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MOCAP GAZETTE

2nd Quarter 2011

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PRESIDENT'S MESSAGE

I want to welcome you all to a new Chapter year. This year we will celebrate our 18th year as a chapter. We have come a long way since the beginning and we haven't even started to slow down. Our chapter is continuing to rebound on membership and I look to the future for one day, that we will surpass where we once was and continue to flourish.

The new Chapter year is off and running. Committees are being formed and if you haven't joined one, please do so. This is your Chapter also, and you should have a say in it. You can find the form online under Committees. We need all the help we can get to run this great Chapter. If you are not sure which one to help out with, just ask.

I hope you are enjoying the new website. A big Thanks to Amy DeSalme, from Columbia CVB, for creating this for us. We appreciate it very much. If you haven't had time to take a look, please do so and you won't be disappointed. All of our Chapter information will be held on here. So anything you need to know, is right at your fingertips. Now, we really are in the running for the Website of the Year!

Changes have come down from Nationals and we will not be handing out CEU's any more. They will be replaced by Educational Contact Hours. For one hour for a speaker will equal 1 ECH. Also, the education will now be based upon seven core competencies of government meeting planning. These core competencies are general meeting planning, facilities and services, financial and contract management, meeting logistics, technology, leadership and ethics. This will help us have a verity of topics to present to you.

Again, Thanks Amy for your hard work, and I will see you all at the monthly educational meeting.





Cathy Jackson, President MOCAP SGMP
Division of Professional Registration



Quick Links...

- [MOCAP Website](#)
- [Ntl. SGMP Website](#)
- [1st QTR 2011 Newsletter](#)

BOARD MEMBERS

President
[Cathy Jackson, CGMP](#)
Div. & Prof. Registration
573-526-5814

1st Vice President
[Betty Kinney](#)
MOSERS
573-632-6100

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

Secretary
[Stephanie Bommel](#)
Tan-Tar-A
573-348-8563

Treasurer
[Debbie Alderson](#)
Supreme Court of MO
573-751-7308

Planner Director
[Vicky Buschjost](#)
Dept. of Higher Ed.
573-751-9441

Supplier Director
[Michele Burrows](#)
Capitol Plaza Hotel
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

WE NEED YOU - TO JOIN A COMMITTEE!

Our chapter is always looking for volunteers. Volunteers help make our chapter a success, and we want to see you at one of our next committee meetings. Serving on a committee is also a great way to earn scholarship points for the NEC hosted every spring by the National SGMP Headquarters. Sign up today by contacting either the board liason or committee chair!

Communications

Board Liason: [Cathy Jackson](#)
Newsletter Chair: [Amy DeSalme](#)
Website Chair: [Amy DeSalme](#)
Responsibilities: Collecting information, committee reports, and articles for the Gazette and website, turn in sponsorship/donation information to the Awards Committee, produce and distribute Gazette, provide newsworthy information to national and local media, and maintenance of the Chapter website.

Nominations & Elections

Board Liason: [Maurine Hill](#)
Responsibilities: Solicitation of nominations, distribution and receipt of ballots, ballot verification and tabulation, notify Board of election results, provide articles for Gazette.

Awards & Honors

Board Liason: [Debbie Alderson](#)
Responsibilities: Solicitation of nominations for Supplier and Planner of the Year, distribution and receipt of ballots, ballot verification/counting, collect values for donations to determine award levels, compile committee membership lists, collect attendance records for determination of Attendance awards, order certificates and awards, provide articles for Gazette.

Hospitality

Board Liason: [Vicky Buschjost](#)
Chairperson: [Joyce Becker](#)

Responsibilities: Provide "ice breaking" activities, distribute and collect nametags, sell fundraising raffle tickets, turn in sponsorship/donation information to Awards Committee and greet members at the registration table.

