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Next Chapter Meeting

September 13, 2018
Location: TBD
Grace Nied will be the Guest Speaker

Chapter Mission and Goals

Our mission is to enhance 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 is the only national organization in the U.S. dedicated exclusively to government meetings.
A Message from the President…

By: Cymbre Kooker

Pulling Together for Quality Relationships

As the due date for our daughter draws near, I’m reminded that difficult, stressful, and overwhelming times in life are made easier by the members of the community who surround you. The members of that community can be diverse, varying in personality, talents, life history, age, geographical location, etc. What makes each person in that group a part of your personal community is that you have made a connection with them, finding common ground in an interest, a shared loved one, shared outings and adventures, or drawing strength and support from one another by persevering through the trials and joys of life.

This is also true for professional and organizational relationships. Our chapter is a group of great people with many talents, and we have a lot to offer each other in friendship and in shared knowledge of the government meeting industry. However, it seems we’ve grown apart as of late. It seems we are not as invested in building the relationships that will help us pull together as a team to make our chapter stronger. We show up for meetings, get a little entertainment and good food, then go back to the grindstone because TIME is our most limited resource.

The reality of our situation is we have a lot to offer each other to make government meeting planning easier and to give some much needed relief from the constant pressures of work. **But if our chapter is going to thrive, we need a little time contribution from every member. All we are asking for is an hour a month to help with a little task that will provide sweet relief to another person within your community.** We honestly have people who feel burnt-out, and we can make a huge difference for them if we just volunteer a tiny slice of our time for the betterment of this great community. The rewards will be worth it as we help each other and grow closer again.
Experience the Ride of a Lifetime!

Speeds up to 160 mph!!!
Ride with a professional driver 4 times around the track
at Texas Motor Speedway!!!
"Visitors are more than welcome to come and watch"

Winning certificate must be used by 03/08/2019.

Event Value is Priceless, but the cost usually exceeds $85!

Raffle Tickets Only:
$7 ea. or 4 tickets for $25

Drawing will be held August 31st!

All proceeds benefit the SGMP North Texas Chapter.

Additional Info:
"Rides are given from 8:30am to 10:00am, then again from 1:00pm to 2:30pm on our scheduled class days (Please check the Schedule on our website [teamtexas.com]). Do not schedule your ride, just come during these times. Please call our main number...to verify that classes are running as scheduled prior to leaving for the Speedway.....These rides are weather permitting. If the weather is questionable the day you are intending to show up, call our office first, as the voicemail message will indicate if any programs have been cancelled."

Purchase raffle tickets here: http://sgmnpnorthtexas.org/meetinginfo.php?id=83&ts=1530320627
Membership Report
SGMP North Texas Chapter
By: Shamillian Mathis

Planners = 9
Contract Planner = 3
Suppliers = 12
+ Other = 2 (Retirees)
Total Membership =26

New Members/Prospect:
Erika Konig- 4/24/2018

Marquis Baskerville
30-60 Days till renewal
Mark Wilder- 5/31/18
Nicole Flick- 5/31/18
Ryan Russell- 5/31/18
Maritess Salazar- 6/30/2018

At Risk:
Kelly Roche-4/30/2018
Marie Peterson

Dropped:
Andria Ross- 1/31/2018
Sally Thompson- 3/31/2018

Planners = 9
Contract Planner = 3
Suppliers = 13
+ Other = 2 (Retirees)
Total Membership =27

New Members:
Peter Cwalino- 5/18/2018

Prospects:
Marquis Baskerville- pending.

David Ramcharan – Crowne Plaza Dallas Near Galleria – Addison / process started.

Matthew Trevorrow is now with Lincoln Centre and requested information to join as they do not have a member

Doubtree Galleria: member left, transferring membership to new Gov. Sales Manager

30-60 Days till renewal
Fannie Smith – 8/31/2018
Robert Williams – 8/31/2018

At Risk:
Maritess Salazar- 6/30/2018

Dropped:
Nicole Flick- 5/31/2018
Ryan Russell- 5/31/2018
Airport security:
TSA PreCheck vs. Global Entry vs. Clear

Dawn Gilbertson, Arizona Republic
Published 9:58 a.m. ET July 16, 2018

You're running late for your flight, or traveling with cranky kids, and you see a snaking security line.

What to do? Grin and bear it — then promptly sign up for an expedited-screening program before your next flight.

Many travelers know about PreCheck and Global Entry. Now passengers at Phoenix Sky Harbor International Airport have a third security program to consider Clear.

Clear is a privately run program that debuted at Sky Harbor on Wednesday, July 11.

