

PONYXPRESS

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

www.sgmpsac.org

Membership Retreat: Chapter Goals Set for 2005 and 2006

by Vanessa Arellano Emo, Bakersfield Red Lion Hotel

It was a day to catch up with friends and colleagues, enjoy the ambience of the Holiday Inn Northeast, and renew commitments to the Sacramento Chapter of the SGMP.

This year's Membership Retreat was guided by President **Carla Slink** and produced many promising outcomes. An entertaining PowerPoint presentation by **Emily M. Schroeder** helped focus the discussion among the group. We reviewed the Chapter Goals for the year, which are: increase membership, expand professional development, build leadership, attain awards, increase community outreach, boost fundraising, and provide the membership with a better understanding of the direction of the new Board.



National President **Donna Carey** swears in **Donna Dotti** as the Chapter's new Treasurer

New Board member **Donna Dotti** was sworn in as our Treasurer by National President **Donna Carey**, and it was an opportunity for the new Board to be introduced.

At least two current Board members are responsible for each specific goal. They have an objective, a way to measure it, a baseline for comparison, and a one year target for accomplishment. This ownership provides for greater accountability to the

Board and the Chapter's membership.

Each Committee's Board Liaison was given the opportunity to talk about their respective committees.

The Chapter broke out into small focus groups representing each committee.

Members interested in joining a specific committee were given the opportunity to sign-up and participate. Afterwards, a brief discussion on potential topics for the upcoming monthly programs ensued.

The day ended with a reception for the attendees, providing one last opportunity to network and socialize among colleagues and friends. 🐾



Steve Kinder, Christine Dominguez, Karen Nichols and Dina Fong are ready to volunteer for the upcoming year



George Buckingham and Crystal Spencer share the Member Development Committees plan

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SGMP
Sacramento Chapter

National 2nd Place Winner of the 2004 Carole Anne Nelson Newsletter of the Year Competition

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

President's XPRESSIONS by Carla Slink, Caltrans



As I sit writing my second newsletter article of the year, all I am able to think about is the time of year and the events that are going on around us. There are U.S. soldiers overseas still fighting for our freedoms and most currently, the major disaster that has occurred in the south. I wish for all of you to count your blessings and appreciate your family, friends, business associates, and your weather. Doing business in California is a joy. I can't think of very many places I wouldn't put a meeting, and yet my thoughts still go out to our partners in other states that have their hands full.

Let's keep them in mind when things go a little sideways in our own lives.

As for what is going on in Sacramento, all I can say is wow! After a successful Board Retreat at the Konocti Harbor Resort and Spa, we held our Membership Retreat at the Holiday Inn Northeast. Approximately 40 dedicated members attended and shared wonderful ideas in support of our Chapter's goals and strategic plan for the upcoming year. The enthusiasm and commitment was infectious. For those members that wanted to come and could not, please check our website at www.sgmpsac.org for committee information, announcements, and the strategic plan for the year.

Our February 2006 Educational Conference and Tradeshow committees have been working hard and have come up with a wonderful new agenda for this year. Stay tuned and check the website for information on how you can get involved. Suppliers, this isn't a year you want to miss! Reserve your booth early and don't be left out of the fun.

One of SGMP's greatest challenges lies in finding members willing to serve in leadership positions. This year we are focusing on building our Chapter's membership and leadership, which also supports our theme, **"It Takes Teamwork to Make a Dream Work."** By pulling together and building our membership and our leaders, we will not only build our team, but we will accomplish our dreams both professionally as well as personally. I know that most people can come up with reasons why not to get involved; let's think about reasons why you should hone those leadership skills, and get involved and make a difference! 

2004 Newsletter of the Year Competition

A scoring error was discovered in the 2004 Newsletter of the Year competition. The awards should have been disseminated as follows:

- | | |
|------------------|---------------------------------|
| 1st Place | Texas Lone Star Capital Chapter |
| 2nd Place | Sacramento Chapter |
| 3rd Place | Old Dominion Chapter |
| 4th Place | National Capital Chapter |

This and all future competitions will be judged by outside industry partners familiar with SGMP and the focal point of the award. This was an unfortunate error and as a result, the National Board has put new procedures into place. 

Addressing Cancellation and Attrition Scenarios During Contract Negotiations

by Trish Vásquez, Department of Food and Agriculture

At a recent SGMP meeting, **Edina Lessack**, CMP presented a discussion entitled "Don't be afraid to ask for what you want for your meeting." It might be prudent to re-review this topic as hotels are trying to maximize their revenues as they see a rise in occupancy which is making it difficult for government meeting planners placing meetings.

With budget restrictions, and the possibility of restrictions on all unnecessary State travel, how should one handle the possibility of the event being cancelled entirely or the anticipated attendance falling below the guaranteed room block?

