

# PonyXpress



DECEMBER 03 / JANUARY 04

VOLUME 1, No. 95  
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JUNE 8, 1988

SACRAMENTO  
SOCIETY OF GOVERNMENT  
MEETING PROFESSIONALS

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## December Meeting Reminder

Date: December 4, 2003

Time: Registration - 4:30 p.m.  
Meeting - 5:00 p.m. - 6:30 p.m.

Place: Holiday Inn Capitol Plaza  
300 J Street  
Sacramento, CA 95814

Program: **Customer Service and  
Community Support**

Erika Lewis, Manager Point of View Nordstrom has been serving her customers since 1999. In the retail industry very few company's stand out for continuous high standard of "customer service". Nordstrom is always the leader. We are interacting with customers everyday and in many different ways.

Are we successful? Erika, will share with us the secrets of success. There is more to "customer service" than "may I help you?".

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

## January Meeting Reminder

Date: January 8, 2004

Time: Register - 4:30 p.m.  
Meeting - 5:00 p.m. - 6:00 p.m.

Place: Rancho Cordova Marriott  
11211 Point East Drive,  
Rancho Cordova, CA  
95742

Program: **Effective Networking**

In our industry, being able to effectively network is a must. Every where we go and every event we attend, networking is a pivotal part of the time spent. Effective networking can open the door to new business or better yet, new friends to do business with. Interested? Come and hear Mr. Steve Steinhart, C.H.S.E., C.H.M.E. explain the ins' and outs'/do's and don't of networking so your future experiences will be better. Why? Because it is part of your job.

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



Marriott  
SACRAMENTO  
RANCHO CORDOVA

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Guest room rates for planners will be \$82.00, for suppliers \$139, plus tax.

Gaylord Opryland has a large facility for the tradeshow right below all the meeting rooms. The exhibitor prospectus has been mailed out and the exhibitor fees are:

|                              |        |
|------------------------------|--------|
| Previous member exhibitors   | \$ 825 |
| Second person in a booth     | 725    |
| First time member exhibitors | 925    |

With all our departments cutting back drastically, it will be a little harder to get approval to attend an education conference out of state. If there's a will there's a way. I encourage all of you to do whatever you can to attend. There are a number scholarship opportunities available based on 2003's chapter participation.

**Don't forget to save the dates of May 26-30, 2004.** Check out the SGMP website for conference information and updates at [www.sgmp.org](http://www.sgmp.org).

I would like to take this opportunity to thank all our hard working committee members and to wish the entire chapter a happy and safe holiday season. Traditionally our December meeting is devoted to giving back to the community. Please don't forget to bring your unwrapped gifts for women and children and/or your books, magazines or canned food to the meeting December 4, at the Holiday Inn Capitol Plaza. Together we can all help to make the holidays a little brighter for those less fortunate.

**From the Treasurer**  
By Janice Hayden For Gina Westbury

Sacramento Chapter of  
SG MP

Reconciliation with  
September 2003 Bank  
Statement \$20,237.10

September 2003 Treasury Report Ending  
Balance \$20,593.83



**MESSAGE FROM THE PRESIDENT**

By Janice Hayden

It's amazing how fast this year is flying by. The fall semester just started and I can hardly believe it will be the holiday season in a little over a month, which always means commencement once again for me.

It was just a little over a month ago that I attended my first Chapter President's Roundtable (CPR) and National Board meeting in Nashville. The Saturday meetings started with a group meeting with the national board, the chapter president's and the chapter second vice president's participating in the first phase of our leadership training. This was followed by one and a half long days of meetings for both the chapter president's and the chapter second vice president's. After the meetings we had a chance to preview some of the exciting attractions in Nashville as well as the fabulous Gaylord Opryland Hotel and Conference Center. If our preview was anything like what is in store for our Education Conference in May, this is one education conference that should not be missed.

Conference registration will be:

|                           |         |
|---------------------------|---------|
| Government Planners       | \$ 285  |
| Non-Member Gov. Planners  | 360     |
| Contract Planners         | 375     |
| Non-Member Cont. Planners | 525     |
| Supplier Non-Exhibiting   | 575     |
| Non-Member Supplier       | \$1,050 |

## Membership News

By Wendi Williamson  
Immediate Past President



Our current member Ratio report shows our Sacramento Chapter is strong and healthy.

|                       |            |
|-----------------------|------------|
| Government Planners   | 114        |
| Contract Planners     | 4          |
| Suppliers             | <u>103</u> |
| Sub-Total for Ratios: | 221        |

|                  |          |
|------------------|----------|
| Educator/Student |          |
| Retired          | <u>2</u> |

|                              |     |
|------------------------------|-----|
| Total Chapter Membership     | 223 |
| .534 Total Percent GP and CP |     |
| .466 Total Percent Suppliers |     |

As you know SGMP chapters must maintain a 50/50 ratio of Planners and Suppliers. National Membership Policies require Supplier members to join with a Planner match. At this time even though our ratio is healthy, the Board of Directors have chosen to continue to require new suppliers to bring in two new planners with their application. This decision was made to avoid a chapter freeze. During these unsettled times in Government, it is our responsibility to do everything we can to maintain a healthy membership.

