As a first time attendee and new supplier member representing 28 hotels on behalf of the San Jose Convention Visitors Bureau—“Team San Jose,” there was a lot to absorb before the SGMP Conference in a very short time.

But timing couldn’t have worked out better! The Sacramento Chapter had a meeting a week before the conference which I attended—“Learning Lessons From Each Other: Planner/Supplier Needs.” This was a great warm-up and really gave me an insider’s view about what government planners are looking for. Building on this momentum, I reached out personally via email to other SGMP National Conference registrants to find out what they recommended for me as a first-timer. I received a lot of warm replies, including a personal email from Melody Kebe, CMP, CGMP—current SGMP National President who invited me to “pull on her coattails” and say hello at the ‘So You Are New to SGMP’ orientation—which I did and she was very welcoming. In my email outreach, I also found other first timers and we made an effort to meet each other at the orientation.

The first-timer’s orientation was standing room only attendance, full of great energy, and ice-breaker networking opportunities. Melody also made a point to recognize suppliers and reminded planners that we are a big part of what makes the conference what it is and to ‘thank us.’ I attend and have exhibited at many conferences over the years, and I have to say this appreciative sentiment is truly felt at this conference... planners were very welcoming and made me feel a part of the whole experience.

continued on page 4
PRESIDENT’S EXPRESSIONS:

Spring Cleaning Time – Inner and Outer

Embrace Spring Now!
“How?” You Ask?

By Emily Schroeder, California State Sheriffs Association

Outwardly, do the obvious. Toss out all of those old files you have in your cabinet and desk. Decide which winter clothes you want to keep and give away or throw away the rest; you know the ones you have been saving, because you swore you would be a size 8 again…. Store only those things that are absolutely functional, necessary, beautiful, and/or sacred. Sort and clean all spaces in your home.

Inwardly, the process is not as easy. Again, throw out all of those old ‘files’ you run so often. Breathe them out; exercise them out; pray them out; meditate them out, whatever it takes. Replace them with new ‘files.’ Keep only those thoughts, feelings and beliefs that serve the highest purpose in you and that are beautiful and/or sacred. Open your mind to new possibilities, seeing people in a new light, letting their inner beauty and yours shine through.

As we prepare for spring and soon, summer, rewards will blossom both inwardly and outwardly. New opportunity, new personal growth, new peace, and new joy will find its way to you if you are open to the possibilities. Life is too short to carry unnecessary old files. Forgive, perhaps not forget, but move-on and breathe new, fresh life into your soul. Life is precious and sometimes we do not take the time to appreciate one another. We get too busy, in a rush, forget to kiss each other goodbye, say ‘I love you’ or ‘I appreciate you,’ taking for granted that we will have time tomorrow. Tomorrow may not come, so take that extra five minutes and have that personal moment, it will be so rewarding.

Does the thought of a good inward spring clean make you cringe and become defensive? Do you hear yourself saying, “Things aren’t the way they used to be!” or “Everything is falling apart!” or perhaps, “Those were the good ole days!” or maybe “Things are changing too fast!” Is this process a step out of your “comfort zone?” Take a breath and embrace the challenge; it is good for the mind and the soul. If you’re feeling a little wobbly, defaulting to your comfort zone, you are not alone!

As the chapter once again transitions into new leadership, respect the past leaders and efforts, but be open to the future. Recognize that in our Nation and State we are dealing with great change, a kind of disintegration of much in our society that we held onto in the past. As institutions and ideals are ripped from our grasp, we feel we have nothing to hold onto. Therefore, this is a time when we must create our own way as a Chapter: new institutions, new ideals. We will find new ways to effectively deal with our economic needs, new ways to serve humanity, our chapter and membership, new ways in which to go forward to an ever expanding and higher meaning of life.

In order to do this, we need to open to our inner resources, to our soul’s power to be energized with excitement, creativity, and love. Needlessly holding onto the past will only cause pain. Trusting the process, leadership, and the Universe, your inner Self, will be your safe haven. Relying on your inner Source and putting feelings and ideas into action will energize and empower you!

I have enjoyed the challenge of being your leader for the past two years, and appreciate your trust in me and the two Boards of Directors as we embarked on new challenges, relishing in the success and learning from the hurdles. As the Board term approaches its end, I look back with no regrets. I learned a lot from the Board, the membership, and my mentors. I have thrown out my old ‘files’ and openly embrace and support the new leadership that will take over in June.
IN MEMORY
Brad Charlesworth 1964 - 2009

By Lu-Lu Ramos, Department of Conservation

As I write this article, I am filled with so many emotions. On April 19, 2009, our good friend and long-time Sacramento SGMP Chapter member Bradley (Brad) Edward Charlesworth, CHA, CHS, CHSP passed away from a massive heart attack. Brad had gone out jogging, came home and took a shower, and then lay down to take a nap. His unexpected passing was a shock to all who knew him.

