

# Lone Star News

Award Winning Newsletter

Texas Lone Star Capital Chapter  
of the Society of Government Meeting Professionals

[www.sgmpaustin.org](http://www.sgmpaustin.org)

Vol. XV, No. 3  
3rd Quarter 2008

## MEETING AND EVENT PLANNING IS A "SNAP"

Jean Bonner, Texas Justice Court Training Center

I HAD THE OPPORTUNITY to attend the SGMP National Conference this year in Dallas. There were so many wonderful educational programs, making a choice was not easy. Being a new meeting planner and coming from "the other side." I decided to attend "Meeting and Event Planning is A SNAP" with Linda Hampton, CMP with Norris Conference Centers.

It's certainly true that "the devil is in the details" when it comes to successful event planning. It's the small details that can cost both time and money and impact the overall quality of any event. According to a recent industry publication, meetings are a \$100 billion-a-year market and they are one of the largest controllable business expenses. These meeting dollars are figured on everything from facility fees, instructors, accommodations, food and beverage, travel, entertainment, etc., not to mention the cost of lost productivity. Linda developed "SNAP" as a complete resource guide for the

Professional Meeting and Event Planner and designed it to assist both the experienced and novice planners. Segments include: Selecting Locations, Negotiating Terms, Arranging Services, and Planning the Details. The guide has been well received and is already in use by event planners across Central Texas. You can find this guide at [www.norriscenters.com](http://www.norriscenters.com) click on Meeting Planner and Info, and then click on Complete Resource Guide. There you will find the attachments from the Resource Guide that you can download and print or you can email Linda Hampton at [l.hampton@norriscenters.com](mailto:l.hampton@norriscenters.com) to receive a complimentary copy of the guide.

I really enjoyed Linda's class. She shared years of knowledge and experience with us and gave us each a free copy of her SNAP guide. It's sure to help make my new position as a meeting planner a "SNAP." ★

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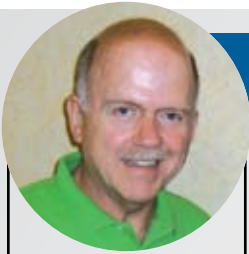
## You are cordially invited to the Texas Lone Star Capital Chapter Monthly Meeting for the Shining Star Awards, Live Auction and Christmas Party!

December 4, 2008  
Renaissance Hotel • 9721 Arboretum Blvd.  
5 p.m. - 7 p.m.

Remember to bring a donation for **BLUESANTA** — visit [www.bluesanta.org](http://www.bluesanta.org) to find out what good little girls and boys would like! Go online now to fill out an auction donation form.

**Register for the December meeting online at [www.sgmpaustin.org](http://www.sgmpaustin.org).**  
Click on the calendar, then the event, and click on the link to register.

*Please note: Credit cards will be accepted at the door for Auction purchases.*



**JIM  
ZUKOWSKI**

*Be a part  
of your  
organization!*



## PRESIDENT'S MESSAGE

OUR CHAPTER IS MAKING A CONCERTED EFFORT TO GO "GREEN." One way in which we are saving trees, as well as money, is to make our newsletter available online. The results of our recent chapter survey indicated that there was an overwhelming preference for our chapter members to either receive a pdf file of the newsletter or to download the newsletter from our chapter website. Of course, we have printed a few copies of our newsletter for promotional purposes, but we have saved a lot of time and money in putting the newsletter online.

Another way we are ready to go paperless is to make our chapter roster available on line, rather than print up chapter directories. The problem with having a chapter directory is that by the time the directory is printed and disseminated, it is already out of date in many cases. The roster will be updated monthly on our website. We think that these two measures will be cost saving efforts by our chapter. Saving money and trees will help our chapter pursue other new adventures.

I recently returned from Minneapolis, Minnesota, attending the SGMP Joint Leadership Meeting as the liaison from Region V. In Region V, I represented our chapter, the North Texas Chapter, the Wild West Chapter, the Greater Houston Chapter, and the Rocky Mountain Chapter. The joint meeting was conducted by Melody Kebe, SGMP National President. Discussion started on the feedback received by the national SGMP office over the 2008 annual conference held last June in Dallas. Based on the comments received, the national board has made some adjustments to the upcoming 2009 conference to be held in May at the Galt House, Louisville, Kentucky. A new preconference workshop will be a Supplier Boot Camp to orient new government suppliers in the entire government meeting market. Other new features include a new track that will focus on training program for chapter officers and educational tracks that are intended for all attendees.

The Gilmer Awards Banquet is returning to its evening time and will include the installation of the new members of the national board. A silent auction followed by a live auction will conclude the Thursday evening program. The Exhibit Hall trade show will occur on Friday afternoon and will include a supplier hospitality night immediately following the trade show. The trade show will be organized into four geographical regions to facilitate planners who are interested in specific hotels in their immediate areas.

Other news from the national board includes the ability to process applications and renewals online. This feature is to be implemented sometime this fall. SGMP is making their website more user friendly. There is even discussion about the opportunity for each chapter to have its own distinct area on the website.

More information will be passed along on changes occurring within SGMP. Stay tuned!! ★

*Rob Casias, National Guard Association of Texas*

## Board Buzz

IN THE LAST ISSUE OF THE LONE STAR NEWS, I highlighted one of our planner board members. In this issue I want to spotlight one of our supplier board members: Ms. Linda Wade, CEM. Linda joined the board and agreed to take on the very important role of serving as chair our chapter's fundraising committee. This committee usually has the fewest members and requires a greater deal of additional volunteer time. Just ask Linda how many hours she spent putting on the recent silent auction in July. In addition to the silent auctions, you will see Linda at our chapter meetings selling raffle tickets for the items she has solicited from other suppliers to raise funds for our chapter's scholarships. Linda manages to keep her

focus on SGMP while at the same time keeping a hectic schedule as sales manager with Convention Decorating Services (CDS), a national events and expositions service contractor based in Austin, Texas. Linda's 25+ year of service with CDS has her working over 100 conferences a year, yet, she manages to be an active member of the International Exhibition of Exhibitors (IAEE) where she has served as secretary for the local chapter. Through her involvement in IAEE, she earned the designation of Certified in Exhibition Management and continues to enjoy opportunities to educate other industry professionals while drawing from her own experiences. For those of you who may have detected something that is not quite a Texas accent or read an "Out-of-Office" e-mail reply explaining that she's on "Holiday" may be interested to know that Linda hails from the United Kingdom. Linda's English mother met her American father when he was stationed in England and moved to America when Linda was 17 years old. Linda has three children and two grandchildren in America, two stepchildren and six grandchildren in England. Next time you see Linda at our chapter meeting don't forget to thank her for her dedicated work and service to our chapter and efforts at keeping our SGMP coffers filled. If you happen to get home from a chapter meeting and find you are the proud new owner of an SGMP cookbook, know that you bought it not necessarily because you need another cook book but because Linda persuaded you that the money raised goes toward a worthy cause. ★

