vessel "California Spirit" was the venue, and our cruise was highlighted by travel-

ing past historical tourist sites, including: cruising under the Golden Gate Bridge, a pass by Alcatraz, and going into the bay by SBC Park, home of the San Francisco Giants.

The speaker was Mitchell Friedman who gave an update on what has been transpiring with the Accepted Practice Exchange on RFP's. This group is trying to create a set of standards for RFP's, and has held one meeting in San Francisco, and is looking at holding another in September. If you are interested in finding out more, visit [www.conventionindustry.org/APEX/cdg.htm](http://www.conventionindustry.org/APEX/cdg.htm).

Don't worry Sacramento; for those of you that wish to participate in this process, APEX will be conducting a meeting here later this year.

The day was a perfect 10 with the sunshine, the vessel, the cruise on the bay, and an opportunity to network with the San Francisco chapter members.

Hats off to San Francisco for an awesome day! 🐾



The crew is all aboard as we head out onto the San Francisco Bay



Sacramento President Janice Hayden and San Francisco President Robin Wislon, CMP enjoy a day aboard the California Spirit.



The Sacramento Chapter showed up in force to enjoy a great day of networking with the San Francisco Chapter.

## Charlesworth Attains Professional Designations

by Lu-Lu Ramos

After being out of the study routine for the past 12 years Brad Charlesworth, Director of Group Sales for the Red Lion Hotel, hit the books again to earn the right to display the initials CHSP (Certified Hospitality Sales Professional) behind his name.

Brad studied for two months prior to the National Education Conference in Nashville this past May. He arrived at the conference two days early to attend a study course offered and then took the 2 hour written exam.

On June 7th Brad received the news. Putting in all those long hours studying paid off. He passed the exam.

"Obtaining my CHSP improves my marketability and it puts me one step ahead of the competition," Brad stated. "It shows I am credible in my job and I take my profession seriously."

CHSP isn't the only set of initials he has to his credit. Brad recently recertified his CHA (Certified Hospitality Administrator) designation, which he has had for nearly 10 years. It is the highest degree you can receive from the American Hotel and Lodging Association.

Looks like Brad is going to need more space on his business card! 🐾

*"Obtaining my CHSP improves my marketability and it puts me one step ahead of the competition," Brad stated. "It shows I am credible in my job and I take my profession seriously."*

## 2004 Planner of the Year – Kit Gonzales

by Emily M. Schroeder

Since I received the Planner of the Year Award last year, I had the pleasure of presenting the Planner of the Year Award to this year's recipient, **Kit Gonzales**. Kit has been a member of the Sacramento Chapter for over nine years and she has volunteered many hours to numerous committees and events at the Chapter level and at the National level.

At the Sacramento Chapter level some of these events and committees include, but are not limited to, meeting coordinator for monthly chapter meetings, monthly meeting moderator, and member of the Silent Auction Committee for the Sacramento Chapter 2002-2004. She has been the recipient of several scholarships that have helped her attend the National Conferences including the latest in Nashville, TN. At the national level Kit has served on the committee for the Newsletter of the Year Competition in 2002-2003. In 2004 Kit found her niche and became a member of the Membership Retention Task Force. She has helped many chapters, including our own, retain members and renew member interest in their local chapters.

In fact, for all her hard work, the National President, **Donna Carey**, recognized Kit at the national level by awarding her with the National Presidents Merit Award in Nashville, TN. If you have not had the pleasure of meeting Kit yet, then please, at the next meeting, introduce yourself. I am certain by the end of the introduction you will have a new friend and a valuable business ally. 🐾



Emily M. Schroeder presents Planner of the Year Award to Kit Gonzales.

## Supplier of the Year – James Lynton

by Brad Charlesworth, CHA, CHSP

The supplier of the year award is given to the individual supplier who exemplifies commitment to our chapter – the one that goes above all to try to make this chapter the best that it can be.

In order to be the best, one must face challenge and adversity James had that. Leaving the Doubletree in December, and moving on to the Sacramento CVB.

Here are some of James' accomplishments:

- A member of the Sacramento Business Travel Association
- He has been part of several committees including: The Elections Committee, Registration Committee, Educational Conference, Monthly Programs (the last two he served as chair)
- James has also given on a national level to the SGMP: participating on the Silent Auction Committee in Orlando, and this year in Nashville worked on the National Charity.
- When a board member that was unable to fulfill the duties of the position, he applied and was voted on to this years board.

Congratulations must go to **James Lynton** for an outstanding job this year and for all of his efforts to make this the best chapter it can be. 🐾



James Lynton receives Supplier of the Year Award from Brad Charlesworth.