If you are interested in the National Membership Guide, log onto the National website [www.sgmp.org](http://www.sgmp.org) and go to the Member's only section; enter your first four letters of your last name and your four digit membership number. The Membership Guide is listed under Chapter Resources. This information is good for all of us to know, especially if you are recruiting new members.

I would like to take this opportunity to thank Pamala Corona, CMP for the many years she provided membership services to the Sacramento Chapter. As the Immediate Past President, I have assumed the role of Membership Chair and Raquel Correa is the Co-Chair. Our former SGMP telephone number is no longer in service, and we ask you to use our website [www.sgmpsac.org](http://www.sgmpsac.org) to be your first point

of contact for any questions you may have regarding our chapter. The contact information for all members of the Board of Directors is easily available. Thank you for your continued support of *your* chapter.

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## Behind the Meeting!

By Wanda Headrick

This edition's "**Behind the Meeting!**" article features **Barbara Lowell** who is a Conference Planner with California State University, Sacramento, College of Continuing Education, Conference & Training Services. Barbara has been a longtime member of SGMP with her favorite activity being the June Awards/Officer Installation Dinner. She originally joined SGMP to interact with other government meeting planners while supporting her community and staying abreast of industry standards.

An experienced conference planner, Barbara has been planning meetings for 15 years. She plans approximately 30 meetings per year, ranging from small sized trainings to full-scale events in excess of 1,200 attendees. Her favorite location for holding an event is the Resort at Squaw Creek and the Renaissance Hollywood Hotel. She has many contacts throughout the state of California and has worked with a wide range of state agency clients.

*Continued on Page 11, column 1*

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## Sacramento SGMP Baby News!

By Wanda Headrick

Supplier Member Jennifer Gilbert gave birth to her 2nd daughter Kacy Christine on September 29, 2003. 7 lbs.

Board Member Raquel Correa has a new Granddaughter, Alyna, born 11/13, 8lb. 3 oz.



## **Sacramento SGMP Cares**

By Lori Phillips

The Community Service Committee has chosen to support the Wellspring Women's Center, once again, for our Holiday charity. Since this organization has a Christmas "gift store" where women can chose gifts for their families, we would ask that people bring unwrapped items for women and children. The items that are needed are for children and babies: toys, games, warm clothing, junior sleeping bags (no Barbie dolls [or war toys](#) ). Items that are needed for women are: towels, cookware , [small appliances](#), and perfume sets. Items that are needed for teens are: sweatpants/tops, underwear, [gloves, backpacks, sport balls](#), and socks.

We would ask each individual to bring one item to our December meeting for the Wellspring Women's Center or make a donation of \$10 . Additionally, please bring a canned food item in exchange for a raffle ticket. Each canned food item collected will be donated to [a local food bank](#).

Just a reminder...We are still collecting Books and Magazines for various local charities, so empty out your bookshelves and help make someone's day a little bit brighter!

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## **Give Bottles & Cans a Second Chance this Holiday Season!**

By Lu-Lu Ramos

If you ever ask a beverage container why you should recycle they'll tell you, without hesitation "It's good for the bottle. It's good for the can". You'll not find a single can or bottle that does not believe in recycling. They are all for it and we should be too! Besides being recycled and returned to the shelf, recyclables can come

back as disco balls, fleece clothing, glassware/dinnerware, pet toys/pet beds and even socks!

Why recycle? One reason is that more than 1 billion water bottles are winding up in the trash in California each year. That calculates out to nearly 3 million empty water bottles going into the trash EVERY day. By recycling them, the raw materials from those bottles could be used to make 74 million square feet of carpet, 74 million extra large T-shirts or 16 million sweaters, among other things. That's just from water

*Continued on Page 11, column 1*

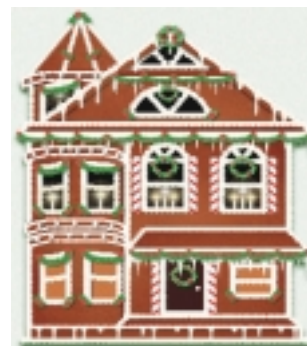
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## **Sacramento SGMP Program Committee Recruitment**

By Wanda Yanez

"Folks, we need help! The Program Committee is seeking volunteers to help plan our Annual Education Conference happening February 5, 2004. We need folks to handle some aspects of the planning process, such as workshop moderators, marketing person (name tags, program booklet, workshop signage, newsletter blurbs), a/v coordinator, helpers for assembling the folders, registration, and decorations.

