

February Winter Workshop
 by DeAnn Hartman, CMP

The Pacific Northwest Chapter of the SGMP will be hosting the 4th Annual Winter Education Workshop on February 10, 2009 with guest speakers, Corbin Ball, CSP, CMP and Helen Thayer.



Corbin Ball, CSP, CMP, is an internationally recognized speaker and one of the technology leaders in the Meetings Industry. He will present 2 sessions.

For the morning session, the topic is The Top Technology Trends Transforming the Events and Tradeshow Industries and What It Means To You! The afternoon session's topic is Improving Business Productivity Through Web Meetings and Tradeshows.



Thank you to our partner, the **Greater Tacoma Convention & Trade Center** for hosting this event again this year.



Our lunch speaker will be Helen Thayer. In 1988 New Zealand born Helen Thayer became the first woman to walk and ski to any of the world's poles when she trekked solo to the Magnetic North Pole without dog sled or snowmobile. She was the first woman and first American to circumnavigate the Magnetic North Pole. Her best-selling book *Polar Dream* tells the story of her historic adventure with her beloved companion Charlie, her protector from the ever constant threat of polar bear attack. Helen has gone on to explore far corners of the world and she will share some of her adventures with us.

Prices

SGMP Member:	All day session	AM or PM session	Lunch only
Planner	\$75	\$35	\$25
Supplier	\$100	\$45	\$40
Non-Member:	All day session	AM or PM session	Lunch only
Planner	\$75	\$35	\$25
Supplier	\$125	\$50	\$50

For more information, please contact DeAnn Hartman, CMP, at 360-753-4137 or deannah@awcnet.org or Jeff Ouradnik at 425.698.4238 or jeff.ouradnik@hyatt.com.

CALENDAR OF EVENTS

February 10, 2009

Location: Greater Tacoma Convention & Trade Center

9:30 – 10 am	Registration/ Networking
10 – 11:30 am	The Top Technology Trends Transforming the Events and Tradeshow Industries and What It Means To You! <i>Corbin Ball, CSP, CMP</i>
Noon – 1:15 pm	Lunch program: Helen Thayer
1:30 – 3 pm	Improving Business Productivity Through Web Meetings and Tradeshows <i>Corbin Ball, CSP, CMP</i>

March 10, 2009

Program: **Reverse Trade Show**
 Location: Red Lion Olympia Hotel

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PRESIDENT'S PEN



Happy New Year!

Funny way to start this column considering last fall was a challenging time for members in light of the economic downturn. We saw the number and size of meetings decline, with some being completely eliminated. And, as is often the case, this caused dismay for many of our supplier members. While we all look forward to seeing the return of a healthy economy in the near future, it may yet be a bumpy road for a bit. Let's move forward

in our educational endeavors and in helping each other find ways to succeed. We are all in this together so let's share knowledge and ideas to assist in the move back to better times in the meeting industry!

We are excited to be looking ahead to some great programs for 2009. By the time you read this you will no doubt have begun to reorganize your life if you attended the January 13 meeting at the Marriott Seattle Airport. In February you will be able to continue your education at the Tacoma Convention Center with Corbin Ball's ever-popular technology information. And

in March, back by popular demand—the Reverse Trade Show! I can't think of a better time or better place for planners to get their information in front of suppliers. This was a fun event last year. Let's make it a smashing success with lots of planners joining me “on the other of the table” at the Red Lion Hotel Olympia.

Hear ye! Hear ye! According to Wikipedia, a town crier is a person who is employed by a town council to make public announcements in the streets. But you don't need to yell, just push a send button! We are currently looking for someone to be our monthly town crier. Isn't this something you always dreamed of being?! We need someone to send the electronic meeting notices for March, April, May and June. All you have to do is hit the send button and keep track of the RSVPs—you don't even have to write the notices. I have found this particularly rewarding because of the nice notes I get back from fellow members. It really IS fun, so give me a shout!

The Pacific Northwest Chapter is such a great place to network and learn. Don't just say you belong—DO belong! Stay with us; get involved! Share your ideas, your expertise and your gift of time. See you soon!

A handwritten signature in cursive script that reads "Susan Davis".

