



MI-SGMP 2010 Events

Register at www.misgmp.org

January 20, 2010 from 12:00 – 2:00 pm Kellogg Center, East Lansing

Sponsored by Grand Traverse Resort and Spa

There's a Sales Call on Line 1 – Nick Hussein, Mt. Pleasant Comfort Inn & Suites Hotel and Conference Center; David Verdonk, Labelle Hotels; Sarah Jarous, MCADSV; and Debbie Kopkau, MSBO

This panel of seasoned suppliers and planners will focus on communication between suppliers and planners to bridge the gap between them. Learn how working together results in a great conference from start to finish. There will be time for planners to express their preferred avenue for being contacted and for suppliers to share their prospect methods. Counts for one program under the Facilities and Services section for Certified Meeting Specialist (CMS) certification.



February 17, 2010 from 12:00 – 2:00 pm – Holiday Inn, Grand Rapids Airport

Sponsored by Holiday Inn, Grand Rapids Airport and the Grand Rapids Convention and Visitor's Bureau

Corporate Responsibility, Cynicism and the So Called Triple Bottom Line Return – Jerry van Rossum, Smith van Rossum & Associates LLC

Headlines about Retention Bonuses, Executive Salaries, Extravagant Lifestyles while receiving Government Bailout Loans, and regulations that miss major Ponzi Schemes leave most of us scratching our heads and wondering about Business Ethics, Regulations and Corporate Responsibilities. G. Jerry van Rossum, principal of Smith van Rossum & Associates and Adjunct Professor of Business Ethics at Marygrove College helps private, public and non-profit sector leaders explore how to develop meta purposes that assist in avoiding the slippery slopes of unethical practices and dilemmas. This highly interactive, multimedia presentation explores how Corporate Responsibility, Ethical Behavior and Practices actually leads to improved triple bottom line returns. Counts for one program under the Leadership section for Certified Meeting Specialist (CMS) certification. CEUs approved by national – Transmission ID 122909A.



March 16-17, 2010 – Yarrow Golf Resort and Conference Center, Augusta

Annual Education Conference

Conference information in a separate brochure or go to the Web site for more information!!

April 21, 2010 from 12:00 – 2:00 pm – Kellogg Center, East Lansing

Sponsored by Ypsilanti Area CVB – Serving Ann Arbor, Chelsea, and more!

Getting the Most Out of Your AV \$\$ – Jim Paetschow, Sound Productions, Inc.

Remember the AV standard was to order an overhead. Times have sure changed and are changing at a rapid pace when you consider AV and technology. Come to this session and find out the latest and greatest in audio visual equipment and what your the best options are. Also, this expert will give tips on how to save money on unnecessary equipment saving your organization \$\$\$. Counts for one program under the Technology section for Certified Meeting Specialist (CMS) certification.



Registration starts 30 minutes prior to the start time.

Questions?? Contact Deneen Hansen, Chair Education Committee at 517.327.2585 or

dhansen@msbo.org



MI-SGMP 2010 Events

Register at www.misgmp.org

May 26, 2010 from 12:00 -2:00 pm – McCamly Plaza Hotel, Battle Creek

Sponsored by the McCamly Plaza Hotel, Battle Creek

Communicating for Results – *Gail Braverman, Communications Consultant*

Describing a program, promoting an event or updating your boss on a project's progress? To build sales, boost registrations and get results, you need to use language clearly, correctly and convincingly. We'll show you the keys to great business communications for both print and electronic media. Counts for one program under Education/Program section for the Certified Meeting Specialist (CMS) certification.



June 14, 2010 Golf and Bowling Outing – Royal Scot, Lansing

Annual Golf and Bowling Outing

9:00 am - Golf and 10:00 am – Bowling

Golf/bowling outing information in a separate brochure or go to the Web site for more information!!

July 21, 2010 from 12:00 – 2:00 pm – Hampton Inn and Suites, Okemos

Sponsored by Hampton Inn & Suites Okemos and Amway Grand Plaza Hotel

Exhibit Show Trends – *Karen Keller and Toni Etter, Ethnometrics Inc.*

Get the most recent trends for exhibit shows for both the exhibitor and meeting planner. Find out how to set up your booth to maximize your presence and get the most ROI. Also, these experts will discuss exhibit show flow, hot and dead spots, and discuss ways to add value for your exhibitors in these trying times. If you don't use exhibits, find out if it would be a good fit for your function(s) and discover the benefits of having a show. Counts for one program under the Logistics section for Certified Meeting Specialist (CMS) certification.