The inclusion in one's contracts of highly detailed Force Majeure/Termination clauses should always be addressed during contract negotiations and following are some suggested clauses to consider:

1. Should events beyond the control of Hotel or Group, such as acts of God, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, State Department travel advisory or warning, civil disturbance, weather activities, or any other emergency beyond the parties' control, make it inadvisable, illegal or impossible for either party to perform its obligations under the Agreement as they relate to the Event, such party may cancel the Agreement without liability upon written notice to the other party. In the event Group decides to hold its Event despite such circumstances, Hotel shall waive any fees related to a reduced-sized Event (including any room and food and beverage attrition fees and any function space rental fees) and shall offer Group's guests any lower room rate offered to guests during the Official Dates.
2. The performance of this Agreement by either party, in part or in full, is subject to events or occurrences beyond their control such as, but not limited to, the following: acts of God, war, threats of war, government retaliation against foreign enemies, government regulation or advisory, disasters, fire, earthquakes, accidents or casualty, strikes or threat of strikes (exception: neither party may terminate or suspend this agreement for strikes, labor disputes or work stoppages involving their respective employees or agents), acts of attendees, civil disorder, terrorist acts and/or threats of terrorism, acts of foreign enemies, curtailment of transportation services or facilities preventing attendees from attending, or a similar intervening cause beyond the control of either party making it illegal, impossible, or inadvisable to hold the meeting at Hotel or to provide the services outlined in this agreement. Either party may terminate, suspend, or partially perform its obligations under this agreement without liability or further obligation by written notice to the other party if such obligations are delayed, prevented, or frustrated by any of the above events, or similar event or occurrence, to the extent such events or occurrences are beyond the reasonable control of the party whose reasonable performance is prevented, made impracticable, or partially curtailed.



There may be some instances in which the parties agree to proceed with the meeting in spite of the occurrence of one or more of the events listed above. If so, a suggested clause to add to the contract is:

"Neither party shall be liable for any cancellation, attrition or other obligations, fees or damages which relate to the number of guest rooms occupied, planned or guaranteed food and beverage functions, use of meeting or exhibit space or other factors."

Just for Fun! Answer the following True or False questions:

1. Without an attrition clause in your group's contract, you are not liable for unused rooms in your room block. **T F**
2. An agreement with a hotel to pay rental for meeting room space if you do not meet your room block commitment is standard in a hotel contract. **T F**
3. If your rooms and/or food and beverage revenue decreases due to attrition or cancellation, in addition to liquidated damages, you are expected to reimburse the hotel for anticipated lost revenue it would have gotten from attendees using the hotel's ancillary outlets and services. **T F**
4. If your meeting contract with a hotel provides for guaranteed room rates at a fixed, stated amount, the hotel may nevertheless require your members to pay an additional surcharge to cover an unanticipated urgent situation such as an energy crisis. **T F**
5. If a contract signed by both parties states that its terms are fixed and final upon acceptance by both parties and cannot be changed thereafter, the parties cannot subsequently renegotiate terms covered by the contract. **T F**
6. Never agree to an alternative dispute resolution clause in a hotel contract, which calls for duels with pistols as the only alternative to litigation of any disputes. **T F** 

Answers: 1. F 2. T 3. F 4. T 5. F 6. T

Business Etiquette, Part I

by Dina Fong, CA Department of Education



Etiquette—the conduct or procedure required by good breeding or prescribed by authority to be observed in social or official life.

First impressions are important. While everyone deserves a chance and time to get to know them, a first impression greatly affects how much we want to get to know a person and build a relationship with them. Learning how to conduct yourself is important in all social situations, but especially in business. Having the proper business etiquette can sometimes make or break a deal.

Presenting yourself with polish can provide a lot of credibility in what you can do. The bottom line is to be courteous and polite to everyone you meet, no matter what their position in the organization might be.

According to **Lynne Breil**, founder of The Professional Edge Inc., 85 percent of job success depends on people skills and 15 percent is on technical skills and knowledge. Some of the tips mentioned in this article are taken from a workshop she gave at the recent SGMP National Conference.

In this two-part series, we will cover various areas of business etiquette ranging from the use of voice mail, cellular phones, e-mail, dining, handshakes and introductions, and dress.

Voice mail/Phone calls

It's hard to imagine how we ever survived without voice mail before! It's so much easier to be able to leave a direct message for the person you're dealing with instead of with a middle person. Try to make things as easy as possible by being as specific as you can on your message...this can help to eliminate telephone tag since each person will know why the other is calling.