Membership

Board Liason: [Lagina Fitzpatrick, CMP, CHSC](#)
Co-Chair: [Nicole Kever](#)
Co-Chair: [Maria Davis](#)
Responsibilities: Recruitment of new members, process applications and monies to National, distribute new member packets, recruit and assign mentors, contact members to encourage membership renewal, providing article for Gazette and advertising. Turn in sponsorship/donation information to Awards Committee.

Charity

Board Liason: [Michele Burrows](#)
Co-Chair: [Marianne Thies](#)
Responsibilities: Obtain and distribute information concerning nature of charity, recruit membership participation, solicit donations,

Joplin Schools



Joplin Schools will be the recipient of the School Supplies Donation Event taking place at the August 11, 2011 luncheon. There are so many students from every school that can benefit from our donations. We ask that you bring your donations to our monthly meeting at the Capitol Plaza Hotel. A detailed list of needs will be sent to members prior to the August meeting. Please let your co-workers, friends, and family know about this event if they would also like to donate. The residents of Joplin will truly appreciate your kindness.

Join us in Columbia to learn more about "Green Meetings"



with an organic food presentation!

Plan to attend the September 8, 2011 monthly educational luncheon presented by the Univ. of MO Hotel/Restaurant Management Dept. and the MO Dept. of Agriculture.

create, distribute and count charity raffle tickets, organize and manage other fundraising events, provide article for Gazette and turn in sponsorship/donation information to Awards Committee.

Programs

Board Liason: Betty Kinney

Chairperson: Carrie Spicer

Responsibilities: Arranging meeting locations and program presentations, distributing meeting announcements, selecting menus, compiling agendas, obtaining and collecting valuation of function sponsorships, producing evaluation sheets, and meeting information for Gazette and website.

Scholarship

Entire Board will serve on this committee.

Responsibilities: Recommend any changes to application, estimate travel expenses, distribute applications, receive applications, and make recommendations to the Board, provide recipients with scholarship package, register scholarship attendees and make necessary reservations, ensure scholarship recipients complete requirements of scholarship, presentation of Gazette article, and turn in sponsorship/donation information to Awards Committee.

Joint Meeting Planner Trade Show

Co-Liason: Michele Burrows

Co-Liason: Stephanie Bommel

Responsibilities: Coordinate with MSAE, MO Travel Council on division of responsibilities. Assistance may include soliciting presenters and/or educational topics, invitation and registration functions, set up oversight, select menus, address manpower needs, send thank you letters, and provide article for Gazette.

Holiday Extravaganza & Silent Auction

Liason: Annette Wallace, CMP

HE Co-Chair: Karen Holterman

HE Co-Chair: Brenda Buschjost

SA Chair: Melissa Adams

HE Responsibilities: Send our RFP, review bids, and select event site. Notify event site of selection, send thank you letters to other bidders, conduct site visit, coordinate with location staff, determine costs and registration, create and distribute invitations, provide on-site registration and manpower for event, send thank you letters, provide articles for Gazette, turn in sponsorship/donation information to Awards Committee.

SA Responsibilities: Solicit donations for auction, provide bid sheets, identify and tag donations, manpower for auction, provide advertising, summarize articles and donation sheet for Gazette, send thank you letters, and turn in sponsorship/donation information to Awards Committee.

Monthly Meeting
Registration
Information:

Planners: \$5

Suppliers: \$30

Non-Member Meeting
Planner: \$20

Non-Member
Suppliers: \$30



Approximately 20 MOCAP members attended the 2011 NEC in Norfolk, VA. Throughout the 3 day event all attendees were able to network, attend fabulous education classes and learn more about how SGMP can help all members create successful conferences.