Sky Harbor, whose advisory board approved the addition of Clear last September, is the 25th U.S. airport to offer the service. It will initially be available at the four security checkpoints in Terminal 4, home to giant American and Southwest airlines. It will be added later to Terminals 3 and 2.

Clear has 2 million members and brags that you can complete the enrollment in five or 10 minutes. It's the priciest line-skipping option ($179 per year) and probably the least understood.

7 things to know about Clear

1. Clear uses biometric identification. Instead of pulling out your driver's license or passport at the security checkpoint, you go to a staffed Clear kiosk, show your boarding pass and tap your finger or blink your eye to identify yourself. How do they know it's you? Your biometric information is stored electronically when you sign up.

2. You don't skip all security lines, just the lines leading up to the podiums where TSA agents check IDs. Those are the often-ominous lines (including the PreCheck lines), that spook travelers as they approach the checkpoint. After you pass the Clear kiosk, you go straight to the screening area beyond the podiums.

3. Clear members have to be screened like everyone else. Members go through the metal detector or body scanner and their carry-on bags are scanned.

4. Clear members need TSA PreCheck if they want to use that screening lane to keep their shoes on and leave liquids and electronics in their carry-on bags. Otherwise, they must use the standard screening lanes. The company has said 70 percent of Clear's members also have Pre-Check..
5. **Clear could be a boon for frequent fliers**, especially in busy airports. During the holiday travel, rush in Atlanta last year, a friend who was enrolled in Clear and PreCheck zipped through interminable lines while I stewed in the lengthy PreCheck line.

6. **Think of Clear in Disneyland terms**: It's a MaxPass to TSA PreCheck's FastPass. Clear officials use this analogy: It's like using an ATM instead of a bank teller.

7. **Discounts are available**. Members of Delta Air Lines' frequent-flier program receive reduced rates or free membership based on their status in the SkyMiles program, as do some Delta frequent-flier credit-card holders. SkyMiles members without status pay $99 a year.

Clear vs. TSA PreCheck vs. Global Entry

TSA PreCheck could be your ticket to avoiding your long line at the airport but here a few things you should know before signing up.

**TSA PreCheck**: This program is offered by the Transportation Security Administration. It offers a fast pass through security, subject to a background check and fingerprinting, at more than 200 U.S. airports. The cost is $85 for five years. Travelers get dedicated lines at security checkpoints, keep their shoes and jackets on and leave approved liquids and electronics in their carry-on bags. About 6 million people have PreCheck.

**Global Entry**: International travelers favor this program, run by U.S. Customs and Border Protection. It includes TSA PreCheck plus expedited immigration and customs processing for travelers flying into the U.S. after international travel. It costs $100 for five years and requires a background check, fingerprints and a valid passport or permanent resident card. More than 5 million people have Global Entry.
Special thanks to the DFW Humane Society for letting us visit their facility on Saturday, April 21, 2018 for our huge community outreach project! Fun times were had by all, and we each felt a little more fulfilled after learning about the mission of this organization and getting to spend some quality time with a few of the animals!

A fantastic thank you goes to the Great Wolf Lodge in Grapevine, TX for FULLY SPONSORING our meetings on May 10, 2018!!! The venue was excellent, the food wonderful, the service was great, and the take-home fudge was fabulous! Thank you for supporting our chapter in such a generous way!

We extend a hearty thank-you to the Hilton Dallas Lincoln Centre for hosting our Annual Awards Banquet and Silent Auction on June 21, 2018! We truly appreciated the splendid accommodations of your facility, and we were really excited to be able to visit with Matthew Trevorrow again.

“Only I can change my life. No one can do it for me.”

-Carol Burnett
North Texas Board Bytes

By: Staci McAllister

April Meeting
At the April meeting, we discussed as a Board of who to offer the remaining free registration for the Tuesday Program before NEC to. It was decided as Sunny Bhakata. We decided not to send out a survey after our Community Service Project since we did not have a Chapter meeting this month. We currently have 26 members. July 7th is the date for our Annual Board Retreat in Tyler. Cymbre will be adding the upcoming meetings to the calendar on our website. We plan to have members give a 5 minute “testimonial” during networking time before chapter meetings, explaining how SGMP membership is valuable to them and their employer. Those members will be given 6 raffle tickets as an incentive. Franklin’s “Drive a Race car” idea is in the works. Raffle tickets are currently being created and on sale soon!

May Meeting
During the May meeting, we discussed different ways to spread the word about our Chapter such as placing our Mission Statement on magnetic business cards. Cymbre has been working on adding Chapter meetings to our website calendar. The next Community Service project will likely be during the winter months. Planner of the Year and Supplier of the Year nominations will be coming out soon. The Board will decide who will be the winner of the SS Bragg Award as well via email. We were informed that a National Board Representative can help with posting on their website for additional exposure. The new drawing date for the “Drive a Race Car” fundraiser project will be August 31st.

