

THE GREAT LAKES VIEW



February 2011

February Program



2010 NEC Planner Primer -

Jeremy Tyrrell, Caesars Windsor and Chris Moody, SME

This interactive session will foster networking and teamwork while challenging your event planning knowledge. Critical meeting planning facts and calculations will be presented. Come to this session and find out what you

didn't know you didn't know. Counts for one program under the Education/Program section for Government Meeting Specialist (GMS) certification.

February 16, 2011

MSU Union, East Lansing

11:30am: Registration

Planners: \$10.00

12:00pm: Lunch

Suppliers: \$20.00

12:45pm: Program

[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 (2/10/11) will be assessed a \$10 late fee.

2011 AEC

MI-SGMP is
GRAND

March 15-16, 2011 - Annual Education Conference - Amway Grand Plaza Hotel, Grand Rapids, MI

others TBD

Sponsored by Experience Grand Rapids and

- Today's Hottest Industry Issues and Trends - and the Best Ways to Tackle Them Vicky Betzig. CMP
- High Expectations/Low Budget: Cost-Saving Tips for Meetings Vicky Betzig. CMP
- Keeping Your Eye on the Prize - Art Prize. ...that is! Planning a city-wide event
- The State of Association/Corporate Planning in Michigan: Panel Discussion
- Tuesday Night Networking Event: **Of Sound Mind and Dead Body** A mystery produced for MISGMP by "The Murder Mystery Company"

In This Issue

February Program
2011 AEC
From the President's Pen..
January Program Review
Golf & Bowling Event
Andrew Silver for SGMP
President
Diaper Drive
Membership Corner
Pictures Across the State
Mark Towers' Article

Save the Date



Make sure to put June 20th on your calendar for the MI SGMP golf/bowling outing to be held in Mt. Pleasant at Riverwood Golf Course. But that's not all! The Comfort Inn Mt. Pleasant will be hosting a fun evening of events at their property on Sunday, June 19th.

Complimentary overnight guest rooms are available for meeting planners and a \$65.00 rate is available for suppliers. More details to come!

**Silver to Run for
National Board
President**

Cost: Planners \$50 (Planner scholarships available)
Suppliers: \$150
Non-members planner: \$75
Non-member supplier: \$150

[Register Now!!](#)

Wrap-up/Ethics program will also be offered.

From the President's Pen...



Are the Michigan winter blues getting you down? Life is full of ups and downs and particularly in Michigan it can be the worst time of the year. Christmas is over, the bills from the holidays are coming due and we are all waiting for that warm weather. The good news is that the predictions in the meeting industry are looking up for 2011.

Here are the highlights according to Meetings and Conventions Magazine for December 2010.

There were over 600 people surveyed some were meeting planners and others oversaw the meeting planning function.

- Room rates are on the rise through 2012. In our region, they are expected to increase from 1% to 6%. These costs will not be the overnight room rates but the ancillary fees such as luggage storage, parking, and wireless internet.
- Lead times for meetings should increase which will make space at a premium. Hotels will book meeting space with planners with more lead time than the typical week or month leaving planners to push program advisors to make decisions sooner to find space that will fit the goals and objectives of the meeting. With hotels ceasing any renovations or expansions will leave suppliers with fixed meeting space.
- Meetings being booked will be light on amenities. There will be fewer overnights booked and the "extra" touches or that afternoon break may be folded into the lunch. For a few years now, meeting planners have gone light. With the statistics of obesity and the need for Americans to watch their diets, we will be finding more creativity, more walking around breaks, and less time allotted for lunch break.

The survey stated that most planners relied on previous experience with a venue to book the meeting. What does that mean for our organization and you?

- This is a group that again will use member suppliers first to book their meeting. According to the survey 87 percent of planners and 86 percent of the managers have depended upon what they know and relationships to make decisions on where they will hold their meeting. Unless given specifics, a planner will go back to a property before going anywhere else.

What does this mean for suppliers?

- For suppliers to gain new business, you will need to be very



MISGMP Board member **Andrew Silver** has been nominated to run for President of the SGMP National Board in the March elections. Andy has twice been MISGMP President and has held several other positions on the MISGMP Board. Currently serving the MISGMP Board as Immediate Past President, he has been recognized at both the chapter level (President's Award, 2002 and 2007 and Planner of the Year (2000) and at the National level, receiving the prestigious National President's Award in 2000. He will be the first MISGMP member to run for National office and will need all of our support in order to be successful in this venture.

Diaper Drive



Bring diapers to the February 2011 meeting. We will be donating the diapers to

strategic on how you present what you have to offer. We may see more site visits where a supplier will need to get the planner or manager to their property at little or no charge. Suppliers may need to extend their budgets to include transportation or special meetings at their expense to encourage a visit to their property.