## Supplier Profile – Susan Firth

by Wanda Headrick



*Great clients, seven exceptional hotels with shopping and dining, a truly professional staff and a great boss all contribute to an environment that makes going to work a pleasure.*

**Susan Firth**, Sales Manager for the Costa Mesa Conference and Visitor Bureau, makes it very clear that she loves her job and why. Great clients, seven exceptional hotels with shopping and dining, a truly professional staff and a great boss all contribute to an environment that makes going to work a pleasure.

Susan has been in the hotel industry for 18 years and joined SGMP in 2003 to improve her professionalism through shared knowledge, especially of Costa Mesa and Orange County. She also found a side benefit – SGMP can be a lot of fun. She dotes on the tradeshow conferences; “Everyone is so friendly.”

Susan was born in New Jersey and loves to visit her family, who still reside there. Huntington Beach is the current residence of the Firth family, husband Jon, daughters Alyssa (7yrs) and MiKayla (5 1/2 yrs), and the head of the house – a lazy 10 year old cat named Tequila Kitty (honest).

Besides traveling tourist style, Susan loves to read and write children’s literature and all aspects of the theater (especially in Costa Mesa).

If you have not already done so, make it a “must do” to introduce yourself to Susan at the next meeting!

## Planner Profile – Carmen Sawyer

by Wanda Headrick



*When asked what her favorite thing about her job, Carmen's answer was naturally, “The people I work with.”*

It is very difficult to find a real “people person” anymore; someone who really likes and cares for those around her. Such a treasure can be found in the Department of Conservation’s Certification Services Branch answering to the name of **Carmen Sawyer**. When asked what her favorite thing about her job, Carmen’s answer was naturally, “The people I work with.”

When I asked Carmen to fill out the form sent out for the Planner Profile because she was being highlighted as planner of the month, she said she would fill it out for me. When I got the form back, I should have known what it would have on it, but I didn’t think. It came back with the answer to the question: “Why you joined SGMP?” “Wanda told me to over and over, so I joined to shut her up.” Carmen can be very trying at times!!

When Carmen was born her mother had to come to Sacramento because Carmen was a high risk baby. Carmen has lived in Marysville since then. She lives with Kevin, her husband of 8 years, and two daughters, Andrea (8 yrs) and Alissya (6 yrs).

Her hobbies are scrapbooking, watching movies and taking her girls to the park or for a swim. Oh ya, and giving Wanda a bad time.

*Know someone you’d like to see featured in the next “Planner Personality Profile”? Please email Priscilla Gandy at [gandyp@csus.edu](mailto:gandyp@csus.edu).*

## Board Corner

by Brad Charlesworth, CHA, CHSP

For some it was a chance to say good-bye, for others it was a chance to say hello. This past board meeting was an opportunity for new board members to see how the process works and be trained by the outgoing board members.

Some of the items at this past meeting included:

Selecting NeoDesign to produce our newsletter, as well as continuing our relationship with Oak Publishing Company as our web designer. Both contracts were signed for an 18 month duration as this will give the incoming board an opportunity to review proposals for 2006 without it being their first decision they have to make.

It was also approved to donate \$300.00 to the Women's Empowerment group for their graduation in July. This is part of the Loaves and Fishes organization that assists homeless women and children and provides women with job training skills. 

## 3rd Annual Membership Retreat—August 5th

by James Lynton

Please join us for our 3rd Annual Sacramento Chapter Membership Retreat. Meet your board members and help us form the committees that will spring us into a spectacular year.

If you are interested in volunteering, this is the event to attend. Programs, Education Conference, Silent Auction, Newsletter, Community Service, Registration and Hospitality, Monthly Meeting Logistics and Awards - all of these committees will need your input for the upcoming year.

We start at noon with lunch and then break into committees for brainstorming. This event is a great way to kick off the year. If you are new to our chapter or have been around for years, you will be able to help us move this chapter to another level in 2004/2005.

**August 5, 2004**

12:00 to 5:00 PM

Red Lion Sacramento Inn

1401 Arden Way 

## Working with Volunteers—September 2nd

by James Lynton

Join us at the beautiful Hyatt Regency Sacramento on September 2, 2004, as we discuss "Working with Volunteers". Whether you are a meeting planner or a supplier, this topic is relevant to you.

Volunteers can make or break your program if you do not understand how to motivate a person to give up that valuable "personal time".

Hear some best practices and gain some insight on how to make this non-paid staff work as hard as those being paid.

