



# Capital Event

April 2012  
Volume 9 Issue 4

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## President's Message

*Amy Brown, CGMP*



We are looking forward to the National Conference coming up and hope to see many of our chapter members present. Go SGMP!

Remember SGMP is here to serve you, so "Connect to Government meetings – Plug into SGMP"!

Please do not hesitate to e-mail me [amy.brown@freshfromflorida.com](mailto:amy.brown@freshfromflorida.com) or call me (850) 617-7510 with any of your suggestions, questions or concerns.

Thanks again for your valuable support and encouragement.

## April Sponsor

**CVB Visit Tallahassee  
Cabot Lodge Thomasville Road**

Karen Lambert with Cabot Lodge Thomasville Road and Janet Roach with CVB Visit Tallahassee did a bang up job hosting our meeting this month. Karen gave up her property for the meeting with the lobby area arranged with delightful foods and a friendly area for networking. They supplied some good eats, including chicken and sausage pasta, fried chicken bites, crackers with a Cajun style spread, mini pinwheels, cookies and brownies. Everything was absolutely delicious. The Sponsorship Committee wants to thank you both for your commitment, support, and dedication to the chapter with all that you do throughout the year. You always come through when the need arises.

Left to right, President Amy Brown, Janet Roach, and Karen Lambert



## New Marketing Strategies

Submitted by Scott Schroeder, Marketing Mud, [www.marketingmud.com](http://www.marketingmud.com) (352) 275-9469

Great meetings and conferences are designed to improve the skills of attendees by providing them with educational content that is going to make them better at their craft. Additionally, attendees of conferences and meetings are able to build strong and meaningful connections with peers and vendors in their respective fields. One of the challenges for conference planners is getting the message out to potential attendees that their particular conference is the ideal place for the potential attendee to gain this knowledge and build these relationships.

Scott Schroeder from Marketing Mud and April Schroeder from Liquid Creative Studio provided great insights on how meeting planners can market their meetings and conferences, maximizing attendance in their conferences and trade shows. A summary of the approach to marketing a conference or meeting:

1. First, planners must identify their full scope of potential attendees.
2. Select the proper marketing modes for your audience
  1. social media
  2. email
  3. website
  4. printed materials
  5. internet marketing through banner ads
3. Develop cohesive branding that will give the conference a look and feel that will translate across all marketing modes.
4. Map out a timeline for implementing each of the different marketing types, ensuring that all potential attendees get information about the conference in a timely manner.
5. Post conference follow up through survey and thank you messaging

By following this marketing structure, meeting planners will maximize exposure for the organization that is hosting the conference, increase conference attendance and grow the tradeshow. The end result is more people gaining the valuable information that is being shared at the conference and more connections made that last a lifetime.



Left, Program Chair Jennifer Anderson along with our presenters, Scott Schroeder (center) and April Schroeder (right). Thank you for a great presentation and good luck with both your companies.

**SGMP National Charity – New Orleans Family Justice Center**

The Family Justice Center offers various services to survivors of domestic violence. These services are provided through a partnership with the following agencies: **Crescent House Healing and Empowerment Center, Orleans Parish District Attorney's Office NOPD, Domestic Violence Unit in the Criminal District Court, Project Save; Sexual Assault Program, Southeast Louisiana Legal Services, and Tulane Domestic Violence Law Clinic.** They provide survivors with resources and services **EDLA— Victim Witness.** The mission is to stop family violence, make survivors safer, hold batterers accountable, provide long-term support for survivors and children through collaboration and coordinated services, and ultimately to eliminate domestic violence homicides.

We are asking all members of the Florida Capital Chapter to show their support for this year's charity by making a donation. If you are not attending the National Conference in May, your support is still needed to make a difference in someone's life. You can make a donation by sending your contribution to the chapter, PO Box 1563, Tallahassee, FL 32302, prior to the conference. All donations will be submitted at the National Conference from the Florida Capital Chapter.

