



MOCAP Gazette

www.sgmp.org
www.sgmpmocap.org

Missouri State Capital Chapter of the
Society of Government Meeting Professionals

Volume 16, Issue 1
January/February 2010

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Negotiating Your Best Deal Starts with a Strong RFP

By Paula J. Rigling, CAE, CMP



In these economic times when every dollar an organization spends is being scrutinized, meeting expenses are under the microscope just like every other expenditure.

What's the single most important thing you can do to ensure you negotiate the best possible deal for your meeting? What one tool will save you time, energy and frustration in the site selection and negotiation process? The answer: a Request for Proposal (RFP) used to solicit bids from hotels and facilities to host your meeting.

By taking the time to identify the most important elements in selecting a site and putting those items into an RFP, you can reduce the time spent in searching for a site and give yourself the upper hand in negotiations. An RFP can be sent via a Web site such as PlanYourMeetings.com, through a city's convention and visitors' bureau for distribution to local properties, or sent directly to potential properties or a hotel chain's national sales office. By outlining all your needs in one document, you save time and make your job easier.

Continued on Page 3

A New Year...A New Website!

Please take time to browse through MOCAP's newly redesigned website. Find links to past issues of the MOCAP Gazette, contact information for committee and board members, an SGMP blogsite, and links to educational meetings and events. In addition, if your organization has an opening, MOCAP will list it in our Job Bank where it may be accessed by members.



COLUMBIA The smart, innovative, artsy, eclectic, clever, savvy, vibrant, too-dynamic-to-fit-into-a-short-tagline city.



President's Message

Cathy Jackson, CGMP
Missouri State Capital Chapter President

Happy Spring Everyone!

Spring is finally here and everything is looking so much better. So glad the temperature is warmer and we can be outside more.

A big "Thanks" goes to Charles Sadler, Executive Director and CEO of SGMP, for attending our March Board Meeting and our educational luncheon.

The 2010 Board Retreat will be held on June 25-27, at the Elms Resort & Spa in Excelsior Springs. Congratulations! Thanks to all the wonderful bids that was sent in from our great suppliers.

We are also closing in on the National Conference in Kansas City, in May. A congratulation goes out to the Scholarship winners. They will participate in a wonderful educational experience. If you haven't taken advantage of going to a National Conference, you should just to have the experience of all the education that it has to offer.

The Chapter Shirts are out for ordering. Please order a shirt to show your support of the chapter.

SGMP MISSION STATEMENT

The Society of Government Meeting Professionals, Inc. (SGMP) is a national organization dedicated to improving the knowledge and expertise of individuals in the planning and management of government meetings through education and industry relationships.

Here's what to include in your RFP:

- ◆ The name and description of the meeting
- ◆ Your contact information and preferred method of receiving responses
- ◆ Preferred dates and arrival/departure pattern (note if dates are flexible)
- ◆ Deadline for responses
- ◆ Description of sleeping room and meeting space needs (i.e., # rooms/suites per night including bed types, schedule of events with attendance and preferred room sets)
- ◆ Special concessions, such as reduced time for the cut-off date, complimentary sleeping rooms, meeting space rental reductions, VIP upgrades, F&B special pricing and airport transportation, etc.
- ◆ If this is a repeat meeting, include history such as the room pick-up per night, F&B revenue, as well as the overall spend of your group, including incidentals
- ◆ Request for clarification of miscellaneous fees (i.e., occupancy tax, F&B tax and service charge fee and parking fees, etc.)
- ◆ Request for sample menu pricing for meals and receptions
- ◆ Request for airport information (i.e., distance, complimentary hotel shuttle or average taxi and shuttle fares)
- ◆ Request for information on a hotel's sustainability and social responsibility policies, including information on recycling, composting and leftover food donations, if this is an area important to your group. If you require certain policies or procedures, then this is the time to stipulate them.

One of the most important aspects of creating an RFP is item No. 6, identifying the special concessions most important to your meeting. Don't make the mistake of asking for everything under the sun, as that weakens your bargaining power, and you'll end up giving up things that are most important to you. Instead, spend some time identifying the concessions of most importance to your group and outline them in your RFP.

When you begin to receive proposals back, I recommend that you take the time to create a matrix, outlining your requirements on the left side. Then, list the hotels across the top of your spreadsheet and fill in the offerings from each hotel. This will allow you to compare all the hotels at a glance to determine which one best meets your needs.