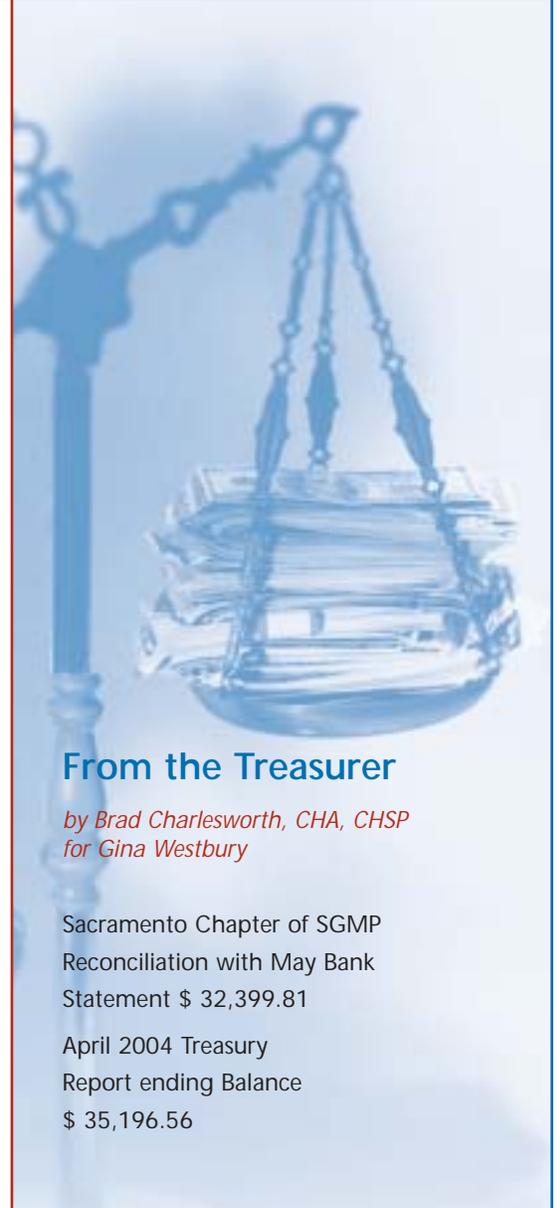
**September 2, 2004**

4:30 PM Registration and Mixer

5:00 to 6:00 PM Program and Door Prizes

Hyatt Regency Sacramento at Capitol Park

1209 "L" Street 



## From the Treasurer

by Brad Charlesworth, CHA, CHSP  
for Gina Westbury

Sacramento Chapter of SGMP  
Reconciliation with May Bank  
Statement \$ 32,399.81  
April 2004 Treasury  
Report ending Balance  
\$ 35,196.56

## Membership Report 7/12/04

by Wendi Williamson

Government Planners	115
Contract Planners	6
Suppliers	111
	<hr/>
	232
Retired Planners	3
<b>Total Chapter Membership</b>	<b>235</b>
Government Planners & Contract Planners	.522%
Suppliers	.478%

## 2003 – 2004 Board Profiles *by the SGMP Board Members*

### Janice Hayden

Position: President

*Employment: CSU Sacramento – Director University Ceremonies and Visitor Relations*

Janice has been an active member of the Sacramento Chapter of the SGMP for the past ten years. In 1999 she was elected to the Board as Planner Director then First Vice President, so it was only natural 4 years later for her to rise to the challenge of President. In her second term as President, her goal continues to be to encourage greater involvement of all chapter members. Janice is a firm believer in the power and the benefits of continuing education, personal development of members, personal relationships and teamwork.

### Carla Slink

Position: First Vice President

*Employment: Caltrans, Conference Coordinator*

This former Chapter Planner of the Year and previous board member brings drive, enthusiasm, and team philosophy to this year's board. Being a member for the past seven years, Carla has been actively involved in all aspects of the organization. For the past three years she has been involved with the silent auction, educational conference and has written articles for the chapter newsletter. She feels the "Working Together" team concept is essential for the continued success of the SGMP Sacramento Chapter.

### James Lynton

Position: Second Vice President

*Employment: Sacramento CVB – Convention Sales Manager*

James is the bright, new member of the Sacramento Convention & Visitors Bureau. In addition to getting Sacramento ready to host the 2005 National Conference, James will be working on our Monthly Programs and Education Conference for a second year in a row as well as overseeing the Registration and Hospitality Committee. James believes that "Work Can be Fun and Meaningful" if you bring the right attitude to the job. People make the difference and with the right people working with you, the job gets easier. James has a vision for interactive programs and streamlining the registration process. His goal is to make the 2004/2005 year the best one ever.

This will be accomplished by providing programs that will bring out the membership and entice new planners to join.