It is important to create an "away" message if you will be out of the office for more than half a day. Some even say to create one if you are away for even an hour or two. Your message should also include when you will be back to your office, whether you are checking messages, and an alternate contact in case someone needs to speak to a "live person" right away.

Keep these things in mind while leaving a message:

- Remember to leave your call back number. State it slowly at the beginning and end of your message. Don't assume that the caller has your number and make it as convenient as possible for them to call you back.
- Don't ramble...be as specific and concise as possible.
- Don't talk too fast.
- Don't leave unprofessional or "cute" greetings.

Lastly, make every effort to return phone calls within 24-48 hours. Even if you don't have an answer for your caller, it is important to acknowledge the phone call.

Cellular phones

Don't we all cringe at the sound of a cell phone ringing during a conference or meeting? Unfortunately, this is getting to be a bigger problem these days as more and more people use cell phones.

A key thing to remember is to turn your cell phone off or on vibrate if you are in a meeting or conference. And if you simply must take the call, leave the room quickly and quietly.

Do your best to avoid having cell phone conversations in restaurants, elevators, doctor's offices, hospitals, theatres, museums, and churches. We don't want to hear all about your medical problems, children's behavioral problems, or relationship woes!

Tips:

- Turn the volume low on your cell phone so we can't hear the person on the other end.
- Have some space and don't have conversations near other people and talk softly.

E-mail

E-mail is certainly a convenient and wonderful piece of technology. But, it seems that people treat it more informally than writing a letter. The basic rules of grammar are still in effect via e-mail, and with spell check, one should never have any excuse for typos!

It is very important to keep in mind the tone in your e-mail because sometimes messages can be misconstrued due to inappropriate tone, especially since you are not talking directly to a person.

Things to remember:

- Don't write in CAPS! It's like you're SHOUTING!
- Be careful who you choose to carbon copy in the e-mail. Some messages are only meant for your eyes so be respectful of that.
- Same goes with forwarding. Be respectful of privacy and confidential issues and do not forward messages unnecessarily, and, do not spam!
- State the subject line clearly.
- Include the previous message with your response so the receiver has something to refer to.
- Break up your message into several short paragraphs to enable easy reading.
- Be careful of acronyms and don't assume everyone will know what you're talking about.
- Remember to leave an "away" message letting folks know when you'll respond to their message and who they can call if it's an urgent matter.

Next time...we'll focus on dining, handshakes, and dress! 



TECH TIPS for the Non-Savvy!

by Kris Keesling, CMP, CHME, CTP, Embassy Suites Lake Tahoe

Is anyone else overwhelmed with the incredible advances in software and hardware capabilities? Do you know the difference between html and http? Well, let's learn together while I study up on various unknowns! The world has become smaller and communications much faster with websites and web marketing, blogging, resource guides, Google searches, e-mail, PowerPoint presentations, and web casting.

Information from **Corbin Ball**, CMP, with MPI, states that there were only 130 websites in 1993. As of January 2004, there were 9 billion unique pages with 7.1 million pages added each day. E-mail marketing is expected to quadruple by 2006; currently the volume of e-mail represents 200 times the mail delivered by the U.S. Post Office.

Positioning on the Web for marketing purposes applies to all of us, whether you are a planner or a supplier. We all compete for members or for clients! A [Meetings West](#) survey showed that 76

to 83 percent of planners used the Internet for hotel/venue research and 69 to 78 percent used the Internet for destination research. Learning about search engines and placement, as well as attractive web design that is easily maneuvered is very important to all of us. Learn how to use your bookmarks and what design elements are detrimental.

The latest tech gear has individuals hooked up 24 hours: cell phones, PDAs, Blackberries, ultra-compact laptop computers, combination PDA-multimedia players, digital camera-video recorders, multimedia projectors with wireless mouse, wireless mobile routers creating a wireless environment anywhere you go, business card scanners, and bar-coded name badges at trade shows offering full meeting details in a quick printout. What incredible new invention will we see promoted tomorrow?

What topic are you interested in? Let's learn together and share ideas to enhance our careers and our business. 

CHSP Review: Non-Verbal Signs by Brad Charlesworth, CHA, CHSP, Holiday Inn Stockton

Some of the materials reviewed in the CHSP manual state that when reviewing non-verbal signs there are three things to consider:

- 1) How to recognize non-verbal signals
- 2) How to interpret non-verbal signals correctly
- 3) How to alter selling strategies as needed for a particular situation

Non-verbal communication is broken into four categories:

- 1) Appearance
- 2) Handshake
- 3) Territorial Space
- 4) Body Language

There are four types of territorial space, defined by distance:

- 1) Public Space – over 12 feet
- 2) Social Space – 4 to 12 feet
- 3) Personal Space – 2 to 4 feet
- 4) Intimate Space – within 2 feet

There are five types of body language:

- 1) Face
- 2) Arms
- 3) Hands
- 4) Legs
- 5) Posture

There are several negative forms of body language one should be cognizant of:

- 1) Client leaning away from you
- 2) Very little eye contact
- 3) Puzzled facial expressions
- 4) Neutral or questioning tone in voice
- 5) Crossed or tense arms
- 6) Clasped hands
- 7) Fidgeting
- 8) Legs crossed

Remember, what is said verbally in a meeting is not always as important as what has not been said. 

