



The Great Lakes View January 2011



January Program

Cost of Doing Business - *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*

Learn how to understand each perspective of the planner and supplier in business in relation to budget and costs. Working together as a team will insure a successful event. Counts for one program under the Budget/Contract Management section for Certified Meeting Specialist (CMS) certification.

January 19, 2011
Delta Township District Library
5130 Davenport Dr.
Lansing, MI 48917
Sponsored by:



Registration: 11:30am
Lunch: 12:00pm
Program: 12:45pm
Planners: \$10.00
Suppliers: \$20.00

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 (1/13/11) will be assessed a \$10 late fee.

February Program

2010 NEC Planner

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Visit Our January Newsletter Sponsor



DIAMOND
CENTER

 SUBURBAN COLLECTION
SHOWPLACE

The Diamond Banquet and Conference Center at Suburban Collection Showplace (*formally Rock Financial 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 Courtney Teeple to discuss your next event
248-348-5600 x227 /
courtneyt@suburbanshowplace.com





Primer

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 Certified Meeting Specialist (CMS) certification.

February 16, 2011

Location to be announced

Registration: 11:30am

Lunch: 12:00p

Program: 12:45pm

Planners: \$10.00

Suppliers: \$20.00

October Program Review brought to us by Kimberly Wilkes of Yarrow Golf and Conference Resort

If you missed October's meeting held at the Double Tree Fort Shelby - Detroit then you missed a great opportunity to learn more about thinking "Outside of the Box - Special Events". The facility started by hosting a unique pre-program reception the evening before that provided a great opportunity for attendees to relax and network together and then Jeanette Pierce from Inside Detroit along with Cathy Brady from Detroit Metro CVB and Tim Nelson from Grand Rapids Area CVB followed up the day after with a great presentation about what they are doing in their individual geographical areas to "think out of the box". We learned that thinking out of the box can be a great "green" opportunity and by collaborating with partners and utilizing the resources around you often times your events can go from good to great! Like many other aspects of your events though thinking out of the box comes to having open dialogue and communicating your goals and objectives.

Pictures Across the State

Our December winner is Karen McDaniels. Karen was able to identify the ice arena at Campus Martius in Detroit. Here is your next opportunity to win a free program registration. All correct entries will be placed in a drawing for a free monthly program registration. All entries must be sent to Michelle.Milligan@3rdcc.org and received by the last day of the month for which the picture appeared in the newsletter.



Donations

Thanks to the generous donations of our members we were able to deliver 2 medium sized boxes of miniature toiletries and a large box of stuffed animals (donated by Bev) to an outreach worker at St. Dominic's Outreach Center in Detroit.



Changes to the Website

Please note the following changes in the members area of the chapter website.

Member Directory Change

The Member Directory link now forwards to SGMP National where you will need your email address & the password you chose when joining.

Members Area Access Change

Access to the members area has been changed so that the username is your email & the password is MISGMP, which is temporary. Please send your new password choice to stephanie@dhwebmail.com. Your password can be the same as the login password to the SGMP National Member Directory

2011 AEC



Do it right now - mark your calendar to be at the Amway Grand Plaza in Grand Rapids on the evening of March 15 and the day of March 16th for the 2011 MISGMP Annual Education Conference. You can



Hint: Somewhere in the middle of the state.
 Name the rivers and and title of this unique bridge.
 If your really good, tell us when it was built.

expect top notch education and a wonderful celebration of SGMP.

Thank you to everyone who donated items for our 2010 Silent Auction

Mi. Great Lakes Bay Region CVB	MSBO/MIEM
Courtyard -Ann Arbor	Detroit Metro CVB
Treetops Resort	Doubletree Hotel - Bay City
Mt. Pleasant Comfort Inn and Suites	Amway Grand Plaza
Holiday Inn Big Rapids	Greater Lansing CVB
Holiday Inn Express Okemos	Yarrow Golf and Conference Resort
Great Wolf Lodge	MNA/MCSC
Little River Casino Resort	Kellogg Hotel and Conference Center
Doubletree Hotel Ft. Shelby	Battle Creek CVB
Moore Voices & Events	Bavarian Inn Lodge and Conference Center
Mi. State Police Trooper Assoc.	Kalamazoo CVB
Detroit Airport Crowne Plaza	Frankenmuth CVB
Ramada of Lansing	Grand Traverse Resort
Auburn Hills Marriott at Centerpoint	Flint CVB
Valley Plaza Resort	McCamy Plaza Hotel
Rock Financial showplace	Mi. Public Health Institue
Boyne USA	Park Place Hotel
Motor City Casino	Mission Point Resort
Kewadin Casino Hotel and Conference Center	Mt. Pleasant CVB
Hilton and GR CVB	Crowne Plaza Grand Rapids
Lansing Center	Michigan AEYC
Otsego Club Resort and Conference Center	Wingate by Wyndham
Ypsilanti Area CVB	Holiday Inn Grand Rapids
Four Points by Sheraton Saginaw	Radisson Hotel Lansing
Hilton Garden Inn Detroit Downtown	Beverly Sobolewski

A special thank you to the Four Points Sheraton, Saginaw and Grand Rapids CVB for sponsoring this year's event. Due to the generous donations and all the crazy bidding and buy it nows we were able to raise \$4,702!!

