

Capital Events



Special Interest Articles:

- Another Meeting
- Fundraising Events Scheduled

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"Another Meeting"

Presented by one of our own members, Buenita Lee guided us through the steps of having a successful meeting. We walked through identifying the value of a meeting, the common challenges for an effective meeting, the development of strategies to deal with a difficult participant, how to communicate effectively in your meeting, what to do and when, to identify the key components of an effective meeting, and the effective way to lead a meeting. For your own use at meetings, you can download this presentation from the National web site.

Our sponsor for the evening was the Wyndham Miami Airport Hotel & Executive Meeting Center with Elizabeth Diaz as our host. Thank you to Elizabeth for your supporting the chapter through your sponsorship. Elizabeth delighted us with an array of delicious finger sandwiches, assorted cheese and fruits, crackers with a fabulous spinach/artichoke spread, and very fancy mini sweets.



Presenter, Buenita Lee (left)
Gloria Marion-Smith(right)

Our sponsor for the evening,
Elizabeth Diaz (left) and
Arlene Roberts (right) filling in for
our President



"Remember your Commitment"
to you from the mystery writer



President's Message – Amy Brown, CGMP, Florida Capital Chapter President

SGMP Board

Ellen Sliger
Immediate Past
President

Claire Smith
First VP

Marcia Burks
Second VP

Chris Schuh
Secretary

Joice Ventry, CMP
Treasurer

Directors:
Retha Nero
Janet Roach
Arlene Roberts

Exciting times are on their way with our fund raising events. Remember your donation for the Annual Auction set for August 17, just a short time away. We need your help bringing in items for both the silent and live portions of our auction. Bring your family and friends to join in on the bidding. We always have such a good time and the place really rocks with voices ringing out to catch the best deals around.

Also coming our way is our first time ever, golf tournament set for October 19. This will be another fun time for all. Gather your golf clubs along with family and friends for a fun day on the course. This will be held at the Summerbrook Golf Course.

See more information on page 3 and 4 of these two events. We hope to see you all there and having a good time. Additional information on the golf tournament will be posted on the web soon.

Thank you to a great TEAM for working together to make our chapter the best it can possibly be. It does take TEAM WORK to accomplish the best.

Membership Report

As Of Our 6/2010 Report
55.8% Planners
44.2% Suppliers
Planners – 67
Suppliers – 53
Not including retirees or
Educators/Students

August Membership Meeting –
“Annual Silent Auction”

Tuesday, August 17, 2010, 5:30 – 7:30 pm
Sponsored by – DoubleTree Hotel Tallahassee
RSVP – Please use the on-line registration
from our home page, www.sgmpfl.org

Looking Ahead – National Conferences

June 8-11, 2011 - Norfolk, VA

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.

A Need to Know – Upcoming Programs

August 17 – Annual Silent Auction
September 14 - So you have to plan a meeting -
The Meeting Planning Timeline
October 19 – Golf Tournament

Committee Chairs

Archives, George Fong
Community Service, Gabrielle
Honors & Awards, Arlene Roberts
Member Services, Melissa Jackson
Membership Recruitment and Retention,
Lydia Southwell
National Conference, Amy Brown
Programs, Gloria Marion-Smith
Publications, Arlene Roberts
Special Events, Karen Lambert
Sponsorship, Claire Smith
Fundraising, Joice Ventry
Web, Janet Roach

About the organization - The SGMP Florida Capital Chapter chartered June, 1989 with 35 members. The chapter offers a variety of services to its members, including monthly educational programs, leadership opportunities, social activities and a strong code of ethics.

Mission Statement - The Society of Government Meeting Professionals is a national organization dedicated to improving the knowledge and expertise of individuals in the planning and management of government meetings through education, training, and industry relationships.



Upcoming Fundraising Events

2010 SGMP AUCTION

WHO? All SGMP Florida Capital Chapter Members

WHAT? Items for the SILENT/UNSILENT AUCTION.
*Vacation Packages, Dinners, Cruises, Gift Baskets,
Arts & Crafts, Etc. (Be creative!)*

WHEN? **August 17, 2010**

5:00pm to 7:30pm

WHERE? Doubletree Hotel Tallahassee

Sponsored by:

DoubleTree Hotel Tallahassee

WHY? Support your chapter.

The SILENT/UNSILENT AUCTION is a fund-raising event to support member educational scholarships.

HOW? Complete the donation form found on the web site at <http://www.sgmpfl.org/fundraising.shtml> and send it in today.

Deadline for donations - August 13, 2010.

REMEMBER: MARK YOUR CALENDARS!

**INVITE YOUR FRIENDS!
START YOUR HOLIDAY SHOPPING EARLY!**

LOTS OF BARGAINS AND LOTS OF FUN!

Upcoming Fundraising, con't

Save the Date

October 19, 2010 10:00 A.M.

Tell your co-workers, friends, and family of this event. We need you to help with bringing golfers to play. Good or bad, we need people to come out and enjoy a day of fun in the sun!

SGMP Florida Capital Chapter

1st Annual Golf Tournament

Golf Course at Summerbrook

7505 Preservation Road

Tallahassee, FL

To Provide Education Scholarships for the Chapter Members

Please contact the chairs listed below if you are interested in helping with the tournament.

Tournament Chair – Joice Ventry

Tournament Director – Karen Lambert

Sponsor Chair – Joice Ventry

Golfer Chair – LaNedra Carroll

Prize Chair – Arlene Roberts

Volunteer Chair – Jenny Dawson

Contact info for the auction and tournament

Contact Karen Lambert if you have items for the auction. She is taking items at this time at her location, Cabot Lodge, 1653 Raymond Diehl Road, Tallahassee, Florida 32308. You can also contact Karen at klambert@mmihg.com or call 850 386-7500. You can also contact a board member if you have questions.

