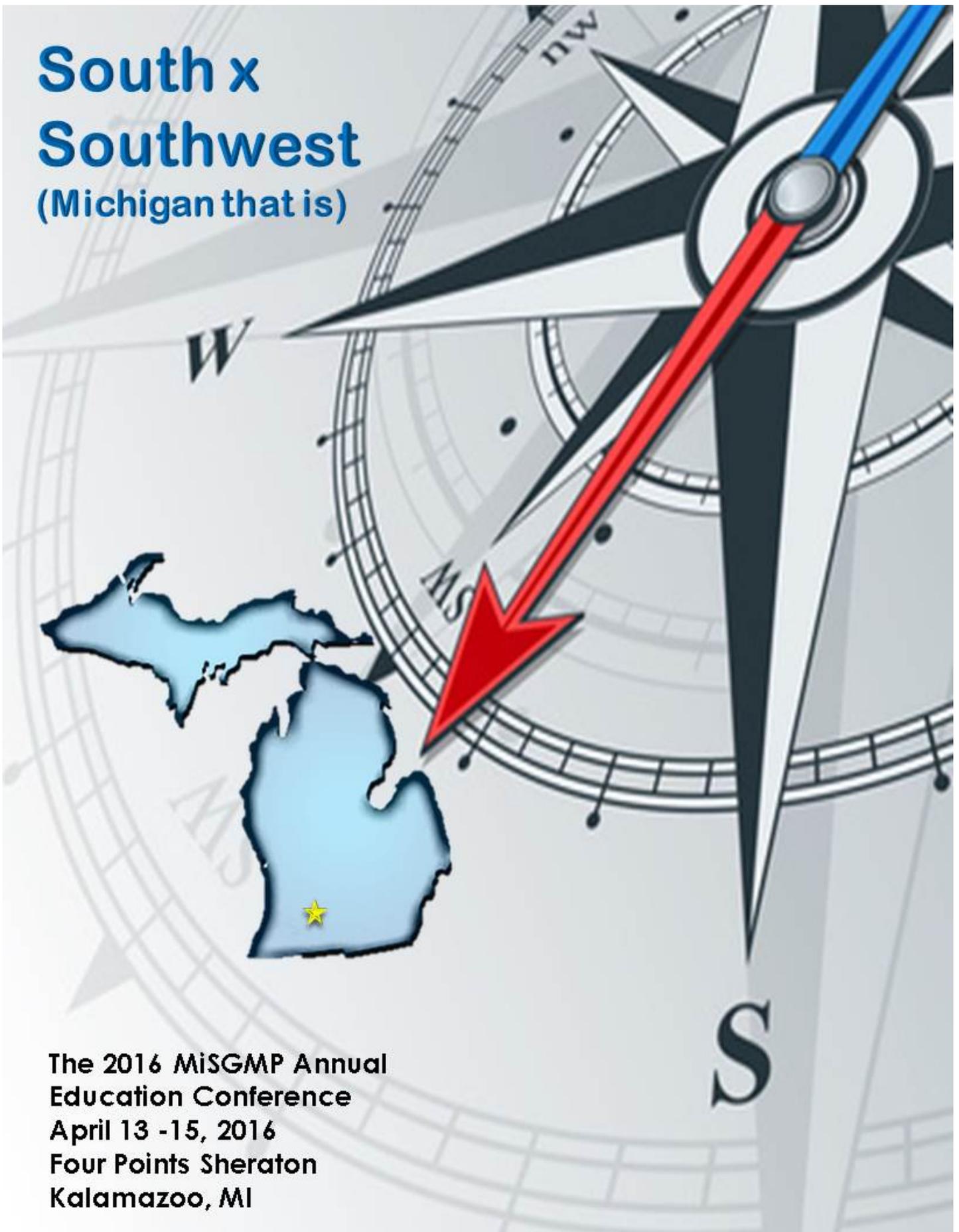


South x Southwest (Michigan that is)



The 2016 MiSGMP Annual
Education Conference
April 13 -15, 2016
Four Points Sheraton
Kalamazoo, MI

WEDNESDAY, APRIL 13, 2016

5:00pm – 6:30pm

Conference Registration Open (*Sponsored by Boyne Resorts*)

5:00pm – 6:30pm

Best Brews & BBQ Welcome Reception (*Sponsored by Four Points by Sheraton Kalamazoo*)

6:30pm – 9:30pm

Opening Night Dinner and Education
(*Dinner sponsored by Discover Kalamazoo & Fetzer Center WMU*)

"Yes, and..."

