



MOCAP Gazette

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Editor: Breanne McLeod

Taking Stock:

How Much Is Your SGMP Membership Really Worth?

(Taken From Closing Presentation By Ed Rigsbee, CSP at the SGMP National Education Conference in Nashville, Tennessee)

In today's hard economic times, for some it has become more difficult to justify to their organization, the necessity of their SGMP membership.

Administrative staff often only see the expense, not the additional values/benefits that membership brings to their organization's operation. If a

member/organization cannot see the value of membership, they will not renew. In a survey conducted by Association Management in November, 2001, of those who did not renew membership, 73% gave reasons associated with the membership not having enough perceived value.

How does one document the value added to membership? You must make a realistic evaluation of the cost versus the benefits. Areas of financial benefit to be considered should also include: professional continuing education, networking, personal professional development/confidence, local and national support organizations,

membership directory, agency monetary and employee time savings by working with those who understand and can work with your agency's needs; CMP &

CHSP certification and reimbursement; trade shows; mentoring and referrals from others with similar work needs and experience; SGMP Website;

committee/volunteer experience; educational scholarships; recognition and awards. There may be more benefits not covered here.

What is the minimum value you can associate with each of these? What is the total financial benefits? What is the total costs? What is the return on investment?

There are two basic member paradigms for any organizational membership:

Givers - Those who join to participate in and be a part their organization. They will regularly attend organization events.

Takers - Those who join to take



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Joint Meeting Planner Trade Show

By Lagina Fitzpatrick, CMP

Thank you to all that come out for the SGMP, MSAE, MTC joint speaker showcase and tradeshow. It was a great day at the Ramada Inn, Jefferson City. We had a total of 118 meeting planners attend, 51 of those SGMP members and 65 exhibits booths.

The day started with registration and continental breakfast at 8am. Thank you to our breakfast sponsors; Country Club Hotel & Spa, Lake Ozark, Fairfield Inn, Jefferson City, Kansas City CVB, Stoney Creek Inn's of Columbia



and St. Joseph. Thank you also, to Lodge of Four Seasons who donated the bottle water for the entire day, to Springfield CVB for the great bags and the Holiday Inn SunSpree Resort for the name badge holders.

There was a line up of 12 speakers for the speakers showcase in the morning. Thank you to all that came early to hear them. The group lunch was sponsored by Branson-thank you for a great meal! The tradeshow was a success with the "Viva Las Vegas" theme. We had several who tried their luck at blackjack, played the slots and even some who got mar-



ried!! Thank you to all the vendors who put on such a great show! The reception that followed for the prize drawings, was sponsored by Tan Tar A Resort, Golf Club and Spa. A great ending to the day!

Thank you to our members who worked the SGMP booth to recruit new members; Vicky Buschjost, Denise Evans, Maurine Hill, Christina Roth, Michele Burrows, and Carrie Spicer. And, thank you to our members that worked the registration table; Christina Roth, Denise Evans, Rita French, Connie Lockwood, Debbie Alderson, Lagina Fitzpatrick, Carrie Spicer, and Michele Burrows.

I know I am shelling out a lot of thank yous, but were would we be without our sponsors, committee members and volunteers and of course all that attended! The committee is being formed for next years tradeshow, please volunteer and be a part of it all!



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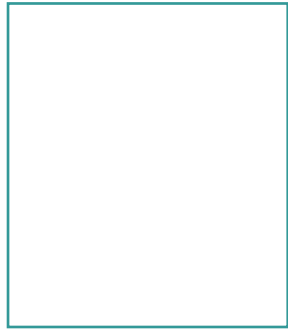
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"The Power of Trust"

Presented by Rob "Waldo" Waldman - Proud to be Your Wingman
By Denise Evans, 2004 Scholarship Recipient



It was not difficult to decide on which session I would like to report on, since this particular session provided me with so much insight, both professionally and personally. Mr. Waldman is one of a kind; not only the Opening Keynote speaker at

the conference, but his personal development session, left me feeling that the trip was worthwhile from the first day.