# MEMBERSHIP *Update*

*Ed Howard, Chair, Hilton Hotel Austin Airport*

## Current Member Statistics

**45.9%** government planners  
**3.8%** contract planners  
**49.7%** total planners  
**50.4%** suppliers

## Membership Statistics

**73** government planners  
**6** contract planners  
**80** suppliers  
**10** retired  
**169** total members

## Welcome Our Newest Members

### Planners

Yolanda Odom, State Bar of Texas  
 Angle Abitua, Texas General Land Office  
 Mary Wieser, United States Army North  
 Roberta Bilsky, Texas General Land Office  
 Jeanette Allison, Texas Architectural Foundation

### Suppliers

Dianne Sassenhagen, San Antonio CVB  
 Jan Allen, Holiday Inn Town Lake  
 Joe Bedsole, Arlington CVB  
 Norm Toering, Radisson Hotel & Suites Town Lake Austin  
 Linda Caldwell, Marriott International  
 Lesa Labar, LaCopa Inn Beach Front Resort  
 Nevella Pedraza, San Antonio CVB

## THANK YOU FOR RENEWING

Lori Rhodes, Keena and Company | Shirley DeBerry, Advocacy Incorporated | Monica Guerra, Texas General Land Office | Silvestre "Sly" Guzman, Youth Advocate Programs | Stacy Janecka, CMP, Office of the Attorney General | Rose Tierney-Gumaer, University of Texas Health Science Center | Dottie Bossley, Galveston Island CVB | Diane Cayce, Fort Worth CVB | Brittany Robbins, Hyatt Regency San Antonio on the Riverwalk | Kacie Sicilia, CHSP, Holiday Inn Emerald Beach | Kay Summerville, Plano CVB | Brenda Teichroeb, CHSP, CMP, R.K. Group | Nancy Van Bramer, Renaissance Austin Hotel | Nancy Yawn, Round Rock, CVB | Keena Collins, CMP, CGMP, Keena and Company | Michele Leija, University of Texas System | Heather McBride, Texas Historical Commission | Kelli Wise, Texas Department of Agriculture | Vicki Goldman, Advantage Rent A Car | Melissa Janda, Omni San Antonio Hotel | Brenda Rodriguez, Holiday Inn Riverwalk | Carissa Smith, Omni Austin Hotel Downtown | Linda Wade, CEM, Convention Decorating Service, Inc. | Linda Jackson, CGMP, Texas Alcoholic Beverage Commission | Diane Stallings, CMP, Texas Commission on Environmental Quality | Curtis J. Thames, Jr., CMP, Internal Revenue Service

## FINANCIAL REPORT

*Donna Cottle, CMP, CHSC,  
 Austin Convention & Visitors Bureau*

### Income

*June, July, August 2008*

Monthly Meeting Dues .....	\$1,415.00
Raffles .....	133.00
Silent Auction/Bag Raffles .....	4,493.50
Cook Books .....	60.00
T-Shirts .....	10.00
Revenue Share from National .....	510.00
No Shows Collected .....	5.00
Sponsorship Ad-Newsletter .....	1,325.00
Chapter Retreat Registration .....	630.00
Sponsorship-Nat'l Hospitality Suite .....	100.00
Sponsorship-Chapter Pins National .....	500.00
Chapter Shirts for National .....	666.00
Newsletter of the Year Award .....	200.00
	<b>\$10,047.50</b>

**Expenses .....** \$6,919.48

## UPCOMING EVENTS

### January 2009 Education Program



**SOUTHWEST**

DORA TANTON, MARKETING MANAGER, SOUTHWEST AIRLINES, will be speaking to our members on how Southwest Airlines has weathered the troubled airline industry and has

maintained its place as a low-cost, yet friendly air carrier. Despite the many changes taking place in the airline industry, as well as rising fuel costs, Southwest Airlines has still managed to provide friendly customer service, free baggage check in, and competitive pricing.

What does 2009 have in store for airline travelers in 2009? This will be an important topic of discussion at the meeting. ★

*Don't miss it!*



## SGMP COMMUNITY INVOLVEMENT COMMITTEE

Kathy Casarez, Chair, State Bar of Texas

### August and September

The Community Involvement Committee has been busy preparing for another great year of volunteer projects. Our first big project for this year was collecting school supplies for needy students at Sanchez Elementary School in East Austin. The CIC collected school supplies during our August and September chapter meetings. It was amazing to see the generosity of our members. The supplies collected were taken to Sanchez Elementary School in mid September. Pictured below are Sylvia Saenz, 2nd grade teachers along with assistant principal, Joanie Grace and third grader, Samantha Martinez. Ms. Saenz and Ms. Grace were extremely grateful for all the supplies and said they would be put to good use.



### October 2008

The CIC participated in the 2008 Austin Heart Walk benefiting the American Heart Association on Saturday, October 18, 2008. Nancy Van Bramer headed up this event. Those who participated were Jim and Anita Zukowski and Catherine and Nancy Van Bramer. A total of \$430 was raised for this great cause. A big thank you to all those who participated or that donated money at our September chapter meeting for this worth cause.

### November 2008

The Feast of Sharing event sponsored by HEB will be the committee's November project. It will take place on Tuesday, November 25, 2008 at the Palmer Event Center. Those wishing to volunteer may contact Kathy Casarez at [kcasarez@texasbar.com](mailto:kcasarez@texasbar.com). The committee will work the 3:30pm to 6:30pm. shift as "Host/Hostess Volunteers".