Call Wanda Yanez (916) 653-7045 if you want to do any part of the above. Remember you need points!"



## **“Boss’s Night” is a roaring success!**

(Supplier Perspective)

By Robyn Cornell, Program Committee  
Sacramento SGMP

I for one, thought this was one of our “best” meetings. The interactive program set the stage for our dynamic speakers’. The program moved well and was FUN! We need to have more of these types of programs. That means that we need our member’s to come and take a part in the meetings.

On behalf of the Program Committee, we would once again thank, Thom and Janice for inviting their Boss’s to take the stage. Having my boss attend, reminded me of “Parent / Teacher” night in grade school, you were on your best behavior, you never knew what your parents were going to ask your teacher (old school). It was gratifying to see the Boss’s make the extra effort in support of SGMP. As always, it is informative and fascinating when Donna Carey, our National President and a Sacramento Chapter member gets a hold of the microphone. Fabulous job D.C.



Great job hosting, Red Lion!

On a personal note, I hope to see lots of my comrades on Sunday, October 19, 2003, as we take to the streets “Making Strides against Breast Cancer”.

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## **Bring Your Boss Night Review**

(Planner Perspective)

By Wanda Yanez

Bring Your Boss Night was held at the Red Lion Sacramento Inn and had over 110 members and guest attended.

Steve Hammond, President and CEO of the Sacramento Convention and Visitors Bureau

(CVB) was our first speaker. He said Sacramento is doing very well relative to what the competition is doing. The Bureau “sees the SGMP as a friend, not as customers.” The Sacramento CVB, City of Sacramento, and hotel partners have always and will always be supportive of our government partners and value their business.

The Bureau is hosting the closing banquet at Nashville, TN to promote the 2005 National SGMP conference in Sacramento. They are investing \$30,000! Steve gave his personal commitment to provide “the best show ever seen” at the National Conference and his total support to SGMP.

Ann Reed, Associate Vice President for Public Affairs at California State University, Sacramento (CSUS), was our next speaker. She shared her first experience to meeting planning in 1988 at the California Community Colleges Chancellor’s Office, she had to plan a dinner for 600 people without a clue where to start! In 1992 she began to work for CSUS and discovered that the campus offered a certified Meeting Planner program. Then she was introduced to SGMP. Janice Hayden, our current president, being one of her employees. Janice does the university’s commencements and recently the gubernatorial debates at CSUS. Because of her affiliation with

*Text & pictures continued on Page 6, column 1*



SGMP, Janice provides a professional look to her meetings. She has even outgrown her fear of public speaking. Ann said she even had her son shadow the planners to understand what goes into planning a meeting and learn from it and meet people he can call on for help in the future. Ann teaches a class called, Public Speaking for Cowards. The jest of the class is to put your foot in the water, and find out if it is OK. Its what this group is all about.

Donna Carey, National SGMP President, was our last speaker. She shared the benefits of being a member of SGMP. She outlined that SGMP can provide professional and personal development, provide local and national leadership opportunities, education and advancement areas of meeting planning. There is much to learn and much to share.



## November SGMP Chapter Meeting Highlights

By Gail LaTona

Janice Hayden, President welcomed suppliers and planners and thanked Rick Russell, Facility Manager for UC Davis Sutter Galleria and Suzanne Ramalia, General Manager of Hallmark Inn, Davis for jointly hosting the monthly meeting. The UC Davis Sutter Galleria is a wonderful venue with reasonable parking and meeting room rates and is conveniently located in Sacramento. The Hallmark Inn, Davis generously hosted the appetizers and drinks and has recently opened a new restaurant "Seasons", stop by in the near future and taste their culinary delights.

SGMP Sacramento Chapter is involved with several charitable drives this season, remember to be generous and donate useful toys and clothes which will go to the Well Springs Women's Center, canned goods will be donated to the Cathedral Neighborhood Senior Center, and donated magazines are for various local charities. You may bring any and all of these items to the December chapter meeting or contact Marie Ziegler, Community Service Chair.

The board voted to contribute \$250 on behalf of SGMP Chapters Nationwide to the KSWB NCT McCormick Tribune Fire Relief Fund who will match our contributions for victims of the San Diego fires.

