

PONY XPRESS



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

www.sgmpsac.org

SGMP Walking for a Cure

by Emily M. Schroeder

On a dreary and cold Sunday morning, on October 24, 2004, a few brave SGMP members gathered across from the West steps of the State Capitol, at the State Library, to meet for the Annual American Cancer Society, Breast Cancer Walk. **Janice Hayden, Wendi Williamson, CMP, Cy Taylor, Brad Charlesworth, CHA, CHSP, Emily Schroeder** and family watched as people gathered at the West steps of the Capitol to transform into teams to walk for someone they know affected by Breast Cancer. The music was loud, the mood was high, and people were ready to walk. You could feel the anticipation in the air. By the time the ribbon was cut at 8:00 a.m.



As daylight breaks, volunteers get ready for the 8,000 participants for this year's cancer walk.



Judy Young, Wendi Williamson, Emily Schroeder and Brad Charlesworth, CHA, CHSP got out of bed early to meet at the Capitol for the annual cancer walk.



Top: Cancer survivors meet to cut the ribbon and officially start the Cancer Walk.

Right: President Janice Hayden, Wendi Williamson, CMP, Brad Charlesworth, CHA, CHSP, Emily Schroeder, Judy Young, and Chris Schroeder prepare to do the Cancer Walk.



the crowd had grown to over 8,000 people. You could feel the vibe from every person walking this misty morning that they were there to show their support and commitment to finding a cure. In the rainbow of colors that signified teams of walkers, the most vibrant was the color pink, for the women living with and women surviving breast cancer.

Along the route from the west steps down Capitol Ave to Old Sacramento there were cheerleaders encouraging the walkers, making sure they knew they were appreciated. As we continued through the Downtown Plaza onto K Street, we were constantly cheered on by volunteers and at the IMAX Theater there were Celtic bag-pipers to continue the enthusiasm. As we returned to the Capitol grounds to finish, we felt pride in our participation.

I want to personally thank my Charity Committee, Carmen, Donna, Lori and Margaret, and everyone else who helped by gathering donations, selling raffle tickets at the meeting, soliciting for sponsorships for the walk and making a point of taking a little time out of their busy weekend to walk for a great cause. Every little bit of support helps get us one step closer to finding a cure. 

INSIDE THIS ISSUE

President's Xpressions	2
Meeting Industry News	
"The SGMP Family Feud!"	3
American Express Meeting Planner	4
Holiday Party for Empowerment	4
Educational News	
Federal Per Diem Review Process	5
CHSP Review	5
How to Handle Stress	6
Chapter News	
Certified Meeting Professional	7
2005-2006 Election Time	8
Silent Auction and Conference	8
Member Profiles	9
13th Annual Education Conference	10
"Be Green" Tips	10
December & January Meetings	11
Board Talk	12
Membership Dues Increase	12
Board of Directors	13
Chapter Event Calendar	13

Sacramento SGMP Newsletter Committee

Priscilla Gandy, Board Advisory
gandy@csus.edu
 916-278-4820 (office)

Brad Charlesworth, Chair
brad.charlesworth@redlion.com
 916-764-0402 (office)

Wanda Headrick
wheadric@water.ca.gov
 916-653-7129 (office)

Lu-Lu Ramos
lramos@consrv.ca.gov
 916-322-5125 (direct line)

Sharin Schellbach
sharins@water.ca.gov
 916-654-0533 (direct line)

Emily M. Schroeder
Eyoungsc@aging.ca.gov
 916-323-6522 (direct line)

Photographers: Cy Taylor
 and Brad Charlesworth.

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 February Issue is January 10, 2005.**

Send articles to:

Brad Charlesworth
 Red Lion Sales
 1401 Arden Way
 Sacramento, CA 95815

916-649-4896 or via email:
Brad.charlesworth@redlion.com

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

President's XPRESSIONS by Janice Hayden



...it's time to reflect on what we have accomplished and what is still to be done.

As 2004 comes to a close and 2005 is right around the corner, it is time to reflect on what we have accomplished and what is still to be done. We started this year off with more than half of the board as first time board members. There is always a learning curve involved for a new board as well as a getting to know each other. It did not take long for this group to get involved and all going in the same direction. As with anything new, there is always fresh and new perspective and this board is no exception. Our goal is to continue the growth of our chapter and its members.

In 2004 we were able to send ten members to the National Conference in Nashville. Everyone that applied for a scholarship received one. We would not have been able to do this if we did not have the support of the membership for our own Annual Educational Conference, Tradeshow and our Annual Silent Auction. This year our theme "Working Together—A Team Commitment" was never more evident. It took the cooperation of the Educational Conference, the Tradeshow and the Silent Auction committees along with the Board, to come up with a plan that we

could all work with that would not conflict with the National Educational Conference and Tradeshow in May. We are still in the planning stages, but have decided to do something different this year. We are combining forces and the Silent Auction will be the night before the Education Conference and the Tradeshow at the Sacramento Doubletree Hotel. We think we have a workable plan that could prove to be a "good thing." These three important events are the major fundraisers that support all that we do. We would like to send as many planner members to the National Conference in Sacramento as possible. We need your continued support of our Sacramento Chapter as well as your support of the National Conference in May.