Susan Davis
Pacific Northwest Chapter President
Society of Government Meeting Professionals

MEMBERSHIP

Government Planners.....	40
Contract Planners.....	2
Suppliers	42
Student	1
	85

Ratio: 50% Planner
50% Supplier

Membership Recruitment - We need YOUR help!

By LeeAnne Brawner, Membership Chair

As the new membership chair for 2008/2009, I encourage you to invite a government meeting planner to one of the monthly membership meetings for FREE! SGMP will not only benefit them, but could also pay big rewards to you.

The 2008/2009 Membership Drive is relying on you to increase our membership by recruiting new planners and suppliers to join the PNW Chapter Society of Government Meeting Professionals. The organization is invaluable when it comes to educating its members about issues within the industry as well as incredible networking opportunities.

We would like to encourage you to invite a guest for FREE to any meeting. Send a prospective planner a link to our webpage (www.pnwsgmp.com) and cc: me (LeeAnne Brawner-labrawner@lynnwoodcc.com) and I will follow up with them. They are invited to attend their first meeting FREE as an opportunity to see what the chapter and programs offer. Membership for planners \$75 per year and scholarships are available if cost is an issue. Let the planners know what you are getting out of your membership...the great networking, education and all the FUN we have and new friends that are made!

What is in it for YOU? The membership committee has set up a contest that has rewards for both suppliers and planners for recruiting members who eventually join. There are rewards for recruiting one planner, five planners, ten planners and a grand prize for the individual that recruits the most planners this year.

- **Recruit 1 planner member:** Receive a \$5 Starbucks Gift Card
- **Recruit 5 planner members:** Choose one of the following...
 - If supplier:
 - ¼ Page Ad in Next Newsletter
 - 5 minutes at meeting to talk about your property
 - Website banner ad
 - If planner:
 - 3 Free Meeting Registrations
 - Weekend Stay at Seattle Area Hotel
 - \$50 Gift Card of your choice
- **Recruit 10 planners:** Complimentary registration to the National SGMP Conference in (2009 SGMP Annual Conference to be held in Louisville, KY, May 13-16, 2009)
- **Grand prize:** To individual who recruits the most planners (minimum of 5 planners recruited to qualify) = Full Scholarship to the 2009 SGMP Annual Conference to be held in Louisville, KY May 13-16, 2009 including registration, airfare and hotel.

PNW chapter Wins National Membership Drive!

Barb Gendron of Red Lion Hotels earned her way to the National SGMP Educational Conference in Dallas, TX on June 11-14, 2008 because of her recruiting efforts during the membership drive in 2007/2008! Good job Barb!

So...what are you waiting for? Invite a friend and call me with any questions, LeeAnne Brawner @ 425-640-7617 or labrawner@lynnwoodcc.com.

BIOS



Susan Davis has been involved in SGMP since May 2005. She currently plans conferences and various meetings for the Association of Washington School Principals, where she has been for almost nine years. Prior to this, she planned workshops, meetings and conferences for the Washington Independent Telephone

Association for over eight years. Sue has been coordinating meetings for different associations for almost 30 years. In addition, she worked as a principal's secretary for several years, and also assisted in the coordination of a community parade and was a chamber of commerce secretary. Sue is an avid gardener. She and her husband Mark have four grown sons and live in the country near Tenino.



LeeAnne Brawner has been a PNW SGMP Chapter Member since 2007 when she joined the Lynnwood Convention Center as Director of Sales & Marketing. After graduating from Washington State University, LeeAnne's first job was at the Olympic Four Seasons Hotel in Seattle.

Since then, LeeAnne has worked at various high-end, quality properties such as the Inn at the Market Hotel, Alexis Hotel, Roosevelt Hotel, WestCoast Everett Pacific Hotel and the Embassy Suites Hotel in Lynnwood. LeeAnne is privileged to be helping SGMP as the Membership Chair and is looking forward to getting more involved with SGMP!



Board members - Tim Cartwright, LeeAnne Brawner, Wendy Floyd, Sue Davis, Jeff Ouradnik, DeAnn Hartman, Lynda Lee, Ronda Fullerton

COMMITTEE REPORTS

Sleep Country's Coat Drive

With winter approaching, walking to school through the rain isn't a pleasant thought for any child. But for 26,000 Northwest foster children, trying to keep warm and dry without a coat, hat or mittens is a chilling thought. We need your support, Bring your gift of a coat, hat or mittens to our Monthly SGMP December meeting. Remember, foster kids come in all shapes and sizes from infants to teenagers, so coats, hats and mittens of all sizes are needed.