The CIC will once again work with Blue Santa and collect toys for needy boys and girls at the December 4th chapter meeting to be held at the Renaissance Hotel. ★



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## JULY MONTHLY MEETING: Annual Summer Fundraiser

Karla Starkweather, Texas Health and Human Services Commission

THE CROWNE PLAZA HOTEL hosted our annual summer fundraiser on July 10. The property provided a delicious array of food and ample space for our silent auction and bag raffle. Special thanks to our member, Jana Ibarra, and the staff of the Crowne Plaza for making such a comfortable atmosphere for our event.

Besides the usual silent auction and bag raffle, we had a live auction. Auctioneer Alan Steen entertained the crowd as he auctioned off some of the more valuable auction items. The bag raffle brought in \$526, and the auctions brought in \$3,967.50 for a grand total of \$4,493.50.

Thank you to all who participated from the raffle donors to the auction item donors and, of course, all those who engaged in bidding wars. The summer fundraiser was a huge success. The money will go towards scholarships and chapter educational funding for the coming year so it benefits all chapter members.

Another highlight of the evening was the annual Community Involvement Committee Volunteer of the Year award. This year's award went to Jeanine Kasnik with the Stephen F. Austin Intercontinental Hotel. Jeanine and her family make it an annual event to volunteer for SGMP's efforts at the Feast of Sharing. Jeanine also generously donated to the committee's collection of old cell phones and personal hygiene products to assist Safeplace for Valentine's Day. We appreciate the efforts of all our volunteers, but Jeanine stood "head and shoulder" above the rest. Congratulations! ★

*Thank you to everyone for helping to make this meeting so successful!*

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## SEPTEMBER MONTHLY MEETING: Successful Event Held at Chez Zee

Robert E. Nichols, CMP, Governor's Center for Management Development

### Tips for Effectiveness at Work and in Life!

CHAPTER MEMBERS were treated to an exceptional event at Chez Zee, sponsored by the Waco CVB. We were honored to have Carla Pendergast, Sandi Lane, and Christina Mendiola of the Waco CVB present.

On the occasion of the seventh anniversary of 9/11, the Texas Lone Star Capital Chapter brought Joyce Sparks, MCC, CMP, as the special guest, offering enthusiasm and high energy. Ms. Sparks brought 'Tips for Effectiveness at Work and in Life!' to share with our assembled group of 72 registrants. Through use of seven tips and interactive exercises Joyce brought participants closer together by inviting each to pair up with someone new.

The first tip "Cannot NOT Communicate" offered an opportunity to meet someone new while making each aware of communication challenges. "Energy Follows Language" invited us to understand the impact of negative and positive actions. Do we see ourselves as victims or heroes? "The Way We've Always Done It!" was readily identified by the majority, as identified the impact of change, stressing it is not what you know that is important, but how fast can you learn. "Play Nice With Others" brought to the forefront the consequences of our dealings with others.

What brand of relations are we building, and what outcome is being sought when we are forceful or nice in our dealings? Joyce shared the Thumper Rule, "If you can't say anything nice, do not say it." "Mirror, Mirror, on the Wall" asked what feedback system exists. What is the reaction to feedback, such as hearing what you do well and things that will help you do better?

"Pointers, Poopers, & Scoopers" invited the group to examine their take on situations in life. Do we just point and identify problems, are we the creator of problems, or do we take action to correct problems. Joyce shared the "Dog Poop Initiative" book by Kirk Weisler and presented four copies to attendees who were willing to identify specific actions they planned to take as a result of this presentation.

"Get Excited or Get Out" asked us if we can learn to love what we don't like. How much do we hate? We can influence the system by changing how we see it. If we cannot do this then we need to get the out and find enjoyment elsewhere. Rounding out the evening Joyce asked each to use the eighth blank box to write in a tip they were willing to share with someone else. The information offered by Joyce effectively contributed to our being successful in our organizations. ★



## SEPTEMBER MONTHLY MEETING: Thank You to Raffle Donors

THANKS TO ALL OF OUR DOOR PRIZE RAFFLE DONORS at the September 2008 SGMP Education Meeting held at Chez Zee Restaurant. The money raised at this raffle goes for scholarships to chapter members to attend the national conference to be held in Louisville, Kentucky, May 2009. Those who brought items for the raffle included, Austin CVB; Crown Plaza Houston North; Convention Decorating Services; Doubletree Hotel Intercontinental, Houston, Texas; Waco CVB; Doubletree Hotel North, Austin, TX; Hilton Airport Hotel; DFW Marriot Hotel; Bob Nichols; Grace Nied; Austin Overtures; Anita Zukowski; and Austin Marriott South. ★

*A Big thanks to all of our raffle donors!*

Gregg H. Saunders, Doubletree Guest Suites	Pat Streetman
Anna Traham, Canyon Of The Eagles	Joy Hall Bryant
Erica Kraus, Holiday Inn Market Sq SA	Grace Neid, Governors Center For Mgmt Dev
Kelly P. Roche, Cgmp, Irving CVB	Robert Nichols, Governors Center For Mgmt Dev
Jeanine Kasnik, Stephen F. Austin Hotel	Ramon Hernandez, Laredo CVB
Estes Sher, Hilton Americas Houston	Bobby Sparks, Hyatt Place Dallas/Plano
Dottie Bossley, Galveston Island CVB	Adam Leon, Westin Colonnade Coral Gables
Joe Bedsole, Arlington CVB	Mary Helen Silva,
Jana Ibarra, Crowne Plaza Hotel Austin	Ed Howard, Hilton Austin Airport
Susan Greenberg, Cmp, Case, Embassy Stes Aus Central	Lynne Holland Koeppe, Hyatt Austin
Cindy Peaslee, Bryan-College Station CVB	Heather Hidalgo, Tjctc
Jaime Yount, Doubletree Hotel Austin	Marriott Hobby Airport Houston
Kathy Casarez, State Bar	Springhill Suites Marriott Sa
Donna Cottle, Austin CVB	Thomas Garza, Tapatia Springs
Kacie Sicilia, Chsp, Holiday Inn Emerald Beach	Darlene Morgan
Barbara Glaserfryer, Audio Visual Solutions Free	Nancy Van Bramer, Renaissance Austin Hotel
Mary Helen Silva, Energy Resources	Gina Garcia, Orca
Renaissance Hotel Ca	Christina Mendiola, Waco CVB
Linda Hampton, Norris Conference Center	Robert Gonzales, Commission State Emergency
Hotel Galvez	Rose M Irizarry
Rene /Dottie Bossley, Galveston Island CVB	Erica Perry, Visit Lubbock
Connie Ledbetter, S Padre Island CVB	Betty Luedecke, Retired
Norm Toering, Radisson Hotel & Stes Aus	Jim Zukowski
Joyce Sparks, Governors Center For Mgmt Dev	Brenda Dotson
Sue Ann Baker, Radisson Hotel North Aus	Angela Johnson, TDI
Jan Allen, Holiday In Town Lake	Jana Ibarra, Crowne Plaza Hotel
Connie Fisher, Hilton Garden Inn	Rhonda Durst, Retired Tx Gen Land Office
Kim Kiser, Secretary Of State	