Through the persistence of the Newsletter Committee, and all those that contributed articles, we now have a newsletter that for the first time in a number of years will be entered in the National Newsletter of the Year competition. The Program Committee will have a program to enter in the National Program of the Year Competition. These two projects alone are a tremendous step forward for our chapter.

It's time to start thinking about elections and whether you are ready to step up and become a leader. Although it is a tremendous commitment of personal time and energy, I can truthfully say it is a learning experience not to be missed; taking a leadership role in your chapter is a very rewarding experience. Please check out the article to follow by Immediate Past President Wendi Williamson on what type of commitment it takes to step up to a leadership role.

As we enter the holiday season once again, on behalf of the entire Sacramento SGMP Board, we would like to wish all of you and your families a wonderful holiday season. 

"If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."—Henry Ford



Leeeeet's Start – "The SGMP Family Feud!"

by Lu-Lu Ramos and Yvonne Shifflette

"On location" for our November monthly meeting at the beautiful Riverboat Delta King Hotel on the Sacramento River, the stage was set, anticipation built, and nerves were unsettled as the start of our favorite game show approached.

The energy in the room was amazing as the audience waited for the number one game show—SGMP Family Feud with the famous host **Robyn Cornell** to walk out and announce "It's time for the SGMP Feud!"

Let's meet the "Been There Done That" family who are ready for action! And the "Know It All" family who are ready to show what they know! On your marks! Leeeeet's start—"The SGMP Family Feud!"

Two families, five members each consisting of meeting professional, CMP's, CHSP's, Planners and Suppliers ready to test their knowledge to compete against each other to match answers (to questions related to meeting planning) to the results of a survey of one hundred people.

In each round a player from each team faced off and tried to come up with the best answer to questions such as: When a meeting planner is asked to organize a conference what should be done first? (the number one answer, Meeting Logistics), Name a piece of Audio Visual equipment most people do not know about? (the number one answer, LCD Projector), Name a major hotel chain? (the number one answer, Marriott), What activity does a sales person have to do everyday? (the number one answer, Make & return phone calls) and What one word best describes a successful relationship between suppliers and planners? (the number one answer, Communication!).

After five rounds the score was: "Been There Done That" family, 231 and "Know It All" family, 35. The "Been There Done That" family headed to the Lightning Round choosing two members to play—one was escorted off stage while the other had 15 seconds to give the best answer to five questions. Should the first family member not reach 200 points the other family member is brought out to come up with different answers to the same questions, this time in 20 seconds. The first family member flew through the questions hitting all five number one answers for a total of 185 points. Needing only 15 more points the second family member was brought out and asked the question. After revealing the first two answers they reached 200 points winning the Lightening Round and becoming the new Champions. Each member of the Family received a certificate for lunch at the Delta King Restaurant.

Congratulations to the "Been There Done That" family and to the Program Committee for putting together such a fun and educational program that maintained the concept of this years theme for the Sacramento Chapter, "Working Together: A Team Commitment". To the set designers **Debbie Abbey** and **Gail LaTona**, thank you for your inspiration and all the hard work you put into the set design. Last but not least, thank you to **Diane Fitch** and **Jeanne Coyne** of the Riverboat Delta King for hosting our "SGMP Family Feud" meeting. 🎄

Congratulations to the "Been There Done That" family and to the Program Committee for putting together such a fun and educational program that maintained the concept of this years theme.



Robyn Cornell gets ready to start the SGMP Family Feud



Raquel Correa and Brek Polly lead their respective teams into the SGMP Family Feud



President Janice Hayden listens to Jeanne Coyne host from the Delta King for the November meeting



High fives all around as the "Been There Done That" family steals away the points to victory!

American Express Meeting Planner Account – Don't Plan a Meeting Without It!

by Gail LaTona

Sacramento Chapter members and invited fiscal staff from various departments welcomed **Shawn Campbell**, Dedicated Account Representative from American Express Corporate Services to speak on the AMEX Meeting Planner Account (MPA) at the October monthly



Shawn Campbell from American Express presented the benefits of accepting the American Express Card as a form of payment for government meetings.

meeting. The AMEX MPA is a vehicle for payment of legitimate business expenses by a meeting planner on behalf of their department. The payment process introduced to the State in 1998 and implemented in over 40 State agencies with over 400 vendors is a cardless, flexible payment process for meeting and lodging expenses. Payment can cover shuttle and bus services, A/V companies, exhibit space, restaurants, and convention centers. To access a list of available vendors visit the web site www.catravelsmart.com and use the prompts on the far-left column.

There are no costs involved to administer the AMEX MPA. The process is as easy as supplying the vendor with all but the last 5 digits of the MPA number prior to a meeting. After receipt and review of the final invoice the planner gives the balance of the MPA number along with the card expiration date to the

vendor for payment. Within three days the vendor is paid and the planner receives a monthly statement from AMEX for reconciliation. Some of the advantages for use of the AMEX MPA are as follows:

- Replaces PO's and direct billing
- Consolidates meeting payment to one invoice
- Enhances negotiations for further meetings
- Payment history availability
- Flexible payment process
- Guaranteed payment

In addition to Shawn setting up your new AMEX MPA account she provides regular training seminars and will assist with maintenance and customer service issues. Shawn also offers additional training on use of the AMEX MPA via telephone and use of your own computer right at your desk!

To discuss setting up an AMEX MPA account for your agency, you may reach Shawn Campbell toll free at 877-302-4413 or via e-mail at shawn.t.campbell@aexp.com. 