Not everyone can be a foster parent, but anyone can help a foster child®.

January we will start collecting items at our monthly SGMP meetings to make "Hygiene Packs" for the local shelters to hand out to men, women and children. We are looking for donations of travel size soap, shampoo, conditioners, razors, combs, tooth brush & paste and wet wipes. Lets make a difference for the homeless with our donation of Hygiene Packs.

Hygiene Kits

Starting in March, our chapter will again donate hygiene kits to a local homeless organization. We are asking all members to bring in travel size items including soap, toothpaste, shampoo, razors, toothbrushes, etc. Whether you are a planner or supplier, we would appreciate your donations. We will assemble the kits and deliver them to the Tacoma Rescue Mission. If you have any questions, please contact Lynda Lee at llee@fmcs.gov.

SleepCountry
Foster Kids



Wendy Floyd donates food to Northwest Harvest

MEETING REVIEW

October Chapter Meeting

It was a beautiful fall day for the October monthly meeting. Water Street Café in Olympia was the location for the “Take your boss to Lunch” meeting. We had 35 people attend the meeting, with an almost even split between planners and suppliers. Our special guests included 7 bosses:

- Kai Wong, boss of Christina Carter
- Mack Armstrong, boss of Julie Clifford
- Gary Kipp, boss of Sue Davis
- Cathy Silins, boss of Ronda Fullerton
- Kathy Hume, boss of Kevin Long
- Paula Quinn, boss of Denise Johnson
- Jill Marcell, boss of Tina Smith

It was exciting to have so many bosses attend the meeting to find out more about our chapter. DeAnn Hartman gave a presentation on the top ten benefits of SGMP membership. She placed special emphasis on the topics of the monthly meetings over the past few years. Showing the diversity of topics and the relevance to each employee.

We hope to make the “Take your boss to lunch” an annual event. As a reminder, your boss, co-worker or colleagues are always welcome to attend any SGMP event.

Top Ten Reasons to Join SGMP

10. The ability or opportunity to work within committees and expand industry knowledge
 The committees of our chapter:
 Membership
 Community Outreach
 Finance
 Newsletter/Website Program
 Nominations
 Awards & Scholarships
9. Practical help for problem solving in the workplace
8. Opportunity to give something back by mentoring others
7. The ability to achieve professional certifications:
 Certified Meeting Professional (CMP)
 Certified Hospitality S Professional (CHSP)
 Certified Government Meeting Professional (CGMP)
6. The opportunity to visit meeting/event venues each month, check out competition, and look at potential sites.
5. Educational opportunities through monthly chapter programs; the Annual Education Conference; and CMP, CHSP, CGMP and leadership course.
4. Resources such as the Webs site, www.pnwsymp.org or the National website www.sgmp.org,
3. Access to a network of industry professionals
2. Relationship Building
1. Networking



Ronda Fullerton and her boss, Cathy Silins



Jill Marcell & Tina Smith



Mack Armstrong & Judy Clifford

MEETING REVIEW

November Chapter Meeting

Our chapter's November meeting focused on ethics in the meetings industry. Attendees got to test their "Ethics IQ". Using an Audience Response System, DeAnn Hartman, CMP posed different ethical questions to participants with a lot of follow up discussion. It was a fun, interactive way to discuss ethics in the meetings industry. The meeting was held at the Association of Washington Cities, with catering by Mercato's.

The group was presented with General Ethical Guidelines to follow:

When you are trying to make a hard ethical decision, consider these factors:

- Would my boss, co-workers, and family be proud of me?
- Will someone be hurt by this?
- Do I think it's fair?
- Would I want this done to me?
- Would I want this on the front page of my local newspaper?