## RESPONSE TO HURRICANE IKE

*Jim Zukowski*

HURRICANE IKE devastated the Upper Texas Coast and Louisiana Coasts with damaging winds and rain. More than 1 million Texans evacuated to other regions in Texas to escape from the wrath of the storm. Several of our SGMP members came to the forefront to aid our displaced fellow Texans.

Ed Howard with the **Austin Airport Hilton** had FEMA staff staying at the hotel for 4 weeks. Many evacuees were also staying at his property. Several of the evacuees brought their pets with them. Fortunately Hilton properties have recently become pet friendly. Without that policy, many evacuees would have definitely had to search harder for other housing for themselves, as well as their pets. Ed's property is fortunate to have its own park as well as other areas for the pets to run freely.

Jose Luis Rodriguez in Laredo at the **La Posada Hotel** mentions that many evacuees stayed at the property. Two of the schools in the Laredo area were open for evacuees wanting to stay. At La Posada, evacuees were treated with extraordinary hospitality and provided many amenities, including free breakfast.

At the **Holiday Inn Emerald Beach**, Corpus Christi, Kacie Sicilia relays how her hotel responded to many inquiries for immediate dates for sleeping rooms and meeting space needs over the next several weeks and months for groups having to relocate their meetings. In an effort to alleviate further stress from this process, the hotel honored state single per diem rates for those who qualify and waived rental fees on conference space based on their already planned budgets. Meeting room needs and food/beverage purchases were based on their anticipated attendance for planned meal events. And for those who qualified, the hotel offered low state association rates and waived attrition clauses.

At the University of Texas, JJ Pickle Research Campus in North Austin, the Commons Center was immediately deployed as a low level medical needs shelter and was closed for nearly 4 weeks. Commons Center staff worked with planners to suggest alternate facilities.

The Austin Convention Center became a Triage Center offering medical care for evacuees requiring immediate medical attention. This was operational for several weeks at the convention center.

These are just a few of the examples of the outreach efforts that our SGMP members made in response to the crisis. We are proud of their contributions and to others too numerous to mention! ★



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*"Austin Bound" painted in 2005 by Karen Maness*

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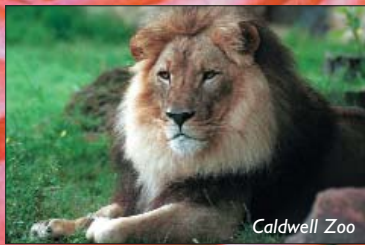
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# REAL WORLD SELLING WITH MAURA SCHREIER-FLEMING

Jaime Yount, DoubleTree Hotel Austin North

MAURA KICKED OFF HER PRESENTATION with optimist vs. pessimist scenarios when she presented a “Real World Selling” workshop at the SGMP National Conference in Dallas.

Your attitude has to be one of your most important selling tools. Ever notice how you feel when you’re with someone who has a positive attitude? You probably feel energized. Then there’s the Debbie Downer. That’s the person who knows what will go wrong, how it will go wrong, and when it will go wrong. That’s the person from whom you catch the downer funk. Stay away from them if you want to do well in sales! I’m not so sure that the pessimist is even right in the long run. If you learn from your mistakes, how can they really be bad? So if you believe things are generally going to turn out all right, you will act on that assumption. Prepare, study, read, practice and learn. When you do, you can be a sales optimist. Then your sales will turn out all right and you will have a better time in sales.

Being successful in closing the sale is targeting the business that uses what you have to offer. For example, if you sell for a hotel property that focuses on the business traveler and you have a boardroom that can accommodate 20 people conference style, you should be calling on planners who handle executive boards

for their meetings. Primary focus should not be with the meeting planner who needs space for 300 people with breakouts. Look for the types of programs that have been successful at your property and target those planners for sales calls.

During the sales process, asking questions helps you uncover important information. That includes both what we want to hear and what we don’t want to hear. Some questions you should ask your customers are:

- Who besides yourself will be making this decision?
- What criteria will you use to make this buying decision?
- What is the order of importance to you of these criteria?
- When is the decision going to be made?
- Who are you considering?
- Is the budget in place for this project?
- Remember the most important question: Who can say “no?”

These are just a few of the sales gems we learned about during Maura Schreier-Fleming’s presentation.

To learn more about selling or to get the book, go to [www.bestatselling.com](http://www.bestatselling.com). ★

**“The pessimist may be right in the long run, but the optimist has a better time during the trip.”**

— Anonymous

The screenshot shows the website for Best@Selling, featuring a navigation menu with links for About Us, Speaking and Training, Sales Products, Free Resources, and Upcoming Programs. A central section highlights a quote from Susan Boze, Vice President of Business Development at Entrust One Facility Services, Inc., stating, "Selling is the easiest job in the world... Just ask anyone who is not in sales." Below the quote is a testimonial from Susan Boze: "I wanted to let you know that as a result of your work I have been able to shorten my sales cycle with my customers." To the left is a promotional banner for the book "REAL-WORLD SELLING" by Maura Schreier-Fleming. To the right is a promotional banner for the book "Sales Quotes To Help You Sell More" by Maura Schreier-Fleming.



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# HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

*Darlene Morgan, Crowne Plaza Houston North*

RECENTLY I COMMENTED on a friend in my industry who could use help relating to others in a more positive way. I made the joke to a colleague, "I need to buy her a copy of 'How to Win Friends and Influence People' by Dale Carnegie." This book has been around since 1937 and has changed many lives including mine.