Brad will be greatly missed by his beloved sons Nathaniel and Matthew, his partner and best friend Lowell, his parents Glen and Sharon, sister Teresa Kelly, and nephew Patrick, along with aunts, uncles, cousins, and many friends. Lowell recently shared that she and Brad’s parents spent time with Brad’s sons and shared with them many, many happy stories about their dad. When hearing one particular story about their dad’s antics, Matthew was said to exclaim, “So THAT’s where I get that from!!” Brad always had a smile on his face and was known for saying “The sun is shining and the birds are singing.” When asked, “How are you doing, Brad?” the response was always, “I’m doing GREAT! If I were any better, there would be two of me.”

Brad joined the Sacramento Chapter in December 2000. From the start, he was eager to become involved. Come rain, snow, or shine he would travel down from Redding once a month to attend our Chapter meetings or events, always remembering to make sales calls to show his boss the return on investment his membership brought. After a while, Brad relocated to Sacramento and worked at several properties. His passion for SGMP was so strong that he owned his membership instead of the hotel.

Brad served as Second Vice President on the 2003-2004 Board, served on several committees, including membership and Silent Auction, and was chair and co-chair of numerous Chapter Trade Shows. He received the Supplier of the Year Award in 2003 and the President’s Award in 2005. Brad’s biggest love and passion with the Chapter was the award-winning “PonyXpress” newsletter. He poured his heart and soul into it from 2003-2007, serving as its chair and co-chair. Many an hour was spent at Starbucks with coffee in one hand and an editing pencil in the other as we wrote and rewrote each newsletter. But the diligence paid off, with it placing 1st in the Carole Anne Nelson Newsletter of the Year competition in 2006.

Brad loved his newly found hobby of photography. He was an avid Seattle Seahawks fan and one of his treasures was his autographed Brian Bosworth football. He was always ready for a bike ride, a “road trip,” a round of golf, going to an Oakland A’s game, or a game of Liar’s Dice at his favorite pub, the PreFlite.

We will remember Brad for his wonderful sense of humor, his zest for life, and positive spirit. Our friend, you have left a whole in our Chapter and our life, we will miss you dearly.

Brad, you left us too soon. You still had so much to accomplish (like run for the 2010-2011 Board…a little birdie shared that secret with me). Not a day goes by that I do not think of you. Starbucks is not the same without you at the table listening to me go on and on. Wherever you are, I know the sun is shining and the birds are singing!
Annual Education Conference continued from cover

The educational sessions as well were very valuable to me for the learning and networking opportunities. The session that left the biggest impression on me was ‘Professional Meeting Leadership’ by Kathryn Frazier. Kathryn really engaged the class and challenged us to look at how meetings are done and how to conduct them so time is not wasted and goals are achieved.

I encourage suppliers to go beyond the badge scanners and truly get involved with SGMP thru chapter opportunities, and to return annually to the National Conference, scheduling time to attend the educational sessions and not just arrive in time for the Trade Show. Taking the time to learn what the planners are learning allows you to have passionate consideration for their needs.

In talking with SGMP planners, I took away that they are very loyal to their SGMP suppliers and appreciate those who understand how to work with government guidelines and, though some individuals I met told me that they cannot plan outside their region, they were gracious in introducing me to their network of colleagues. This is a really strong organization of planners who enjoy what they do and enjoy coming to the conference every year—it’s not just for work; it’s a time to catch up with friendships that have been built over the years.

I, too, left the conference with new life-long friends and business opportunities that will develop over time as I continue my involvement. I want to give a shout out to the Sacramento Chapter! Thanks for adopting me and welcoming me into your wonderful community.

SNEAK PEEK: AUGUST MEETING

By Dina Fong, California Department of Education

Please join us for our annual Chapter Members’ Retreat on August 6, 2009!

This meeting is a great kick-off where the Board shares visions and goals and members are invited to join teams (committees) to plan the coming year’s events.

We encourage you to come to this event and take an active role in planning and serving your Chapter. It’s a great way to get more involved and get to know other members.

Be sure and check our website at www.sgmp sac.org for details and updates about the retreat!