Locations for upcoming SGMP National Conventions have been chosen and will be held in the following cities:

- 2004 Nashville, Tennessee
- 2005 Sacramento, CA
- 2006 Denver Colorado
- 2007 Atlantic City, New Jersey

Donna Carey, SGMP National President announced additional funds would be available to each chapter for scholarships to the 2004 SGMP National Convention in Nashville this year. We viewed a great video of the Gaylord Opryland, site of the 2004 National Convention.

Rick Borry, Chief Software Architect for Certain Software in San Francisco delivered an in depth presentation of "On Line Registration Past, Present & Future" highlighting the technology for online registration. Certain Software offers two types of online registration support, Meeting Planner Plus and Register123 an online attendee management solution for all of your conference and tradeshow planning needs. Register123 is an application service provider that manages and distributes software-based services and solutions to customers via the Internet. Register123 gives you the flexibility to access your registration data via the Internet from anywhere at anytime. Online registration is a great tool not only for the meeting planner for running reports, but is also easy and convenient for the attendee when registering and selecting breakout sessions. The options for online registration are many from printing badges on site, on site registration, processing refunds, creating final reports, transfer of information to an organization, membership or another database. Certain Software sales packets were available containing everything you would want to know before considering online registration for your next meeting. For more information you may reach Certain Software at [www.certain.com](http://www.certain.com).

Lori Teodoro, moderator for the evening presented Mr. Borry with a thank you gift from the Chapter.



## Walking for a Cause

By Robin Pollock

Since 1998, my daughter Krystle and I have been participating in the Making Strides Against Breast Cancer walk. We started off with a dear friend of mine who had breast cancer (Krystle helped push her wheelchair), and for the following years, we walked in her memory. Since that time, my mother and my mother-in-law have both become breast cancer survivors, so we now walk for them, too. This year, Krystle came up with a novel idea for raising funds for this cause. She called it “Save the Boobs” and at each fraternity party she attended, she asked the boys to donate towards this important cause. She ended up with over \$50 — which for college kids, is quite a feat. Next year, she wants to order specialized “Save the Boobs” t-shirts for all of her sorority sisters. I predict if they **wear** them to the parties, the boys would double their donations!







## TUNING UP SACRAMENTO CHAPTER'S 2004 SILENT AUCTION

The 2004 Silent Auction Committee is hard at work marking the trail for next year's Silent Auction event. We are roping in sponsors, rustling up an outstanding venue, and steering toward a most successful shindig on April 1, 2004. Be sure to mark your calendars and save this date!

Don't forget, there will be a **"Tuning Up"** banner placed on the Chapter's web site. You will be able to click on our banner and find out **who** has generously donated **what** auction items, as well as any updated information relating to the 2004 Silent Auction.



## Behind The Meeting

(Supplier Profile)

By Priscilla Gandy

Nolan Treadway is a Sales Manger with the Double Tree Hotel & Executive Meeting Center in Berkeley Marina, and has been working in the hotel industry for almost two years. Nolan's hotel books between seventy-five and one-hundred government meetings each year. His favorite thing about being a Sales Manger is meeting new people and being able to see a program through to completion (from the initial RFP to the final end of the event). Nolan's favorite feature of the Double Tree Hotel & Executive Meeting Center is the view...his office overlooks the San Francisco Skyline, Alcatraz and the Golden Gate Bridge...breathtaking I'm sure!

Networking with other professionals in the government meeting industry is what inspired Nolan to join SGMP in 2002. Since that time, Nolan has found SGMP has fulfilled more than the "educational" aspect he was pursuing! At the last SGMP Auction, Nolan was coaxed on stage with other Suppliers to perform a little "dance" to the sound of Frank Sinatra singing New York, New York! This is definitely Nolan's most memorable SGMP meeting!

Born in Ann Arbor, Michigan, Nolan believes his current residence in San Francisco is the most interesting place he's lived. With an older brother in New York City, an older sister in Atlanta, and his parents still back home in Michigan, Nolan finds himself traveling to see family at least a couple of times each year. His favorite travels were in 2001 when he visited Dublin, Ireland for several months. The beautiful countryside and wonderful people make Ireland his favorite place to visit! Nolan also loves to travel and in the past five years has visited Europe and

*Continued on Page 11, column 2*

**EFFECTIVE NOVEMBER 3, 2003**

***The “[www.travelcsg.com](http://www.travelcsg.com)”  
Website  
will NO LONGER BE IN USE***

**American Express & Department of General Services  
have obtained a new website.  
Please distribute to your department travelers.  
The *NEW* travel website is:**