One part presentation, one part demonstration and several parts participation, "Yes, and . . ." is an interactive session that explores how the tenets used in improvisational theatre can be applied in a professional environment for enhanced collaboration, positive communication and more efficient problem-solving. Participants explore and apply the language used by professional improvisors through group exercises that allow them to *experience* the results, making for more effective learning and genuine "ah-ha" moments. The exercises are done in small groups and pairings and are accessible to anyone, regardless of personality type or experience. The takeaways can be applied immediately and the exercises can be replicated by attendees within their own teams, departments or organizations. Finally, "Yes, and . . ." is fun! Participants are learning because they're engaged in the exercises and are enjoying their experience that helps set the foundation for a culture of stronger collaboration, giving participants the specific tools to execute it.

Learning Points/Objectives

At the end of this session, participants will be able to:

- Demonstrate specific language used to build upon the ideas of others
- Demonstrate specific language for drawing positive ideas out of others
- Facilitate exercises with their own teams or co-workers that teach collaborative techniques
- Demonstrate specific techniques for finding common ground in disagreement

About the Presenters

Brian Lam and Dann Sytsma have blended their professional backgrounds in sales, training, and management with their improv theatre training to create *Improv Effects*, an applied improv coaching firm. Between the two, they have been performing and coaching improv theatre for over 20 years. Both studied at Chicago's prestigious Second City theatre, and Sytsma is a graduate of the Improv Olympic (IO) Training Center in Chicago. Sytsma is also the founder of the Kalamazoo Improv Festival and of *CrawlSpace Eviction*, the longest-running improv comedy troupe in southwest Michigan, of which Lam is also a member.

GMS Approved: Education/Programming

Turn-down Service Sponsored by Great Lakes Bay Regional Convention & Visitors Bureau

THURSDAY, APRIL 14, 2016

7:30am

Registration Open (*Sponsored by Boyne Resorts*)

8:00am – 8:30am

Full Breakfast (*Sponsored by Traverse City Tourism*)

8:30am – 8:45am

Conference Welcome

8:45am – 10:45am

TIME & PROJECT MANAGEMENT IN "THE CLOUD"
(*Sponsored by Greater Lansing Convention & Visitors Bureau*)

For many years, Microsoft Outlook, LotusNotes, and other server-based productivity applications have been the industry leaders. However, in the last 2-3 years, popular programs and services based in "the cloud" have been emulating the capabilities of these productivity applications, now to the point where a professional could seriously consider *leaping to the cloud*. The benefits of *leaping to the cloud*: 1) much lower costs; 2) capability to work on any technology platform (PC, Mac, iPad, iPod, BlackBerry, Droid, etc.) **anywhere** you have Internet access. However, can you honestly use these "cloud-based" apps for professional business & productivity activities? The answer is **yes**, and Randy can teach you how! He