June Meeting
At the June Meeting, it was mentioned that Ruth now has a debit card info. for the Chapter account, but she and Cymbre still need to go the bank to get the physical debit card. Ruth is currently up to date of sending monthly Treasury Reports to National. We decided to discuss at our Board Retreat going up on the monthly meeting lunch fee.
Emergency Response & Foodborne Illness Investigations

I’m sure you’ve heard it said that timing is everything. If that be the case, then the presentation by Jane Broussard was nothing less than perfect timing. To have this specific presentation just prior to the holiday feasting season was sure appropriate. Let’s dig into some of what she was cooking shall we?

First and foremost, Jane works for the Food and Drug Administration, the federal agency that exists to protect the public from tainted, spoiled, and contaminated foods and drugs that make into the general consumer distribution pipeline. As a coordinator for Emergency Response, Jane works to ensure the integrity of the Incident Command System under the Agency’s Emergency Operations Plan. Those duties include being able to:

- Identify, Recommend, and Maintain Emergency Response equipment (i.e., Sat Phones, testing)
- Assess and ensure appropriate training is provided for Emergency Response Coordinators and all appropriate office personnel
- Identify technical experts and other response resources in the Field Office and maintain lists of who to contact
- Understand the Bioterrorism Act (BTA) and prior notice provisions

All these steps and more are required to maintain the safety and integrity of the food supply for the consuming public. Food Safety should matter to all of us because each year, contaminated food consumed in the U.S. results in an estimated 48 million illnesses, more than 128,000 hospitalizations, and 3,000 deaths. The U.S. Department of Agriculture (USDA) estimates that foodborne illnesses cost $15.6 billion each year. Foodborne illnesses can occur from almost any kind of food, and it is the mission of the Emergency Response Coordinators to prevent both ongoing transmission of disease and similar outbreaks in the future protecting the American public from outbreaks of food related pathogens, contaminations (accidental and intentional), and diseases from organisms and germs.

Regardless of the holidays and the festive celebrations we attend throughout the year, at restaurants and family outings, we should always be thankful of the work done by the U.S. Food and Drug Administration to protect us from dangers that can be found in our food supply.
January 2018 Meeting Recap
By: Franklin Terry

Work/Life Balance for Personal Peace & Professional Productivity

Steve Melman, MA, LPC, LMFT, CEAP Senior Consultant
Federal Occupational Health Program Support Center,
U.S. Department of Health and Human Services

The month of January starts the New Year, and there is no better way to begin a new year than learning how to balance Work/Life for Peace and Professional Productivity. Running from place to place and the daily grind can be difficult to navigate. Steve helped us see how to recognize signs that show clues of a well-balanced life versus an unbalanced life. The objective training of the session centered around learning to better manage responsibilities in order to maintain a happier, more balanced life. Life has several categories to which we need to be attentive to begin our assessment of work life balance.

That assessment begins with looking at your life categories as follows:

<table>
<thead>
<tr>
<th>Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
</tr>
<tr>
<td>Friendships/Recreation</td>
</tr>
<tr>
<td>Physical</td>
</tr>
<tr>
<td>Personal</td>
</tr>
<tr>
<td>Growth/Spiritual/Religious</td>
</tr>
<tr>
<td>Community</td>
</tr>
</tbody>
</table>

As the presentation continued, comparisons were drawn between Real Life and the Ideal Life and how we can reach our individual reality of balance. Steve didn’t just discuss the differences between a lifestyle that supports balance vs one that doesn’t, he also gave us tips on how to improve or maintain the optimal life prospective. Suggestions included:

- Get Regular Exercise - Eat Healthy Meals - Get Enough Rest - Pay Attention to Your Body’s Needs
- Make Time for Yourself - Travel Slightly Before or After Rush Hour – Take Vacations
- Reduce Outside Obligations to a Manageable Level.

In summary, Steve taught us all to take a step back and access our life categories and spend some time developing ways to maintain balance and peace of mind.
Increase Social Presence & Interaction for Your Meetings/Events - A Tutorial

Our March meeting was conducted by Kayla Mansour. It is not the first time she has spoken to our organization and I am sure it will not be the last time. Regardless of how many times she does, we are always left in amazement of her vast knowledge of the Social Networking arena. To say this was a reboot would be an understatement of her skills and abilities. Kayla works for the Irving Convention Center. She was hired by our very own Kelly Roche and she lives up to all the hype you’ve ever heard about her.

