Inside this issue:

Presidents Article 2
Membership Report 3
Chapter Thanks 4
Board Bytes 5
Supplier Spotlight 6
Meeting Recaps 7-8
General Announcements 9-10
Chapter Board Members 11-12

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.

NEXT CHAPTER MEETING

Check our website sgmpnorthtexas.org for the upcoming announcement.
A Message from the President…

By: Cymbre Kooker

I love this time of year. It’s a time of holidays and celebrations. A season of thankfulness, spending time with family and friends, reconnecting, and recharging for another year. This also applies to my hopes for our chapter.

I’m thankful for all of our members, for the input that each of you gives is what makes our chapter great. Our chapter is as strong as we make it with through our participation and contributions.

I’m so glad for a chance to spend time with you at our monthly meetings. As we spend time together, we get to know each other in both professional and personal capacities. This unites us as a team of professionals who work together for a common good of generating great government meetings and conferences. Through the friendships we forge via SGMP, we are better able to navigate through the task of creating quality government meetings on frugal budgets within precise regulations. Learning to best work through these challenges through sharing of experiences and the monthly educational programs, we become like family.

I love that we have the opportunity to meet face to face for education and networking at monthly meetings at our local properties. This regular reconnect of individuals with a common purpose is a valuable resource that is truly unique and priceless.

I appreciate the enthusiasm and ideas chapter members bring to our meetings. They inspire me to up my game and to try new and different things for our chapter and for planning meetings as I have the opportunity. This recharge gives me hope and direction to lead our great chapter until my second term ends in June of 2019, at which time a new president we have elected will lead us on to even better things!
**SGMP North Texas Chapter Membership Report**
**By: Shamillian Mathis**

**October 2018**
Planners = 9  
Contract Planner = 4  
Suppliers = 13  
+ Other = 2 (Retirees)  
**Total Membership = 28**

New Members:  
Shannon Thompson – 10/8/2018

60 Days till renewal  
Lori LortScher- 11/30/2018  
Grace Nied- 12/31/2018  
Ruth Bilbo- 12/31/2018

At Risk  
Kayshu Archangel- 10/30/2018

Dropped:  
Maritess Salazar- 6/30/2018  
Lori Foret- 9/30/2018  
Kayshu Archangel- 10/31/2018

**November 2018**
Planners = 9  
Contract Planner = 4  
Suppliers = 14  
+ Other = 2 (Retirees)  
**Total Membership = 29**

New Members:  
Linda Franko – 11/13/2018  
Courtney McConnel- 11/5/2018

60 Days till renewal  
Grace Nied- 12/31/2018  
Ruth Bilbo- 12/31/2018  
Lesa Spangler- 1/31/2019  
Rhonda Wise- 1/31/2019

At Risk-  
Grace Nied- 12/31/2018

Dropped:  
Maritess Salazar- 6/30/2018  
Lori Foret- 9/30/2018  
Kayshu Archangel- 10/31/2018

**December 2018**
Planners = 9  
Contract Planner = 4  
Suppliers = 15  
+ Other = 2 (Retirees)  
**Total Membership = 30**

New Members:  
Nicole Deckard – 12/14/2018

60 Days till renewal  
Lesa Spangler- 1/31/2019  
Rhonda Wise- 1/31/2019  
Lesa Spangler- 1/31/2019

At Risk-  
Grace Nied- 12/31/2018

Dropped:  
Maritess Salazar- 6/30/2018  
Lori Foret- 9/30/2018  
Kayshu Archangel- 10/31/2018
Chapter Thanks
By: Cymbre Kooker

Special thanks to Cambria Hotel—Downtown Dallas for hosting our October 18, 2018 meetings! We appreciate the hospitality shown to our attendees. Your generosity was a tremendous support to our chapter!

The November 8, 2018 meetings were hosted by the Embassy Suites by Hilton Denton Convention Center. Thank you for hosting us and letting us get to know the waste-reduction efforts successfully being carried out by your new facilities. While our meeting turnout was small, many attendees were impressed with the Green initiatives being taken by this property, even while having a modern aesthetic appeal. One attendee said her impression upon walking into the lobby of this property was summed up in one word, GRAND.

The Crowne Plaza Dallas Near the Galleria—Addison graciously hosted us for our celebratory December 13, 2018 meetings. Attendees had ample space to cunningly maneuver to all the silent auction items during breaks between our monthly announcements and the Holiday Traditions program. We thank you for providing such perfect space for our meeting activities.
North Texas Board Bytes

By: Staci McAllister

October Meeting

Carolyn Barrett, our Liaison to the SGMP National Board, participated in our October board meeting via conference call. Ruth said she would be reaching out to the Irving Animal Shelter soon regarding our Spring Community Service Project. We discussed ways to increase membership by continuing with a call blitz. We need to add more Planners to our membership because we are Supplier heavy.