### Priscilla Gandy

Position: Secretary

*Employment: CSU Sacramento CCR Conference & Training Services*

Priscilla has over nine years of conference planning experience; as of which three years have been in planning events in the private sector and six years in planning government conferences. Currently, she is a Senior Conference Planner with the CSUS College of Continuing Education, Conference and Training Services. Priscilla facilitates all aspects of conferences, including site selection, facility negotiations and coordination, registration, speaker and exhibitor selection and coordination as well as coordination of all graphic materials included in each specific conference she manages. Her expertise is in handling large volume conferences (upwards of 600 attendees).

Besides being a SGMP member, she also belongs to the Green Hotels Association and Meeting Planning International.

### Aziza Brown

Position: Treasurer

*Employment: La Quinta Inn – Regional Sales Manager*

Aziza is currently a Regional Sales Manager for La Quinta Inns & Suites and has been with the company for approx. 5 years. She first began working in the hotel industry in Oklahoma City, Oklahoma working in both Full-Service Hotels as well as Limited Service. Aziza has been an active member of SGMP for 4 years now and has worked on both the membership committee and registration.

### Karalee Adams

Position: Director Supplier

*Employment: San Mateo County CVB – Sales Manager*

Karalee first cut her teeth in the hospitality world over 15 years ago in Sacramento. She has held positions as a Sales Manager, Director of Sales and Marketing, and Area Sales Manager in both full service and limited service hotels.

In her current position of two years as Sales Manager for the San Mateo County CVB, Karalee enjoys promoting a fabulous destination while working out of a home office in Roseville.

In her free time, Karalee enjoys spending time with her family boating, skiing, and can often be found in a bleacher cheering her 9-year-old son and 10-year-old daughter on in their various sports.

### Robin Pollock

Position: Director Planner

*Employment: CSU Sacramento – Deans Office - Social Science & Interdisciplinary Studies*

Robin has been with California State University, Sacramento for over 18 years. She is currently the Administrative Analyst/Specialist for the College of Social Sciences & Interdisciplinary Studies. Robin has been an active member of the Sacramento SGMP Chapter since 1991

### Emily M. Schroeder

Position: Director Planner

*Employment: California Department of Aging – Conference Planning and Contracts*

For the past three years Emily has been very active in the Sacramento Chapter. This was highlighted in 2003 when Emily was named planer of the year. Emily brings a sense of pride and enthusiasm to this year's board. Her goal is to see our chapter win the newsletter of the year award for 2005 and to raise the most money for the local and national charity.

### Wendi Williamson

Position: Immediate Past President

*Employment – California Department of Aging – Training & Education Team*

Wendi has been an active member of the Sacramento Chapter since 1997. She served as Chapter Secretary from 1999 – 2001 and Chapter President from 2001 – 2003. Wendi's commitment and enthusiasm for the Sacramento chapter will continue as she fulfills the role of Immediate Past President.

As you can see, this years board is ready to lead us through what promises to be an exciting year. They all believe in being able to discuss any matters with its members, and are looking forward to the challenges that may lie ahead, as well as hosting the SGMP National Conference in 2005. 

## Board of Directors

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### President

Janice Hayden  
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[haydenj@csus.edu](mailto:haydenj@csus.edu)

### 1st Vice President

Carla Slink  
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### 2nd Vice President

James Lynton  
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### Secretary

Priscilla Gandy  
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### Treasurer

Aziza Brown  
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### Director

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### Director

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### Director

Emily M. Schroeder  
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### Immediate Past President

Wendi Williamson  
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# SGMP SACRAMENTO

## Sacramento Chapter

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The Society of Government Meeting Professionals (SGMP) enjoys interaction of government meeting planners (local, state and federal), suppliers who support government market and contract planners who work with government planners. SGMP is a national organization with chapters throughout the United States.

The SGMP Sacramento Chapter chartered June, 1988 with 37 members. The Chapter has grown to over 200 supportive members, and is now the second largest chapter in the U.S. Our website is [www.sgmpsac.org](http://www.sgmpsac.org).

The National website can be viewed at [www.sgmp.org](http://www.sgmp.org).

**Vision** *The Sacramento SGMP Chapter is universally recognized as the premier resource for the government meeting profession.*

**Mission** *Expand the knowledge and expertise of Government Meeting Professionals through education, training, advocacy and industry relations to ensure cost-effective meetings and provide added value to each organization.*

## Chapter EVENT CALENDAR

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**August 5, 2004**

**Third Annual Membership Planning Retreat**

Red Lion Sacramento Inn  
1401 Arden Way

**September 2, 2004**

**Working with Volunteers**

Hyatt Regency Sacramento at  
Capitol Park  
1209 L Street