



Upcoming Meeting Dates

Unfortunately, all in person meetings have been
postponed until after June.

Be sure to join us for virtual networking events
during the next few months.

Watch for meeting dates starting in September

www.sgmp.org

www.olddominionsgmp.org

What's Inside

President's Message

Committee Updates

Treasurer's Report

Industry News

Local Chapter News

Membership News

Professional
Development

Chapter Board

SGMP National News



President's Corner
Spring 2020
Angela McGrath

Hello Chapter Members!

The weather is warming up and I'm looking forward to spring! I hope you are too!

We just had our March Chapter conference and on behalf of the Chapter, I would like to extend a big "Thank you" to the Chapter Conference committee – Michelle Hawkins, Andrew Marks, Joyce Fogg, and Sandra Brashear for a job well done! Putting together a conference is not an easy task and they did a great job on bringing us some wonderful sessions and top-notch speakers. Also, many thanks to our host, The Craddock Terry Hotel and Event Center, and to our Sponsors, Visit Lynchburg, Visit Norfolk, Great Wolf Lodge, Chesapeake Convention & Visitors Bureau, Norfolk Waterside Marriott, and Sheraton Norfolk Waterside. They provided a wonderful meeting venue, great food and experiences that enhanced our learning and networking. For those who were not able to make the Chapter Conference this year, I hope you will plan to join us next year for 2021.



I would also like to congratulate all the winners of the National Board and Gilmer Institute of Learning Trustees elections. And, a special congratulations to our own Henry Harper, who was elected to the Gilmer Institute of Learning for Education and Programming! We now have several members representing Old Dominion on the GIL! Way to go Old Dominion!

I know things are challenging for everyone during this difficult time with COVID-19. I am hopeful everyone will be safe, and things will be back to normal in no time. In the meantime as a safety precaution, we will not have chapter meetings in April, May or June so I encourage each of you to stay in touch with one another by either picking up the phone or sending an email or a text message to another chapter member even if it's just to say hello. Many people may be telecommuting so your message will brighten someone's day and let them know you are thinking about them.

And speaking of being in touch, we want to hear from you! I encourage you to contact me or any board member with your ideas, or any questions you may have.

I am really looking forward to seeing everyone in September.

Angie

Committee Reports

Hospitality & Mentoring Committee Karen Sullivan, CGMP

The Hospitality Committee looks forward to greeting and helping you check in for our monthly meetings. Please remember your cash, check, or credit card for payment. New to SGMP? This committee is a great way to meet members as they arrive at the meetings.

PLEASE BE SURE TO STOP BY THE DESK TO HAVE YOUR ATTENDANCE NOTED BY THE HOSPITALITY TEAM.

Fundraising Committee Lorna Battles, CGMP

A BIG thank you to the entire membership for continuing to donate, buy, and participate in all our Fundraising Events! We are grateful for your engagement and help as we raise money for our Chapter's scholarships and education projects.

Special shout out to the Fundraising Committee Members: Michelle Hergenrother, Sandy Brashear, Jeff Bunn, Wayne Callis, Hope Adams, Cheryl Knight, Harold Kretzer, and Bea Anderson for always sharing their time and resources.

Below is the list and highlights of our monthly Fundraising Events:

January: Regular 50/50 Raffle – Split the Pot. We raised \$64.00. Congrats to winner Wayne Callis!

February: Culinary Silent Auction. We raised \$447.00.

March: Education Conference in Lynchburg - Live Auction of CVB destination packages raised \$1,415.00. Big thanks to our CVB partners for putting together truly amazing auction items!