Will virtual meetings ever take over the face-to-face meeting?

This has always been a fear of suppliers. The survey concluded that 24 percent of the meetings respondents held in 2009 included video- or virtual conferencing. For 2010, it decreased to 15 percent and only 7 percent said meetings were replaced with virtual conference. These statistics show that face-to-face meetings are still going to be there. Email, video conferencing, and other virtual software can be part of the meeting but will not totally replace what we can do in person.

As planners and suppliers, we need to go back to the basics. We need to figure out the goals and objectives of the meetings and find the right delivery method to get these accomplished.

What can you do to be prepared for 2011?

- Start the Government Meeting Specialist (GMS) program. This program began in September 2008 as a pilot program called Certified Meeting Specialist. Fill out the [Letter of Commitment](#) and get started.
- The GMS has seven core competency areas.
 1. Education/Programming
 2. Facilities/Services
 3. Financial/Contract Management
 4. Leadership
 5. Logistics
 6. Technology
 7. Ethics

Our next meeting on February 16, 2011 at the MSU Student Union in East Lansing is NEC Primer and will address the Education/ Programming section of the GMS program. [Register today!](#) I look forward to seeing you there. Thank you for your membership.

Your President,

January Program Review

Mary Goodhall

Michigan Department of Natural Resources and Environment

The Cost of Doing Business-January 19, 2011

The January education program proved to be a unique experience. Planners and suppliers came together at the Delta Township Library in Lansing to discuss **The Cost of Doing Business**. The venue offered a pleasant, secluded, and comfortable meeting room. Saites Bros. Caterers served up delicious, belly-warming comfort food, just like

the Shelter of Flint, Inc.

Get the Most out of your Membership

Head's up for Planners!! Membership is now \$55 instead of \$50 so keep that in mind for your renewal. Also note that all renewals can be done quick and easy online. Just download your online form from www.misgmp.org and fill out and submit with a credit card, or you may also print and mail with a check. And, as always, there are plenty of scholarships available for our chapter annual education conference to help offset your membership expense. We hope you see the value in our organization and let a board member or your membership chair (Leslie Thompson) know if there are any other ways we can help bring more benefits your way!!

Pictures Across the State...

January's winner is Mary Estrada who knew last month's picture was the Triage.



A hot summer locale. Entries must be received by 2/28/11.

Making Do With You

By Mark Towers

There's an old expression that perhaps you have heard. It goes like this: "Let's make do with what we have." Life often comes down to

grandma makes-perfect for a sub-zero, wintery day.

The education program was co-presented by three of our own-Denise Cook, CMP, Michigan Library Association; Laurie Nickson, CMP, CMS, Michigan Association for the Education of Young Children, Michigan Department of Education; and Callie Cain, CMP, CMS, Four Points by Sheraton Saginaw. This panel presentation looked inside the differing perspectives of the planner and supplier sides of business.

Laurie Nickson provided invaluable insight into the world of government per diem pricing and offered creative strategies for navigating within the constraints of the system, while using creativity to achieve win-win situations to meet the needs of both the clients she represents and the venues that she conducts business with.

Denise Cook spoke from years of planner experience with contracts and budgets, focusing on variable vs. non-variable expenses and contribution margins. She offered an interesting tip for negotiating speaker fees to achieve a win-win-agreement on a "reduced" baseline speaker fee, and increase it by increments in relation to the number of paid registrations.

From the supplier perspective, Callie Cain stressed the importance of providing sufficient details in an RFP to enable the supplier to make the best possible offer on the piece of business. This includes information such as flexibility of dates, ratio of sleeping rooms to meeting space, what food and beverage functions will occur, and any caveats such as "no meeting room rental" or "must use government per diem pricing." Additionally, Callie provided an inside look at the supplier's cost of doing business by showing cost percent averages of various line items such as labor, food and beverage, administration, sales, laundry, and uniforms.

Together, Laurie, Denise, and Callie have experience from many angles of the event business and they were successful in providing useful information to planners and suppliers alike. **Great job ladies, and thanks to the Education Committee for putting together another practical and informative education program!**

"making do" with the current resources that are available. That often includes "making do" with you. You have been blessed with certain talents, motivation and much potential. You are here for a short while--the average American only lives about 700,000 hours!

What are you doing to enrich your life and the lives of the people with whom your path intersects? Below are some key ideas for you. You can live your life any way you wish, but you can only live it once. Carry on. Follow through. It's about making do with you!

[Click here to read on!](#)