August 18, 2010 from 12:00 – 2:00 pm – MotorCity Casino Hotel

Sponsored by MotorCity Casino Hotel

Essentials of Meeting Planning – *Amy McCambridge, Experient Inc.*

This session will provide the essentials of meeting planning including negotiating a firm and fair hotel contract; identifying various factors that impact your meeting & food and beverage choices; and developing strategies to save you money throughout the planning process.. Counts for one program under the Facilities/Services section for Certified Meeting Specialist (CMS) certification.



Registration starts 30 minutes prior to the start time.

Questions?? Contact Deneen Hansen, Chair Education Committee at 517.327.2585 or dhansen@msbo.org



MI-SGMP 2010 Events

Register at www.misgmp.org

September 15, 2010 from 12:00 – 2:00 pm – Kellogg Center, East Lansing

Sponsored by the DoubleTree Bay City and Yarrow Golf Resort and Conference Center

C.A.R.E. Customer Service – Walt Stasinski, MEd, MPH,
President, Potential Unlimited

We are all customers and we all serve customers. Excellent customer service comes from the heart. It starts with an attitude of caring and a genuine concern for the customer you serve. When you CARE for your customer, you feel good, the customer feels good and the reputation of your organization is enhanced. The human touch makes the difference. Come to this session and learn how good customer service can make all the difference. Counts for one program under the Leadership section for Certified Meeting Specialist (CMS) certification.



October 19, 2010 from 5:00 – 7:00 pm – DoubleTree Fort Shelby, Detroit

Sponsored by DoubleTree Fort Shelby Detroit

Meet SGMP – Take time out of your busy day to come and relax with your colleagues. This sponsored reception is a chance to bring a colleague or contact someone from the Detroit area that could benefit from SGMP membership. Special room rates will be available.



October 20, 2010 from 12:00 – 2:00 pm – DoubleTree Fort Shelby, Detroit

Sponsored by DoubleTree Fort Shelby Detroit and Detroit Metro CVB

Outside of the Box Special Events – *Jeanette Pierce, Inside Detroit; Cathy Brady, Detroit Metro CVB; and Tim Nelson, Grand Rapids Area CVB*

Special events seem to be a part of every conference, whether it is a reception or spouses program or group sporting event. Come to this session and hear from a panel of representatives from CVBs and a representative from Inside Detroit and discover some very interesting and new, "outside of the box" options available for your special events. Counts for one program under the Education/Program section for Certified Meeting Specialist (CMS) certification.



visitdetroit.com

*Registration starts 30 minutes prior to the start time.
Questions?? Contact Deneen Hansen, Chair Education Committee at 517.327.2585 or
dhansen@msbo.org*



MI-SGMP 2010 Events

Register at www.misgmp.org

November 17, 2010 from 3:30 – 5:00 pm – TBD

Wrap Up/Ethics – TBD

This session brings closure to your certification program. It's an opportunity to reflect on what you have learned and your role in the educational process and your school district. This class can be taken only if you are two classes or less from completing your certification (not counting the Wrap-Up/Ethics session) or have been approved under the Grandfathering clause. Required for Certified Meeting Specialist (CMS) certification. Counts for the Wrap-Up/Ethics Program for Certified Meeting Specialist (CMS) certification.

November 17, 2010 from 5:30 – 8:00 pm – TBD

Silent Auction and Awards Dinner

Attend the Silent Auction, MI-SGMP's biggest fundraiser, and win fabulous products. Come and celebrate with your colleagues as Michigan premieres the nation's first Certified Meeting Specialist at this dinner. Other awards include Planner and Supplier of the Year.

December 15, 2010 from 12:00 – 2:00 pm – Hotel Baronette, Novi

Sponsored by Hotel Baronette and Great Wolf Lodge

Getting to "WOW" Through F & B and Decor – Chef

Steven Grostick, Hotel Baronette; and Tamara Haelterman and Sue Roehl, Flower Solutions LLC

Learn how to get to the "WOW" factor for your meetings through food and beverage and decor from these experts. They will offer suggestions and money saving tips and tricks without sacrificing quality and presentation. After this session, you will be prepared to put the icing on the cake of your functions. Counts for one program under the Logistics section for Certified Meeting Specialist (CMS) certification.



Registration starts 30 minutes prior to the start time.

Questions?? Contact Deneen Hansen, Chair Education Committee at 517.327.2585 or

dhansen@msbo.org