Congrats to the following winners:

Hampton/Embassy Suites – Hope Adams

Virginia Beach/Founders Inn – Michelle Milligan

Chesapeake/Hyatt Place – Tiffany Joyner

Norfolk Picnic Basket – Angela McGrath

Richmond Region Tourism/The Commonwealth & Delta by Marriot Richmond – Terri Gibson

Lynchburg/Courtyard & Residence Inn – Jeff Bunn

Lynchburg/Lynchburg Grand – Marilee Tretina

Lynchburg/Hilton Garden Inn & Homewood Lynchburg – Jeff Bunn

Lynchburg/Virginian & Craddock Terry – Tiffany Joyner

Communications Committee
Chris Bunting, CGMP

Social Media Chair: Michelle Hawkins, CGMP

Committee Members: Sandra Brashear, Wendy Evalle, Joyce Fogg, Laura Osborne, Nathan Crawford, Harold Kretzer, Valerie Gardner, and Jeff Bunn

Thank you to the Communications Committee for helping to keep the chapter informed. Let us know if you are not getting your chapter meeting notices or email updates. Chapter members please let Chris Bunting know if you want to join our committee.

Be sure to like and follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#)



Quarterly Treasurer's Report

Ending Balances for Fiscal Year 2020

December: \$13,131.71

January: \$13,765.70

February: \$18,818.34

A reminder to everyone: Please be sure that all checks have the MEMO section filled out so that payments can be expedited quickly.

Andrew Marks, Treasurer
treasurer@olddominionsgmp.org

MEMBERSHIP COUNTS!

**Help us achieve and maintain a 50/50 ratio
by recruiting new members and renewing
your own membership on time!**

**Old Dominion Membership Report
As of March 2020**

TOTAL CHAPTER MEMBERSHIP: 101

Total Planners	48
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Total Suppliers	49
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Retired/Other	4
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Current Ratio	49.5%
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Community Outreach Committee
Tishaun Harris-Ugworji

Thank you to our members for the generous donations collected for Miriam's house of Lynchburg. Sarah Grant from the charity spoke on the mission of the organization during the lunch presentation at the Chapter Education conference.

Watch for our next community outreach opportunity.



Membership Committee
Tiffany Joyner, CGMP

Thank you to all who have signed up for the Membership Committee. Watch for details as we Soar With SGMP!!

Don't forget – Spread the Word!
All new Supplier members must bring a new Planner member in order to join our chapter.

MEMBERSHIP UPDATES & CHANGES

Remember to keep membership information up to date. If you have a change in your contact information, you can go online at www.sgmp.org and update your information. If your organization has a change in personnel and the membership changes to another person, fill in a membership change form and submit it directly to SGMP.

You can find membership information on Old Dominion's website at www.olddominionsgmp.org under the membership tab, or feel free to contact us at Membership@olddominionsgmp.org.

Education Committee
Chair: Joyce Fogg

Watch for the RFPs for next year's meeting locations and other special events. We have started planning the programs for next year and looking for education committee members to help with program topics and speaker introductions. Contact Joyce Fogg if you would like to join our team.

Please let us know if you have any ideas for future chapter programs.

Chapter Announcement

Old Dominion SGMP chapter member Henry Harper, CGMP, is one of the newly elected members of the 2020-2022 Gilmer Institute of Learning Trustees. We are proud of you Henry.



Gilmer Institute of Learning Trustees-Elect:
Education and Programming: Henry H. Harper, III,
CGMP

Social Media. It's not for just sharing pictures of your lunch

Thank you to the Hilton Richmond Downtown and their team for hosting the Old Dominion Chapter for our January education meeting. We are truly grateful for your support.

This month's meeting was all about Social Media; content, posting, engagement, branding, and partnering. Anita Yearwood and Chris Bunting shared their knowledge and experience with useful tidbits about social media.

Why is it important to stay connected? With the ever-changing world of Technology, we need to keep up. It keeps us in touch with family and friends we wouldn't necessarily get to see, as well as clients that may be across the world. We can reach a larger audience, and you get free exposure. There are several social media outlets for you to choose from, so do your research as to which will fit your needs the best. Facebook, Instagram, LinkedIn, and Twitter are a few popular ones.

Some of the pitfalls of social media can be that everyone is looking at their phone instead of talking, or the information provided is inaccurate.

