

The Great Lakes View

April 2011



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Supplier Tip

Social Media is becoming a full time job in itself! How does a Sales Manager or Director of Sales manage it and should they manage it...The answer is just not that simple.

If you are one of the lucky few that is trying to do it all and manage your social media, here is a quick and easy tip on keeping everything straight. Use HootSuite. It links Facebook, FourSquare, Linked in, and Twitter in one application that can be managed from a desk top or smart phone- One message can be sent to multiple sources with a click of a button. Super easy! Just go to www.hootsuite.com and sign up-even if it is just to manage your own social media!

Membership Corner

Did you know that you are more than welcome to bring a guest planner to any

Dear Chapter Member,
Check out this month's newsletter sponsor:

The Diamond Banquet and Conference Center at Suburban Collection Showplace is the perfect environment for your next meeting or event. With a 20,000 square foot Diamond Ballroom and 7 additional meeting rooms, the Diamond Center is intimate enough for small gatherings and spacious enough for any general session. Epoch Catering is the exclusive caterer for the Diamond Center and offers an easy planning experience from start to finish with professional sales managers available to customize menus within the government per diem pricing. Contact Erin Ording @ 248-348-5600 x 226 or erino@suburbanshowplace.com



DIAMOND
CENTER

SUBURBAN COLLECTION
SHOWPLACE

Special Event Before/After the May Program

May 10-11, 2011

Sponsored by Michigan's Great Lakes Bay Region CVB and Valley Plaza Resort

May 10, 2011 - 6:30 pm - **Shuttle to Loon Stadium**

7:05 pm **Baseball Game, Lugnuts vs. Loons**

Baseball tickets are complimentary from the Michigan's Great Lakes Bay Region CVB. Contact Wendy Scott at wendy@visitsaginawcounty.com to reserve your ticket.

Overnights are complimentary for planners and only \$65 for suppliers at the Valley Plaza Resort. Planners contact Tina Eveleigh at 800/871-3710 to make your reservations. Suppliers call 800/825-2700 to make overnight reservations. Reservations at the MI SGMP rate are good through April 10, 2011. **Valley Plaza Resort is a fun-filled 30-acre resort, which can best be described as a mid-Michigan wonderland for guests of all ages. What**

meeting to check us out FREE of charge? Just register them online so we can have a name badge ready and welcome them and note that they are guest of yours. Suppliers, don't be afraid of "sharing your planners". I have found that the benefit of having strong planner base in our organization has benefited me more than worrying about whether a current client may go to another property.

If you have any questions on how to use the online membership database, feel free to shoot me an email anytime!

Leslie.Thompson@hilton.com-
I am happy to help!!

Welcome New Members

Patti Beardsley
Lansing Center
Erica Cialone
Aging Services
Wendy Galbreath
MSP State of Michigan
Kate Goodale
Crowne Plaza Grand Rapids
Andrea Groom
Wonder Gems
Rhonda Hampton
Great Wolf Lodge
Andie Newcomer
Experience Grand Rapids
Erin Ording
Diamond Banquet Center
Jennifer Sweet
School Community Health Alliance

Golf and Bowling Event 2011



Save the date!
Watch for the

May Program

Hotel Safety & Security - Looking Beyond the Peephole

This session looks at the liability of the planner and the hotel when guests can be at risk. A review of studies will show that hotels of all types need to be assessed for safety and what questions should be asked on a site visit or on the RFP. Counts for one program under the Facilities and Services section for Government Meeting Specialist (GMS) certification.

May 11, 2011

Valley Plaza Resort, Midland

Registration: 11:30am

Planners: \$10.00

Lunch: 12:00pm

Suppliers: \$20.00

Program: 12:45pm

[REGISTER NOW!](#)

No-shows and those who cancel after 5 PM the Thursday prior to the meeting will be billed. Registrations received after the Thursday 5 PM deadline (5/5/11) will be assessed a \$10 late fee.

from the President's pen...



Hopefully, you had an opportunity to join us at the Annual Education Conference at the Amway Grand Plaza Hotel in mid-March. We had a wonderful evening with the Dinner and a Mystery group. Lancaster (played by Mike Downard, SGMP) and Polyester (played by Mary Zuccherio, Ypsilanti CVB) were off creating us a scandalous story that even they

else would you call a complex that features two separate hotels, a dual-screen movie theater, three indoor swimming pools, 35,000 sq. ft. of banquet and meeting space, two game arcades, a 32-lane bowling center, an indoor miniature golf course, a sparkling new Four Seasons health and fitness club, a three-acre lake and beach area, two whirlpools and saunas, a billiards room, two restaurants, a sports bar, an outdoor playground and basketball court and a 77 site RV park? Come join the fun!!!