SEPTEMBER MEETING

By Dina Fong, California Department of Education

Our September Chapter meeting will be held at the Hilton Arden West.

A 4.1 million dollar renovation was recently completed in all public spaces of the hotel, including a complete remodel of all meeting space, the concierge lounge, the fitness center, business center, and restaurant.

Mark your calendar for Thursday, September 3, 2009, for the meeting. Registration begins at 4:30 p.m. and the program follows from 5:00 to 6:30 p.m.

The Hilton Arden West is at 2200 Harvard Street on the other side of Arden Fair Mall and Business 80. Parking is complimentary.
Networking Without Being There: Is it Generational?

By Ted Miller, CHME, CHSP Starwood Hotels and Resorts

The method you choose in networking is as important as your audience. Understanding how people react to you and your message can allow you to make contact with someone without being there. Let me give you an example of how people react to you and how your message must consider not only who they are, but their generation.

In a generation that grew up with newspapers and magazines as primary news sources, this group prefers traditional communication methods for their needs. They are not the ones to look at the web as their source of communication, but more the phone versus email and face to face, not Facebook. They rely much more heavily on long term relationships, whether it be a friendship or a trusted news or information source. A news and information source that is constantly in view forms a connection that becomes hard to break.

If you watch the news on television, is there a channel that you always watch? Is there a reporter that has caught your attention for some reason and you would truly miss if they left the station? This is the value of long term relationships with people who have come to identify with particular news sources. Those news sources are ones people discuss and also compare and help them form opinions about issues, whether they are affected by the issue or not.

Now take a look at our industry and think about the people you interact with on a regular basis. Think of the age group and how you feel your comfort level is with them. While you may find some people give you a higher comfort level, you can still appeal to those outside of what you consider your norm. If the individual is of a different communication level, make an adjustment and communicate as they prefer. That might be using the phone more than email. It can be email explaining that you are documenting your conversation and what you promised you would be doing now.

The other very important thing is not to go outside of what is truly you. It is not quite, shall we say acting your age, but living up to what people expect of you with your level of knowledge and experience. Shall we say, you can always dress older being more conservative, but you should be very careful when you consider dressing younger or perhaps we might say daring.

This article is reprinted with permission from Mr. Miller, and from NATCAP News & Views. Ted can be reached at ted.miller@starwoodhotels.com.

THE INAUGURAL JOINT EDUCATION CONFERENCE & TRADE SHOW: Supplier Perspectives on the Trade Show and Education

By Jeff Dougherty, Holiday Inn Capitol Plaza

As a supplier, I found the Sacramento/San Francisco Joint Education Conference and Trade Show very rewarding. I was able to mingle with my fellow Sacramentans as well as develop new relationships with both planners and suppliers from our San Francisco sister chapter. In light of our current economy, many of the sessions touched on the difficulties both suppliers and planners have to deal with. Feedback shows that 96 percent of those who attended and had an opinion about the “Doing Business with Government Today” session found it to be beneficial to their job.

50 exhibitors set up shop at the Trade Show, representing a wide variety of California properties and CVBs. Exhibitors expressed that the Trade Show provided the perfect amount of time to have quality interaction with planners. The majority also felt that the Joint Conference Trade Show provided better Return on Investment (ROI) compared to past individual chapter Trade Shows. I cannot wait until 2010’s Joint Education Conference and Trade Show. A date has not yet been scheduled, but make sure to budget for another great Trade Show where you WILL see a ROI!
As a planner, I found the Sacramento/San Francisco Joint Education Conference and Trade Show very worthwhile. This was not our “First Annual,” it was our Inaugural Joint Education Conference, which would make next year our “First Annual.” Semantics aside, I’m really glad I went. This year the Sacramento Chapter took the lead in organizing the event, in close cooperation with our counterparts from The City, and next year the San Francisco Chapter will take the lead with our members in full enthusiastic support. Despite the struggling economy and the State’s budget crisis, we had a fantastic turnout from both chapters. Plus, the educational sessions were personally and professionally useful, the interaction with our sister chapter was fun, and the face time I had with suppliers at the trade show was valuable.

The well-developed sessions featuring seasoned planners and suppliers as presenters included the following timely topics:

- Getting More Return on Investment
- Small Budget, Big Impact—How to Make Your Event Dollars Go Further
- Doing Business with Government Today
- Negotiating the Best Deal
- Update on the Meeting Markets—Trends to Watch

Most of the time both planners and suppliers learned and conferred together, but at one point there was a set of concurrent sessions with content tailored to each hemisphere of our world (denoted by *). The Annual Education Conference Team ran the event like clockwork, [They’d better, they are SGMP planners for Pete’s sake.] and the drawings were seamlessly well timed throughout the day. I genuinely enjoyed and felt engaged at all of the sessions, but found one particularly informative.