	<p>will demonstrate several strategies and techniques on how Google apps can be considered for an advanced personal productivity and time management system. Randy will also help you understand how many of the different functions within Gmail, Google Calendar, & Google Docs, as well as key third-party applications, give you the project/task management capabilities needed by serious business professionals. He will show you how these new applications were designed for enhanced productivity, and give great suggestions on how you can get so much more from this powerful and amazingly useful "cloud-based" software, opening up the freedom of any device, any platform, anywhere!</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> • Learn why Google-based apps stored "in the cloud" make sense for many business professionals • Discover key tips & strategies for Google-based e-mail management, including "folder" design and management • Learn strategies for managing projects & tasks in a Google/online environment, including more powerful third-party project/task management applications • Identify calendaring tips and techniques for online calendar management anywhere, including meeting management and effective use of reminders • Learn how to manage contacts online using Google apps and applications like LinkedIn <p><u>About the Presenter</u> <i>Randall Dean, MBA, and author of the recent Amazon.com #1 E-mail Bestseller, Taming the E-mail Beast, has 25 years of experience using and teaching an advanced time management/personal organization system, including systems for effective e-mail management, office clutter reduction, optimizing your Outlook and/or Gmail/Google usage, and getting the most from affiliated smart phone and tablet devices. He has taught different versions of his time & e-mail management systems for many prominent organizations. Randy's speaking and training programs are consistently some of the highest-rated programs for the many conferences and clients he speaks for including Fortune 500 organizations, top universities, governmental agencies, and leading nonprofits - basically anyone struggling to better manage their time, e-mail, smart phone/tablet devices, Google productivity apps, and/or Microsoft Outlook.</i></p> <p>GMS Approved: Technology</p>
10:45am – 11:15am	Refreshment Break (Sponsored by Radisson Hotel Lansing at the Capitol)
11:15am – 12:00pm	STATE OF THE CHAPTER <ul style="list-style-type: none"> • Laurie A. Nickson, CMP, MISGMP President

12:00pm – 12:45pm	Lunch (Sponsored by DoubleTree by Hilton Bay City-Riverfront)
1:00pm – 2:30pm	<p>CRISIS INTERVENTION & VIOLENCE IN THE WORKPLACE (Sponsored by Shanty Creek Resorts)</p> <p>Our role as hotel customer service representatives and meeting planners puts us in direct contact with the public on a regular basis. Consider some instances when the situation may escalate into a crisis: 1) A guest has a confirmation number, however, the hotel is overbooked and when the guest arrives at midnight no room is available; 2) Your training is at capacity but an attendee shows up on site and demands entrance; 3) An attendee gets lost and therefore is late to the training and has to forfeit CEUs; or 4) A guest receives the hotel bill and is upset about a resort fee or Wi-Fi fee. Do you know how to respond to a crisis situation? Gain the essential skills to deal with crisis situations with confidence, preserving the overall quality of client service. Learn how to handle assaultive, disruptive, and out-of-control behavior through a combination of verbal, non-verbal and physical intervention skills to enable you to control crisis situations.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> • Identify behaviors that could escalate to crisis level. • Learn how to respond to behaviors to prevent the situation from escalating. • Use verbal and nonverbal techniques to defuse hostile behavior and resolve a crisis before it becomes violent. <p><u>Presenters</u></p>

