



MOCAP GAZETTE - April 2011

Welcome to the new and revised MOCAP Newsletter. The board is preparing for the upcoming Board Retreat, April 30-May 1, at the Adams Pointe Conference Center, in Blue Springs. This will be the time for a lot of chapter business to be discussed and reviewed, to find ways to make the chapter better.

We are also preparing for the upcoming National Conference, in Norfolk, VA, June 8-11. This should be an exciting time to sit in on educational classes and see SGMP friends. Congratulations goes out to the Scholarship winners!

I hope you enjoy this issue. This will be a great way to get the information out to every member and keep it on track.

Cathy Jackson, CGMP
MOCAP President



CENTRAL MISSOURI HONOR FLIGHT

Charity Basket Raffle Final Results
by Michele Burrows



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Our annual SGMP MOCAP charity event was held on Thursday, April 14, 2011, at the Truman Hotel in Jefferson City, Missouri. We were honored to have Sarah Hill with KMOU, and Mike Helm and Reid Hickman with the Honor Flight Riders. They shared with the group what Central Missouri Honor Flight does for the Mid-Missouri WW2 Veterans.

I can't say thank you enough to all the SGMP MOCAP Members who sold and/or bought raffle tickets. Through everyone's efforts, we raised \$3,300 for charity. The check was presented at the meeting.

Melissa Adams was this year's top seller of raffle sales. She was recognized and received a gift basket from the committee which included an overnight stay to the Holiday Inn Coco Keys in Kansas City along with 4 water passes, a bottle of chardonnay, chocolates, and 2 SGMP national wine glasses. Melissa sold \$615.00! Melissa will also be given 2 registrations cost for the 2011 Holiday Extravaganza.

Debbie Alderson was 2nd, selling a total of \$545! She was recognized and received a gift basket from the committee which included an overnight stay to the Independence Hilton Garden Inns & Suites with breakfast, a bottle of chocolate wine, and 2 SGMP Chapter wine glasses. Debbie will also be given registration for the 2011 Joint Meeting Planners Tradeshow on June 30, 2011.

Brenda Buschjost was 3rd, selling a total of \$227! She was recognized and received a gift basket from the committee which included an overnight stay to Independence Courtyard, 2 packages of Milano Cookies, and a bottle of Chardonnay wine. Brenda will also be given registration for the 2011 Joint Meeting Planners Tradeshow on June 30, 2011.

The remaining ticket sellers were: Leslee Wilkins-\$220, Vicky Buschjost-\$205, Lagina Fitzpatrick-\$151, Carrie Spicer-\$110, Karen Holterman-\$110, Betty Kinney-\$105, and Becca Vernon-\$100. The top sellers who sold at least \$100.00 in raffle tickets were presented with an SGMP mug along with a set of raffle tickets as an appreciation for their selling efforts.

A big thank you to all the hotels, restaurants, attractions, CVB's, CVC's, and individuals for their efforts in putting together our charity raffle baskets, they were AWESOME!

Another huge thank you to all the Charity Committee who helped in the printing of tickets, stuffed envelopes, folded flyers, counted money, sorted tickets, made phone calls, and all the other duties involved. Finally, thank you to the Truman Hotel for allowing the Honor Flight Riders to bring in their Harley Davidson Motorcycles and the yummy meal that was provided to us.



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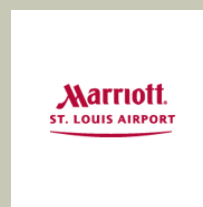
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Central Missouri Honor Flight
Telephone: (573) 256-1930
Email: centralmissourihonorflight@yahoo.com

2011 MOCAP Chapter Scholarship Recipients

By Vicky Buschjost

The board is pleased to announce that five members will be receiving scholarship funds to attend the 2011 SGMP National Conference in Norfolk, Virginia, June 8-10, 2011. These worthy members are -

Melissa Adams, Dept. of Natural Resources
Brenda Buschjost, Dept. Health & Senior Services
Karen Holterman, MOSERS
Becca Vernon, Dept. of Natural Resources
Lee Bunch, Missouri School Counselors Association



Featured Left to Right: Karen Holterman, Becca Vernon, Brenda Buschjost and Melissa Adams

"Congratulations ladies!"

The SGMP national conference planning committee is anticipating over 1,000 attendees to this year's conference....that's a lot of planners and suppliers! The national conference is a great opportunity to meet with other state meeting planners and discover how they are managing with budget cuts in their state.