My favorite session was “Negotiating the Best Deal” featuring Dana Marshall, CMM, CMP of Meetings Defined; Kehualani McGregor, CMP, President of The Meeting Strategy Group; and Bruce Orinstein, CMP, Senior Sales Manager, Hyatt Regency Monterey. I was surprised to hear of the volume of re-negotiations taking place, and how the bad economy is affecting what partners (suppliers and planners) are negotiating, such as meeting room rental, food and beverage pricing, and expectations. We were told that there was a 2 percent decline in just the first two months of 2009.

Much advice was dispensed on how to save money for one’s group, while creating efficiencies for the property, such as finding opportunities to plan a meeting back-to-back with another meeting, combining events with like-minded groups, booking multiple programs, booking down-time as opposed to peak time meetings, and offering pattern and space flexibilities. Planners were coached on how to raise their negotiating position by knowing the value of their show, from heads in beds to F&B, and from A/V to meeting rental. Obviously, an event has to remain profitable for the property as well as the group, so planners were encouraged to look for “value adds” to enhance their meetings in addition to, as opposed to, slashing the property’s revenue to the bone. Prioritizing our needs versus wants will help during negotiations. Asking whether the property has any rebate incentives running will elicit what may not have been volunteered.

Listening to Bruce Orinstein, CMP, a San Francisco Chapter member, I felt like I was getting the supplier’s inside story from a master sales manager and accomplished speaker, who gave planners an advantage while he schooled us. Suppliers lamented a bad planner habit of holding space and rates for extrapolated periods on verbal definites, and encouraged us to convert verbal definites into agreements, and then to have the courtesy and

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Disability Accessibility Resources

By Pam Porteous-Hunt, Meeting & Conference Specialist, Employment Development Dept.  pamela.porteous@edd.ca.gov

Below are helpful resources to planners and suppliers in complying with the Americans with Disabilities Act as well as many other disability civil rights laws.

INTERPRETERS/CAPTIONERS:
- Sign Language Interpreters - Eaton Interpreting Services, Inc. EatonTerp@aol.com, (916) 722-8377
- Real Time Captioning Services - West Coast Captioning captioner@aol.com, (209) 200-2236

WEBSITES ON ACCESSIBILITY:
- Department of Justice - ADA Website www.ada.gov
- Guide for Places of Lodging; Serving Guests who are Blind or have Low Vision www.ada.gov/lodblind.htm
- Communicating with Guests who are Deaf or Hard of Hearing in Hotels, Motels, and Other Places of Transient Lodging www.ada.gov/hotelcombr.htm
- Common ADA Problems at Newly Constructed Lodging Facilities www.ada.gov/comhotel.htm
- 5 Steps to make new lodging facilities comply with the ADA www.ada.gov/fivestep.htm
- Tax Incentives Packet on the ADA www.ada.gov/taxpack.htm
- Commonly Asked Questions about Service Animals www.ada.gov/gasrsvc.htm
- State of California, Department of Rehabilitation, Disability Access Section (DAS) www.dor.ca.gov/ada
- Job Accommodations Network (JAN): A non-profit organization assisting with technology & resources. www.jan.wvu.edu, (800) 526-7234
- Pacific Disability and Business Technology Assistance Center (Pacific DBTAC). This group receives a federal grant to assist people on the West Coast with ADA questions. www.pacdbtac.org, (800) 949-4232
- National Association of the Deaf (NAD) www.nad.org
- National Registry of Interpreters for the Deaf (RID) www.rid.org
- National Federation of the Blind (NFB) www.nfb.org

Pam Porteous-Hunt, the Sacramento Chapter’s resident expert on the ADA provides guidance and helpful information through this series of articles.

thoroughness to release space quickly when not needed. When entering negotiations, planners need to have an understanding of the business climate at the property, to ask for more than we are willing to settle for, and to invite the hotel's creativity by telling them what we need. When approaching a property with a prospective piece of business, planners will have greater success when we find properties that are a good fit as opposed to approaching a property where our business presents a rooms-to-space imbalance. Planners were enlightened that our success at landing that great property will be higher when our meeting room utilization is in proportion to our guest room utilization. A good fit, we were reminded, is not just physical, but also one of appropriateness. You wouldn't take a SMERF group used to properties with only basic amenities to a Four Seasons Resort because of a rare opportunity to afford such an upgrade due to the bad economy. In a difficult to balance statement, planners were encouraged to take the rare opportunity to try a few properties that were out of reach, while also remaining loyal to the properties that were their traditional partners. We planners were warned to be vigilant for the excellent deals because hotels must still make a profit: If the deal is too good, the hotel is probably dropping staffing and management levels and cutting food & beverage portions to compensate.