Vanessa Arellano of the Red Lion Sacramento Inn receives a thank you from President Janice Hayden for hosting the October monthly meeting.

Holiday Party for the Women and Children of Women Empowerment

by Emily Schroeder

This Holiday Season the Charity Committee has decided to embrace the Alumni women and children of the Women's Empowerment (WE) Program. After speaking with Lisa Culp, Director of Women Empowerment, it became clear that what Women's Empowerment really needed was a fun, lighthearted SGMP style Holiday Party. The party would give the Alumni's a chance to reconnect with that staff and one-another, meet the current program participants and celebrate the Holidays in a safe, warm place.

At the December chapter meeting we will be collecting a \$10.00 donation from the suppliers and a \$5.00 donation from

the planners. The Charity Committee will also be selling raffle items and the proceeds from the raffle and the donations will go towards purchasing craft items, decorations, and light festive food for the party. We will be creating crafts the women and children can give to one another, and/or take home to celebrate their special holiday, be it Christmas, Hanukah, or Kwanzaa.

The Christmas party will be December 21, 2004 at the WE building on the Loaves and Fishes compound. We would love to have volunteers assist with the party setup, craft stations, food preparation and the holiday celebration. For those interested please contact Emily M. Schroeder at (916) 323-6522. 

Federal Per Diem Review Process

by Brad Charlesworth, CHA, CHSP

Have you ever wondered how the Federal Government set per diem rates for your area? Well, the answer used to be that a telephone survey was conducted which would establish the rate for your area. This has changed; the new format is for the rate to be the Average Daily Rate established by Smith Travel Research.

This change was recommended by a Government Per Diem Advisory Board comprised of travel industry experts from public and private sectors, including the lodging industry.

After the new rates were released, several concerns were raised. One concern was, what is a hotel able to do to try and receive a more equitable rate?

The following guidelines have been established:

A request to review a per diem rate must come from a Federal agency travel manager or an equivalent official. The following information should accompany the travel request and will help you assist the travel manager when reviewing requests:

- 1) Brief discussion as to why the current per diem rate in the location is inadequate
- 2) A suggestion as to what a more adequate per diem rate could be
- 3) The estimated number of room nights the requesting agency needs in the location in question
- 4) The agency's purpose of travel to the location in question
- 5) The estimated number of times the requesting agency has had to authorize actual expenses to allow travelers to find adequate lodging in the location in question
- 6) A description of the location in question – city, state, county, and even zip code, if possible
- 7) A description of hotels in the area the agency wants us to be aware of
- 8) A description of other Federal agencies that travel to the location in question and whether they agree with the need for a review

This information should be mailed to:

General Services Administration
Office of Government Wide Policy
Travel Management Policy (MMT)
Room G-219
Washington, DC 20405 

“Obviously everyone wants to be successful, but I want to be looked back on as being very innovative, very trusted and ethical, and ultimately making a big difference in the world.”—Sergey Brin

CHSP Review by Brad Charlesworth, CHA, CHSP

With the new year just ahead, and this year's budget process over, most sales managers are ready for the Christmas break and a chance to reflect. This is a good idea to follow, especially when it comes to the marketing plan.

In past issues we reviewed the marketing plan; the next stage in this process is to review the Property's Positioning.

So, what is the Property's Positioning? It is the perception of the property by its guests.

What should a property's position statement do? It must communicate the property's advantages to its selected target markets.

What does a property's position consist of? It consists of the property location, internal or external features of the property, and personnel information.

Finally, what factors should be considered when positioning a property?

- 1) Who are we
- 2) What do we stand for
- 3) What are our own strengths and weaknesses
- 4) How does our property differ from the competition
- 5) What areas are not producing the desired revenue response
- 6) What are the needs and wants of each segment
- 7) Are there opportunities in the market place

This is an extension of the hotel mission statement that identifies who we are, what we do, and for whom we do it. It is our opportunity to take a step back and review what we have to offer our guests.

One of the best ways to evaluate your property is to invite a colleague to your property to rate your facility. Do yourself a favor and don't tell anyone the person is coming. Have them check in with a credit card and use the facilities. It is far more effective to reimburse the individual after the stay, and far more valuable to the property for an unbiased review.

Good luck with reviewing your property's positioning statement and creating your best market plan in 2005! 

How to Handle Stress *by Brad Charlesworth, CHA, CHSP*

They call this the silly season, the time of year when everything seems to be in a rush. The time of year when our stress level rises so high, we don't think straight.

There are several definitions for stress, but the one that truly defines it is "the confusion created when one's mind overrides the body's basic desire to choke someone who desperately deserves it."

We all deal with different forms of stress all year, so why at this time of year do we find it so much more stressful? Is it because we are in such a rush to get our work done before we take our break? Is it because we are trying to find that perfect gift for someone and the lines in the stores seem so horrific? Is it because we are out socializing and not getting enough sleep? All of these are factors contributing to the high level of stress.

Here are a few suggestions for coping with the rush of the season:

1) Drink water when consuming alcohol

Studies have proven that alcohol is actually a depressant. Furthermore, it dehydrates your system. If you overindulge, you wake up with a headache and you don't feel well, and then you have to perform at work adding to your anxiety.