Suppliers from across the United States will come together to discuss what works - and what doesn't work - for them. Some of

Board Member Contact Information

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Div. & Professional Registration
573-526-5814

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[Betty Kinney](#)
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2nd Vice President
[Lagina Fitzpatrick, CMP, CHSC](#)
Lake of the Ozarks CVB
573-348-1599

Secretary
[Stephanie Bommel](#)
Tan-Tar-A Resort
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Treasurer
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Planner Director
[Vicky Buschjost](#)
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Supplier Director
[Michele Burrows](#)
The Resort at Port Arrowhead
573-365-2334

Planner Director
[Annette Wallace](#)
Dept. of Economic Development
573-522-9479

Immediate Past President
[Maurine Hill](#)
Dept. of Social Services
573-522-2633

2010 - 2011 Quarterly Recognition Award Winners

Melissa Adams
MO Dept. of Natural Resources

Becky Verslues
MO Department of Economic
Development

the scheduled sessions are, "Alphabet Soup and Grilled Cheese: Navigating Government Anagrams", "Are You a Planner, Crammer or Slammer?", "Social Media Success for Event Planners", plus many more.

I want to encourage everyone to get more involved in our chapter activities and events to earn points toward a scholarship to next year's national conference that will be held in New Orleans "Nawlins", Louisiana, May 16-19, 2012.

The more involved you are in your chapter, the better the rewards! For more information, check out the National Education Conference link: <http://www.sgmp.org/nec2011/index.cfm>.



MEMBERSHIP NEWS

By: Nicole Kever and Dennise Schaben, CMP
Membership Co-Chairs

Membership for the Missouri State Capital Chapter is at 161 members. The chapter presently has 82 Government Meeting Planners, 75 Suppliers, and 4 Retired Members. The chapter presently has 10 supplier applications waiting on Planner Matches.

WELCOME TO OUR NEW MEMBERS:

Chris Barr, Hilton St. Louis at the Ballpark
Kara Ebe, University of Missouri, Columbia
Amy Luecke, Missouri State Board, Jefferson City
Kathy Rubin, Holiday Inn, Joplin

CHANGES IN OUR MEMBERSHIP:

Dustin Holcumbrink has replaced Staci Maples, as Director of Sales, at the Courtyard by Marriott & Adams Pointe Conference Center Inn - Blue Springs.

Lenny Brubaker has replaced Cameo Gerdes, as Director of Sales, at the Joplin Convention and Visitor's Bureau.

Denise Haefner has replaced LeeAnn Howlett, as Director of Sales, at the Holiday Inn St. Louis Airport.

MARCH-APRIL MEMBERSHIP RENEWALS:

Joseph Clote; Tyler Adkins; Deborah Dobson; Kelly Forck; Shelia Owens; Marsha Ruetters

Lorisa Smith
MO Dept. of Natural Resources

Karen Holterman
MOSERS

Rebecca Vernon
MO Dept. of Natural Resources

2011 Joint Meeting Planner Tradeshow

Our Joint Meeting Planners Tradeshow date is fast approaching. It will be held Thursday, June 30, 2011 at the Capitol Plaza Hotel.

You will be receiving your registration information this week. Please send payment and registration form to:
MSAE
P.O. Box 1574, Jefferson City, MO 65102
Phone: 573-659-8898 Fax: 573-635-7823

The event is a great educational event with the Speaker's Showcase in the morning with the Tradeshow in the afternoon.

We would love to see our MOCAP SGMP members at the event. Remember \$25.00 is a great investment for education, a lunch, and an informational tradeshow.

Sign up today! Haven't received your information yet? Use the document link below. Hope to see you there!

[Joint Tradeshow Brochure 2011](#)

HILTON GARDEN INN OPENS 1ST LEED GOLD DESIGNED HOTEL IN MISSOURI

Hilton Garden Inn announced the opening of the new 125-room Hilton Garden Inn Springfield, Mo., representing an addition to the brand's growing portfolio of more than 500 hotels worldwide. The Hilton Garden Inn Springfield is managed by O'Reilly Hospitality Management, of Springfield, MO.

This is the first hotel in Missouri to be

MEMBERSHIP RECRUITMENT DRIVE:

The Membership Committee Meeting will be holding a membership drive during the month of March. The potential members will be invited to attend the next SGMP Educational Meeting on Thursday, April 14, 2011 at Truman Hotel.

If you know of any potential Planner Members or have questions, changes or concerns regarding membership, please contact Nicole Keever at nicole@toadcove.com or Dennise Schaben at dennise.schaben@dps.mo.gov.

6 Mistakes That Sabotage Your Sales Presentation

Presented by Bonnie Budzowski
Article by Patty M. Barnett

Bonnie Budzowski was an excellent speaker who practiced what she preached. She was able to keep her presentation on track with minimal distractions.

The topic of this Session revolved around turning a sales presentation into a show stopper. The 6 Mistakes are listed below along with Solutions to solve each challenge.

1. Strive to Impress Rather than Serve~

Solution: Make your message about the client and their success. Focus your message on what the client needs, starting with benefits of what you are selling and then validate with the features. Show how you deliver the "wow" factor.

2. Follow a Predictable Structure ~

Solution: Most people start with the presentation instead of finding out what specific questions the client may have. Start with Q & A, explain what the results are that the client should expect, offer relevant case studies, and then wrap up with Q & A.