Paula Rigling, CAE, CMP, is the owner of [Meeting Planning Professionals](#), a full-service meeting planning firm located in Austin, Texas, that offers a full array of event management services to a variety of clients, ranging from state, national and international associations, to technology companies and medical communications firms. Paula has over 25 years experience in the areas of hotel sales, catering, convention services and association meeting planning. Paula frequently writes, teaches and speaks on the subject of meeting planning. You can email Paula at pjrig@aol.com, follow her on [Twitter](#), on [Facebook](#) or her blog [Plan It Like a Pro](#).

GET CONNECTED TO SGMP



PLUG INTO KANSAS CITY
MAY 19-22, 2010

Name and Title: Farhonda Cullum, Senior Sales Manager

Current Employer: Kansas City Marriott Downtown

Farhonda, an 11 year veteran of the meeting planning industry, hails from the Windy City. She has been with SGMP for less than a year, but she particularly enjoys the monthly meetings.



“SGMP has allowed me to meet clients in person! It’s great talking to the clients on a regular basis, but it’s even better to meet them face to face. It makes the relationship more personal.”

Ten years from now, expect to find Farhonda working as the Director of Sales at a full service hotel. How will we remember her?

*I want people to remember my SMILE.
Success comes from my SMILE!*

MEMBERSHIP REPORT

By Roger Schlatter, Membership Chair

Membership for the Missouri State Capital Chapter is at 189 members. The chapter presently has 99 Government Planners, 84 Suppliers, three Contract Planners, and three Retired Memberships.

The chapter has an excellent planner/supplier ratio. As usual, the chapter is in need of planner members as several new suppliers are wanting to join the Missouri Capital Chapter. Suppliers can only join if they have a planner match to send in with their application to National SGMP Headquarters.



January Meeting Recap

by Cathy Jackson, CGMP MOCAP President

The first meeting of the new year was held on a VERY cold and snowy day at the Truman Hotel and Conference Center on January 7th. Phil Bruno was our guest speaker, and his topic was “Engaging the New Value Seekers.” His presentation focused on four different age categories in today’s workforce:

- ◆ Veterans-65+
- ◆ Baby Boomers-45-65
- ◆ Generation X-32-45
- ◆ Generation Y-16-32

These groups make up today’s workforce but bring different approaches to planning in response to the current recession. The following information is derived from a survey conducted from September 2008-March 2009.

Veterans

Wait it out
Forget that you have investments until they come back - then watch like a hawk
It always gets better
We’ve seen it all before

Baby Boomers

Tighten belt
Continue to use credit but pay off in full monthly
Work longer before we retire
Lean on Faith
Delay purchases
Invest in good purchases: land and housing
Reduce debt/ eliminate debt
Re-evaluate insurance needs
Recycle - reuse - make things last longer
Barter- trade goods and services
Help with \$ Vets/X/Y family members

Generation X

Changing habits
Focused on necessity / Cut back on luxuries
Teach children money management
Eliminate credit
Bargain shop / coupons / not brand name dependent
Invest in stocks (buy low/sell high)
Conserve
Create “to do” lists that focus on time and money management
Increase savings
Think about upcoming goals (college age kids coming up)

Generation Y

Buy generic
More aware of spending
Use cash, not credit
Seek alternative solutions - lay away, happy hour
Cut back on entertainment
Stop splurging (so much)
Pay down debt
Less buying for holidays
Less aggressive investing
Seek extra income

Top 5 Tactics

Know your product as defined by your customer
Focus on consumers who CAN and WILL act
Enrich the customer experience
Convert trial consumers to core customers
Enhance your brand



The Ritz Carlton—St. Louis
100 Carondelet Plaza
St. Louis, MO 63105
(314) 863-6300 (Phone)
(314) 863-7486 (Fax)
www.ritzcarlton.com

Business Profile

Discover The Ritz-Carlton, St. Louis and experience a sophisticated city featuring mid-western hospitality and an energetic soul. The Ritz-Carlton hotel in St. Louis provides guests with a relaxing retreat near the city's top businesses and attractions. The Ritz-Carlton, St. Louis offers exceptional dining, lavish suites and impeccable service in a location convenient to the area's finest attractions including the Gateway Arch, Busch Stadium, and the St. Louis Zoo. The hotel is 15 minutes from Lambert International Airport, and within walking distance of more than 70 of the city's finest restaurants and art galleries.



The Ritz-Carlton, St. Louis has 300 guest units (including 33 suites) and 14 meeting rooms with nearly 30,000 square feet of meeting/exhibit space.