My experience with this book came as a young child. My father, who had had a very successful sales career as a Regional Director for an insurance firm, gave me this book when I was about 10. He always talked about Dale Carnegie who was the rage then in self improvement. I still have the original copy from 1937 with my father's name in script "Jurdy Paul Morgan" on the inside of the book. What a fabulous memory of the man who raised me and gave me such positive thoughts at a young age. He passed when I was only 22. I miss him yet I find these thoughts in my mind and personality and know he is here with me. What a life changing gift from a parent.

The reason I decided to share this rock solid time tested book with my fellow SGMP members is that I believe the simple techniques presented about handling people apply to us in the meeting industry. They also apply to us in our every day life. For those of you who have not read it, please do. The very small investment is worth the thought processes and positive thoughts it will help you develop in all areas of your life.

## **There are four main chapters in "How to Win Friends and Influence People:"**

1. Fundamental Techniques in Handling People
2. Six Ways to Make People Like You
3. How to Win People to Your Way of Thinking
4. Be a Leader: How to Change People Without Giving Offense or Arousing Resentment

### **Below are a few of the highlights of each chapter:**

#### **Part One: Fundamental Techniques in Handling People**

- Don't criticize, condemn or complain
- Give honest and sincere appreciation
- Arouse in the other person an eager want

This sounds easy but for many it is hard to sit back and know you do not agree with this person and how they are handling a certain situation. The goal of course is to get that across to them in a simple honest way without offending them! Right we say.

#### **Part II: Six Ways to Make People Like You**

- Become genuinely interested in other people
- Smile
- Remember that a person's name is to that person the sweetest and most important sound in any language
- Be a good listener. Encourage others to talk about themselves

- Talk in terms of the other person's interests.
- Make the other person feel important — and do it sincerely

Have you ever been on a site or to meet with a hotelier or vendor (yes, I am one) and the other person talks about themselves the whole time? By the time you get to talk about your meeting you are absolutely worn out. It is important that that sales management and vendors learn to listen and learn from each other and planners. If I have learned anything from SGMP is that the planners handle so much more than my one small part of their event. I have to learn what they need and how I can help them in the easiest way to make them successful. It isn't just having the right hotel but often it is much more the relationship and trust level they have with their vendors that help make for a successful meeting. Hotels and convention facilities must live up to their reputations and provide the services they offer. In addition, the planner must be able to trust that hotel will not slam the planner with hidden charges, extra fees, or attrition. The successful meeting has the honest relationship that ties it all together for the people that work to make it successful.

#### **Part Three: Win people to your way of thinking**

- The only way to get the best of an argument is to avoid it
- Show respect for the other person's opinions. Never say, "You're wrong."
- If you are wrong, admit it quickly and emphatically
- Begin in a friendly way
- Get the other person saying "yes, yes" immediately
- Let the other person do a great deal of the talking
- Let the other person feel that the idea is his or hers
- Try honestly to see things from the other person's point of view
- Be sympathetic with the other person's ideas and desires
- Appeal to the nobler motives
- Dramatize your ideas
- Throw down a challenge

Wow, all the ideas above sound so simple but are they? I think they go back to learning to listen and respond rather than just say "No, you are wrong." Learning to be sympathetic and to listen is hard. Learning you are wrong is hard. Trying to convince someone who knows they are right that they are wrong is even harder without an argument. So of course avoid the arguments. Listen, understand, and try to present a challenge to them.

#### **Part IV. Be a Leader: How to Change People Without Giving Offense or Arousing Resentment**

As we all know a leader's job includes changing the attitude and behavior of your staff to help make them successful. Here are some suggestions to accomplish this:

- Begin with praise and honest appreciation.
- Call attention to people's mistakes indirectly.

*Continued on p. 17*

# Discover our warm hospitality and experience our excellent service.

It's a little part of Texas on the map, but a whole lot of hospitable warmth and festive spirit all decked out in culture. This is Laredo, the destination that offers meeting planners a wide array of newly expanded accommodations options and meeting facilities coupled with personalized service from the Laredo Convention and Visitors Bureau (LCVB).

The LCVB is committed to offering everything you need for a successful meeting or event: hotel rates, site inspections, registration support, customized itineraries, entertainment options, transportation coordination, local speakers, superior service, and the warm hospitality for which Laredo is famous.

Regardless of the size of your event or needs, our knowledgeable staff will make your job easier. We provide professional complimentary services to the meeting coordinator to insure that any conference, group tour, or event takes place in Laredo is a success from the planning stages through its completion.

Laredo offers almost 4,000 hotel rooms. In the heart of Laredo's historic district, the Spanish - colonial style La Posada Hotel / Suites is sporting a new look. The award winning 150-room Embassy Suites is located just across shopping at Mall del Norte. The 202-room Holiday Inn is walking distance from the Laredo Civic Center. New, all-suite hotel properties include the SpringHill Suites, Staybridge Suites, and Best Western.

The bureau provides a lead system where you can fill out our request for proposal at [www.visitlaredo.com](http://www.visitlaredo.com) or e-mail or fax us your event details to initiate planning. You may fax your documents to (956) 795-2185, attention Ramon Hernandez, marketing manager or call the Laredo Convention & Visitors Bureau toll free at (800) 361-3360.

Ramon Hernandez, Marketing manager  
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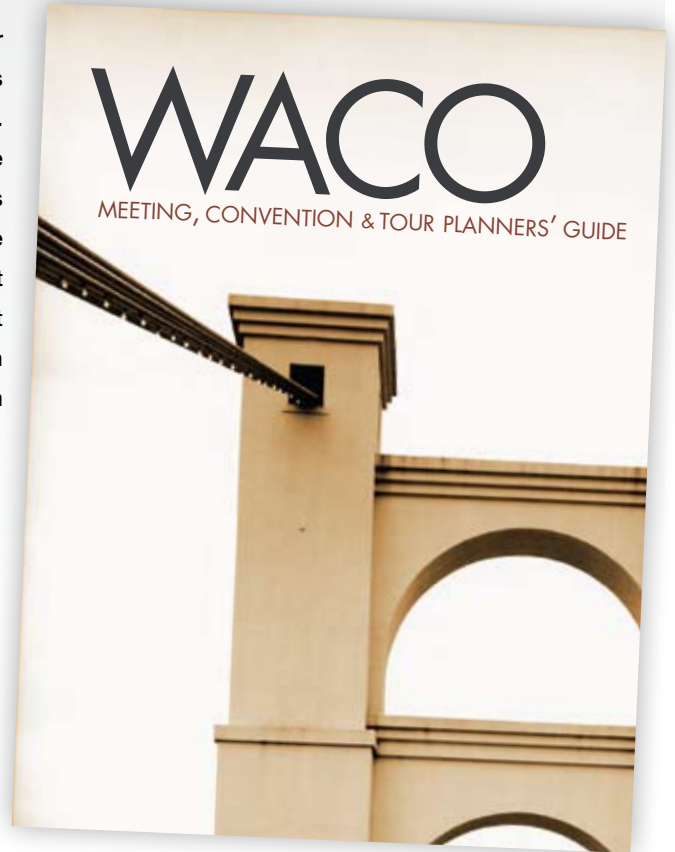
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*Gateway To Mexico!*