As a reminder, here is the SGMP Code of Ethics

- To avoid misrepresentation in all business dealings, recognizing that permanent business relations on a professional level can be maintained only on a basis of HONESTY and fairness.
- To buy and sell on the basis of value, recognizing that value represents that combination of quality of service and price which assures the greatest ultimate economy to the user.
- To respect obligations incurred and neither express nor imply a performance which you cannot reasonably expect to fulfill.
- To adjust and settle disputes on the basis of facts and fairness only.
- To recognize that CHARACTER is the greatest asset in commerce, and to give it consideration in all business transactions for the betterment of the profession.

- To avoid statements tending to injure or discredit and to divulge no information acquired in confidence with the intent of giving or receiving an unfair advantage in a competitive business transaction.
- To provide, accept or demand no gifts or entertainment in the guise of sales expense, where the intent or effect is to unduly influence the recipients in favor of the donor, and to renounce all forms of commercial bribery.
- To strive consistently for EDUCATION and growth of KNOWLEDGE within the profession.
- To counsel (mentor) and to accept counsel from colleagues whenever the occasion permits, in the furtherance of the profession, as well as the Society.
- To not use the Society or allow the Society to be used for overt commercial or personal purposes.



Sue Davis

MEETING REVIEW

Take the Ethics Quiz

Here are the questions that were asked at the November meeting. (Answers provided on page 9)

1. You are a meeting planner for your agency. A hotel sales manager visits your office and gives you a gym bag valued at \$40. The hotel's logo is printed on the side. What do you do?
 - A. Accept the gym bag.
 - B. Don't accept the gym bag.
 - C. Ask your supervisor or the ethics office for guidance.
 - D. Accept the gym bag, but don't bring it to work.
2. A hotel gives you a \$75 gift certificate to their restaurant in thanks for the business your agency has brought in during training sessions this year. What should you do with the gift certificate?
 - A. Invite four close friends from the agency to lunch so that you don't exceed the gift limit under the ethics law.
 - B. Thank the hotel sales manager for the offer, but tell her you really can't accept.
 - C. Keep the certificate to buy refreshments for the next training session.
 - D. Use the certificate to offset catering expenses for a neighborhood party.
3. Your agency sends you to the SGMP Winter Education Workshop on February 10, 2009. As part of your registration, you receive a ticket that enters you into a door prize drawing at the end of the workshop. You win a new multimedia computer and scanner. Can you keep the prizes?
 - A. Yes, it was a random drawing.
 - B. Yes, because my agency has allowed me to accept the prize.
 - C. No. The prize exceeds the gift limitation in the ethics law.
 - D. Yes, because I took vacation to attend the workshop.
4. A college faculty member will be attending a literary conference followed by a brief personal vacation with his wife and daughter. He asks the department secretary to get the airline tickets for his wife and daughter at the state contract fare. Should the secretary agree to the request?
 - A. No. The state contract fare is reserved for official business.
 - B. Yes, the difference in cost is not enough to be concerned about.
 - C. Yes, because the faculty member is paying for their tickets.
 - D. Yes, because this has been the practice for years.
5. An employee serves on the board of directors for a nonprofit organization. This organization has applied for a grant from the employee's agency. The employee serves on the review panel that will select grant recipients. Identify the ethics problem.
 - A. There is no problem. The organization has a strong proposal.
 - B. There is no conflict because everyone knows the employee is on the board.
 - C. The employee has a conflict of interest and should not serve on the panel.
 - D. There is no conflict if the employee doesn't vote for her organization.

MEETING REVIEWS

Answer for Question #1 = A

The state's ethics law allows you to accept promotional items of nominal value, so you could accept the gym bag. However, by declining the gift you avoid the appearance that receipt of a gift could result in special treatment for the hotel. If you are unsure about accepting a gift, you should always ask first. If you can accept a gift, there is no reason to "hide it". And if you cannot accept a gift, "hiding" it gives you the illusion that it's okay and is a clue that you know it is wrong.

[RCW 42.52.150(2)]

Answer for Question #2 = B

Thank the hotel sales manager for the offer, but tell her you really can't accept. Although a common business practice, the certificate is also intended to influence your selection of the hotel as a location for future training sessions. Since the certificate appears to create this sense of obligation, it should not be accepted. A gift certificate is subject to the ethics law's \$50.00 gift limitation. By inviting others in an attempt to avoid the \$50 gift limit, you seem concerned about how your actions might appear. Accepting the certificate for personal use would be an ethical violation.