November Meeting

At the November Board meeting, Cymbre mentioned that she will add a pop-up on the meeting registration for anyone requesting Contact hours. Also, National reminded everyone of the “Superhero Circle.” We will be targeting local, city, and university Planners. Icebreaker ideas will also be sent via e-mail to Shamillian. In addition, “Testimonials” of benefits of SGMP Membership for incentives of 6 raffle tickets will continue. We will be having a “special guest” at our future meetings; this effort will be titled “For the Love of SGMP Piggy”. This is a piggy bank that will be present to put spare change in to help our Chapter.

December Meeting

The December meeting was our semi-annual Silent Auction fundraiser. It was discussed among the Board members to start reaching out to contacts for locations to host upcoming meetings. Board members also need to encourage members to consider running for board positions in the upcoming elections. Ruth and Shamillian will continue to make a “call blitz” to increase membership. Our next Community Service Project will likely be this Winter, to be announced in January and collections beginning in February. Our Spring Community Service Project has been confirmed by Ruth. We’ll be back at the Irving Animal Shelter.
Supplier Spotlight

Erika Konig
Element by Westin Downtown Dallas East

Erika has been in the Hospitality industry for 10 years. She was raised in Mexico, but eventually moved to Washington State where she began her hotelier career that she really enjoys. Her husband had taken a job transfer which brought her to Texas. She obtained the job she loves at the Element Hotel shortly after arriving in the great State of Texas. Currently, Erika oversees the Sales Department and will be working with the Government market.

In her off time, she enjoys doing (hot) yoga, singing and spending time with family. Erika is VERY excited to be part of SGMP!!

Arielle Rice
Embassy Suites Denton Convention Center

Arielle has been in the hospitality industry for 10+ years. She was raised in Grapevine, TX and worked the Irving airport market for most of her hotelier career. After a brief stent in south Florida she has returned to the great state of Texas and represents the newly opened Embassy Suites Denton Convention Center as the Business Travel Manager as well as over the Government and Association markets. For fun she enjoys painting, biking and is currently learning to play the guitar. Happy to be a part of such a great group!
Jim provided an overview on the many ways that utilizing power point could enhance your meeting or speaking presentation. PowerPoint presentations work like slide shows. To convey a message or a story, you break it down into slides. Think of each slide as a blank canvas for the pictures and words that help you build your story.

**Tips for Creating an Effective Presentation**

*Minimize the number of slides*
- To maintain a clear message and to keep your audience attentive and interested, keep the number of slides in your presentation to a minimum.

*Choose an audience-friendly font size*
- The audience must be able to read your slides from a distance. A font size smaller than 30 might be too difficult for the audience to see.

*Keep your slide text simple*
- You want your audience to listen to you present your information, instead of reading the screen. Use bullets or short sentences, and try to keep each item to one line.
- Some projectors crop slides at the edges.

*Use visuals to help express your message*
- Pictures, charts, graphs provide visual cues for your audience to remember. Add meaningful art to complement the text and messaging on your slides.
- As with text, however, avoid including too many visual aids on your slide.

*Make labels for charts and graphs understandable*
- Use only enough text to make label elements in a chart or graph comprehensible.
- Apply subtle, consistent slide backgrounds

*Choose an appealing, consistent template or theme*
- You don't want the background or design to detract from your message.

Thank you Jim! We appreciate you very much and your knowledge regarding this software. We all walked away with a better understanding of how to use Power Point.
October 2018 Meeting Photos

Special Thanks to our Guest Speaker, Jim Hanus

October Meeting Attendees
**Star Award article** -- Do you know anyone who deserves a Star Award? It is given at chapter meetings to a member(s) who has done something special to help the chapter. After each meeting, a survey goes out to members who attended the meeting. At the end of the survey, there is a question asking if you know anyone deserving of a Star Award. Keep this in mind and watch out for something special that a chapter member has done.

**Elections article** -- Our chapter has an election coming up in 2019. We will be looking for a President (planner), 1st Vice President (planner), 2nd Vice President (supplier), Secretary (planner), and Treasurer (supplier). As chapter members, it is our duty to help keep our chapter strong. Please consider running for one of these positions.
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

2018-2019

President
Cymbre Kooker

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.

1st Vice-President
Vacant

2nd Vice-President
Shamillian Mathis

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.
**CHAPTER BOARD MEMBERS**

**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 McAllister** 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

**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
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

Please contact Staci McAlister, 214-253-5259, staci.mcalister@fda.hhs.gov