The Trade Show was of high value due to the added diversity of exhibitors coming from both Chapters. Tchotchke-grabbing aside, such a face-to-face opportunity with so many suppliers is where conversations lead to working relationships, and those relationships already built lead to partnerships. This is where business is explored, plans are hatched, and the products available in our market come into focus. Not just for business, the Sacramento/San Francisco Joint Trade Show was fun and festive. Anyone who wasn’t able to make it to this free (for planners) Trade Show and Conference missed out on the two-Chapter synergy. Business took place while relationships and friendships grew at the Trade Show, and deals and careers were enhanced at the conference.
In this issue, we are pleased to feature Carolina Data, sales manager, at the Radisson Fisherman’s Wharf in San Francisco. Carolina (pronounced ka-ro-lee-na) has been with the Radisson Fisherman’s Wharf for eight years where she primarily handles the government market which she was assigned to last year. “Immediately, I reached out to my sister property in Sacramento and I found a partner and mentor in Donna Seley,” says Carolina. “I attended my first monthly SGMP meeting and I knew it was the beginning of a new learning experience. I feel very lucky to be a part of an organization of wonderful people that have become like family.”

In terms of her job, Carolina explains, “My motivation comes from the challenge of fulfilling the needs of every guest in all different markets in any situation. Also, I enjoy the gratification of a job well-done and the opportunity to build new relationships that in some cases have grown into strong friendships.” She adds that travel is a very important part of her job, remarking “Just like a visitor experiences the glory of San Francisco, every one of my travels has enabled me to appreciate the country that I live in.”

She states that the only part of her job that she doesn’t necessarily like is when there are more hours to work, that’s less time to spend with her family who consist of her husband Rodrigo and her 13-year-old daughter Malena. Carolina also has family in her native Argentina as well as Chile, including her parents, grandparents, in-laws, and sister and younger brother. Carolina says that her hotel books roughly 30-35 government meetings a year, but it’s not as many as she would like. She says government groups who want to book at her property should combine business with pleasure. “My advice is to not only take advantage of the facilities and the competitive price, but the combination of business and pleasure as a whole. Our unique location offers every guest a chance to feel like a tourist after a day of work in their meetings.”

After taking care of her child for one year as a stay-at-home mom, Carolina decided it was time to go back to work and found a position as a receptionist at a five star hotel in Margarita Island, Venezuela. From there, she passed through almost every department in the hotel including banquets, convention services, concierge, etc. and then became Front Office Manager followed by transitioning into Sales and Marketing, where she has been for almost 14 years and which is where she believes she belongs in the hotel business.

Her hotel has been a member of the Sacramento Chapter since 2002, primarily to get educated on the government market and travel. Carolina’s favorite SGMP event so far has been the National Education Conference in Dallas last year since that was her first one and she had the opportunity to meet clients face-to-face that she had worked with, but never met before in person.

While this year’s National Conference in Louisville didn’t fulfill her expectations, she shares, “I felt very proud to be a Sacramento Chapter member. Our presence is getting stronger and I hope to keep seeing our chapter grow in size and knowledge.”

She describes herself as demanding, confident, and motivated while she says her friends would say that she’s socially entertaining, caring, and honest. Her hobbies include mountain biking, skiing, and reading. She adds, “I am a salsa and tango dancer and a great cook. I hope I will never stop travelling because my life will be over if that ever happens.”

“Every place I have visited has their magic. Every traveler knows that,” comments Carolina. “However, I have a dream for my 40th birthday—my toast has to take place on the island of Santorini, Greece.” She jokingly adds that she is happy to accept donations for her trip.

A unique fact about Carolina that we would be surprised to know is that she grew up in a small town with an extremely religious Catholic community and that she was very close to becoming a nun. “I guess my parents knew better and they advised me to take some time before making any decisions. I decided to study theology instead and God had a different plan for me. I’ve been married twice and my daughter wants to be a Buddhist.”

Carolina Data, Sales Manager, at the Radisson Fisherman’s Wharf in San Francisco
Lions, Tigers, Elections...Oh My!