## PLANNER SPOTLIGHT: MARGARET BUCHANAN

*Jim Deuser, McAllen CVB*

MARGARET BUCHANAN denies knowing Dorothy, the Wizard of Oz, or Toto, but she WAS born and raised in Kansas! Margaret has lived in Texas since 1981, moving here after her husband retired from the Air Force. Margaret began working for the State of Texas in Waco in the Office of the Attorney General, Child Support Division. She held a number of positions there and simultaneously enrolled at McLennan Community College attending at night. It is a testament to her fortitude and perseverance that she managed this type of schedule for five years culminating in the receipt of her degree. "I was fortunate that I always found a class I needed each semester," she notes. In September, 2000, Margaret took a sabbatical from the child support department of the Attorney General, returning in 2005. However, she quickly realized that she would really prefer other work. She then moved to the Texas Department of Criminal Justice, Victim Services Division, Texas Crime Victim Clearinghouse. She has been in this department for over two years and was recently promoted with her duties including conference planning. With this new responsibility, joining SGMP in May 2007 was a natural step and Margaret has been quite pleased with the benefits of membership in this educational organization. She says "Despite the Austin traffic, I enjoy the meetings especially when there is a speaker with information that I can use." She would welcome more programs devoted to conference planning. ★



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## SUPPLIER SPOTLIGHT: WILLMA HARVEY

Stacy Morris, CMP, Institute of County Government

WILLMA HARVEY, the Senior Sales Manager at the Corpus Christi Convention & Visitors Bureau, has 20 years of experience in the hospitality and tourism industry. A native of Gulfport, Mississippi, she began her career in tourism at the Mississippi Gulf Coast Convention and Visitors Bureau. She started as the Executive Secretary and a few years later, she accepted the position of Convention Services Manager. "When I became the Convention Services Manager, I reorganized the program and created a convention services manual. The handbook contained a complete set of policies and procedures and emphasized important skills relative to providing excellent customer service to convention delegates. I also recruited retired high school teachers and college instructors as registration assistants. On a quarterly basis, I would have a mini-workshop with the registration assistants to review all the upcoming meetings to ensure that every delegate received the utmost professional assistance."

Willma loves a challenge. While in the position of Convention Services Manager, she convinced the Executive Director that she could sell the Gulf Coast to meeting planners, as well as service meetings. "My very first convention sales booking was the Oceans II Conference, a meeting that generated over 2,500 room nights and utilized the entire space at the Mississippi Coast Convention Center."

The majority of Willma's tourism experience is in leisure sales. For several years, she was the Manager of Tourism Marketing, specializing in group tour, travel agent, and international sales.

She acquired the top two tour and travel certifications — the CTP — Certified Tour Professional and the CTIS — Certified Travel Industry Specialist. She also served on the National Tour Association Leadership Team, the American Bus Association Education Committee, the Texas Nature Tourism Council, and was a board member on the Texas Tropical Trail Region.

Willma's newest challenge is convention sales on a full time basis. Initially, when she joined the sales team at the Corpus Christi Convention and Visitors Bureau, she was responsible for developing a nature tourism product along the Texas Coastal Bend. After a year of promoting nature tourism, she moved completely into convention sales and was given the government and regional meetings markets. "I had to quickly learn a lot about convention sales. The terminology in this area of the hospitality and tourism industry is a bit different from the leisure sales terminology. Generating room nights, measuring square footage, and determining subsidies were just a few things that became a part of my new skills. Thank goodness for SGMP! My transition has been very smooth, and I have to give a lot of the credit to SGMP. The educational, professional, and networking opportunities offered by the Texas Lone Star Capital Chapter are endless. The monthly meetings are exceptional, and I learn something new at every one I attend. Becoming a member of the association is one of the best career choices I have made."

Willma says her next challenge is CMP certification. "I look forward to SGMP being there for me when acquiring my CMP." ★



## “TRAVELERS’ PRIVACY PROTECTION ACT OF 2008”

Source: [www.sgtp.org](http://www.sgtp.org)

ALEXANDRIA, VA. (29 SEPT. 2008) — The Association of Corporate Travel Executives (ACTE) has endorsed a new bill that guarantees travelers rights in cases of laptop seizure at U.S. borders. The “Travelers’ Privacy Protection Act of 2008” (Senate bill S. 3612 and House bill H.R. 7118), introduced by U.S. Senator Russ Feingold (Wisconsin), cosponsored by U.S. Senator Maria Cantwell (Washington), U.S. Senator Daniel Akaka (Hawaii), and U.S. Senator Ron Wyden (Oregon), was introduced on September 26, 2008. According to ACTE Executive Director Susan Gurley, this bill requires U.S. Customs and Border Protection (CBP) officials to demonstrate reasonable suspicion — and to obtain a warrant — before seizing a laptop or other electronic device and randomly copying the data it contains.

“This bill introduces a much higher, and necessary, level of accountability to the laptop examination process,” said Gurley. “It requires the authorities to seek a warrant, which makes it subject to judicial process. It puts an end to the indiscriminate ransacking of data. It allows the traveler to witness the process, and it limits the time officials can hold a traveler’s hardware. It even provides compensation for damage to a traveler’s computer.”

The warrant strictly defines the material that can be copied, stored, and shared with other government agencies. It also sets a brief timeline in which laptops and other devices must be returned to their owners. Finally, it requires all government agencies to keep any confiscated data in a secure facility, with limited access, and to be immediately destroyed beyond recall if further action is not forthcoming.