[RCW 42.52.150(1)] [Advisory Opinion 96-01]

Answer for Question #3 = B

Yes, because the agency has allowed me to accept the prize. If the agency paid to send you to the workshop, the agency determines whether you can keep the prize. The agency may also decide to keep the prize, or tell you to return the prize. If you paid your own workshop fees and attended on your own time, you may keep the prize. While randomness reduces the possibility that the prize is meant to influence you, this fact does not determine whether you can keep the prize. Technically, the door prize is not a "gift" for the purposes of the state's ethics law because the agency paid for your attendance at the conference.

[Advisory Opinion 98-10]

Answer for Question #4 = A

The state contract fare is reserved for official business. In addition, the state fare cannot be used to benefit others, including family members. A secretary also should not make arrangements for personal travel. Cost comparisons do not remove the ethics violation. Even if the faculty member is paying for the tickets, he is using his official position to benefit himself and his family members. The fact that a practice is long-standing does not make it right.

[RCW 42.52.160(1)] [RCW 42.52.070]

Answer for Question #5 = C

The employee has a conflict of interest and should not serve on the panel. The employee should make this interest known and remove him or her self from the review panel. The fact that the organization has a strong proposal does not resolve the conflict of interest. Disclosing membership on a nonprofit board is one step in resolving a conflict of interest, but doesn't go far enough. Failure to vote for the organization also does not alleviate the problem. By allowing the employee to review the proposals of competing organizations, the employee's actions could still benefit the nonprofit organization.

[RCW 42.52.030(3)]

MEETING REVIEW

December Chapter Meeting

The December chapter meeting was our Annual Holiday Luncheon and silent auction. The Seattle Sheraton hosted this gala event on December 17, 2008. While most of the Puget Sound area got a couple inches of snow, downtown Seattle escaped the snow that day. Many members had to cancel their travel plans due to the inclement weather but those members in the Seattle area still attended.

There were 20 items donated to the silent auction and \$1,355 in Revenue was generated. That money goes towards our Chapter's scholarship fund.

Thank you to everyone who donated prizes to this event. Even though Mother Nature interfered in our meeting, those brave souls who attended had a great time and came away with great bargains.

January Chapter Meeting

Our January chapter meeting focused on the popular topic of time management. The presentation by Jan Bennett, President of Strategic Edge, was based on the book: *Organizing from the Inside Out* by Julie Morgenstern. Each registered attendee received a copy of this book. In her presentation, Ms. Bennett focused on the "4 Ps" of Time Management:

1. Planning. Failure to plan is a failure in time management. Look at the reasons you do not plan.

Tip: Take the first 15 minutes of your day to plan and you gain control over the next 465 minutes.

2. Prioritizing. What happens when you don't set priorities?

Tip: three steps to building a prioritized daily task list are:

High value: Vital – must be done;

Medium value: Important: should be done; and

Low value: Relatively trivial; could be done.



Jan Bennett

MEETING REVIEW

January con't

3. Procrastination. Procrastination naturally occurs when faced with events that are unpleasant, complex, lengthy or uninteresting – regardless of priority.

Strategies to deal with Procrastination:

1. *Reward yourself for getting started*
2. *Break into small steps*
3. *Celebrate small step deadlines*
4. *Do it first*

5. Personal Inventory. Ask yourself these questions:

- What do you believe are your typical strategies for managing your work and your time?
- We all have the power of choice. Your organizational style is a result of the choices you make on a minute by minute basis. Can you give some examples of how choice affects the way you work?
- What is the one activity that you know if you did superbly well and consistently would have significant positive results in your personal life?
- If you know these things would make such a significant difference, why are you not doing them now?



Sarah Bright



Jan Thor, CMP

The SeaTac Marriott hosted our chapter meeting. They supplied ample fare for lunch. All the items, which included Chicken Caesar salad, pork tenderloin roast with mashed potatoes, crab/tomato bisque and assorted desserts, were from the Marriott's per diem menu. As always, the SeaTac Marriott were gracious hosts, validating parking for all attendees as well as providing a comfortable meeting room and great food. The SeaTac Marriott is a great example of a supplier member who really steps up to the plate to accommodate a chapter meeting.



Kevin Long

NETWORK NEWS

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