When posting, think about the 75/25 rules. Entertain/Inform 75% of the time and sell 25% of the time. Too much can turn people away.

Making Post Strong:

- Ask a question.
- Add a background filter/color.
- Add a photo.
- Add multiple photos; five is best.
- Strongest is a video.

**When posting, remember the 75/25 rule -
Entertain/Inform 75% of the time and
only sell 25% of the time.**

Remember follow up after posting by liking or commenting on posts as well as sharing. The more the engagement, the further the reach.

When you go to Brand your event, make sure you have a plan. Think about the purpose of the post or how frequently you will post, as well as making sure you post consistently.

Think about some of the following when developing your Event Branding Strategy:

Authentic – Authenticity is essential to forming a connection.

Original – Consider your unique selling proposition.

Meaningful – Understand the interest and needs of your audience.

Consistent – Ensure consistent messaging across all touchpoints.

Make sure to have a consistent look - fun, themed post as well as speaker post and be sure to create hashtags. This allows followers to see all the postings associated with the hashtag.

Chris and Anita had so much to share this could be a book versus an article. Please look for the presentation on the SGMP Old Dominion Website for more help with Social Media.

February Monthly Meeting
Human Trafficking Awareness
By Laura Osborne

The February meeting discussed a heavy topic that requires recognition, Human Trafficking. This session was presented by Erin Fisher, Director of Community Outreach at Just Ask, a nonprofit organization, whose mission is to end human trafficking by increasing awareness and providing education around the country on this difficult topic.

Our session got started with a first-hand account of Human Trafficking by a survivor who shared with us her family's story of the dangerous and dirty business of human sex trafficking. This survivor's story emphasized that human trafficking shows no boundaries. Anyone can be a target regardless of age, race, gender, or socioeconomic status, and that the arms of traffickers are far-reaching. Those of us in attendance were so moved by this story that many of us were brought to tears and showed our respect for her courage to share her story, not only to us, but to anyone willing to listen to help raise awareness of the struggle against this horrific crime.

The conversation continued with education on the topic by Erin Fisher of Just Ask. Erin helped us define human trafficking, how to identify warning signs, and how industry professionals, especially in the hotel industry, can help to save lives. Human trafficking is briefly defined as compelling a person to engage in commercial sex or forced, unfair labor. This is a crime that happens in plain sight and affects every community. Erin noted that often, people in middle- to upper-class homes are more sought after by traffickers and by buyers because they tend to be naiver and are considered a better "product" on the market. In this world of digital connectivity, traffickers are targeting youth through online means such as social media or gaming platforms. As the world gets smaller, we need to be more vigilant of predators in our society.

Here are some fascinating but alarming facts:

- In 2019, the sex trade brought in \$150 billion dollars, two-thirds of that was in human-trafficking. \$35 billion of that comes from the US. It is the second-largest criminal enterprise in the world.
- Sex trafficking occurs in all 50 states in the US, including D.C.
- 80% of trafficked victims are women, 15% male, and 5% nonbinary or transgender.
- 50% of those trafficked are children.
- 1 in 5 kids will be approached by a trafficker.
- Every 30 seconds, a child or teen is sold into slavery in the US.
- 80% of trafficked children are considered "community youths," meaning children who are active in their religious affiliation, participate in afterschool programs, and are considered to be all-around "good kids."
- Only an estimated 1% of all trafficked victims are identified.
- The life expectancy of those exploited by human trafficking is only 7 years.

For SGMP members in the hotel industry, some indicators of trafficking to be aware of are: heavy foot traffic of male guests in and out of rooms at odd hours; individuals loitering in the hallways or monitoring the area; Do Not Disturb sign used constantly; requesting excessive housekeeping services such as additional towels or new linens; refusal of hotel staff into the room; extended stay with few or no personal possessions; excessive amounts of cash, condoms, or lubricant; use of drugs, alcohol, pornography, and heavy use of phones or computers. If you see something suspicious in your facility, take note of what you see or hear. Write down the names you see on ID's or credit cards, take down descriptions of suspicious persons and any suspicious behavior, and report your suspicions to the appropriate authorities immediately. Just Ask provides education, support, and awareness while ensuring that victims and survivors feel safe to come forward to ask for help.