“These are all key points that ACTE has been fighting for since 2006 and recommended in testimony before Congress in June 2008,” said Gurley. ACTE first introduced the laptop seizure issue to the traveling public two years ago, and has been the business travel industry’s leading advocate for transparency and change in this system.

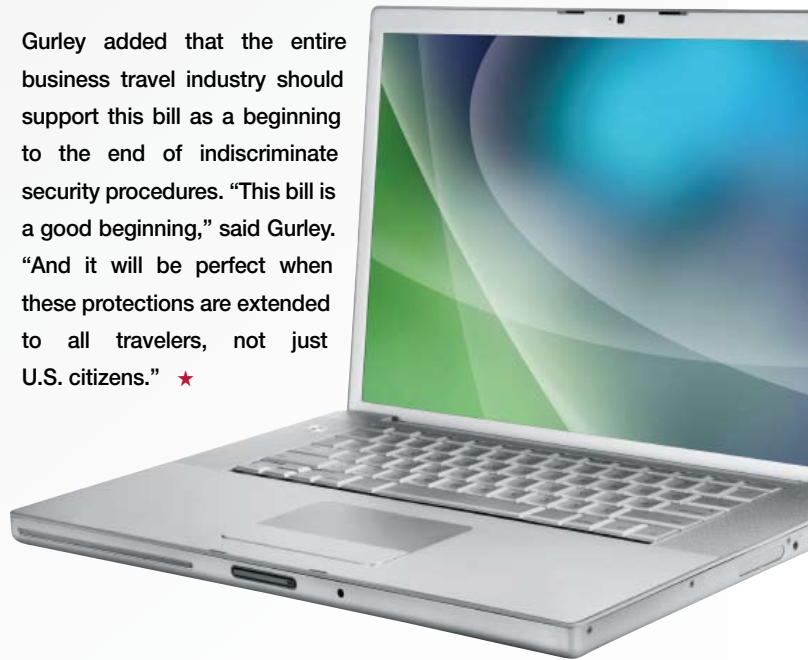
The language of the bill emphatically reiterates ACTE’s position of the unique nature of laptops and other electronic devices. It explains that unlike other “closed containers” that cross the border, laptops can contain full libraries of information about a person, including medical records, financial disclosures, emails, privileged work products, and journals. All of this material may be subject to invasive examination by search engines that are indiscriminate in their discovery.

The bill states, “Electronic search tools render searches of electronic equipment more invasive than searches of physical locations or objects. Requiring citizens and other legal residents of the United States to submit to a government review and analysis of thousands of pages of their most personal information without any suspicion of wrongdoing is incompatible with the values of liberty and personal freedom on which the United States was founded.”

The Travelers’ Privacy Protection Act of 2008 will also dramatically change the procedure used by U.S. Customs and Border Protection authorities in examining laptops and other electronic devices. Inspectors will have to state the suspicion, secure the approval of a superior, and examine the contents of the laptop in a confidential surrounding — in the presence of the superior and the laptop’s owner.

Border officials will have three days to secure a warrant, or 21 days to secure a ruling from a Foreign Intelligence Court. Suspicious data may be used in the application. However, failure to receive a warrant or a ruling within the specified period of time will require any data to be destroyed, and the device returned to the owner.

Gurley added that the entire business travel industry should support this bill as a beginning to the end of indiscriminate security procedures. “This bill is a good beginning,” said Gurley. “And it will be perfect when these protections are extended to all travelers, not just U.S. citizens.” ★



## SEVEN HABITS OF HIGHLY SUCCESSFUL BUSINESS PEOPLE

Stacy Janecka, CMP, Office of the Attorney General, presented by Maura Schreier-Fleming at The SGMP National Education Conference

MAURA LED THIS INTERACTIVE SESSION with laughter and lots of stories from her personal 25+ years of business observations in both positive and negative workplace environments. The audience learned seven ways to make themselves more successful in business.

### Be Your Biggest Fan!

Be your biggest fan in the workplace with self-talk and self-acceptance. Take compliments from others and take care of yourself physically and mentally. Learn to relax, especially with the use of music. Life isn't built around fun . . . it's built around peace of mind.

### Stand Up for Yourself!

Don't put up with a bully . . . even if it happens to be your boss. Communicate what you will (and won't) put up with as acceptable behavior, language, and comments from others.

### Successful People are Optimists!

Being optimistic is good for your health, helps you recover quickly from setbacks and can help to control your destiny. Pessimistic people drain you and you should do all you can to avoid them . . . especially if it is you!

### Get Lucky!

Luck is creating good fortune. Listen to your gut and use your intuition in making business decisions. Be open to new experiences and break your normal routine to promote "luck." Turn bad luck into good luck with counter-factual thinking. Expect good things to create a self-fulfilling prophecy.

### Get Others to Help You Succeed!

Always ask others how your work has helped them. This will enable you to find out what they are thinking about you and make improvements when necessary.

### Love What You Do!

Enough said!

### Be Grateful!

Keep a "Gratitude Journal," listing 3 things per day that have surprised, touched or inspired you. People who journal have more energy, are less bothered by the little things, are healthier, and suffer less depression. Tell others that you are grateful for them and learn to be less materialistic.

Overall, the majority of Maura's advice involves a positive mental attitude in all you do. So remember to try these seven habits to improve your success in the workplace and see what happens! ★

## HOW TO WIN FRIENDS AND INFLUENCE PEOPLE *Continued from p. 12*

- Talk about your own mistakes before criticizing the other person
- Ask questions instead of giving direct orders
- Let the other person save face
- Praise the slightest improvement and praise every improvement  
Be "heartly in your approbation and lavish in your praise"
- Give the other person a fine reputation to live up to
- Use encouragement — Make the fault seem easy to correct
- Make the other person happy about doing the thing you suggest

In summary, I hope that everyone will consider reading this granddaddy of books and applying it to their everyday life. It applies to your work, your relationships, and your success. Dale Carnegie was a master at teaching communication skills. He engages us in each chapter with stories, examples, and questions. Each chapter of "How to Win Friends and Influence People" states the principal and then uses some historic leaders such as Theodore Roosevelt, Abraham Lincoln, Charles Schwab, as well as his own students throughout the world for example. In each chapter there is one sentence as an "Executive Summary" and an "In A Nutshell" at the end of each of the sections.