By Emily Schroeder, California Sheriff’s Association

As the election process came to a close on Friday, April 24, 2009, we were excited to see over 75 ballots counted a few days later. Once counted, the candidates were notified of the election results.

Thanks to all of you who took the chance and placed your name on the ballot form. Even if you did not become the elected candidate, you have been honored by your fellow members just to be nominated. Please do not let it discourage you from running again in the future.

Also, thank you to those who took the time to complete your ballot, letting your voice be heard as intended in the election process. For those who were unable to vote, please have respect for the process and the people running, by embracing the new leadership, no matter what.

Let’s set a precedent by having a united Chapter that supports the new leadership, new ideas, and challenges. Here are the members to whom you gave the nod:

The Board of Directors of the Sacramento Chapter held our June regular meeting at The Citizen Hotel in Sacramento on Thursday, June 4, 2009.

Some items of discussion included:
• Acceptance of minutes from previous meetings.
• Discussion and approval of our Treasury Report. Of particular note, Chapter expenditures matched projections from the budget to the tune of 100.4 percent so far this fiscal year.
• Outstanding expense reports for the fiscal year were submitted.
• The transition from the current Board to the new Board was discussed at length. The new Board takes office on July 1. For example, the new Board will have to adapt to a new set of accounting forms and guidelines being published by SGMP National. Pam Corona, CMP, CGMP, President-Elect, and James Lynton, CHSP, Treasurer-Elect will travel to a meeting with national representatives such as Michael Trillo, National Treasurer, to learn about new requirements and to ask questions.
• Team Reports on their activities. For details, go to the Team Mailbox on page 13.

The webmaster and the process of making updates to the Chapter website. The need for numerous content updates was discussed, and a suggestion for some minor re-design was mentioned. General satisfaction was expressed with the responsiveness and skills of the webmaster.

The PX Newsflash was discussed as an effective means of brief Chapter-wide communications. We are proud to have published 17 editions of the PX Newsflash in its inaugural year.

Swearing-in of the new Board of Directors by Donna Carey, CGMP, National Past President at the June 4 Chapter meeting.

Long serving member of the Board, Lu-Lu Ramos, 1st Vice President, formally bade farewell in a personally touching tribute. The Board is grateful for her service and dedication.

Board minutes are available on request.

“We’re drowning in information and starving for knowledge.”

—Rutherford D. Rogers
MARCH MEETING Recap: The Big Build

By James A. Lynton, CHSP

On March 5, 2009, the Sacramento Chapter met at the newly renovated Hawthorn Suites to hear about what’s new at Sacramento International Airport. Cheryl Marcell, Deputy Director of Marketing and Public Relations for the Sacramento County Airport System was our guest speaker and she did not disappoint. Her presentation was very well put together with handouts and she also showed us a video of what the airport will look like when it is completed in 2012. The new Terminal B will be spectacular, and we will have an airport that will put Sacramento on the map. The new airport will feature everything from a multi-level, see-through main building to house baggage claim, ticketing, and food service. Then a people mover will whisk passengers over to the gates where they will go through security and wait for their flights. This expansion project has been a long time coming and when it is complete, going to the airport might actually be fun. We have seen big changes already with the moving of hourly parking and the creation of the cell phone lot where people can park for up to three hours for free while waiting for whoever you are picking up…the only catch is that you have to wait with your car…ouch! Eventually, the plan will call for some of the airlines in Terminal A to possibly move to Terminal B and then they will work on Terminal A after Terminal B is completed.

If you would like more information on the Big Build, go to www.bigbuild.org.

“True knowledge lies in knowing how to live.” — Baltasar Gracin

Membership Statistics

Compiled by Lu-Lu Ramos,
California Department of Conservation

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*as of 4/13/09
APRIL CHAPTER MEETING RECAP

Travel Safety and Security in a Changing World

By Dana Ohmann, CGMP, Senior Account Executive, Marriott Lodging

April’s meeting was held at the Sacramento Marriott in Rancho Cordova who treated us very well, providing cooked-to-order pasta with an array of choices as well as other yummy appetizers.

You missed out if you didn’t have the opportunity to attend the Airline and Travel Safety presentation put on by Bill Amaral, a fellow State Associate who is a manager at CALSTRS. I can’t say enough great things about Bill. He brings humor to his presentations and keeps the audience engaged with his personality and pertinent information.