Continuing Education, Professional Development, and the CMP

by Richard Heitke, CMP, California Redevelopment

Grow or die. Learn or stagnate. Improve yourself or become irrelevant. Though these suggestions are negative admonishments, they convey the importance of seeking new information, adding to one's skill sets, and finding other ways to do what you do better. A bachelor's degree cannot be an end of education if you want to grow within and beyond your position. Many professions require continuing education units (CEU) in a formal educational setting, and others should. Lawyers are required to stay on top of their game by continually accumulating Minimum Continuing Legal Education (MCLE) units. Certified Public Accountants are required to keep their knowledge up-to-date by gaining Continuing Professional Education (CPE) units. Certified Meeting Professionals (CMP) are required to be re-certified by accumulating CEUs, writing articles, membership in groups like SGMP, participating on group committees, and attending conferences relevant to meeting planning.

I recently obtained the designation of CMP and I encourage everyone who plans or sells meetings to pursue this goal. Suppliers and planners need to do everything they can to understand each other's dialect, motivations, and circumstances better. The Convention Industry Council, www.conventionindustry.org, recently reported that there are 536 newly designated CMPs who took the CMP exam this July, and that now there are 10,838 credentialed CMPs in 27 countries. There are several certifications helpful to SGMP members such as CMP, CHA (Certified Hospitality Administrator), CHSP (Certified Hospitality Sales Professional), CGMP (Certified Governmental Meeting Professional), and CMM.

Since I just passed the CMP exam, I'd like to discuss that process so others can understand how to do it too. I'll re-touch on some of the subjects discussed by **Wendi Williams**, CMP and **Reggie Sears**, CMP at our last Sacramento Chapter SGMP Annual Educational Conference, where they devoted a breakout session to obtaining one's CMP. How do you achieve the designation of CMP? Before you consider shooting for your CMP, learn your job well. I learned on the job about meeting planning from my association's Director of Professional Development, a person whose career dealt heavily in training and the adult learning process. First, you have to buy the *Convention Industry Council Manual*, currently in its 7th edition, but soon to come out with the 8th, and with it, get the exam application booklet. You have to fill out a detailed application just to apply to take the CMP exam. In this application you have to demonstrate your qualifications to sit for the exam and you get points for your experience, your CEUs, articles you've

written about the industry, groups in which you participate, and more. If you have enough points, the CIC will allow you to sit for the exam.

Experience alone is NOT enough for you to pass the CMP exam. How to prepare: start by turning off the television. I suggest reading the CIC Manual twice and drilling on its vocabulary and concepts. I did this lightly for a year, and heavily for a couple of months preceding the exam. The CIC claims that answers to all of the questions on the exam are found in their manual. I don't think so! I suggest you tap other resources such as, *Professional Meeting Management*®, 4th edition, by the Professional Convention Management Association, www.pcma.org. My studies benefited greatly from PowerPoint flash cards Wendi developed. I accumulated CEUs by enrolling in the Meeting Planning Certificate Program at California State University, Sacramento (CSUS). At CSUS, courses can be taken from some of the most knowledgeable suppliers and planners in the meetings industry. Go learn from them. The courses are a full day each, and are extremely helpful in preparing you for the CMP exam. At CSUS, one must take all eight core courses and at least two electives to apply for the Certificate in Meeting Planning from CSUS (this certificate is not the CMP designation). Very useful to help you prepare for the exam is the intensive study course offered at the SGMP National Convention. Study groups are highly recommended: certain SGMP members coordinate study groups, such as **Pamela Corona**, CMP.

About the CMP exam....

It is important when taking this test that you NOT base your answers on your experience, but rather on the books suggested above. The test runs for three hours and has 165 multiple-choice questions. Sounds easy...right? Each question has four possible answers. At times, all four answers will feel right. The test has questions spanning the profession of meeting planning, and was much broader than my work experience. The questions are almost completely randomly presented as opposed to in categories of meeting planning tasks.

Keep learning...in formal settings, from your peers, from your mistakes, and from your successes. 

Doing what you love is the cornerstone of having abundance in your life.