Future Meetings



2011

Aug. 11: Capitol Plaza in
Jefferson City, MO

Sept. 8: Courtyard by Marriott
in Columbia, MO

Oct. 13: Memorial Park in
Jefferson City, MO

November - TBD for the
Holiday Extravaganza

Dec. 8: American Legion
in Jefferson City, MO

2012

Jan. 19 at the Truman Hotel in
Jefferson City, MO

Feb. 9 at the Summit Lake
Winery in Holt Summit, MO

Mar. 8, location to be
determined

Apr. 12, location to be
determined

May 10 at the Inn at Grand
Glaize in Osage Beach, MO

June 14 at Lincoln University
in Jefferson City, MO

July - to be determined

Aug. 9 at the Capitol Plaza in
Jefferson City, MO

We are looking forward to the 2012 NEC in New Orleans, LA!
Check out your fellow members promoting the event-



Social Media Success for Event Planners

Presented by Taylor Ellwood at the
2011 National Education Conference
Norfolk, Virginia
Article Written by Karen Holterman

I attended the Social Media Success for Event Planners educational seminar at the National Education Conference in Norfolk, Virginia. It was presented by Taylor Ellwood and was full of information. I've written about a few of his main points.

There are many types of social media. They include: social networking sites; social bookmarking sites; blogs and newsletters; internet radio and podcasts; videocasts (such as You Tube); review sites; event sites; articles, blogs and pod cast directories.

In order to have a successful business you need to find out where your social media network is. Social media is more than technology - it is more than a network platform. It is where

Sept. 13 at the Quality Inn in Columbia, MO

Oct. 11 at the Doubletree Hotel in Jefferson City, MO

November to be determined for the Holiday Extrazaganza

Dec. 13 at the Truman Hotel in Jefferson City, MO

Homemade Ice Cream

(Recipe by Stephanie Bommel)

As summer is winding down, make sure you take the time to enjoy some traditional treats! Homemade ice cream is one of the best treats ever, and here is a recipe that is not only easy, but low sugar and low fat.

In 1-gallon ice cream maker container mix together:
5 eggs
2 cups of sugar

Stir in:
2 cans of non-fat evaporated milk and
1 box of sugar free/fat free pudding mix in your favorite flavor

Add skim milk to the fill line of your ice cream container and freeze as directed per the ice cream maker instructions.

Tastes fabulous served with brownies or a slice of homemade fruit pie!

A BLAST from the PAST
- tips from the 2004 SGMP NEC!
by Stephanie Bommel

Here are some food and beverage tips that I found in a file from the NEC in 2004. It may be 7 years later, but these are still great tips for everyone to use.

conversations occur between people, a customer service center where businesses can publicly resolve problems and where the icon of your business turns into personal actions with businesses. It requires an investment of time. To effectively use social media, businesses need to evolve out of treating it as a waste of time and to recognize that social media is a valid means of growing business.

What does it mean to really connect to someone on a social networking site? It means establishing a meaningful relationship with people. You must follow up to establish that relationship. Sending a generic invitation is like sending an invitation for people to ignore you. Make an effort to respond to people who comment on your blog or status updates. Don't make all the updates about you.

One very important thing to remember is that social media is public. What you say on social media sites is being said on a public venue. So don't say or write something that you don't want seen by everyone else.

HOW NOT TO USE SOCIAL MEDIA: Don't use social media to sell, sell!! If there is no connection, there will be no engagement. You should not use social media by linking to a website.

HOW TO USE SOCIAL MEDIA: Use it to inform, entertain, talk with you and then offer "check this out". Customer service is an attitude - what do you convey? Use pictures. Social media is only effective if you integrate it all together. Always respond to comments.

There are Seven Tips to Successful Social Media:

- 1) Choose the right social media network
- 2) Set realistic benchmarks for your social media activity (figure out how much time you want to spend every day on social media networks)
- 3) Know what information to share
- 4) Participate regularly on social sites
- 5) Listen and respond
- 6) Learn good social media behavior
- 7) Develop a plan of action and be consistent about executing it.

While I have just hit on a few of things that were talked about during this session, you can find out more information by logging onto www.imagineyourreality.com and sign up for a free newsletter and get up-to-date news and tips about social media on a monthly basis.