December Program Review brought to us by Nick Hussein of the Mt. Pleasant Comfort Inn and Suites Hotel and Conference Center

December's monthly MI-SGMP meeting was held at The Baronette Renaissance. The Baronette Renaissance is a fantastic property and a big thank you to them for hosting the meeting. This month we were presented with ideas for décor and menu selections.

To begin, Flowers Solution shared some great ideas for décor. Flowers Solutions displayed some of their great ideas as the table centerpieces. They expressed the need to budget for the décor of a planned event. I agree that companies planning an upscale event should budget for more elaborate décor. The more elaborate the décor, the greater the impact on the attendees. For the less elaborate, smaller scale meetings, companies should consider utilizing the conference center's house décor. Utilizing the house décor offers a special touch to a meeting, without the added cost to the attendees. Higher costs traditionally mean lower attendance.

Following a discussion about décor was a discussion about menu selection. There are many diets out there and as companies are planning menus for their events, planners must inquire about special diets so each attendee may have not only a memorable meeting, but also a memorable meal that suites their needs. Be sure to pass that on to your Catering Manager when calling your final numbers in. The soup that Chef Steven prepared was amazing; however I am a fan of Butternut Squash Soup. I would recommend that you inform your attendees that it is traditionally not a vegetarian soup due to the prosciutto meat or inform your attendees that it does have a meat on top. I would also recommend that you choose your menu accordingly to the time allocated. For cost purposes most hotel menus have plated meals priced less than buffet meals. Primarily because when a buffet is prepared the Chef's prepare extra to accommodate larger portions. I would also suggest buffets over plated just to take out the guessing game of what type of a meal to order. You will receive a better variety with a buffet and should be able to accommodate most of your special requests.

As your planning your event remember the following regarding décor and menu selection. If you have questions or needs, just ask. Most properties are willing to work with you once they know what the questions are.

Try using case studies, success stories, testimonials or examples of how others used your product or service successfully. Solicit material from clients and vendors, or ask your readers to write. It's a win-win! You get relevant content, and they get exposure.

Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.

From the President's Pen...

What does 2011 bring for you and MISGMP?

The Board met in October and reviewed our 2010 Strategic Plan. We were very excited when we realized the Chapter had met all of our goals for 2010.

- Attained an annual operating budget of 40K.
- Published and disseminated timely communications.
- Developed regular relevant Professional Development.
- Continued efforts toward CMS.



We created [new goals and objectives to go with our 2011 Strategic Plan](#) which focuses on providing excellent education to our members.

According to US News, a meeting planner is one of the top 50 careers for 2011. "Employment of meeting and convention planners, who hold 56,600 jobs nationwide in 2008, is expected to grow faster than the average for all professions over the next decade or so. The Labor Department projects that the number of meeting planner jobs will jump 16 percent, thanks to the growing

importance of meetings to increasingly global companies." In 2011, MISGMP wants to be THE organization to help new meeting professionals achieve the educational background necessary to succeed in this profession.

We will work harder than ever to be recognized for providing exceptional educational programs to our members. We will persist in our efforts to assist National in rolling out the CMS program to all 30 chapters nationwide and make the transition to the NEW Government Meeting Specialist (GMS) designation. We will continue to form partnerships with other leading organizations to provide more opportunities for you to obtain government meeting education through events such as OrgPro, Destinations of Michigan, and Michigan Event Industry Day.

We are proud of where we have been and our path to growing the Michigan Chapter. We hope you are too! Here is how you can be a part of this transition. Get involved and help us meet our goals.

- [Join a committee!](#)
- Begin/finish your [certification](#) this year!
- [Refer](#) a planner and supplier to MISGMP!

We look forward to seeing you in 2011! [Register](#) for the January meeting today!

Your President,

A handwritten signature in black ink that reads "Debbie Kapkau". The signature is written in a cursive, flowing style.

Debbie Kapkau, CMP, CMS
MSBO, MIEM