The Amphitheater at The Ritz-Carlton, St. Louis features tiered seating for 140 guests in 3,300 square feet, large desktops with individual data ports and two power outlets, hard-wired and wifi networks, an elevated stage with rear-screen projection capabilities, an interactive whiteboard, and a sound system engineered for video conferencing.

The SGMP has revised it's Bylaws. To familiarize yourself with the changes, click [here](#).



Name and Title:

Kimberly Wolf, Accounting Specialist II

Current Employer:

Dept of Elementary and Secondary Education

Planner Profile

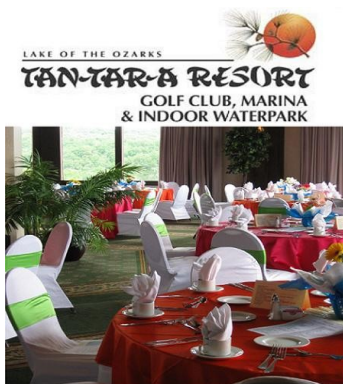
Kimberly, a 15 year veteran in the industry, had been with SGMP for three years. Her time with SGMP has helped Kimberly to become more confident in working with people outside of the department. She has also found it easier to match names to faces at meeting locations, which is a good thing since Kimberly sometimes has problems with remembering names:

"I was once told by a very wealthy man the most important thing you can do is remember people's names. There's a reason why I'm not wealthy. My four boys will tell you I call them by everyone else's name, including the pets, before I get it right!"

Despite her lack of name recall, Kimberly has a great attitude about other meeting mishaps—"Every meeting has something come along that wasn't expected...take a deep breath and move forward."

In ten years, this Tipton native sees herself counting down the days until retirement. She will likely use her down time to continue working with children in order to make a positive difference in their lives. Kimberly has a suggestion for those of us struggling to solve some of life's little problems: Ask a child.

You are guaranteed to get an answer. If it's not the one you were looking for, it will still put a smile on your face.



Let us handle the details!

WHY NOT PAY FOR MEMBERSHIP NEXT YEAR?

By Roger Schlatter, Membership Chair

Several members are not renewing their memberships this year due to budget cuts. Why not pay for your membership yourself? It's good to get out of the office and be with fellow planners and suppliers. Think about it - this terrible economy isn't going to be with us forever.

February Meeting Recap

Dr. Lynn Rossy from the University of Missouri was the featured speaker at the February 4th MOCAP meeting hosted by the Meadow Lake Country Club in New Bloomfield.

Dr. Rossy's topic was Stress Relief without Analyzing, Organizing, or Agonizing—a subject with which we all have experience.

What do we find stressful? Everyone handles situations differently. What stresses one person invigorates another, but there are a few generalities such as money, work, and relationships (family, friends, co-workers).

How do we know when we—or someone else—is stressed? Some of the most common symptoms include a racing heart, tense muscles, and agitation. For chronic sufferers, symptoms might include lack of concentration, insomnia, and frequent illness.

Everyone gets stressed out from time to time, but prolonged stress can cause health issues including high blood pressure, heart disease, and lower immunity.

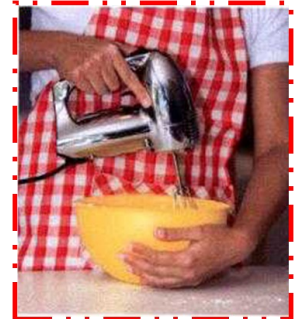
How can we deal with stress? First and foremost, we need to **Respond** to the stresses in our lives rather than **React** to them.



Dr. Rossy gave us the acronym **STOP**:

- ◆ **Stop**
- ◆ **Take a breath**
- ◆ **Observe**
- ◆ **Proceed**

We'll Beat It...



or give **YOU** the dough!
\$500 to be exact.

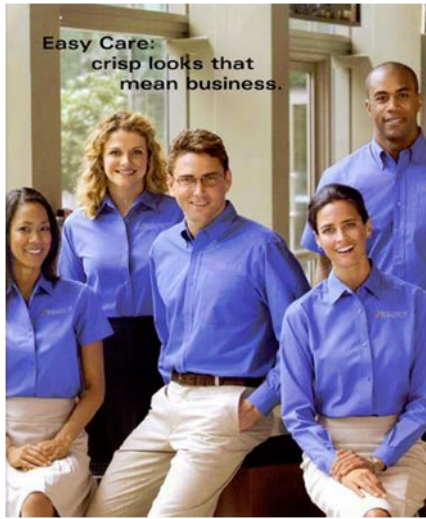
Bring us a proposal for your next event from another city or hotel and we'll meet or beat the deal. If for some reason we can't beat it, we'll pay you \$500 just for your time.