When you go to sleep after you have been drinking, your body is fighting to remove the alcohol from your system. Although you feel like you have slept, your body has worked all night, thus depriving you of a good night's sleep.

Water will help to re-hydrate your system and to help ease the ill feelings you have the next day. It also helps the body clean the alcohol from your system enabling you to have a better night's sleep.

2) Slow down

We are all in such a rush to get everything done that we find we do not have enough hours in the day. The enjoyment of spending time with others and searching for that special gift are now a chore.

Plan an extra half hour to get to your destination. Remember that if you are not there exactly on time, it is all right. If you are meeting someone, call and let them know you will be late. It happens all year anyway so why should this time be any different.

Take time for yourself. It sounds silly, but we have so many meetings and so many social functions that we forget to take time for ourselves.

3) Whistle, Hum, or Sing

Okay, now this sounds silly but it actually does work. When you whistle, hum, or sing, endorphins are released in your brain making you feel better. Yes, it is even better than chocolate.

Find a song that brings back fond memories, or pick a new one. The one taught to me was "Zip-a-dee-doo-dah, zip-a-dee-ay, my, oh my what a wonderful day." Try humming that song without a smile on your face.

4) Find the humor in your day

Most of us encounter something funny that happens during the day; find it and enjoy it. To laugh makes you feel better.

For me, I find humor every day in something I do or something that happens that brings a smile to my face. I look for the optimistic side of everything. Rather than looking at it negatively, I try to find the positive.

For example, when I was in a car accident and my car was totaled, I found the positive side of the situation. I was trying to sell it anyway, and who said a good shot to the head won't wake you up sometimes.

5) Enjoy the fellowship

At this time of year we forget what is truly important to us – the fellowship of Friends, Family, and Loved ones. This is what the season is all about. Reflect on the past year and enjoy the times you have shared.

To receive a gift at this time of year is wonderful, but it is not the gift, it is the thought that counts. It is the thought you wanted to give something to someone else and that you took time out of your busy day to get something for them.

How many of you can remember what you received for gifts last year? Most of us remember who spent the time to get us gifts, and what it meant to us. It was a chance for a brief moment to stop and be thankful for their friendship.

6) Smile

Put a grin on your face. You cannot put a smile on your face and not feel like you are on top of the world. Again, go ahead and try to feel poorly when you are smiling.

While walking the mall, look at all the people who are not smiling. Then ask yourself, why are they not enjoying themselves? They are missing the meaning of the season. Guaranteed you will have a smile on your face.

7) Remember what is important

Finally, when you are taking time for yourself, remember what is truly important. What makes you happy and why are you doing it?

If you tell yourself you have to go do something, it becomes a chore and a challenge. Change the way you think; "I want to go get that person something." Again, it sounds silly, but if we have to do something it is work, if we want to do something it is play.

Enjoy this season, and reflect. Remember the most important thing is the fellowship you have and the family you love. Keep that in mind and it will make everything else seem so less stressful. 

Certified Meeting Professional – One CMP’s Story

by Reggie Sears, CMP

Why did **Brad Charlesworth**, SGMP Newsletter Committee Chair, ask me to write an article on my experience with the Certified Meeting Professional (CMP) designation and how it’s changed? Didn’t he know that I recently retired from State service after 33 years and now my days consist of sleeping late, reading, surfing the net, going to the movies (the cheaper matinees), golf, community activities, and growing my independent meeting planning business? But the more I thought about it, the more I realized the reasons for his choice. In fact, I was the second government meeting planner in the then-fledgling Sacramento SGMP Chapter to become a CMP back in 1995. Bill Swearingen had been the chapter’s first planner CMP and he and I made chapter history when from 1995-1997, we were the first and still the only CMP’s (and males) to serve simultaneously as Sacramento Chapter President and 1st Vice President-Planner. After passing the exam, I later presented several workshops on the CMP process and suggestions on preparation and passing it at meeting industry conferences. (There were no CMP study groups preceding SGMP education conferences back then.) I was also asked to design and have made the official SGMP-CMP lapel pin in 1996. Okay, Brad, you win—you get your article.

The foremost certification program of today’s meetings, conventions, and exhibitions industry, the CMP designation recognizes those who have achieved the industry’s highest standard of professionalism. Affectionately referred to as the “Ph.D. of the meetings industry,” the CMP designation was established in 1985 by the Convention Liaison Council (later renamed the Convention Industry Council [CIC]) which is currently comprised of 31 member organizations (of which SGMP is one) representing more than 98,000 individuals, as well as 15,000 firms and properties involved in the meetings, conventions, and exhibitions industries. The credential was developed to increase the proficiency of meeting professionals in any component or sector of the industry by:

- Identifying a body of knowledge;
- Establishing a level of knowledge and performance necessary for certification;
- Stimulating the advancement of the art and science of meeting management;
- Increasing the value of practitioners to their employers;
- Recognizing and raising industry standards, practices, and ethics; and
- Maximizing the value received from the products and services provided by Certified Meeting Professionals.