Also, contact Karen Lambert for the Golf Tournament, or Joice Ventry, Meeting Spots at joice@meetingspots.net or call 850 926-2508. You can also contact a board member if you have questions.

The first New Member Orientation followed the membership meeting this month. We had a good turnout and hope to have others to follow. Committee members holding these meetings are Retha Nero, Lydia Southwell, Ray Lowe, Marcia Burks, Janet Roach, and Arlene Roberts.

New members attending the orientation expressed an excitement and commitment to becoming actively involved in the Chapter's activities. The group responded very positively to the New Member Survey and the consensus of the group was to gain knowledge needed to assist them in better performing their job responsibilities as well as networking with various organizations. The next scheduled meeting is in January. We hope that members, old and new will attend future meetings to learn more about committees and their involvement, our Member Enhancement Program, PACT "Participation, Attendance, Commitment, Time", as well as conferences and other benefits of being a member of SGMP.

Volunteers needed for the annual auction and our first time golf tournament. Please contact Karen Lambert or any of the board and committee members to put your name in for assisting with these two events. There is plenty to do and we are always short on members to do the work. Help to make these successful events in raising dollars for our educational scholarship program.

Industry News – Florida's Oil Spill Damage

By Sara. K. Clarke, Orlando Sentinel

8:27 p.m. EDT, July 22, 2010

The nation's biggest travel trade group said Thursday the **BP PLC oil spill** will cost the Gulf region's tourism industry between \$7.6 billion and \$22.7 billion, with most of the economic damage falling on Florida's shoulders.

The U.S. Travel Association, in releasing a study it commissioned from Oxford Economics, asked for the federal government's help in securing \$500 million for an "emergency" marketing campaign from BP, the British oil company whose blownout well is the source of the giant spill.

The industry trade group said the disaster, triggered by an explosion aboard the Deepwater Horizon drilling rig in April, could cost coastal-tourism interests and those that do business with them as little as \$7.6 billion over 15 months or as much as \$22.7 billion over three years.

Both sets of figures are based on historical data drawn from 25 natural and manmade disasters as well as **National Oceanic and Atmospheric Administration** forecasts on where the oil may eventually wind up. The upper-range figure assumes the oil will find its way around the Florida Peninsula to the Atlantic coast as well.

"In the wake of any disaster, facts often take a back seat to fears and to rumors," Roger Dow, president and chief executive officer of the travel association, said in calling for additional marketing and advertising. "The result is people moving elsewhere and canceling plans."

In the worst-case scenario, Florida's \$60-billion-a-year tourism economy would sustain more than three-fourths of the region's financial losses, or \$18.6 billion over the three years, according to the Oxford Economics study.

The study looked at previous disasters that have harmed tourism, such as **Hurricane Katrina** in 2005, the recent H1N1 outbreaks that tainted the industry in Mexico, the Asian tsunami in 2004, and other oil spills such as the Exxon Valdez in 1989 and the Ixtoc spill near the Yucatan peninsula in 1979.

The travel group, as part of a 10-point plan it calls "Roadmap to Recovery," hopes to convince the federal government and BP that spending \$500 million now on an oil-response marketing fund could generate \$7.5 billion in tourism spending that would offset the group's projected losses.

"It is more cost effective than dealing with the damages after the fact," said Adam Sacks, managing director of Oxford Economics USA.

In addition to marketing dollars from BP, the tourism industry is asking the government for help getting businesses access to loans and tax incentives that could help them remain open and for incentives that would promote travel to disaster-affected areas.

According to the study, tourism supports 400,000 jobs in the Gulf Coast region, where leisure-and-hospitality employment in counties along the shore accounts for 15 percent of all private-sector jobs, compared with 12 percent for the nation overall.

Even areas along the Gulf coast that have not received any oil from the spill are suffering economically, the study noted. For example, data from the tourism website TripAdvisor.com shows that the share of searches for information about destinations such as Fort Myers Beach,

which is still oil-free and, so far, nowhere near the spill, have fallen by almost 30 percent compared with a year ago.

Interest in areas where tar balls and matted crude have reached the beaches, such as Pensacola and Destin, has fallen more sharply, by about 50 percent, according to TripAdvisor.

"The declines are clearly substantial," said Sacks. "It's really a dramatic effect on perceptions as well as current behavior."

Florida's Oil Spill Damage, Cont'

BP gave the state of Florida \$25 million in advertising money shortly after the spill to mount a quick-turnaround marketing campaign. But in recent weeks the oil company has given a chilly reception to overtures for more help. When **Gov. Charlie Crist** asked for another \$50 million in late June, BP declined the request.

Raising the request for more tourism-marketing aid to a regional and a national level should reinforce the importance of the need, said Chris Thompson, president and chief executive officer of Visit Florida, the state's quasi-private tourism-marketing agency.

"We have the most at stake, and that's well recognized," he said.

Dow and others are expected to testify about the spill's effects on U.S. tourism before the House Energy and Commerce Committee in coming weeks.

He said the trade group hopes a multi-state request for financial help, backed by data, will be successful.

"I think it was disappointing that the governor's request was denied," Dow said. "We're just confident that, if we can build this request with the metrics, it's going to be very hard to deny the damages."

Sara K. Clarke can be reached at skclarke@orlandosentinel.com or 407-420-5664