Thanks for your support,  
Gloria Marion-Smith, Community Service Chair

**National Conference, May 16 – 18, 2012**

New Orleans, LA

Go on line for more information,

<http://www.samp.org/nec2012/index.cfm>



## PACT (Participation, Attendance, Commitment, Time) PACT Points Awarded to Buenita Lee

Buenita Lee received her first level (RED) dangler for her contributions to the chapter.  
No picture, photographer not present

### SGMP Board

Ellen Sliger, CGMP  
Immediate Past  
President

Chris Schuh  
First VP

Janet Roach, CGMP  
Second VP

Buenita Lee  
Secretary

TBA  
Treasurer

Directors:  
Retha Nero, CGMP  
John Read  
Krystal Serrano, CGMP

### Monthly Board Meetings

The Board meets the same day and place as the membership meeting beginning at 4:30 pm. Members are welcome to attend, and minutes are available upon request.

### Looking Ahead

May 1, 2012  
Supplier Appreciation

June 19, 2012  
Honors & Awards

### Membership Report

Current Report  
57.4% Planners  
42.6% Suppliers  
Planners – 66  
Suppliers – 49

## Glimpse of Heaven by Betty Homan

The author shares several interesting family life stories. One of the most intense is her recent near death experience and being blessed by receiving a glimpse of Heaven.

Another story includes coping with the death of her father. Interesting reading and meant to encourage other people going through difficult times.

It is currently on sale on Amazon.com!

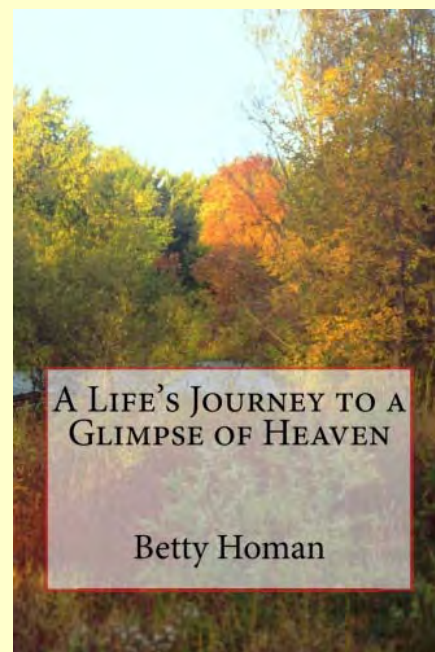
KINDLE Version is now available!!

Website:

<http://aglimpseofheaven.us>

Betty Homan with The Florida Hotel & Conference Center is one of our own members. We thank you Betty for sharing your book information with us.

Book Cover below



### Honors & Awards

The Honors & Awards Banquet will be held on June 19, 2012 at the DoubleTree Hotel Tallahassee. We hope you plan to attend and share in the honoring of our award winners.

### New Members

Please welcome two new members to the chapter. Haylie L. Smith is with the Florida Department of Health and Michele Thomas is with the DoubleTree by Hilton, Tallahassee.

### Committee Chairs

Archives, George Nero; Community Service, Gloria Marion-Smith; Honors & Awards, Jenean Chavey; Membership, Lydia Southwell; National Conference, Amy Brown; Programs, Jennifer Anderson; Publications, Arlene Roberts; Special Events, Faith Clarke; Sponsorship, Arlene Roberts; Marketing, Gabrielle Gabrielli, PhD; Web, Janet Roach



## Sabal Parent Activities

Our community charity for the last few months has been collecting books for the Florida A & M Research School Media Center. I want to thank our SGMP membership for supporting the book drive this year. It is people like you who understand charity starts at home. Mrs. Darnell Pratt, Director of the Media Center extends her thanks to all of you for participating in bringing books to the FAMU DRS Students.



Left to right, Gloria Marion-Smith, Buenita Lee, and Mrs. Darnell Pratt



# 2012 SGMP SREC

*"Navigating through Government Meetings"*

## Register today!

[www.SGMPSREC.com](http://www.SGMPSREC.com)

*September 16th - 19th*

Renaissance Mobile Riverview Plaza Hotel  
Mobile, Alabama