The time: January 1995. The place: a meeting room in the Disneyland Hotel in Anaheim. About 30-50 meeting professionals were gathered early on a Saturday morning seated one at a table, provided with #2 pencils and scratch paper, a pitcher of water, and a CMP exam booklet. (I think now they allow you to

bring a calculator.) For three hours, we strained our brains for the correct answers to 150 multiple-choice questions (the correct term is actually “items”) on the exam. And one doesn’t “take” the CMP exam – you “sit for it”. Times have changed, though. The exam being administered in January 2005 will be 3.5 hours with 165 items (though only 150 will be “graded”). Why was I sitting for the exam in Anaheim? Well, back in 1995, it was only offered that date in two locations in California—San Francisco & Anaheim, and due to a conflict, I could not make the closer Bay Area location.

My road to Anaheim was fraught with challenges. I resisted preparing for and taking the CMP because I was inundated at work with quite a few trainings, conferences, and seminars; I was also going to Sac State at night working on a Master’s Degree; and coping with the ramifications of a recent divorce. But my excuse of “This is not a good time” was met by former SGMP National President Sandi Lynn’s (who had encouraged me to sit for the exam) unsympathetic but valid response of “There’s NEVER a good time! So DO IT!” She was right and so I did it. I have also used that same line on several fellow SGMPers and other meetings professionals who have offered similar resistance to the CMP challenge.

Back in 1994, there were no SGMP study groups in most cities, including Sacramento. Meeting Planners International (later renamed Meeting Professionals International, as was SGMP) offered a weekly evening study group but my schooling conflicted so I resolved to study alone. I purchased the CMP Candidate Handbook containing the application through SGMP. I met the qualifications (a minimum of three years experience in meeting management; current, full-time employment in a meeting management capacity; and responsibility and accountability for the successful completion of meetings) and completed the application (along w/non-refundable fees & deadlines). The CMP review committee confirmed that I had at least the minimum 90 out of a possible 150 points in five specific areas of meeting management on my application and I was approved and scheduled to take the exam. In those early days, to encourage members to become CMP’s, SGMP reimbursed members’ exam fees if they passed. I recall not telling anyone I had applied or was studying for the exam just in case I flunked! (You can retake the exam if you don’t pass within two years by paying the requisite fees again without refiling another application.)

I purchased what I’ve come to call “the meeting planner’s bible,” the CIC Manual (the current edition is the 7th). Also recommended for CMP exam preparation is the Professional Convention Management Association’s publication, Professional Meeting Management. I read the CIC Manual cover-to-cover several times, highlighting the sections I would have made exam items (questions) if I were writing the exam and also the

continued on page 11

2005-2006 Election Time *by Wendi Williamson, CMP*

Have you been looking for an opportunity to develop your leadership skills and give back to your chapter?

Once again it is time to begin the process of electing your next Board of Directors. Before making a nomination, take the time to think about what you consider to be a good leader.

People step into leadership roles for a variety of reasons. We come in all shapes and sizes with many different talents. Few of us were born leaders; rather we were influenced by others to take the risk.

I have done some research on leadership qualities and the following characteristics seem to apply to most groups or organizations:

- Commitment – your very best effort
- Have strong beliefs in what you would like to see (the big picture)
- Be an optimist – lead with hope
- Have courage – you can't be brave unless you know fear
- Ethics – doing the right thing when no one is watching
- Be prepared – anticipate the result of your actions
- Teamwork – leadership is **not** about the person in charge
- Communication – get your ideas out and keep your mind open
- Sense of Humor – maintain one

Serving on an SGMP Board of Directors can be a very rewarding experience both personally and professionally. It can also be very challenging in terms of personal time management and commitment.

One of the most important qualities a candidate can possess is commitment. *"Commitment is what transforms a promise into reality. It is the words that speak boldly of your intentions, and the actions, which speak louder than words. It is making the time when there is none. Coming through time after time, year after year.*

Commitment is the stuff character is made of; the power to change the face of things. It is the daily triumph of integrity over skepticism."
Author unknown

I would highly recommend that you do your research and really understand what the National organization is all about and how we as a chapter fit into the big picture. All chapters now operate under the National organizations by-laws. The by-laws and most everything you might want to know about our organization is easily accessible on their website www.sgmp.org. All election information including nomination forms and a description of each position is available on our Sacramento web site www.sgmpsac.org.

Anyone wishing to serve on the election committee please contact Wendi Williamson, CMP. Remember as in all elections, your vote really does count! 

2005-2006 Nominations and Elections Timeline

January-February 2005	Call for nominations
February 16, 2005	Nominations close
February 23, 2005	Contact nominees and obtain bios
March 3, 2005	Introduce candidates at monthly meeting
March 4, 2005	Ballots are mailed
March 25, 2005	Elections close
March 31, 2005	Notify candidates of election results
April 7, 2005	Announce new board members at monthly meeting
June 2, 2005	Installation of new officers at monthly meeting

Silent Auction and Conference Becomes a Two Day Event *by Brad Charlesworth, CHA, CHSP*

It is said necessity can create great things which is exactly what has happened to our local Chapter.

The idea that has come from this is to make the Silent Auction, the Educational Conference, and the Tradeshow a two day event. These three great events will take place on February 16th and 17th. This necessity of combining the two was due to the National Conference being held here in May.

A benefit to the Suppliers is by participating in the Tradeshow there will be no cost to attend the Silent Auction.

Registration for the Tradeshow is available online at www.sgmpsac.org and we are currently 25 percent sold out. If you would like to participate in the Tradeshow,

please make sure to fax your registration form to Brad Charlesworth at (916) 649-4896. This will ensure that you have a booth at this year's show. If you would like to make a donation to the Silent Auction, the registration form is also available on line at www.sgmpsac.org.