—Wayne Dyer

CMP Study Corner: Copyright and Music Licensing Information

by Emily M. Schroeder, Department of Aging

Planning special events and entertainment requires the same strategies as other aspects of planning a meeting. Music licensing is an important element of atmosphere and ambiance to meeting planners. Many meetings and tradeshows feature events at which music can be played, either live or pre-recorded through the use of compact disks. How many events have you been to where music was provided as the background element? Have you been to a special event that had music as its primary focus at a reception, dinner-dance, or concert? At tradeshows, individual exhibitors, as well as the sponsoring organization, may provide music. Have you ever considered if they had permission to play the music or "perform" a song at a dinner-dance or concert? Any music featured at a special event, tradeshow, reception, or dinner-dance is considered a "public performance."

Whenever music is performed publicly, the songwriter and music publisher who created and owns that music have the right to grant or deny permission to use their property and to receive compensation for that use. Like other products, music is not free. Regardless of how the music is provided, it is extremely important to remember that under the federal Copyright Act, the music being "performed," according to many court decisions, is considered to be controlled by the organization sponsoring the event, even if that "control" means only hiring an orchestra without telling them what to play.

The American Society of Composers, Authors and Publishers (ASCAP), and Broadcast Music, Inc. (BMI) are membership

organizations that represent individuals who hold the copyright to approximately 95 percent of the music written in the United States. Copies of the current ASCAP or BMI music licensing agreements and each organization's reporting forms can be obtained from ASCAP at www.ascap.com or BMI at www.bmi.com.

Under court decrees, ASCAP and BMI are forbidden to grant special "deals" to individual meetings, so the agreement that must be signed is the same for all meetings and cannot be altered to meet the needs of a particular meeting. Failure to sign these agreements with both organizations could subject a meeting to costly and embarrassing litigations for copyright infringement.

In other words, under the law, an organization cannot meet its obligation by requiring the musicians performing the music, or the booking agency or hotel which provides the musicians, to obtain ASCAP and BMI licenses. You, the sponsoring organization, have to obtain the licenses; however, the agreement with the musicians should require that they only play songs licensed by ASCAP and BMI to avoid problems with other licensing organizations. (*The Convention Industry Council Manual 7th Edition*)

Before making any decisions regarding the liability of playing music at a tradeshow or special event, or whether to sign an ASCAP or BMI licensing agreement, it would be wise to consult with legal counsel familiar with the issues of copyright law. Better to be safe than sorry and facing copyright infringement. 🐾

RECIPE BOX

Applesauce by Wanda Headrick, Department of Water Resources

As the phrase goes, if life gives u lemons, make lemonade. Well when you have all those apples on the tree, the best suggestion is to make Applesauce.

Here is a simple recipe to help you use up all of those apples:

- 6 apples, McIntosh preferred
- 1 cup water
- 1 tablespoon fresh lemon juice
- 1 teaspoon sugar
- 1/4 teaspoon cinnamon, optional

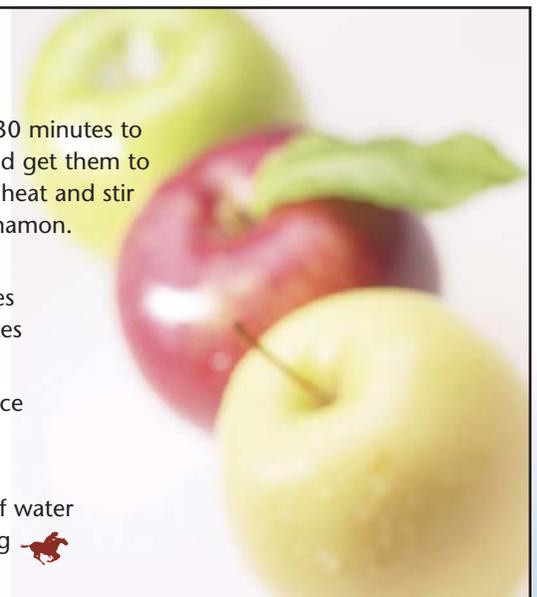
Peel and core apples and cut into quarters. Place them in an enamel sauce pan with the water and lemon juice then bring to a boil then turn the heat down

slightly and simmer 30 minutes to break them down and get them to thicken. Take off the heat and stir in the sugar and cinnamon.

- Yield: 4 servings
- Prep time: 15 minutes
- Cook time: 30 minutes
- Difficulty: Easy

Options for applesauce

- Honey
- Brown sugar
- Apple juice instead of water
- 1/2 teaspoon nutmeg 🐾



Supplier Profile – Carol Owens

Director of Sales, Red Lion Hotel – Redding

by Sharin Schellbach, Department of Water Resources



Carol Owens has been at the Red Lion Hotel in Redding for almost six years, serving as the Director of Sales for the past two years. She has worked in a variety of other industries, but truly loves the hospitality industry.