He actually had simulated airline seats set up in the middle of the room to see how fast we could evacuate. A great lesson on paying attention was had by all: several of us got timed “evacuating,” and our time was improved just by listening to the instructions. Bill also told us the importance of traveling in proper attire, suggesting we carry on our bags instead of checking them in and having copies of all of our identification at home. He demonstrated how much he could pack in a suitcase and it was shocking to see how many clothes Bill could get in a carry on. I was impressed. Bill would be a great resource for your hotel or organization to provide training and safety tips for those who travel.

Many learned something new that would help them while traveling for business or pleasure, and it was definitely a memorable, exciting presentation.

Thank you Bill for such a tremendous job!

California’s Green Lodging Program: Inn Marin

By Kelly May, Department of General Services

Inn Marin was recently awarded State Certification at the Leadership Level for California’s Green Lodging Program. Inn Marin is the first property in California to receive this certification under the newly introduced and enhanced Green Lodging Program, which is now administered by the State of California Department of General Services. This certification comes only months after Inn Marin completed its recent green renovation.

If you are interested in green certification for your hotel, contact Kelly May at (916) 376-3991 or kelly.may@dgs.ca.gov. For additional information on the California Green Lodging Program, visit www.travel.dgs.ca.gov/Lodging/GreenLodging.
MAY CHAPTER MEETING:
Learning Lessons From Each Other: Planner/Supplier Needs

By Jeanavive Janssen, Business Development Manager, Team San Jose

The beautiful Sterling Hotel hosted our May Chapter meeting on “Learning Lessons from Each Other: Planner/Supplier Needs.” Moderated by Dana Ohmann, CCMP, Senior Account Executive, Marriott Lodging, this was a very valuable industry discussion with planners and suppliers, focusing on likes, dislikes, and a wish list of overall industry improvements.

I took detailed notes from the planner’s perspective to send to the 28 hotels that I represent for the Team San Jose CVB as these were my top take aways to share with suppliers.

• Be familiar with government regulations…if you can’t meet them don’t submit a proposal! But please acknowledge receipt of the request.

• Read the entire RFP. Don’t just send a generic form email and menus. Take the time to read through and ask questions & acknowledge each point in the order listed. From my past experience as a Director of Sales, I suggest offering a range of options, such as the closest budget option, alternative/cheaper items, and upgrades.

• This is a personal pet peeve from my planner experience—take the time to calculate the ++ make your bids all inclusive. Have tax and menu items as separate line items in Excel with running totals. It takes a few extra minutes of your time, but will certainly set you apart from other bids.

On the flip side, here a few things that suppliers stressed were important to them to receive from planners.

• Give as much detail as possible about the meetings in the RFP. What is especially important is providing previous history, other properties under consideration, and the decision-making process.

• Remember and continue to support suppliers who are members of SGMP and who have always been supportive of government business.

A summary of all the planner/supplier feedback from the May Chapter meeting will be posted on the SGMP website.

“Knowledge is the eye of desire and can become the pilot of the soul.”

—Will Durant
A new year starts for the Sacramento Chapter on July 1, 2009, when our new Board takes their seats. Shortly thereafter, from July 10-11, the new Board will hold a working retreat where the new leadership of each Chapter Team will be decided. Two existing board members are departing, including Treasurer Sally Sbisa, and 1st Vice President Lu-Lu Ramos. New Board members include Treasurer-Elect James Lynton, CHSP, 1st Vice President-Elect Robin Pollock, CMP, and President-Elect Pamela Corona, CMP, CGMP.

The Teams below will see some changes in leadership and members, and surely some new tasks and goals. Chapter members are encouraged to contribute to the Chapter’s success by participating on a team. There are five main teams: Awards & Elections, Communications, Education, Hospitality & Fundraising, and Membership. Each team is broken down into sub-teams, which is where members participate.

COMMUNICATIONS TEAM
(Board Liaison Lead, Emily Schroeder)

Newsletter Team
Team News: The deadline for the Q3 or July/August/September 2009 edition will be August 10, 2009. Editorial Guidelines: 1) Articles are to be sent to both Rich Heitke, CMP and Dina Fong at rheitke@calredevelop.org and dfong@cde.ca.gov. 2) Articles must be submitted as Word documents in Arial 10 point font. Look for a re-design in future issues.
Co-Board Liaisons: Rich Heitke, CMP (916) 448-8760
Dina Fong (916) 445-0710

Website & PX Team
Team News: Numerous website updates are needed, and will be made over the summer. A minor re-design may be forthcoming. The Communications Team is proud to summarize that in its inaugural year, the PX Newsflash was published 17 times.
Board Liaison: Emily Schroeder (916) 375-8000 ext. 106