We will be doing things a bit different this year at the Tradeshow. Instead of each booth giving a prize away we will have several Grand Prizes and the rest of the prizes will be used at the Silent Auction the night before.

This promises to be one of the best two day events in the country, and you certainly do not want to miss out on this great time. We look forward to seeing you there. 

Supplier Profile – Anne Auburn

by Lu-Lu Ramos



Anne Auburn is a Sales Manager with the Monterey Beach Resort, Monterey's only beachfront hotel with miles of unspoiled beach. She has also worked as a General Manager in the South Pacific for a floating hotel/scuba diving ship. Anne's hotel books between 50 and 75 government meetings each year. A series of 14 training events in one-year totaling 5000 rooms per night is the largest meeting she has booked. What she enjoys most as a Sales Manager are the diversity in clients, types of events, and the opportunity to share the Monterey area with people around the world. She loves the team she is working with in both sales and catering. Anne's favorite features of the Resort is it's location on the beach; having a casual feeling that creates comfort and memorable experiences.

Great people and the possibility of bringing them to the Monterey Beach Resort for wonderful meetings is what inspired Anne to join SGMP.

Great people and the possibility of bringing them to the Monterey Beach Resort for wonderful meetings is what inspired Anne to join SGMP in 2002. So far her favorite activity has been participating in the events when our Chapter showcased our city to the National Board and Dignitaries in September and she is looking forward to attending the 2005 SGMP National Annual Education Conference in our great city.

Born in Waltham, Massachusetts, she has lived all over the USA due to the fact her father was in the Air Force. She currently resides in Carmel Valley with Jay, her husband of 25 years, her daughter Vanessa and son Ryan. Anne is no stranger to Sacramento; her parents and seven brothers and sisters all live in the Sacramento area and she visits them often. The Fiji Islands was her favorite place to live with Florence, Italy coming in a close second. She also had the pleasure of living in Beirut, Lebanon and Yuactan, Mexico. Anne is a Certified Professional Corporate Coach (CPC), a Master Chef, and claims that her education has earned her LL Degree – Live and Learn.

Bali, Indonesia and Kauai, Hawaii are just two of Anne's favorite places to visit. In her spare time one might find Anne at home cooking with her fellow chef husband, basking in a hot tub, or getting a relaxing massage. She enjoys skiing, scuba diving, writing books and travel articles, and listening to books on tape while driving to and from Sacramento.

Please remember to introduce yourself to Anne Auburn, Sales Manager at the Monterey Beach Resort in Monterey, at the next SGMP event!



Planner Profile – Paul Stark

by Lu-Lu Ramos



Paul has been an SGMP member on and off for the past fifteen years and enjoys the professional contacts, networking, and friendship it has to offer.

Paul Stark is a Professional Development Specialist with the Chancellor's Office at California Community Colleges. He received a BS degree in Business Management from Cal Poly, San Luis Obispo and an MA degree in Educational Administration and Policy from CSU, Sacramento. Paul has fourteen years of event planning experience, planning 4-6 meetings a year under better budget conditions. Paul's favorite place to hold a meeting is anywhere throughout the great State of California.

Paul has been an SGMP member on and off for the past fifteen years and enjoys the professional contacts, networking, and friendship it has to offer. He has served on the Hospitality and Speakers Committee's and is looking forward to attending the National Conference in May 2005. His favorite SGMP activity is "The Mixer" where everyone goes around asking questions to fill out their form and win a prize.

Although Paul was born and raised in Visalia, California he currently resides in West Sacramento. Paul's favorite place to visit is Santa Fe, New Mexico and states our beautiful capital city is where he prefers to live.

Paul enjoys the great outdoors and spends his free time golfing, camping, gold mining, fishing, hunting, traveling, and walking. At our next SGMP event, remember to introduce yourself to Paul Stark, Professional Development Specialist at California Community Colleges.



Know someone you'd like to see featured in the next "Planner Personality Profile"? Please email Lu-Lu Ramos at lramos@consrv.ca.gov.

The Recipe Box *by Sharin Schellbach*

It's the holiday season and as usual our time is precious. Here's a fast and easy recipe to make with items most of us keep on hand. Try this recipe, it is surprisingly delicious and hard to believe it has a soda cracker base. Hand crafted candy is always a welcome gift to receive or as a take along party food. To use as a hostess gift you can place the candy in a mason jar and decorate the lid with holiday fabric and ribbons.

Soda Cracker Candy

Cooking Spray

1 Cup butter

1 Cup brown sugar

Soda crackers

1 bag semi-sweet chocolate chips

Arrange the soda crackers in a single layer in a 9 x 13 pan that has been coated with cooking spray.

Over medium heat, melt butter and sugar, stirring for 5 minutes. Pour this mixture over the crackers. You may have to push the crackers back in place as they have a tendency to float. Use a spatula to do this as the mixture is hot. Sprinkle the chocolate chips over the top and spread as they melt. Cool in the refrigerator for at least 40 minutes until hard and brittle. Break apart into desired size. Store in an airtight container to retain crispness. 

"Be Green" Tips for your Holiday Season

by Lu-Lu Ramos

From entertaining to recycling your tree these tips will help you help our environment.