She enjoys the constant variety associated with the groups and events at her property. She states the environment is a happy one

with vacationing guests having fun and meeting attendees excited to learn new skills or ideas for their careers or hobbies. She finds the property's friendly, helpful associates, swimming pool, and Redding's only true suite-hotel to be her favorite aspects of working there.

Carol joined SGMP in December 2003 because she knew it would be a great opportunity to meet and develop relationships with other people working in this industry. Plus it gives her "city girl" persona a chance to visit the big city. She thought the National Conference was an incredible experience and hopes to attend this event in Denver next year.

Born in Santa Monica, California, Carol currently resides in her beloved city of Redding with her husband Wes and their two sons--Brian, 13, and Sean, 12. Oh, let's not forget the four-legged family members who leave fur on the furniture, dogs Maggie and Happy and cats Spooky and Duchess.

Did you know Carol has a twin? Yes, and she and their parents live in Colorado Springs, Colorado and their brother lives in Southern California.

In her spare time, Carol sketches her animals and kids, and for the past ten years has designed her own family Christmas cards. She also admits to being a wanna-be cartoonist. She enjoys reading (the author has discovered another Harry Potter fan!), sitting out by her new pool, and using her family's newly acquired Wave Runner SeaDoos at nearby Lake Shasta.

Please take a moment at the next SGMP event to introduce yourself to Carol. I'm sure she has some great stories about being a twin and she can also tell you about all the interesting things to do up north in Redding. 🐾

Planner Profile – Patricia (Trish) Vásquez

Executive Secretary, Dept. of Food and Agriculture

by Sharin Schellbach, Department of Water Resources



Trish Vásquez is an Executive Secretary with the Department of Food and Agriculture. She enjoys her job because of its diversity, and working with numerous boards, commissions, and advisory groups that encompass the many aspects of promoting and protecting the State's agricultural infrastructure to meet evolving industry needs.

In 1975, Trish began her meeting/event planning career at the Sacramento Inn, now known as the Sacramento Red Lion. She is generally involved with the planning of one annual conference and four quarterly meetings per year, but this year has been given the task of coordinating the monthly board meetings. The largest event she planned was a three-day research symposium with 200 attendees and 378 rooms. If given a choice, she would prefer to have meetings in San Diego or Monterey.

Trish joined SGMP in September 2003 as a way to network with others in her industry and for the exceptional educational benefits the Chapter has to offer. Her favorite SGMP activity has been the annual Educational Conference and Tradeshow, and after attending her first National Conference, she has added this to her growing list of favorite events.

Born in Poplar Bluff, Missouri, Trish currently resides in North Highlands, California. She has four children (two daughters and two sons) and wow, NINE grandchildren! She is the only girl among four brothers so she states, "this makes me everybody's favorite aunt."

For relaxation, Trish dabbles in creative writing and is an avid reader. As a way to show her worship, Trish likes to dance to her favorite Christian music.

If you haven't met Trish yet, please do so at the next SGMP event you attend. With her many years experience in the meeting/event industry, I'm sure there is a lot we can learn from her. 🐾

Know someone you'd like to see featured in the next "Supplier or Planner Personality Profile?" Please email Sharin Schellbach at sharins@water.ca.gov.

Heitke Receives CMP Designation *by Brad Charlesworth, CHA, CHSP, Holiday Inn Stockton*

To receive your Certified Meeting Professional "CMP" designation is one of the highest awards a Meeting Professional can obtain, and the Sacramento Chapter of the Society of Government Meeting Professionals is proud to say that we have one more. The latest to receive this designation is **Richard Heitke**, CMP from the California Redevelopment Association.

When asked why he wanted to obtain his CMP designation, Richard Heitke, CMP said he took the course in order to raise the professionalism of his association's meetings, in order to understand sales managers, to feel more comfortable in his roles and responsibilities as a meeting planner and manager, to maintain a pace of continuing education, and to feel somewhat on par with his peers at SGMP.

The Executive Director of the Redevelopment Association,



John F. Shirey, said he is proud of Richard's accomplishment. Richard said he was surprised when he heard that he had passed the CMP exam because that test is HARD...but professional designation examinations are supposed to be hard. Although the test is tough, it is graded fairly, albeit in a confusing manner. He was happy about the accomplishment, and glad that he doesn't have to study for it for six more months.

As if obtaining your CMP is not enough of a challenge, Rich Heitke, CMP is also completing the "Certificate in Meeting Planning" program from California State University at Sacramento.

His advice to anyone considering obtaining the CMP designation – "...always continue learning."