Membership Update

Our chapter needs members! In an effort to recruit more members, the membership committee has run some ads in the Columbia Daily Tribune and the Jefferson City News Tribune. If you know of someone interested in joining our organization, please contact Lagina Fitzpatrick, Nicole Keever or Maria Davis!

2012 MOCAP Scholarship Application Changes

At the April board retreat, after reviewing our incomes and expenses, the board decided to implement a minimum number of points to award a full scholarship and a minimum number of points to award a partial scholarship.

For the 2012 national conference, the minimum points are 60 points for a full scholarship and 40 points for a partial scholarship. A full scholarship will cover airfare, lodging, and conference registration fees only, pending board approval. Based on the number of qualified applications received, the board will determine the dollar amount awarded to partial scholarship recipients at the time of the

Budgeting for Refreshment Breaks!

Pre-Meeting: Plan for 1 gallon of regular coffee for every 30 attendees, 1 gallon of decaf for every 75 attendees and 1 gallon of hot water for every 75 attendees.

Mid-morning Break: Plan for 1 gallon of regular coffee for every 50 attendees and 1 gallon of hot water for every 75 attendees. Placing the break outside of the meeting room discourages attendees from returning to the table once the meeting has begun.

Appetizers: If before a dinner, plan on 4 to 6 items per attendee. If it will be a reception only, plan to serve 8 to 12 items per person.

Taking the Guess Work out of Getting Sauced! by Stephanie Bommel

Trying to figure out what entree to serve at your luncheon and have no idea what is in the sauce? You are not alone, it is confusing and chances are if you don't know, your attendees won't either. Here are the definitions of what they consider to be the 'MOTHER' sauces. Almost all other sauces are made from these basic sauces:

Brown Sauce: Brown stock thickened with brown roux, seasoned with tomato puree and assorted herbs. Served with beef, veal, poultry or game.

Tomato Sauce: Tomatoes cooked with garlic, onions, parsley, thyme and bay leaf and then pureed till smooth. Served with pasta, meat or veal.

Hollandaise Sauce: An emulsion of egg yolks and butter flavored with lemon juice. Served with fish, eggs, and vegetables.

Bechamel Sauce: A basic

application review. Point consideration is based on a calendar year. For the 2012 national conference scholarship, member participation runs January 2011 thru December 2011. For members interested in applying for a scholarship and earning points, please consider the following -

- 5 points for actively participating on a committee (there's no limit to the number of committees, but you have to be on a committee for a minimum of six months to be considered for scholarship points)
- 10 points for chairing a committee (max is one chair per member)
- 8 points for bringing in a new member (your name must appear as sponsor on the membership application)
- 5 points for writing a newsletter article (no limit to the number of articles)
- 10 points for involvement on a national SGMP level. Participate on a national committee, volunteer at the national conference (you'll have to perform this task at the 2012 conference for application for the 2013 year), have an article published in the Advantage magazine
- 5 points for attending the Joint Tradeshow on June 30, 2011

For the 2013 national conference, the minimum points will be 75 for a full scholarship and 55 for a partial scholarship.

If there are any questions or concerns, please contact Cathy Jackson at cathy.jackson@pr.mo.gov or at (573) 526-8514.



Annual Awards

Ceremony June 2, 2011 By Debbie Alderson, Honors & Awards Board Liaison

The 2010-2011 Awards Ceremony was held June 2, 2011 at the Truman Hotel in Jefferson City. Lee Bunch and Debbie Alderson presented the awards to some very deserving people.

The first awards went to the "Member and Non-Members Sponsorship Awards." These awards are compiled by sponsorship forms sent to the Awards Chair. Awards were given as follows.