Following the Baseball Game, join your hosts, Wendy Scott and Sonja Wood for a fun-filled Afterglow Party at Valley Plaza Resort

May 11, 2011 - 8:00 - 9:00 am - **Complimentary Breakfast**
Nicole's (2nd floor of Best Western Hotel)

9:00 - 11:00 am **Tour for Great Lakes Bay Region** -
Midland Center for the Arts, Dow Gardens, and Alden B. Dow Home and Studio, all venues are great for off-site tours, dinners and meetings.

2:00 pm Tour of Valley Plaza Resort (Optional)



registration and sponsorship forms to come for the JUNE 20th Golf & Bowling Event. There is also a special evening event on June 19th at the Comfort Inn Mt. Pleasant. Rooms are FREE for all planners and \$65 for suppliers. Mark your calendars today!

SGMP National Education Conference

Check out attending the 2011 National Educational Conference in Norfolk, VA. Click the link below for more information.

[SGMP National Educational Conference](#)

MISGMP was GRAND



65 MISGMP members were present for a memorable event at the Amway Grand Plaza on March 15-16, - the 2011 MISGMP Annual Education Conference. The conference began with a reception and dinner sponsored by Experience Grand Rapids. Adding to the fun of the evening was a dinner murder mystery theatre production by Grand Rapids own, *The Murder Mystery Company*.

On tap for Wednesday was education, education and... more education. Attendees heard from Vicky Betzig,

did not know existed. It was fun to play along and see it unfold while we had great dinner guests and food. The rest of the conference gave time to meet up with your colleagues and other members plus brush up on meeting professional skills.



At lunch, I presented the State of the Chapter Address to give you an idea of how we are doing. Here are the highlights:

- We celebrated 20 years of MISGMP and 30 years for SGMP. Wow, it is hard to believe!!! We are still going and growing strong.
- Our chapter Website has been a key component to keeping our members up-to-date on upcoming events and useful information. We have been recognized by National SGMP as one of the best Websites throughout the United States.
- New this year is the RFP section on the Website. Where all planner members can send out an RFP to all member properties.
- We reminded the members of the benefits of the organization.
 - Only organization with connection to government meeting professionals
 - Access to National government meeting professionals
 - Listservs to share or ask questions of other members
 - misgmp@listserv.melg.org - all members
 - misgmp-planner@listserv.melg.org - planner member listserv only
 - misgmp-supplier@listserv.melg.org - supplier member listserv only
 - Loyal members-planners will go to member properties first when booking business
- Membership Numbers
 - 2008/09 - 80 members
 - 2009/10 - 104 members
 - 2010/11 - 108 members
- Monthly meetings continue to be strong with almost 50% planners and 50% suppliers at each meeting and over half of the members attend every month.
- Over a third of MISGMP members are CMS certified. It is now called the GMS program and Nationally recognized, launching in July 2011.
- Strategic Plan 2009-2011 - On target for achieving in 2011
 - Within the next 3 years we will grow the MISGMP into a successful nationally recognized chapter providing high-value membership return which includes:
 - Relevant Professional Development Services
 - Timely Communications
 - Opportunities for Relationship Building
 - Funding - goal annual budget of \$40,000
- Account Balance as of February 28, 2011

Checking	\$15,569.37
Petty Cash	\$60.00

national known meeting and events guru on Cost Saving Tips for Meetings. Vicky followed that up with a national perspective on the meetings industry. Next, we were let in on the secrets of planning a city-wide event by Bill Robinson, who oversees ArtPrize in Grand Rapids.

After lunch, a panel of industry experts, Dianne Drago, President, Diversified Management Systems, Anisa Mazuca, Executive Coordinator, Michigan Works! Association, and Bill McDonald, Amway Corporation, provided an overview of the state of the meetings industry in Michigan. Then Mike Downard, CGMP, Membership and IT Manager, from SGMP National headquarters, provided all kinds of shortcuts and details about Excel and how using it can make our tasks less difficult. To wrap up, Joyce Weiss let us in on the secrets of New Work Realities, which focused on providing helpful hints for managing your career.

Savings	<u>\$25.00</u>
Total	\$15,654.37

- Collaborations
 - Michigan Meeting & Event Magazine
 - Advisory Committee
 - Michigan Event & Industry Day (MEID)-(Feb) with MMPI
 - Michigan Industry Day (May) - Destinations of Michigan
 - OrgPro-July 18-20, 2011, Shanty Creek-MSAE

Remember, this organization exists because of **YOU**. Comments and questions are welcomed by emailing info@misgmp.org.

Your President,



Debbie Kopkau, MBA, CMP, GMS
MSBO/MIEM

New GMS Inductees



Andie Newcomer, Experience Grand Rapids
Nick Hussein, Mt. Pleasant Comfort Inn and Conference Center
Barbara Smith, University of Michigan School of Information
Karen McDaniels, Ostego Club and Conference Center
Deb Taylor, Grand Traverse Resort and Spa