Congratulations to Richard Heitke, CMP our latest Chapter Member to receive this prestigious designation! 🐾

September Meeting: Program Review

by Robyn Cornell, Sunstone Hotels/Hawthorn Suites, Sacramento

The September Chapter meeting featured an interactive panel of six industry professionals. Representing the supplier industry was **Dana Ohmann**, Marriott Lodging; **Shawn Campbell**, American Express; and **Kris Keesling**, CMP, CHME, CTP, for the Embassy Suites, Lake Tahoe. **Carol Berry**, CMP (Independent Planner), our Chapter's own **Phyllis Guerrero**, CMP (California Institute for Mental Health), and **Pamala Corona**, CMP (Employment Development Department), represented the planner's point of view. They answered questions posed from the audience on the government business and market impact and challenges they encountered working in or with the hospitality industry. It was a lively, informative dialog and when asked to "name the three things that are key to your success in this industry"...the panelists answered in unison: "Relationships, Relationships, Relationships!" I was told that the panel speakers learned just as much from the audience as the audience learned from the panel.

Evaluations gathered from this meeting indicated it was a program done well, and should be repeated. The Program Committee thanks the star-studded panel for kicking off our



Moderator **Kit Gonzales** challenged the panel with questions about what is going on in our industry

"season" and providing us with great information to better equip ourselves to be better business partners. If you missed the September meeting, please look forward to a similar program coming in the near future: "Planner-Supplier Communications," AKA "Planners are from Venus, Suppliers are from Mars."

One committee goal is to increase the number of evaluations for this year's programs. To encourage attendees to share their thoughts in the evaluation form, raffle tickets for an evaluator's next meeting were given in exchange for a completed evaluation form. We believe the increased number of evaluations provided proof that the incentive was effective. For those of you who have one of those raffle tickets, please remember to bring it back to OUR next meeting and drop the proper half into the ticket collection receptacle. 🐾

Hope Starts Here

by James Lynton, Clarion Mansion Inn and Holiday Inn Express

Hope Starts Here! That is the tag line for the **Making Strides Against Breast Cancer Walk** that will take place on Sunday, October 23, 2005. The Sacramento Chapter of SGMP will be walking and raising money for this worthwhile cause. Since 1993, Making Strides has been the American Cancer Society's rallying cry to raise awareness and dollars to fight breast cancer. In that time, nearly 2.5 million walkers across the country have collected more than \$160 million through Making Strides.

If you would like to walk, please notify **James Lynton** at jamlynton@yahoo.com. If you cannot walk, but would like to donate, please do so by cash, check, or credit card. Checks can be made out to "The American Cancer Society." If paying by credit card, you can do that online at www.cancer.org/stridesonline.

We want a great turnout that morning, so please come and bring your family, friends, neighbors, co-workers, and anyone you see on the street to the West Steps of the State Capitol. Registration will begin at 7:00 a.m. and we will make a difference. If you would like to walk for this worthwhile cause, please meet us at 7:15 a.m. at the State Library facing the West Steps of the Capitol Building. Hope Starts Here! 

October – Going Green

by Kit Gonzales, State Geology and Mining Board

October 6, 2005, the Lions Gate Hotel will host our monthly Chapter meeting. With the movement to be environmentally conscious, we are looking at ways to make your meeting environmentally friendly. Hear from California Integrated Waste Management (Green Lodging Program) and Department of Conservation, Division of Beverage Container Recycling (Recycling in Restaurants/Bars Campaign). These two organizations are going to teach us how to color our meetings green!

Join us in October and learn how to go Green! Registration starts at 4:30 p.m., with the meeting running from 5 p.m. to 6:30 p.m. 

November – Member Development

by Kit Gonzales, State Geology and Mining Board

November 3, 2005, will be our chance to board the Delta King Hotel on the Sacramento River.

Think back to when you were a new member of our Chapter. This meeting will focus on Member Development and what the Member Development Committee's plans are for the upcoming year. Some of the items to be discussed include: how to mentor new and existing members; building skills for leadership development; supporting current membership retention; and developing new membership orientation information.

Join the fun of building a bigger and better Chapter! Registration starts at 4:30 p.m., with the meeting running from 5:00 p.m. to 6:30 p.m. 



Educational Conference and Tradeshow

by Brad Charlesworth, CHA, CHSP, Holiday Inn Stockton

Looking for an opportunity to attract government business to your hotel, or a government meeting planner trying to find that special hotel for your meeting? If so, we've got a great networking opportunity for you!

The 2006 Educational Conference and Tradeshow is going to be held at the Lions Gate Hotel on February 2, 2006.

This year there will be three sponsorship opportunities for breakfast, lunch, and a reception to follow the Educational Conference. This event has been sold out over the past three years, so we recommend that you register early. You can find registration forms online at www.sgmpsac.org and look for the forms tab on the main menu.