Visit www.SpringfieldMeetorBeat.com or call **800-678-8767** for details.

Try some breathing exercises and relaxation techniques before tackling the stress monster. Meditation, yoga, or simply walking or driving may also relieve tension.

Talking and listening are also important stress-busters, but look out for roadblocks—body language and speech patterns make up more than 90% of most interpersonal communication. If the words don't match, effective communication can't happen.

The methods Dr. Rossy suggested may not work for everyone. Try a few and see what works for you.

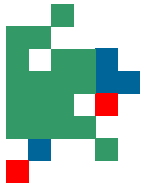


Official SGMP Chapter Shirts are now available!

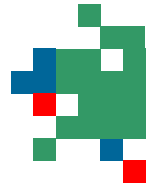
If you are a new member, or if you would just like an extra, this is the shirt to show your support for MOCAP. If you are going to the National Conference, the first night is the Chapter reception, and this shirt should be worn to represent our Great MOCAP Chapter.

Shirts run a little small, so you might want to order a size larger. Also, with the short time frame, we will not have any room for reorders.

See Page 13 for the order form.



*The 2010 MOCAP Board Retreat will held at
the Elms Resort & Spa in
Excelsior Springs on June 25-27.*



Calendar of Upcoming Events

Date	Location	Program
April 22, 2010	Hilton Garden Inn Columbia, MO	Tausha Freeman "The Government Meeting Toolbox"
May 13, 2010	Isle of Capri Boonville, MO	"Another Meeting"
June 10, 2010	Country Club Hotel Lake Ozark, MO	Awards Ceremony

RETIRING?

HOW ABOUT STAYING IN SGMP?

If you are retiring from state government, how about keeping your SGMP Membership as a retired member? All we have to do is change your membership from Government Planner to Retired Member.

Renewal costs for a Retired Membership is only \$25.

SGMP has provided information for professional and personal use regarding H1N1. Check out the SGMP homepage for details!

2008—2010 BOARD MEMBERS

President

Cathy Jackson, CGMP
cathy.jackson@pr.mo.gov

1st Vice President

Betty Kinney
bettyk@mosers.org

2nd Vice President

Shannon Gill
shannon.gill@marriott.com

Secretary

Debbie Alderson
debbie.alderson@courts.mo.gov

Treasurer

Carrie Spicer
cspicer@kinseth.com

Directors

Patricia "Patty" Barnett, CMP
pbarnett@explorestlouis.com

Michele Burrows
mburrows@theresortatportarrowhead.com

Kay Craig
kay.craig@dnr.mo.gov

Immediate Past President

Maurine Hill
maurine.r.hill@dss.mo.gov

COMMITTEES

Communications (Newsletter & Website)

Board Member: Cathy Jackson
Newsletter Chairperson: Laura Vedenhaupt
Website Chairperson: Vacant

Election & Nominations

Board Member: Maurine Hill
Chairperson: Joann Russel

Awards & Honors

Board Member: Debbie Alderson
Chairperson Lee Bunch

Hospitality

Board Member: Kay Craig
Chairperson: Karen Holterman

Program

Board Member: Betty Kinney
Chairperson: Sherri Helm

Membership

Board Member: Shannon Gill
Chairperson: Roger Schlatter

Charity

Board Member: Michele Burrows
Chairperson: Marianne Thies

Scholarship

Board Member: Patty Barnett
Chairperson: Diane Gillespie

Joint Trade Show

Board Member: Carrie Spicer
Board Member: Patty Barnett

Holiday Extravaganza (HE)

Silent Auction (SA)

Board Member: Shannon Gill (HE)
Board Member: Patty Barnett (SA)

This will be my last MOCAP Gazette as Editor. It's been a short few months, but I enjoyed the work immensely. While challenging (deadlines seem to come out of nowhere.), being editor has also been tremendously rewarding.

If you are interested in taking over as Editor, or are interested in participating on any of MOCAP's committees, contact Cathy Jackson, chapter president at cathy.jackson@pr.mo.gov.