EDUCATION TEAM

Joint Education Conference Team
(Board Liaison Lead, Marie Ziegler)
Team News: Planning will soon begin for our 2nd Annual Joint Education Conference. We completed our Inaugural Conference in conjunction with the San Francisco Chapter with success despite furloughs, layoffs, and a dire State Budget. Get on board and make the 2010 Joint Ed Conference an even bigger success.
Board Liaison: Marie Ziegler (916) 795-1589

Monthly Education Programs Team
(Board Liaison, Dina Fong)
Team News: All monthly meetings between now and the end of the year have been contracted except for two. Feel free to contact Dina if you have program topic or speaker suggestions.
Co-Board Liaison: Dina Fong (916) 445-0710

Monthly Registration Team
Team News: The Registration Team’s long-time chair Karen Nichols was just awarded the honor of Planner of the Year. The Team needs members to prepare name badges and sit at the monthly registration table, check everyone in, and collect badges at the end of the meeting. This is a perfect fit for new members, allowing them the opportunity to get to know everyone in the Chapter.

HOSPITALITY & FUNDRAISING TEAM
(Board Liaison Lead, Sally Sbisa)

Monthly Raffle Team
Team News: Want great exposure for your property and/or services? A great way to do so is by donating to the SGMP Monthly Raffle. Monthly Raffle Team is asking for your help to collect some fabulous raffle items for 2009! To donate, please contact Loretta Gon at (707) 569-5503.

Charity Team News
Team News: The June Chapter meeting focused on raising money to support the Leukemia and Lymphoma Society. A speaker from the LLS told his story of survival of this blood borne cancer. Many raffle tickets were sold to raise money. But that’s not all—the Board moved that the Chapter match the donations received from members at the meeting. $430 was received, so with the matching Chapter donation, $860 was raised to help the LLS fight leukemia. Chapter members are encouraged to be a part of this team as the Chapter works to help such very worthy causes.
(Board Liaison, Sally Sbisa: (650) 355-6300

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“There are two kinds of statistics: the kind you look up and the kind you make up.”

—Rex Stout

Silent Auction Team

Team News: The “Dream Team” that organized our most successful Silent Auction ever in October 2008 will reunite to outdo themselves in 2009. This time they will have more time to plan and organize, and they would love to have your help. Join in on the fun and the work.

Co-Board Liaison: Donna Seley (916) 920-7340

Trade Show Team

Team News: Stay tuned as planning will begin soon for the 2010 Trade Show at the Joint Education Conference with our sister San Francisco Chapter.

Board Liaison: Jeff Dougherty: (916) 446-0136

MEMBERSHIP TEAM

Recruitment & National Liaison Team

Team News: As of the second quarter this year, the Sacramento Chapter became the second largest Chapter in the SGMP Family! The Membership Team signed up 33 new members in the 2008-2009 year, and won an award at the National Education Conference for an 88 percent membership retention rate! This team will see new leadership beginning in July.

Board Liaison/National Liaison: Lu-Lu Ramos
(916) 322-5125

Retention/Member Development Team

Team News: If you love SGMP and want to mentor new members, assist in developing our current members, and/or be a part of the retention team, contact the Board Liaison.

Co-Board Liaison: Marie Ziegler (916) 795-1589.

SACRAMENTO CHAPTER SGMP

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 the third 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.

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.
BOARD OF DIRECTORS

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Communications Liaison; Awards & Elections
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Planner Director
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Membership Co-Liaison; Education Liaison
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marie_ziegler@calpers.ca.gov

Immediate Past President – Vacant

July 2, 2009
No meeting

August 6, 2009
Annual Chapter Members Retreat
Location and time: TBD

September 3, 2009
Chapter Meeting
Hilton Arden West
200 Harvard Street
Sacramento, CA 95815
Registration: 4:30 p.m.
Program: 5:00 - 6:30 p.m.
Topic: TBD

October 1, 2009
Annual Silent Auction
Lions Gate Hotel
3410 Westover Street
Sacramento, CA 95652
Time: TBD

November 4, 2009
Chapter Meeting
Clarion Hotel
700 16th Street (at H Street)
Sacramento, CA 95814
Registration: 4:30 p.m.
Program: 5:00 - 6:30 p.m.

December 10, 2009
Annual Holiday & Charity Event
Holiday Inn Capitol Plaza (tentative)
300 J Street
Sacramento, CA 95814
Registration: 4:30 p.m.
Program: 5:00 - 6:30 p.m.

Be sure and check our website at www.sgmpsac.org for updates!