Remember this is an excellent opportunity to promote your property to the government meeting planners and to network with other members.

For more information, e-mail **Lisa Bell** at lisab@tarsadia.com. 

Membership Statistics

by Janice Hayden, California State University, Sacramento

Government Planners	117
Contract Planners	6
Retired	2
Student	1
Suppliers	113
Total Chapter Membership	239
Government Planners	52.1%
Suppliers	47.9%

Board Talk *by Lu-Lu Ramos, Department of Conservation*

The Board has been busy since we were installed in June. The end of July brought the Board together for our Annual Board Retreat. We traveled via mini bus to Konocti Harbor in Kelseyville where we spent the weekend updating the Chapter goals, developing short-term objectives, and forming Board procedures. It also gave us the opportunity to learn more about each other. At the end of the weekend, we headed back to Sacramento exhausted; however, we had a vision for the upcoming year, an outline of our strategic plan we will be working on throughout the year, an agenda for our Chapter Retreat, fond memories, and a stronger team. I personally walked away from the weekend with a high respect for my fellow Board members.

At our August Board meeting, we reviewed the draft of our Strategic Plan and are in the process of adding strategies to our goal objectives. The next step is creating our Action Plan and timelines.

Part of our Strategic Plan is keeping track of all the committee meetings, Chapter activities, neighboring Chapter activities, due dates, etc. In order to do so, the Board is purchasing a software program called Calendar Pro. This will enable us to put everything into one calendar and allow us to incorporate it onto the Web calendar.

The Board revised the Vision Statement, adding “*within the industry*” after “*recognized*” so our vision statement now reads:

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

Updated information on committees can now be seen in the new Committee Mailbox in the newsletter. In August we sent in one supplier and one planner application.

In October, we will continue to work on our Strategic Plans as well as develop our Budget Plan. We will also participate as a chapter in the Breast Cancer Walk on October 23, 2005. 



Committee Mailbox

by Janice Hayden, California State University, Sacramento

Charity: The Chapter will be participating in the Breast Cancer Walk on October 23, 2005. Please contact **James Lynton** at: jamlynton@yahoo.com or (916) 444-8000 x561 for more information.

Educational & Tradeshow: This year's Educational Conference and Tradeshow will be held on February 2, 2006, at the Lions Gate Hotel. The theme for the Conference will be “SGMP Members Putting Your Best Face Forward.” The Tradeshow and networking portion of the event will be held during the lunch hour with lunch provided. More information on this will be provided in the upcoming weeks.

Hospitality: The hospitality committee is looking for volunteers. If you are interested in joining this committee, please contact **James Lynton** at: jamlynton@yahoo.com or (916) 444-8000 x561 for more information.

Membership: **Trish Vásquez** is serving as Chair this year. The committee will hold its first meeting in October. If you are interested in being a part of this committee, please contact Trish at: tvasquez@cdfa.ca.gov or (916) 651-9111.

Program: The committee took the topics offered at our Membership Retreat held in August and is shaping the Chapter meeting calendar for the upcoming year. The committee has also developed a Meeting Coordinator Program Guide as a tool to aid in the personal, professional, and leadership development, which is one of the Board's goals for this year. The committee is looking for someone to volunteer as a meeting coordinator for upcoming meetings. If you are interested in volunteering, please contact **Josh Gibson** at: jgibson@lionsgatehotel.com or (916) 640-0801.

Silent Auction: The theme for this year's Silent Auction will be “A Night in Tuscany” and will be held in April 2006. If you are interested in becoming involved with the Silent Auction, the Committee is looking for a chair and for more involvement from the membership. The Silent Auction committee is also looking for items to be donated for this spectacular annual event. If interested, please contact **Gail LaTona** at: gail_latona@dot.ca.gov or (916) 227-5583. 

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SGMP 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 in 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.sgmp.org.

Remember to log in on the "Members Only" section by using the first four letters of your last name and your membership number.

SACRAMENTO Chapter EVENT CALENDAR

October 6, 2005

The California Green Lodging Program

Lions Gate Hotel & Cottage Suites
3410 Westover Street
McClellan, CA 95652

Registration 4:30 p.m.
Meeting 5:00 p.m. – 6:30 p.m.

October 23, 2005

Hope Starts Here Breast Cancer Walk

West Steps of the State Capitol
Sacramento
Meet at 7:15 a.m. at the State Library

November 3, 2005

Mentoring Program

Delta King Hotel
1000 Front Street
Sacramento, CA 95814

Registration 4:30 p.m.
Meeting 5:00 p.m. – 6:30 p.m.

Vision The Sacramento SGMP Chapter is universally recognized within the industry 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.