Bronze Awards (sponsorships/donations totaling \$1 to \$999):

Melissa Adams, Debbie Alderson, Best Western Capital Inn, Branson Lakes Area Chamber & CVB, Brenda Buschjost, Vicky Buschjost, Capitol Plaza Hotel, Columbia CVB, Kay Craig, Rita French, Lagina Fitzpatrick, Karen Holterman, Inn at Grand Glaize, Betty Kinney, Theresa Mueller, O'Reilly Hospitality Management, Mary Rockelman, Lorisa Smith, St. Charles CVB, St. Louis CVC, Springfield CVB, Becca Vernon, Annette Wallace and Ann Waters.

Silver Awards (sponsorships/donations totaling \$1000 to \$2499):

white sauce of milk thickened with roux. Served with vegetables.

Veloute': Either chicken, veal or fish stock thickened with a white roux. Serve with chicken, veal or fish.

Terms and Definitions from the Columbia Sussex Food and Beverage Manual

-Aioli (ay-OH-lee) - garlic mayonnaise, usually eaten with cold vegetables, meats and fish

-Albacore (ahl-bah-kor) - the best tuna, white. There are three other types: "light", "dark", and "blended". The darker the tuna, the stronger the flavor and usually the oilier.

-Almondine - prepared with almonds

-Anchovies (AN-choh-vee or an-CHOH-vee) - saltwater fish, cured in olive oil and canned

-Anna Potatoes - small, round potatoes cooked in butter

-Antipasto - a selection of Italian sausages, cheeses, and salads

-Arugula (ah-ROO-guh-lah) - a leaf vegetable with dark green, spiky, dandelion-like leaves and a strong, spicy, peppery flavor; used in salads

-au Beurre - prepared with butter

-au Gratin Potatoes - usually refers to a dish that has a browned covering of bread crumbs, usually mixed with cheese or butter

-au jus - (o ju) - meat served solely with its own cooking juices

-Baguette (bag-EHT) - a long, thin loaf of French bread with a hard, crisp crust and an airy, chewy interior

-Baked Alaska - strawberry and vanilla ice cream wrapped in sponge cake and topped with meringue

-Balsamic Vinaigrette (bahl-sahl-mek vihn-uh-GREHT) - a

Adams Point Conference Center, Courtyard by Marriott (Columbia), Lake Ozark CVB, St. Louis Holiday Inn Hotels, The Elms Resort & Spa, The Lodge of Four Seasons, The Resort at Port Arrowhead and Truman Hotel.

Gold Awards (sponsorships/donation totaling \$2500 to \$4999): Camden on the Lake

Diamond Award (sponsorships/donations totaling more than \$5,000): Tan-Tar-A Resort, Golf Club, Marina & Indoor Water Park

Many, many thanks to those that sponsored or donated to MOCAP SGMP in the past year. Your contributions have helped to keep the chapter in financial good standing with National Office and helped to send many people to the National Conference in Norfolk! Thank you sponsors!

Committee Chairs were then recognized and presented with certificates of appreciation:

-Communications Committee

Newsletter - Stephanie Bommel, and the Website - Maurine Hill

-Awards & Honors

Lee Bunch

-Hospitality

Karen Holterman

-Membership

Dennise Schaben & Nicole Kever

-Program

Carrie Spicer

-Charity Event

Marianne Thies & Janis Gieck

-Joint Meeting Planner Trade Show

Michele Burrows & Stephanie Bommel

-Holiday Extravaganza

Co-chairs - Patty Barnett & Shannon Gill

-Silent Auction

Co-chairs - Melissa Adams & Lorisa Smith

Lagina Fitzpatrick, Board Liaison/Membership Committee, presented 1,5,10,15 year awardees with certificates.

Perfect attendance awards were presented engraved coasters for their attendance during 2010-2011. Those receiving a coaster were: Melissa Adams, Debbie Alderson, Vicky Buschjost, Karen Holterman and Betty Kinney.

The Silver Spoon Award is one for culinary delights! The Board votes on meals that are served during the year at the regular monthly meetings. This year the winner of the Silver Spoon Award was: Truman Hotel, Jefferson City, MO

The winner of the 2010-2011 Planner of the Year Award was: Karen Holterman, MOSERS.