Waldo's comparison of fighter pilot scenarios to life and organizational development was awesome. In his words, "the key to success lies in the ability of every member of your organization, regardless of their role, to give 110 percent and support the team!" As a graduate of the U.S. Air Force Academy, Rob flew over 65 real world combat missions in Iraq and Yugoslavia, and is a highly decorated combat veteran; surviving four separate "Surface to Air" missiles locked-on and set to destroy his aircraft in Yugoslavia (1999). He not only maneuvered

between the missiles, but called out details to the wingmen, within his team, saving them as well.

Each of us will always need a wingman to watch our backside...you know, that blind spot that you just can't see. However, with disciplined training, dedicated teamwork, impassioned leadership and unwavering trust, we can overcome all challenges and maximize our success. Sometimes thinking outside the box brings a whole new perspective to life.

I challenge each of you to keep at least one of his phrases in mind for the next few days and see if you agree that without those special wingmen in your life, it would be next to impossible to push ahead.

For such a small man, Rob is probably one of the most powerful motivational speakers I have ever had the pleasure to meet. His phrase "Push It UP" is a motivation to us all; never give up, depend on others and continue to grow throughout your life.

Should you have interest in contacting Mr. Waldman or getting more information on him, please do not hesitate to contact me or visit his website at www.waldospeaks.com, and I would like to see the Missouri State Capital Chapter "Push It UP!"

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advantage of collaborative synergies and want to get more than they give. They will attend organization events if they see immediate value.

Hopefully as you are reading this, you recognize yourself as being a giver and not just a taker

in our Chapter.

The value of SGMP is greatly enhanced by its membership and what each member brings to the Chapter. Both the outgoing and incoming SGMP Chapter Boards are working toward getting more members to get involved...become givers. You are encouraged to get

involved in committees, functions and events, and by sharing your thoughts, ideas and/or concerns.

By becoming involved, you will find that the financial benefits for yourself, your agency and the Chapter will increase and that there is a significant return on your investment in SGMP.

Be sure to check out www.sgmp.org for all of the latest information from nationals.

S.C.O.P.E.—Successful Chapter Operations and Program Examples

Presented by Arlene Roberts - Florida Capital Chapter; Cindy Gooch, CMP - National Capital Chapter; Grace Nied - Texas Lone Star Capital Chapter; Robin Wilson, CMP - San Francisco Bay Area Chapter; Shannon Pavwoski, CMP - Great Lakes State Chapter
By Carrie Spicer, 2004 Scholarship Recipient

This session was presented by five chapter presidents, who gave a wealth of information about how to make your SGMP chapter stronger and more successful. All the chapters represented, stress getting as many members involved as possible.

Committee Leadership: Board



member and a non-board member should co-chair each committee; preferably one being a planner, one a supplier. There is value of diversity in this approach and has proven to be very successful process. Delegate! It enables the chapter to utilize the talents of as many individuals as possible, to help build future leaders in your chapter. Have the chair people create action items for the committee members to execute. Remember: Everyone's ideas are important. Work as a team! In order to have things run smoothly, it is very important to create a timeline for each event, whether it is the holiday extravaganza, charity event, silent auction, etc. Don't re-invent the wheel!

Chapter Board: The Board needs to develop a yearly timeline. It is very important to establish a budget and determine the chapter's income and expenses.

Community Involvement: This is an area that many chapters work on to make the community more knowledgeable to what SGMP is all about. This should be a separate committee. Some of the chap-

ters have an event each month, or every other month on weekends or evenings. Heart walks, clean up different areas in the community, adopt a family, Thanksgiving dinner for the needy, working with the Little Theatre, are just a few suggestions.



It is beneficial for the committee to produce a calendar for community involvement.