My co-workers can tell you how much I enjoy games, so here is one last puzzle for you:

Staying In the Game

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
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	7 17 25 5	26 9	17 10 16

**2010 MOCAP SGMP
Chapter Shirt Order Form**

ORDER & PAYMENT DEADLINE: April 16, 2010

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email: _____

Shirts (*Ultramarine Blue*) - \$24.50
(Board Members add \$1.00 for "Board" under logo)

S, M, L, XL, 2XL

Cost includes shirt, shipping, handling, tax & SGMP Logo

_____ Number of Shirts Ordered x \$24.50 = \$ _____ amount due

Men's: _____ Women's: _____ Long Sleeve: _____ Short Sleeve _____

Please make checks or money orders payable to: SGMP

MasterCard or Visa Information

Total amount to be charged to card \$ _____

Credit Card Number: _____

Expiration Date: _____

Name on the Credit Card: _____

Signature: _____

Mail payment & order form to:

**SGMP
c/o Chapter Shirt Order
P.O. Box 105255
Jefferson City, MO 65110**

These will be at the May 13 meeting for pick up. If you cannot make that meeting, please make arrangements for it to be picked up. If you have any questions, please send them to Cathy Jackson.



***NOMINATIONS FOR
2009-2010
PLANNER AND SUPPLIER OF THE YEAR***

Is there one planner member and one supplier member that you notice who seems to give that little extra to make the chapter an organization that you are proud to be a part of? If you need help or advice, who do you know that you can call on and will always try to help? Is there someone that is always in the background getting things done? Now is the time to let everyone else know who these people are and give them the recognition that they deserve.

We will be soliciting nominations for the next month with your nomination due back on April 15 (physically received not postmarked) at which time a vote of the membership will be held. The recipients of the Planner and Supplier of the Year will be announced and presented June 10th at the Country Club Hotel & Spa in Lake Ozark.

PLANNER OF THE YEAR _____

SUPPLIER OF THE YEAR _____

Nominated by _____

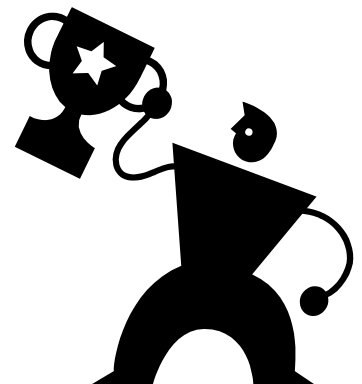
(Mandatory: Nominations will not be accepted unless this is filled in.)

Please provide a brief explanation of why you have selected those that you've nominated.

Reasons for nomination(s): (mandatory)

Please return your nomination sheet by April 15 (physically received not postmarked) to:

**Lela Bunch, Awards Chair
SGMP MOCAP Chapter
P.O. Box 105255
Jefferson City, MO 65110-5255
Or fax to 573-632-6724
Or e-mail to mscalee@mvp.net**





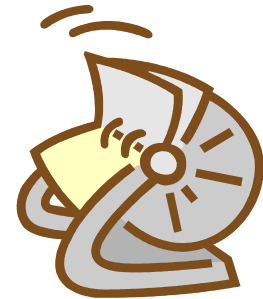
Newsletter Sponsorship Submission Form

On a first-come, first serve basis, MOCAP will offer newsletter sponsorships to its members. Currently, there are only ten spaces available, approximately four inches wide by three inches tall, at a price of \$200 for one year (six consecutive newsletters).

Once notified that the Supplier has been accepted for sponsorship, payments (made to SGMP MOCAP), will be due within 30 days of acceptance. Invoices and receipts will be provided upon request. Individuals expressing an interest in sponsorship, but not returning their layout request and payment to us by the within 30 days, will forfeit their opportunity and the ad will go to the first person on a waiting list. Individuals on the waiting list will have first opportunity to purchase space at the end of the year, when current sponsor space expires.

Please complete the following:

Company Name: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Phone Number: _____
 Email: _____



Specifications:

- Size Approximately 4 inches x 3 inches (side) or 7.5" x 1.5" (bottom of page)
- Acceptable Layout Formats .jpg, (best quality) .png or .gif images
- Full Color or Black & White
- Price \$200 for a full year (6 consecutive issues)

All sponsors will remain the same for a full year. Adjustments may be made due to staffing, organization changes, etc. at the discretion of the Newsletter Editor. No sponsor will be placed in the newsletter without having paid in full.

If you have any questions or to submit layouts and payment, please contact:

Cathy Jackson
 Division of Professional Registration
 3605 Missouri Boulevard
 (573) 526-5814 - cathy.jackson@pr.mo.gov



Payment:

- Check payable to SGMP MOCAP enclosed in the amount of \$200
 Please bill my MasterCard or Visa in the full amount of \$200

Card Number / Expiration Date: _____
 Cardholder Name: _____

Cardholder Signature: _____