Kayla updated SGMP members and guests on the latest changes in Facebook, Twitter, Instagram and Linked-in. While each platform is unique in purpose, they can all work together to create an online presence that can promote your business and your brand.

We learned a lot about Facebook Events and how there are 13 ways to promote your meeting and get others to attend. Examples include the use of key words, wall postings and partnering up with Co-Host sites. Kayla provided insight on the use of hashtags and social screens. There was so much information about the social media craze that the mother board in my brain was fried. I do remember one thing she stated that brought it all back together for me. She gave the best piece of wisdom I can think of and I paraphrase “If this all seems to be too much, hire a professional help with your social media presence.” That was music to my ears.

It has been a pleasure to have Kayla speak to our organization and it always will be. She has been with Irving CVB for the last 4 years as manager and indicated she is willing to help anyone who might ask her advice on how to work with one’s social media needs.

Additional informational tidbits included:
- Blogging
- Instagram
- Twitter (use hashtags) (Periscope)
- Hoot Suite Hashtags
- Pinterest

When describing the presentation Kayla gave, all I can say is #outstanding!
Thanks to the Hilton Dallas Lincoln Centre for hosting our June awards banquet and silent auction on June 21st! The food and service were excellent, and we appreciate their willingness to host.

At the annual awards ceremony, we honor the Planner of the Year, the Supplier of the Year, the outstanding member hotel hosting or sponsoring an event (S.S. Bragg Award), and the person the President feels has contributed most to the chapter (President’s Award). Our members were excited to see who won these awards.

Shamillian Mathis, Supplier of the Year, has been a vocal supporter of our chapter. She was very enthusiastic in representing our suppliers at the SGMP National Education Conference, learning new ways to make our chapter even more successful. Shamillian has promoted our chapter to her brand hotel countless times and has gone to great lengths to find locations to host and fully sponsor our monthly meetings. She remains optimistic about our chapter and tries to keep our board energetic and enthusiastic. She often presents new ideas to help our chapter push for the next step of excellence. Although uncomfortable speaking in front of a crowd, Shamillian overcame this and presented “Business Dining Etiquette” at our December chapter meeting. Congratulations, Shamillian, for winning this award. It is greatly deserved!

Staci McAllister was surprised to discover she won the Planner of the Year award. She is a go-getter and a big proponent of SGMP, always encouraging potential members to attend meetings and to consider membership with our chapter. She often helps with random tasks, searching for a speaker or greeting members and visitors at the registration table. On too many occasions to count, she has been known to encourage membership to individuals interested in our chapter. In true leadership fashion, Staci is the right-hand to the chapter President, and much would fall through the cracks without her support. She reminds the President of tasks that need to be done or emails that need to be sent. Although I’m sure she feels that much of what she does goes unnoticed because it’s behind the scenes, we notice and we appreciate her efforts! Staci, thanks for all you do for our chapter and congratulations on winning the Planner of the Year Award.

The President’s Award is chosen by the chapter President for the many things the individual does to help our President and our chapter. Franklin Terry graciously volunteered his knowledge and expertise and provided our chapter with free entertainment at two different meetings. He has also given excellent presentations as our resident AV speaker at multiple chapter meetings. Franklin was also the mastermind behind our big fundraising event for 2018, researching the possibilities and even purchasing the ticket with his personal finances until he is reimbursed through sales of these tickets. Though he stays busy at work, he gives of his sparse free time to help out our chapter in any way he can. Congratulations, Franklin!

The Wyndham Dallas Suites won the S.S. Bragg Award this year. Through our surveys of each meeting, they received rave reviews on the food, service, and amenities at the chapter meeting. They hosted the March 8, 2018 meeting with speaker Kayla Mansour presenting “Increase Social Presence & Interaction for Your Meetings/Events — A Tutorial.” Thanks Wyndham Dallas Suites and congratulations on your award!

These awards are presented each June to members of our chapter who work hard and represent or chapter in a positive way. Please think about what you can do to help our chapter grow in the upcoming months. Then maybe you could win one of these awards next year!
Annual Awards Banquet
Hilton Dallas Lincoln Centre

L to R: Matthew Trevorrow, Shamillian Mathis, Rhonda Wise, Fannie Smith, John Myers

L to R: Ruth Bilbo, Shannon Thompson, Fannie Smith, Staci McAllister, John Myers

L to R: Shannon Thompson, Robert Williams, Terry Moore

Special thanks goes out to the Hilton Dallas Lincoln Centre for the notebooks they provided to each attendee.
WANT TO WRITE AN ARTICLE FOR OUR NEWSLETTER?

