



Capital Event

April 2013
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New Member Recognition

President's Message

Amy Brown, CGMP



President's Message

Our New Member Orientation went well as current members and new potential members joined in. Patty Ball Thomas conducted the session with assistance from me regarding the Government Meeting Specialist Tracking. Arlene Roberts covered the Florida Capital Chapter's Member Enhancement Program, PACT; Participation, Attendance, Commitment, Time. I want to thank everyone involved in this training. To volunteer is to commit and dedicate your time to the chapter.

Remember to register for the National Conference this year. It is right here in Orlando, Florida. Go to <http://www.sgmp.org/nec2013/index.cfm> for information regarding the conference and hotel. Also, view the information regarding the National Charity on page two. If you have questions, please contact one of your board members.

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 or call me (850) 617-7510 with any of your suggestions, questions or concerns.

Congratulations to Amy Brown
Amy received her Level Three
PACT Dangler.
Amy (right)
Arlene Roberts (left)



Krista Kleman (left)
Chip Minick (right)
Potential Members



CGMP Course Opportunity, August 22-24, 2013, a cost of \$595.00

The CGMP Course is being offered at the Hilton Downtown Nashville prior to the beginning of our Regional Conference. If you would like to be on the participants list for this class, please contact the coordinator, Patty Barron, patricia.barron1@us.army.mil. Patty is with the Rocket City-Alabama Chapter.

SGMP Board

Amy Brown
President

Ellen Sliger, CGMP
Immediate Past
President

Chris Schuh
First VP

Janet Roach, CGMP
Second VP

Buenita Lee
Secretary

Karen Lambert
Treasurer

Directors:
Retha Nero, CGMP
John Read
Lydia Southwell

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.

Membership Report

February Report
59.4% Planners
40.6% Suppliers
Planners – 60
Suppliers – 41

Looking Ahead

May 22-24, 2013
National Conference

SREC
August 25-28, 2013
Nashville, TN

National Conference
2014 Portland, OR
2015 Minneapolis, MN



Jennifer Anderson (left)
Jason Zaborski (right)
President, Capital Events, Inc.

Attracting and Retaining Event Sponsors

Jason did an outstanding job with his presentation on Event Sponsors. Below are highlights in building and retaining event sponsors:

- Build the Sponsorship package; define your purpose, identify your audience, make your package professional
- Sponsor Benefits; what can you offer and what can your sponsor offer you? Customize benefits, create real advertising value
- Building Exclusivity; be creative, create a new aspect to your event and get it sponsored, take the Leap of Faith
- Targeting Sponsors; who is your clients competition? Research potential sponsors
- Securing Corporate Sponsors; correspond through mail, email, phone call solicitations, face-to-face meetings, be a nag and do not give up. If it doesn't work this year, set the motion for the coming year now.
- Retaining Corporate Sponsors; thank your sponsor quickly and often, build a personal relationship with your sponsor, give them more benefits than they expect, personally recognize them at your event, and introduce them to other sponsors and guests.
- Manage The Bottom Line; research and analyze overhead cost vs. time spent, building longevity, invest in your event vs. keeping net revenue. More Promotion = More Attendees = More Sponsors

Jason is happy to assist SGMP members with any questions relating to the presentation or their events. You can call Jason directly at 850-251-7274 or visit their website, www.specialeventcoordinator.com. All SGMP members are also invited to register for free to attend Jason's tradeshow and education program on May 14 at the FSU University Center Club.



Contact: Richard Misyko, CMP, CMM
Phone: 727-822-4414
Email: Richard@sitesearchinc.com

FOR IMMEDIATE RELEASE

SITE SEARCH SELECTS EXPERIENCED LEADER

St. Petersburg, FL – March 31, 2013 – Site Search president, Richard Misyko, CMP, CMM, is pleased to announce the addition of Nina Crabtree, CGMP, as Director of Sales. "Nina is an incredibly accomplished industry leader with an impressive background in the meetings industry. We're delighted to have a professional of her caliber representing our firm."

Crabtree most recently served as Sales Manager with the Daytona Beach Area Convention and Visitors Bureau where she was responsible for the state association, government and SMERF markets. Nina shown to left.

National Charity – The Mustard Seed

The mission of The Mustard Seed Furniture and Clothing Bank is to help rebuild lives of families and individuals who have suffered a disaster or personal tragedy. The Mustard Seed team helps families in need to gain a sense of ownership and confidence. They support and help families feel safe and comfortable in their homes and the children perform better in school. The folks they serve say "that because of the Mustard Seed's service, they feel better about their living environment and the environment they are providing their children.

Your gift will provide clothing for children, a bed to a child that would otherwise be sleeping on a bare floor, and tables and chairs to share family meals together. The Chapter GOAL is \$500.00. Thank you for your support.

Welcome to our New Members!

Asa Thomas, DoubleTree by Hilton, Tampa Airport Westshore

We are still looking for sponsors in 2013. If you have an interest in sponsoring our October 15 or December 17 meeting, please contact our sponsorship chair, Arlene Roberts at arlene.roberts@fldoe.org

Committee Chairs

Community Service, Gloria Marion-Smith; Honors & Awards, Jennifer Coto; Membership, Cherryl Faulk; National Conference, Amy Brown; Programs, Jennifer Anderson; Publications, Arlene Roberts; Special Events, Patty Ball Thomas; Sponsorship, Arlene Roberts; Marketing, Gabrielle Gabrielli, PhD