Fundraising: Fundraising provides money for scholarships and helps finance educational programs. When selecting a charity, have the committee develop a list of possible organizations, then have the entire membership vote. Some successful events from the different chapters are raffles, silent auctions, cookbooks, merchandise sales, etc.

Membership: Several chapters have 2 or 3 co-chairs for membership. This is a big responsibility. Have one person assigned to each area: retention, database management, and recruitment/marketing. The person taking care of database management makes all the changes related to new members and transfers to membership, as well as changes to the nametags. Then the co-chairs will have committee members help with one specific area. Send thank you letters to renewing members from the Board each month. Establish a strong buddy/mentoring system to make new members feel welcome. Email monthly to potential drops. Call members after they have missed three consecutive meetings. Have the board conduct a

phone blitz one afternoon each quarter, calling on the members who have dropped and ask for reasons why they have dropped. Tap new markets. Keep attendance at all meetings. Remember the personal touch is very important. Develop a postcard that can be sent to members who missed three consecutive meetings, letting them know they are missed.

Programs: It is very important to utilize your chapter members, professional organizations, and people in your own community to develop beneficial programs. Let your membership tell you what they want, by pulling information from your meeting evaluation sheets. Develop a video library containing all the monthly programs as a resource to members.

Sponsorship Opportunities: Develop a form that includes all sponsorship opportunities for each calendar year, that is sent out to all supplier members. Your own chapter form should include the meeting dates and locations for the year, as well as monthly sponsorship opportunities for door prizes/table favors, maybe even include new opportunities such as meal or dessert sponsors, merchandise opportunities, etc. This is very beneficial to the suppliers, since they have their budgets set for the year.



Membership Report

By Lagina Fitzpatrick, CMP
Membership Chair

Our membership total is currently 150!

Welcome to our new members:

Angela Franks, Missouri Gaming Commission
Dennise Schaben, State Emergency Management Agency
Karen Luther, Missouri Department of Transportation
Brittney Sones, Missouri Department of Conservation
Carmen Schulze, Missouri Coalition of Children's Agencies
Kristen Kemna, Country Club Hotel & Spa, Lake Ozark
Nancy Pittman, St. Charles Community College
Kathy Sayles, Missouri Department of Corrections
Julie Hammond, Missouri Department of Corrections
Susan Lewis, Missouri Department of Corrections
Kathleen Kempker, Missouri Department of Corrections
David Daniels, Embassy Suites Hotel, Kansas City

We have the following changes in our membership:

Brenda LaBella replaces Gina Jacobs, MO Div. of Family Services
Susan Stewart replaces Julie Kujath, Hote deVile
Shana Lindsay replaces Veronica Lipps, Hilton St. Louis Frontenac
Krista Ney replaces Shawna Luetkenhaus, Doubletree, Chesterfield
Marc Randolph replaces Shelly Sigholtz, Fairfield Inn, Jefferson City
Laura Schuler replaces Kathy Stuart, Holiday Inn Wesport, St. Louis

Please give a warm welcome to all of our new members when you see them! It is great to see our membership continue to grow in these tough economic times. Keep up the great work! Remember you can bring a guest to the meeting free of charge.

The following members have September membership renewals:

Glenda Kerr, Krista Ney, Holly Otto, Mia Harris, Christina Roth,
Melissa Seeligman, Cathy Zumwalt

The following members have October membership renewals:

Karen Adams, Theresa Adams, Don Dickey, Betty Kinney, Martha Little, CMP, Darline Robinett, Mary Lee Stegeman, Mary Supple

The September and October renewals have already been sent to you by the National office. If you have not received yours, please let me know.

We have a long list of members, as you can see, to renew in the next few months. The chapter has many great educational opportunities as well as networking events this year, so please do not miss out. Get your renewals in! Remember, planners is only \$25 to renew. Please make sure to send in your planner profile sheet with your payment. Thank you and let me know if you have any questions.