Entertaining:

- Make it easy for your guests to recycle their bottles and cans, have a marked recycle container in a convenient location
- Use plastic glasses and cutlery that can be washed and re-used

Decorating:

- For gift-wrapping, you can start your own recycling program. Use old posters, comics, colorful bags, and even old maps. When you receive gifts, be sure to save the ribbons and bows
- Buy a live tree that can give you joy year round
- Artificial Trees are cost effective and they can be reused year after year
- Cut trees are beautiful. But remember, they can take up valuable landfill space, so be sure to have yours composted

For tree recycling information please visit:

www.ciwmb.ca.gov/organics/events/xmasrecycle/

Economical and environmentally conscious gift alternatives:

- Keep an eye open for products made from recycled materials
- Gift certificates to a favorite store or tickets to a concert, theater productions or sporting event
- An annual pass to State Parks
- For more information on buy green please visit:

www.greengiftguide.com 

San Francisco's Chapter 13th Annual Education Conference *by Lu-Lu Ramos*

The San Francisco Chapter announces their Chapter's 13th Annual Education Conference and Trade Show March 17-18, 2005 at the beautiful Boomtown Hotel/Convention Center in Reno, Nevada. For more information please contact Linda Hagan at General Services Administration (415) 522-2777 or email her at: linda.hagan@gsa.gov. 

"I have found no greater satisfaction than achieving success through honest dealing and strict adherence to the view that, for you to gain, those you deal with should gain as well."

—Alan Greenspan

December Meeting – Supplier Appreciation Event

by James Lynton

Join us as we recognize our Supplier Members on December 9, 2004 at the Pyramid Alehouse Brewery, 1029 K Street (between 9th and 10th). The Sacramento Chapter of SGMP would like to say “Thank You” to our Supplier Members who support us through out the year.

We will be accepting monetary donations for the women and children of the Women’s Empowerment program. The monies collected will go towards their Christmas Party on December 21, 2004.

Registration will begin at 4:30 pm and the Appreciation Event will go from 5:00 pm to 6:30 pm. We look forward to seeing you there. 

January Meeting – Bring Your Boss Night

by James Lynton

On January 6, 2005 at the fabulous Sacramento Marriott Hotel in Rancho Cordova, we will have our Annual Boss’ Night.

This program will be on “Getting the Most out of Your SGMP Membership”. Come and hear from our members—your peers, and find out how they benefit from being a member.

Bring your boss, supervisor, or manager so they can be informed on how important it is to be a part of the Sacramento Chapter of the SGMP.

Registration will begin at 4:30 pm and the Program will go from 5 pm to 6:30 pm. Bring your boss and we’ll see you there. 



Membership Statistics

by Wendi Williamson, CMP

Government Planners	111
Contract Planners	6
Retired	2
Suppliers	110
Total Chapter Membership	229
Government Planners	51.50%
Suppliers	48.50%

Certified Meeting Professional – One CMP’s Story *continued from page 7*

glossary terms in the back of the manual. I also studied sample questions from various study groups (none were the ACTUAL exam items, just similar—to get the feel of the types of questions I’d face). I would recommend anyone sitting for the exam now participate in a recognized study group (there are many throughout the country now) because I believe it is more difficult to study alone. The day before my exam, I flew to Orange County, checked into a hotel and crammed late into the night, reviewing the CIC manual and glossary along with sample questions. I memorized formulas. The items tested our knowledge of 27 meeting management functions under a variety of 22 conditions (see <http://www.conventionindustry.org/cmp/blueprint.htm> for details).

The stress of waiting to find out if you’ve passed was the worst! I finally received that CIC envelope in the mail & tore it open right there in the post office. I had passed! You can’t imagine the joy, pride, and feeling of accomplishment I felt. In ‘95, there were not yet 3,000 CMP’s worldwide (now there are many thousands over that) and I now stood among the elite in the meetings industry. I received my certificate and triangular blue and gold CMP pin and wore it proudly to all industry functions. I actually used to get very perturbed when hotels and CVBs neglected to write “CMP” after my name on correspondence to me—even though it’s prominently displayed on all my business

cards and letterhead. Now, I actually like it when a supplier leaves the designation off of my name badge—I can handwrite it in large letters myself! Can you tell? I’m very proud to be a CMP! I have recertified—which is required every five years if you remain in the industry—twice now. In the late 90’s, CIC began offering annual CMP Conclaves to give current CMP’s the opportunity to shape the future of the CMP Program. At these meetings, attendees analyze current CMP test questions for validity and currency, edit existing test questions, and/or write brand new questions for inclusion on future exams. I attended the inaugural conclave, I believe, at the Chateau Élan Resort outside of Atlanta. I also attended another a few years later in Las Vegas at Caesar’s Palace. Both were informative and educational.

Well, I encourage anyone even remotely considering acquiring the Certified Meeting Professional certification to GO FOR IT! Start by reading about the CMP process details and ordering the Candidate Handbook and Application packet on the CIC website (www.ConventionIndustry.org) under “CMP.” Register for a local Study Group. Then attend the SGMP annual education conference and sign up for the CMP Study Group. Someday soon, I look forward to welcoming you into the “club” as a fellow Certified Meeting Professional! 

Board Talk *by Priscilla Gandy*

The Sacramento Chapter Board Meeting came to order at 2:06 p.m. at the CSUS Alumni Center. The Board was excited to finalize budget plans, share committee reports, and discuss opportunities to highlight the Sacramento chapter during the upcoming National Conference!