The winner of the 2010-2011 Supplier of the Year Award went to: Stephanie Bommel.

Many thanks to Truman Hotel for hosting the Awards Ceremony and congratulations to all the winners!

2012-2014 Chapter Nominations and Elections

temporary emulsion of oil and balsamic vinegar (a dark, mellow Italian vinegar with a sweet-sour flavor)

-Belgian Endive - the second growth of chicory, a curly, bitter lettuce; looks like a thick, cream-colored cigar of tightly packed leaves that are about 6" long. The crisp leaves have a slightly bitter taste and a canoe-like shape that allows their hollows to be stuffed with fillings for an appetizer.

-Black Forrest Torte - german chocolate cake with black cherries and Kirsch (cherry flavored liqueur)

-Blackening - Creole method of cooking. The meat or fish is heavily coated with spices and fried in an extremely hot cast-iron skillet until the skin is blackened. This sears in the juices and causes the outside to become black and crunchy

-Bolognese (boh-loh-neese) - an Italian meat sauce for pasta, made from ground meat, tomatoes, celery, carrots, and bacon, and seasoned with garlic, herbs, and olive oil

-Bonne Femme (bun fam) - a dish prepared in a simple, homey, rustic manner and usually served in the dish in which they were cooked

-Brie - creamy French cheese

-Brioche - light French dough

-Bruschetta (broo-SKEH-tah; broo-SHEH-tah) - along with crostini, are slices of toasted bread with some sort of topping

-Burrito - flour tortilla filled with ground beef and beans

By Maurine Hill, Immediate Past President

Doesn't it sound strange that we are talking about 2012-2014? Time flies so quickly, but yes, it is time again to start thinking about who will lead our Chapter into the future. Could one of the Board members be you? The 2012 election timeline has not been set yet, but nominations should take place sometime in January. To be eligible for nomination, "Any member in good standing for at least nine months prior to nomination shall qualify for nomination and election to an office..." All nominations eligibility will be verified by the National Office. Without question, there are quite a few Chapter members who would be eligible.

An Officer or Director is eligible to seek re-election to the same position, not to exceed four years in any one position. No Officer or Director shall serve more than 10 total years in an elected and/or appointed position. Retiree members may not run for an elected Chapter Board position.

Board Positions and who can fill them:

- President - Government Planner or Contract Planner
- First Vice President - Government Planner or Contract Planner
- Second Vice President - Supplier or Associate Supplier
- Secretary - Supplier, Associate Supplier or Contract Planner**
- Treasurer - Government Planner or Contract Planner**
- Director - Government Planner
- Director - Supplier or Associate Supplier
- Director - Government Planner, Contract Planner, Supplier or Associate Supplier

The Chapter Board shall be made up of at least five planner members; at least four of which shall be Government Planners or Contract Planners; and a minimum of two and a maximum of four Supplier or Associate Supplier members.

**These positions may also switched by filling it from the opposite membership categories, but the balance of the Chapter Board must be maintained.

General position descriptions are available under National's Policy Manual, Section C-26. Additional considerations are:

- Attendance of monthly Board meetings, Board Retreat, educational meetings and other Chapter functions.
- Acting as Board Liaison on designated committee(s).
- Working with others as a team to represent the best interest of the Chapter and its membership.

More information will be provided throughout the remainder of the year. If you have any additional questions, you can refer to the [National](#) and [Chapter](#) Policy Manuals. I would also strongly encourage you to talk to any of the current and/or past Board members. So...the biggest question, that you have to ask yourself...are you willing to test your leadership skills, take on the responsibility and step up to the plate?

SUPPLIERS - Did you know you can enjoy 12 months of sponsorship in the MOCAP Gazette or on the MOCAP website for ONLY \$200 a year? Want to do both? Save additional money and feature your organization in both for \$350 per year. Contact: Cathy Jackson 573-526-5814



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