	<ul style="list-style-type: none"> • Robert Butkiewicz, Criminal Justice Services Supervisor, Kalamazoo CMH & Substance Abuse Services • Steve Ouding, Law Enforcement CIT Coordinator; Former Detective, Kalamazoo Department of Public Safety <p>GMS Approved: Logistics</p>
2:30pm – 3:00pm	Refreshment Break (Sponsored by Radisson Plaza Hotel Kalamazoo)
3:00pm – 4:30pm	<p>HOTEL INDUSTRY STANDARD PRACTICE - IS IT LEGAL? (Sponsored by Bavarian Inn Lodge)</p> <p>Learn about the legalities and realities of the laws of Innkeepers. Explore the differences between good customer service and the exact letter of the law when it comes to the hotel industry. As a meeting planner, it may be important to know what your hotel is actually legally responsible for versus what is “the right thing to do”. Hear examples from actual cases which have gone to trial. The format will be highly interactive and you will be able to test your legal knowledge along the way.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> • At what point is a hotel no longer responsible for guests and/or their belongings? • Can a hotel decline services to a guest? • Is there a law that states a hotel is required to allow a minor to register/stay? • Is the hotel responsible for an intoxicated guest who has left the door open to his/her guest room? • Can a representative from the hotel enter a locked room of any guest at any time? • Is the hotel legally responsible for checked bags even after check out? • Is the hotel responsible for items left in a room after the guest has left? • What is the responsibility of the hotel to a guest’s parked car in the hotel lot? • Can a hotel release the identity of a guest to a law enforcement officer? Legally, do they have to? <p><u>About the Presenter</u> Mark Demorest is President and Managing Member of Demorest Law Firm, PLLC. The firm provides a range of services for businesses including hospitality law. Mark is a member of the Academy of Hospitality Industry Attorneys. Demorest Law is involved in the development, operation, management, and acquisition of hotels, restaurants and golf courses throughout Michigan.</p> <p>GMS Approved: Facilities and Services</p>
5:00pm	Networking Reception
5:45pm	Wine Wall Raffle (Sponsored by Greater Lansing Convention & Visitors Bureau)
6:30pm	Dinner
8:00pm	After-Dinner Entertainment (Sponsored by Mount Pleasant Area Convention & Visitors Bureau and Comfort Inn & Suites and Conference Center)
<i>Turn-down Service Sponsored by Experience Grand Rapids</i>	
FRIDAY, APRIL 15, 2016	
7:30am	Registration Open (Sponsored by Boyne Resorts)
8:00am – 8:45am	Full Breakfast (Sponsored by Ann Arbor Area Convention & Visitors Bureau)
8:45am – 10:15am	<p>LIFE BALANCE: REDEFINING HUMANLY POSSIBLE (Sponsored by Detroit Metro Convention & Visitors Bureau)</p> <p>Today’s working culture for planners and suppliers can have you constantly running 90mph, hair on fire. Accompanied by guilt over not meeting deadlines; guilt over spending too much time in the office; and guilt over not spending quality time with your family. Do you feel like you have to choose between getting the work done and having a personal life? Tomorrow will get faster, but there is good news. The solution to your “More-Faster-Better” dilemma is finding balance. Learn how to improve your work-life balance, productivity, health and ability to stay motivated!</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> • Discover how you can <i>Change your Day</i> in ways that lead to greater efficiency and productivity • Explore techniques for staying on-task and motivated during crunch times

	<ul style="list-style-type: none"> • Gain strategies for maintaining balance at work • Learn techniques for creating and maintaining a balance between your work life and your personal life • Accept that good is sometimes good enough! <p><u>About the Presenter</u> Andy Core is a credentialed, award-winning thought leader on increasing employee engagement, productivity, and wellness motivation. His talent lies in helping hard-working, conscientious adults thrive at work and in their personal lives. Andy has a master's degree in the science of human performance and has spent the past 15 years researching ways to become better equipped to thrive in today's hectic society. He helps organizations build teams that cost less, have better attitudes, and accomplish more. Andy's new book was rated 5 of 5 stars by SUCCESS Magazine! www.andycore.com/cyd</p> <p>GMS Approved: Leadership</p>
10:15am – 10:45am	Break (<i>Sponsored by Crystal Mountain Resort</i>)
10:45am – 12:00pm	<p>STRESS RIGHT: HOW TO BETTER DODGE, WITHSTAND AND USE STRESS TO YOUR ADVANTAGE (<i>Sponsored by Detroit Metro Convention & Visitors Bureau</i>)</p> <p>Presenter just cancelled the day before your conference. Winter storm forecasted for your event. Over-sold hotel room – who do you <i>walk</i>? Boss wants yet <i>another</i> training scheduled right away. Pressure is on to meet your sales goals. Group cancels 30% of overnight room block the week before the conference–revenue manager wants answers. Find space for a meeting without incurring any costs. Sound familiar? Yes, just a typical day in the life of a planner/supplier! Stress isn't going away, but you can beat it! Learn how, with the right tools, you can use stress to your advantage and finish your day feeling positive and accomplished.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> • Hear the four “must do” steps that turn stress into positive energy • Learn a pre-sleep ritual that makes you sleep like a log and wake up ready to conquer another day • Explore how to maximize your adrenaline, but manage it so you do not “hit the wall” • Beat stress eating and other negative thought related patterns • Learn new patterns to make healthy choices automatic <p><u>About the Presenter</u> Andy Core – see presenter information above.</p> <p>GMS Approved: Education and Programming</p>
12:00pm	Send off Refreshments & Adjourn

CONFERENCE REGISTRATION

[CLICK HERE TO REGISTER NOW!](#)

Conference fee is per person and includes welcome event, 2 breakfasts, 1 lunch, 1 dinner, all refreshment breaks and materials.