With the National Conference being held on May 18-21, 2005 there was a great deal of discussion in regards to combining the Silent Auction with the Education Conference and the Tradeshow in February. After weighing the pros and the cons of combining the events, the Board recommended proposing the options to the participating Committee Members and allowing final determination at the Committee level. Updated information provided to the Board was that the Committee Members approved the combination of the events! This year's Silent Auction, Education Conference, and Tradeshow looks to be an exciting, fun packed event for all! Make sure to mark your calendars for February, this is something you won't want to miss!

The excitement for this month's SGMP meeting was apparent with over sixty RSVP's from the Membership! The game-show environment, as well as the Delta King location is key components for a successful monthly meeting!

The Membership Committee is working on "New Membership Packages" as well as making phone calls to those individuals whose membership is soon to expire. Keeping our membership strong is a priority!

Membership Dues Increase in 2005 *by Carl C. Thompson*

Donna Carey, National President, announced at the National Board Meeting in Sacramento in September that effective May 1, 2005, membership dues will be increased to the following:

Current Government Planner Dues	\$25.00
Effective May 1, 2005	\$50.00
Current Contract Planner Dues	\$75.00
Effective May 1, 2005	\$125.00
Current Supplier Dues	\$300.00
Effective May 1, 2005	\$300.00

Some of you may not recall, but in March, 2003, the National Board decided to lower the membership dues for both government planners and contract planners, and to increase the supplier dues. This action by the board was a temporary measure to help both the government planner and the contract planner, and would last for a period of two years. At that time, the board's intention was to reinstate the dues structure to what it was prior to March 2003. The membership dues for the planners prior to March 2003 were: government planner \$75.00, and contract planner \$150.00.

There were lengthy discussions regarding the reinstatement of the membership dues, and a unanimous agreement was reached that the dues would be increased to \$50.00 for the

Planning for the Supplier Appreciation is underway! Facility choices have been narrowed down, budget negotiations are in progress, and the overall atmosphere for the Supplier Appreciation is bursting with excitement! Watch for updates in the Newsletter as details of the event are finalized.

The Newsletter Committee reported on purchasing a digital camera. Receipt of the camera was not realized at the time of the Board Meeting, but the camera was in transit via UPS shipping. Additional funds were allocated to purchase a back-up battery for the digital camera.

President Janice Hayden, and Vice-President Carla Slink agreed to research and purchase a storage unit during the month of November. The storage unit must be appropriate to house the historic documents and supplies that belong to our Sacramento Chapter. Price, location, accessibility and security are determining factors in finding a suitable storage unit.

The Board was excited to finalize the budget reports. All SGMP budgets were confirmed, voted on, and approved by the end of the meeting!

Items tabled at board meeting include: review of the Board document entitled Duties and Responsibilities of Officers & Directors; Chapter pins.

The meeting adjourned at 4:15 p.m. 

government planner and \$125.00 for the contract planner. Since our suppliers have already absorbed an increase effective April 2003, their dues will not be increased.

To give you a comparison, I have checked with several meeting professional organizations to see exactly what the planners pay for membership dues. Here are my findings:

Meeting Professionals International (MPI)	\$375.00
Professional Convention Management Association (PCMA)	\$325.00
American Society of Association Executives (ASAE)	\$245.00
Association Meeting Professionals (AMPs)	\$135.00
Coalition of Black Meeting Professionals	\$300.00

I guarantee that SGMP is a stronger organization than any of the ones listed above, and, SGMP is for a fact the only organization in the U.S. that is dedicated to the needs of the government meeting professional. Most of you either belong or know of someone who belongs to these other organizations, and no one can argue that SGMP offers more to their members than any other. Our members are family, and that is what makes us strong.

I hope this has helped to clarify the membership dues increase, and also shows everyone that our dues structure is more than affordable for the true government meeting professional. 

Board of Directors



President
Janice Hayden
Tel (916) 278-4723
haydenj@csus.edu



Secretary
Priscilla Gandy
Tel (916) 278-4820
gandyp@csus.edu



Director
Robin Pollock
Tel (916) 278-6504
pollockr@csus.edu



1st Vice President
Carla Slink
Tel (916) 227-9126
Carla_slink@dot.ca.gov



Treasurer
Aziza Brown
Tel (916) 685-6270
aziza.brown@laquinta.com



Director
Emily M. Schroeder
Tel (916) 323-6522
eyoungsc@aging.ca.gov



2nd Vice President
James Lynton
Tel (916) 808-7275
jlynton@cityofsacramento.org



Director
Karalee Adams
Tel (916) 773-9780
Karalee@smccvb.com



Immediate Past President
Wendi Williamson, CMP
Tel (916) 323-8768
wwilliam@aging.ca.gov

SGMP SACRAMENTO

Sacramento Chapter

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.

The National website can be viewed at www.sgmt.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

December 9, 2004

Supplier Appreciation Event

Pyramid Alehouse
1029 K Street
Sacramento

Registration 4:30 pm
Meeting 5:00 – 6:30 pm

January 6, 2005

Bosses' Day – Getting the Most out of your SGMP Membership

Sacramento Marriott Hotel
11211 Point East Drive
Rancho Cordova

Registration 4:30 pm
Meeting 5:00 – 6:30 pm