BENEFITS:
• Shows involvement in your chapter.
• Helps with eligibility for awards such as New Member Award, President’s Award, etc.
• Helps your chapter members know you better.
• Adds one more positive notch in your resume.

If you are interested in writing an article for one of our newsletters, please contact Communications Chair Staci McAllister at staci.mcallister@fda.hhs.gov.

The Society of Government Meeting Professionals (SGMP) was founded in 1981 and is the only national organization in the United States dedicated exclusively to government meetings. SGMP is a non-profit organization of nearly 3,000 members in 30 chapters who are involved in planning and executing government meetings. Our mission is to enhance and promote the expertise of government meeting professionals. We accomplish our objectives—to improve the quality of and promote the cost-effectiveness of government meetings—through education, resources, and networking.

For more info, visit www.sgmp.org.
CHAPTER BOARD MEMBERS

2017-2018

Cymbre Kooker is a Consumer Safety Technician with the U.S. FDA. She has been a North Texas Chapter member since September 2013, and Chapter President since June 2015.

Cymbre enjoys posting photos from chapter meetings on the chapter’s Facebook page to promote SGMP through social media. Her goal is to promote the SGMP North Texas Chapter in DFW and in the SGMP community to spread the SGMP mission of Education, Networking, and Resources for increased benefits to planners and suppliers.

Franklin Terry is the Regional Training Officer for the US Department of Labor for the Dallas and Denver Regions. He has been a member of SGMP for 3 years and currently serves in the position of 1st Vice President. Franklin has 30 plus years with the government and an extensive knowledge of Event Planning and Event Technical Services Support. Franklin sees every event as a production, and therefore pays a great deal of attention to the details that matter to the attendees. Franklin has provided multiple training presentations for the chapter. His goal is to help our Chapter President maintain the high standards of Education, Networking, and Resources already established by the North Texas Chapter of SGMP.

Shamillian Mathis is an Account Executive for Hilton Worldwide Sales. She has been a member of the North Texas Chapter since December 2013 and 2nd Vice President since June 2017. She currently oversees the Hospitality and Membership Committees. She is looking forward to continued growth, networking, and development through her involvement with SGMP. Her goal is to help promote our chapter locally and nationally, to grow our membership, and to serve our community.

President
Cymbre Kooker

1st Vice-President
Franklin Terry

2nd Vice-President
Shamillian Mathis
Rhonda Wise has been a member of SGMP since 1995 serving in various capacities on the local chapter board and has served on every committee within the chapter. She served as a Trustee on the Gilmer Institute of Learning as well as serving on several national committees. Rhonda was the 1st Vice President on the National Board from 2011-2013. She has received the following awards:

- SGMP Sam Gilmer Planner of the Year – 2010 (national award)
- Chapter Planner of the Year – 2005, 2003
- Chapter Shining Star Award -- 2000

Ruth Bilbo works for the Magnolia Dallas Park Cities and has been a member of the North Texas Chapter of SGMP for over 10 years, serving in various board positions. Currently she handles Special Projects as well as the Membership Committee. Her goal is to support the efforts of the chapter to grow our membership, remain financially strong, and enhance the quality of education at the monthly meetings and to serve the community where we live. Serving the SGMP chapter has been very rewarding both professionally and personally.

Staci McAlister is a Consumer Safety Technician for the U.S. Food and Drug Administration in Dallas District Office, Investigations Branch. She started her FDA career in January of 1992 at the Center for Devices and Radiological Health in Silver Spring, MD and transferred to the Dallas Office in September of 1995. She has been a member of SGMP since August of 2013 and Secretary since June 2015. Some of the goals she would like to see within our Chapter would be to increase in member size and more participation in
North Texas SGMP Newsletter
Advertising Pricing & Specifications

The ad size is based on pricing:
- Full Page $100.00 or $400 per year
- Half Page $75.00 or $250 per year
- Quarter Page $25.00 or $100 per year
- Business Card $25 or $75 yearly

Website Banner Ads
- Full Year $350.00
- Quarterly $150.00
- Monthly $75.00

The Newsletter ad size specifications for:
- Full Page 9.75 x 7.25
- Half Page Vertical 9.75 x 3.5
- Half Page Horizontal 4.75 x 7.25
- Quarter Page 4.75 x 3.5
- Business card ads 2.25 x 3.5

Distribution
- November—December 2016
- January—February 2017
- March—April 2017
- May—June 2017

Advertising Artwork deadlines
- December 16, 2016
- February 20, 2017
- April 21, 2017
- June 16, 2017

Please contact Cymbre Kooker, 214-253-5250, Cymbre.Kooker@fda.hhs.gov

NORTH TEXAS CHAPTER