Full Conference Rates

Member Planner	\$ 75 per person
Non-Member Planner	\$130 per person
	(if desired and qualified this includes \$55 for 1-year SGMP Government Planner membership)
Member Supplier	\$150 per person
Non-Member Supplier	\$200 per person

Thursday 1-Day Rates

Member Planner	\$ 50 per person
Non-Member Planner	\$ 85 per person
Member Supplier	\$125 per person
Non-Member Supplier	\$150 per person

Friday 1-Day Rates

Member Planner	\$ 35 per person
Non-Member Planner	\$ 55 per person
Member Supplier	\$ 75 per person
Non-Member Supplier	\$100 per person

EXHIBITOR OPPORTUNITY

Exhibit opportunities are *only* available to **registered** conference attendees. Exhibit fees are *in addition* to conference registration fees.

Exhibitor Hours: Thursday from 8:00am – 4:30pm; Friday from 8:00am – 12:00pm.

Size: 1 skirted 6 foot table.

Exhibitor Fees: \$150 for members, \$200 for non-members, exclusive of conference registration.

Deadline: Friday, April 1, 2016

Registration: [Click here for more information!](#)

HOTEL INFORMATION

Four Points by Sheraton Kalamazoo
3600 E. Cork Street Court, Kalamazoo, Michigan 49001

Hotel Reservations: (866) 961-3003
Room Rate: \$75 plus applicable taxes
Deadline: Wednesday, March 30, 2016

DIRECTIONS

From the East

Take I-94 to Exit 80.
Take the second exit of the roundabout onto Cork Street.
Hotel is located on the left.

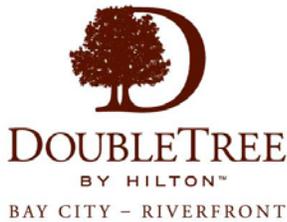
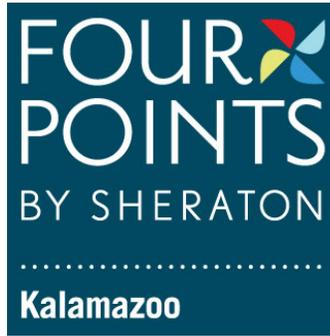
From the West

Take I-94 to Exit 80 (Sprinkle Road).
Turn north (left) onto Sprinkle Road.
At the second roundabout, take the third exit onto Cork Street.
Hotel is located on the left.

MISGMP THANKS ALL OUR SPONSORS

- Ann Arbor Area Convention & Visitors Bureau
- Bavarian Inn Lodge
- Blue Water Area Convention & Visitors Bureau
- Boyne Resorts
- Crystal Mountain Resort
- Detroit Metro Convention & Visitors Bureau
- Discover Kalamazoo
- DoubleTree by Hilton Bay City-Riverfront
- Events & Moore
- Experience Grand Rapids
- Fetzer Center WMU
- Four Points by Sheraton Kalamazoo
- Great Lakes Bay Regional Convention & Visitors Bureau
- Greater Lansing Convention & Visitors Bureau
- Improv Effects
- Michigan Public Health Institute
- Mount Pleasant Area Convention & Visitors Bureau
- Mount Pleasant Comfort Inn & Suites and Conference Center
- Radisson Hotel Lansing at the Capitol
- Radisson Plaza Hotel Kalamazoo
- Shanty Creek Resort
- Traverse City Tourism

Discover KALAMAZOO



Mt. Pleasant, Michigan