***“[www.catravelsmart.com](http://www.catravelsmart.com)”***

***To add to your favorites folder:***

- “ Highlight website link: “[catravelsmart.com](http://www.catravelsmart.com)”***
- “ Right click and “copy”***
- “ Go to internet – click on “favorites” folder***
- “ Click “add to favorites”***
- “ Click on “name field”***
- “ Right click and “paste” in name field – click ok***

***Sacramento Chapter of SGMP***

*Continued from Page 3, column 2*

## **Behind the Meeting**

Barbara was born in Sacramento, California and currently resides in Roseville. Her favorite place to visit is New York City, London, Florence, and Whistler! As you can see, Barbara is an avid traveler and takes advantage of every available opportunity to visit new and exciting places! Her favorite vacation is one she can appreciate with her family; she has one nephew, age 9 and four nieces, ages 2-7 years old.

What types of activities does Barbara enjoy? Her favorite things are 2-3 mile long nightly walks through her neighborhood park, browsing in antique shops, hanging out with her family, vacationing and traveling. At the next SGMP event, remember to introduce yourself to **Barbara Lowell**, this edition's "**Behind the Meeting!**" personality profile!

If you have suggestions on a planner and/or supplier that you'd like featured in the next edition of "Behind the Meeting!" please email Priscilla Gandy at [gandyp@csus.edu](mailto:gandyp@csus.edu).

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## **Give Bottles & Cans a Second Chance**

bottles. You could watch Seinfeld, Gilligan's Island, The Osbournes, King of the Hill and Clifford back-to-back with the energy you save by recycling one aluminum can!

Buy Green - Environmentally friendly gifts and holiday material can be found at a number of mainstream consumer stores, as well as a variety of online shops. From wrapping paper and gift cards to affordable one-of-a-kind items, The Green Gift Guide provides a range of ideas on how to make this season more "green" ([www.greengiftguide.com](http://www.greengiftguide.com)).

Decorate Green – You can enjoy live trees you can enjoy year 'round, but if you use a

cut tree be sure to have yours composted. ([www.ciwmb.ca.gov/Organics/Events/XmasRecycling/](http://www.ciwmb.ca.gov/Organics/Events/XmasRecycling/)). During all the hustle and bustle this holiday season please remember to recycle. And make a New Year's Resolution to recycle throughout the New Year, whether it's at home, at the office or at an event you have planned.

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## **Behind the Meeting**

China. This year's journeys led Nolan to Seattle, Vancouver, Boston, Los Angeles, and Michigan.

Nolan is an outdoor enthusiast and spends his free time enjoying outdoor activities and fresh air in the beautiful parks of San Francisco, Marin County and the waterfront in Berkeley. Nolan's most recent athletic accomplishment includes climbing Half Dome in Yosemite!

Please remember to introduce yourself to Nolan Treadway, Sales Manger for the Double Tree Hotel & Executive Meeting Center in Berkeley Marina, at the next SGMP event!

If you have suggestions on a planner and/or supplier that you'd like featured in the next edition of "Behind the Meeting!" please email Priscilla Gandy at [gandyp@csus.edu](mailto:gandyp@csus.edu).



## SGMP NEWS LETTER COMMITTEE

### **Brad Charlesworth – Board Advisory**

[brworth@yahoo.com](mailto:brworth@yahoo.com)

(530) 224-6611 - office

(530) 515-5001 - cell

### **Emily M. Schroeder – Chair/ Webmaster liaison**

[Eyoungsc@aging.ca.gov](mailto:Eyoungsc@aging.ca.gov)

(916) 323-6522 – direct line

(916) 300-2651 - cell

### **Lu-Lu Ramos - Journalist**

[lramos@consrv.ca.gov](mailto:lramos@consrv.ca.gov)

(916) 322-5121 – direct line

(916) 718-8745 – cell

### **Wanda Headrick - Journalist**

[wheadric@water.ca.gov](mailto:wheadric@water.ca.gov)

(916) 653-7219 - office

(916) 397-0766 - cell

### **Priscilla Gandy - Journalist**

[gandyp@csus.edu](mailto:gandyp@csus.edu)

(916) 278-6633 – office

### **Robin Pollock – Photographer**

[pollockr@csus.edu](mailto:pollockr@csus.edu)

(916) 278-6504

The PonyXpress Newsletter is published bi-monthly in February, April, June, August, October, and December. Articles are due the 15th of each month preceding the publication month.

Editor: Brad Charlesworth  
Director of Sales  
Red Lion Inn  
Redding, CA

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Emily M. Schroeder  
Department of Aging

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