3. Confuse the Presentation with Clutter ~

Solution: When the client is confused they automatically say no, the recommendation is easy, simply follow the Suitcase Rule ~ Pack only what you need, then unpack

designed to meet LEED Gold standards, while being just the second Hilton Garden Inn in the country to meet these standards. Some of the sustainability features include a geothermal HVAC system in the pavilion and meeting areas, a salt water swimming pool, solar electrical system, full recycling and waste food composting system, and a public "green" building education program, just to name a few.

LEED stands for Leadership in Energy and Environmental Design and is an independent, non-profit, third-party rating system established by the U.S. Green Building Council (USGBC).

Hilton Garden Inn
4155 South Nature Center Way,
Springfield, MO 65804
Contact Melissa Riley, Associate Dir. of Sales
at
Melissa.Riley@hilton.com for information.

Paula Pace Headlines the March 2011 Monthly Educational Luncheon

by Stephanie Bommel



Paula Pace was the keynote speaker for the March 10, 2011 monthly education luncheon.

Paula challenged members to engage other people in good, effective communication. It saves time, it's honest and it's effective. She also focused on the proper protocol for attendees to use in many business situations.

Paula has a Master's degree in Education, is an award winning speaker, trainer and consultant who has trained extensively across the US and Canada. She uses stories, examples and humor to engage and invite her audience into the learning experience.

For more information, check out Paula's website at: www.paulapace.com.

and cut everything back by 1/3, then you are ready. Do this with the sales presentation and you will automatically cut out the clutter. Design all presentations to be reviewed by a simple scan. Make all bullet points start with a verb to keep the program moving. Always use content rich headlines.

4. Downplay the Importance of Rapport and Passion ~

Solution: Remember that Podiums are barriers allowing you to hide. Engage people with photos, humor and exercises during your presentation. The average attention span for a person is 7 - 10 minutes. Speak for approximately 7 minutes then show some photos or throw in some humor. Always state the positive about what you are selling.

5. Prepare Facts. Wing Stories ~

Solution: It is easy to prepare a presentation with 70 slides that communicates less than a 3 minute story. Make sure to use multi-sensory stories, and whenever possible share facts and tell stories based on the facts.

6. Miss the Opportunities in Q & A ~

Solution: Save a final case study for Q & A. Make sure to ask the client for their business.

If you follow these 6 simple steps your presentations will definitely sell your product without any problems.

Good luck!

We hope you enjoyed the latest edition of the MOCAP Gazette.

Please let us know if you have any ideas or suggestions for our next edition. We would love to hear from all of our members. Promotion at work? Exciting new feature at your facility? Educational idea or article for one of our future newsletters?

We want to hear from you! Please contact Stephanie Bommel, Board Secretary, at sbommel@columbiasussex.com.

Thank You for being a member and helping to make the MOCAP Chapter a success!

SGMP ELECTS NEW BOARD OF DIRECTORS

ALEXANDRIA, VA-March 21, 2011-The Society of Government Meeting Professionals (SGMP) announced its newly-elected national board of directors for 2011 - 2013.

Current SGMP first vice president Rob Coffman, CGMP, was

elected president. Coffman serves as deputy director for the Office of Conference, Event and Meeting Services at the U.S. Department of the Treasury in Washington, DC. Five individuals were elected to the national board for the first time. Current director Kelly Roche, CGMP, CTA, was re-elected as a director and former director Debra Kilpatrick, CGMP, was elected as secretary. Here are the members of the 2011- 2013 SGMP national board of directors:

President: Rob Coffman, CGMP , Washington, DC

1st VP: Rhonda Wise, CGMP, Dallas, TX

2nd VP: Shelley Mann, CGMP, Dallas TX

Secretary: Debra Kilpatrick, CGMP, Richmond, VA

Treasurer: James Lynton, CHSP, Sacramento, CA

Director: Maggie McGowan, CMP, CGMP
Norman, OK

Director: Beth Miller-Tipton, CMP, Gainesville, FL

Director: Kelly Roche, CGMP, CTA, Irving, TX

Immediate Past President: Melody Kebe, CMP, CGMP, Falls
Church, VA

Executive Director & CEO: Charles Sadler, CGMP, CHSP, CHSC,
Alexandria, VA

"This year, SGMP had competing candidates in every elected position for the first time I can remember," according to Donna Carey, CGMP, who serves as immediate past president and chair of the nominations & elections committee. "But what SGMP should be most proud about is the fact that all of our board members hold esteemed certifications in the meetings and hospitality industry."

The newly-elected board members include six individuals who have attained the Certified Government Meeting Professional ("CGMP") designation. The incoming board of directors holds a total of 15 meetings and hospitality industry certifications, including three members with a CMP.

SGMP is celebrating its 30th anniversary this year and will hold its 30th annual convention in 2012. The new board of directors will be installed during the Sam Gilmer Awards Banquet on June 9, 2011, at SGMP's National Education Conference in Norfolk, Virginia, for a two-year term of office that begins on July 1, 2011.