For more information about bringing Just Ask programs to your community or workplace, visit www.justaskprevention.org, email info@justaskprevention.org, or call 1-833-ASK2END. To find out how your facility can become a certified safe zone, visit www.justasksafezone.com. To report suspected trafficking or to ask for help for yourself or a loved one, call the National Human Trafficking hotline at 1-888-3737-888 or text "HELP" to befree (233-733).

Thank you to our supplier partners for hosting the events this past quarter.

**Hilton Downtown Richmond
January Chapter Meeting**



**Holiday Inn Express Richmond Downtown
February Chapter Meeting**

**The Craddock Terry Hotel
March Chapter Education Conference**



Old Dominion SGMP 2020 Annual Conference

By Wendy Evalle

The setting for our annual conference was the Craddock Terry, in the beautiful City of Lynchburg, and the team at the hotel and the City did not disappoint.

Vice Mayor MaryJane Dolan started the conference off with a nice welcome, followed by afternoon sections that included Top Concerns Facing the Meeting Industry and How Manners Matter and Can be your Secret Weapon. That evening the staff at the Craddock Terry prepared a nice reception for networking and then some of the attendees enjoyed a dinner at Depot Grill where there was lots of laughter and good food.

The next morning Keynote, Michelle Milligan, MSW, LMSW, CGMP and the SGMP National President, shared with us the importance of self-care in the fast-paced world of meeting planning. The rest of the morning brought us Event Branding ideas that WOW, without breaking the bank, as well as Conflict Negotiations, providing tips for making relationships more successful.

The conference ended after a delicious lunch, with a session on Crisis Event Emergency Training. A meeting or event organizer has no greater responsibility than ensuring the health and safety of their attendees and having a plan in place and knowing what to do in the event is critical.

Thank you to the staff at the Craddock Terry, the City of Lynchburg, and the conference committee for putting on a nice conference.



Thank you to our conference sponsors

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CONTRIBUTING SPONSORS





**JOIN THE SGMP ALL STAR CIRCLE and be
recognized at NEC for all your hard work!
We have six ALL STARS in our midst...
Will you be the 7th?**

**Joyce Fogg – 2 referrals!
Wayne Callis
Leslie Crabbs
Laura Osborne
Michelle Hawkins
Marilee Tretina**

From the National SGMP Headquarters

SGMP Event Calendar (National Headquarters)

Government Connections Magazine



SGMP Mission & Objectives

Our mission is to enhance and promote the knowledge and expertise of government meeting professionals. Our objectives are to improve the quality of, and promote the cost-effectiveness of, government meetings. SGMP was founded in 1981 and is the only national organization in the U.S. dedicated exclusively to government meetings.

2019-2021 Old Dominion Chapter Board of Directors

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President@olddominionsgmp.org

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Programs@olddominionsgmp.org

Second Vice President
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Lorna Battles, CGMP
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Certified Government Meeting Professional

The Certified Government Meeting Professional designation ("CGMP") is designed for planners and suppliers whose work is governed by the rules and regulations of the federal government. Individuals who have earned their CGMP have obtained the highest designation available that is specifically for government meeting professionals. Below are the next courses scheduled. New courses are added periodically, and the information can be found on the SGMP website [HERE](#).

Upcoming CGMP Classes

Classes cancelled until later in the year. Watch for information on possible online classes



Society of Government Meeting Professionals

Expand Your Expertise

SGMP NEC 2020

**The Marriott St. Louis Grand
800 Washington Avenue
St Louis, MO 63101**

May 19-21, 2020



This event has been postponed. Watch for new dates.