We know our world has changed throughout the years with the new technology and fast pace we seem to live. The one thing that hasn't

changed is human nature. People still want to feel important. "Do onto others as you would have them do to you." To do this you must have empathy and take an interest in others. Listen to their interests and motives. Encourage and appreciate them. This book takes a "YOU" focus instead of a "ME" Focus. It is needed today in the workplace and our everyday lives just as much as in the 1940's. This kind of thinking is what separates successful leaders from the norm and creates followers, loyal friends, and followers.

Sit back in your favorite chair and read this involved book. Let Dale Carnegie talk to you thorough his writing and knowledge. "How to Win Friends and Influence People" has changed generations of the past and will continue to do so for ever. Read, read again, and share with others. I know my father would be proud to know I have shared this fabulous book to you and my family. So would Dale Carnegie. As part of the Society of Government Meeting Professionals, we can grow and connect to make our jobs and lives successful. I challenge you to apply the principles and touch each human you come in contact with by listening, having empathy, and relating. Make them feel important and they will remember you forever. ★

## COASTER GETS TOP NOTCH AWARD

Sharon Parker and Kendell Kelton

### Titan Dubbed “Best Thrill Ride” by Fort Worth Magazine

(ARLINGTON, TX) — The Titan at Six Flags Over Texas is known for its enormous size, strength, and power; and now it is recognized by Fort Worth Magazine as “The Best Thrill Ride.” Encompassing mythical proportions, Titan towers 225 feet above the earth, includes 2.8 million pounds of steel in supports and extends more than one mile in track.

Titan is the largest ride ever built by Six Flags Inc. and sits one hundred feet above another well-known Six Flags Over Texas rollercoaster, The Texas Giant. With its “Sweeping Spirals” and “Spectacular Plunges” and reaching speeds of up to 85 m.p.h., Titan is truly the most powerful and thrilling roller coaster in Texas!

“We think Titan is one of the best rides and consider it an honor to have Fort Worth Magazine give this exciting coaster the ‘Best Thrill Ride’ award,” says Steve Martindale, Six Flags Over Texas Park President. “And our guests agree; this ride has continuously been given a top notch rating in our Guest Satisfaction Surveys.”

Six Flags Over Texas — the Entertainment Capital of Texas — is home to over 100 rides, shows and attractions, including the “Best Thrill Ride” Titan. Come experience Titan for yourself at Six Flags Over Texas!

### About Six Flags, Inc.

Six Flags, Inc. is the world’s largest regional theme park company with 21 parks across the United States, Mexico and Canada. Founded in 1961, Six Flags has provided world class entertainment for millions of families with cutting edge, record-shattering roller coasters and appointment programming with events like the popular Thursday and Sunday Night Concert Series. Now 47 years strong, Six Flags is recognized as the preeminent thrill innovator while reaching to all demographics – families, teens, tweens and thrill seekers alike – with themed attractions based on the Looney Tunes characters, the Justice League of America, skateboarding legend Tony Hawk, The Wiggles and Thomas the Tank Engine. Six Flags, Inc. is a publicly-traded corporation (NYSE:SIX) headquartered in New York City.

### Pumpkin Muffins

Courtesy [www.marthastewart.com](http://www.marthastewart.com)

Makes 12 muffins

- 3/4 cup vegetable oil, plus more for pan
- 1 1/2 cups whole-wheat flour, spooned and leveled
- 1 1/2 cups all-purpose flour, spooned and leveled
- 2 teaspoons baking powder
- 1 tablespoon pumpkin pie spice
- 1/2 teaspoon baking soda
- 2 cups pumpkin puree
- 1 cup plain low-fat yogurt
- 3 large eggs
- 1 cup turbinado sugar, plus 2 tablespoons more for sprinkling
- 1 1/2 cups coarsely chopped walnuts

### Directions

- Preheat oven to 350 degrees. Brush 12 jumbo muffin tins (each with a 1-cup capacity) with oil; set aside.
- In a medium bowl, whisk flours, baking powder, pumpkin pie spice, and baking soda; set aside.
- In a large bowl, whisk oil, pumpkin puree, yogurt, eggs, and 1 cup sugar to combine; add 1 cup walnuts and reserved dry ingredients. Mix just until moistened (do not overmix).
- Divide evenly and spoon batter into muffin tins; sprinkle tops with remaining walnuts and sugar. Bake until a toothpick inserted in the center of a muffin comes out clean, 35 to 40 minutes. Cool 5 minutes in pan.

Happy Holidays!

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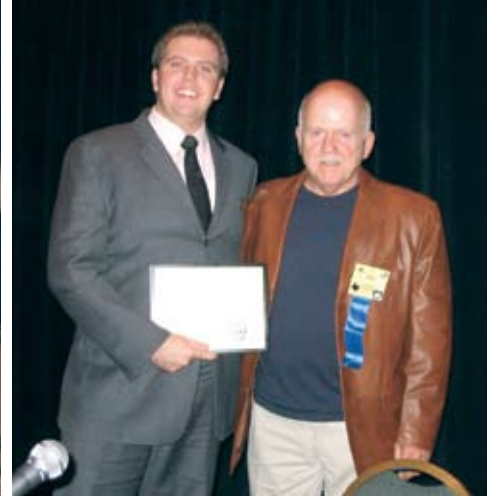
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# MARK YOUR CALENDAR!

<p><b>January 8, 2009</b></p> <p>What is going on with the Airlines: Southwest Airlines: Dora Tatom Chapter 18th Birthday</p> <p>Omni Downtown</p>	<p><b>May 7, 2009</b></p> <p>How to Handle Alcoholic Beverages at Events</p> <p>Sheraton Hotel</p>	<p><b>September 10, 2009</b></p> <p>Legislative Update</p> <p>AT&amp;T Executive Education and Conference Center</p>
<p><b>February 12, 2009</b></p> <p>Body Language: Reading &amp; Understanding</p> <p>Location and Sponsor Renaissance Hotel</p>	 <p><b>National Conference</b></p> <p><b>May 13-16th, 2009</b></p>	<p><b>October 8, 2009</b></p> <p>What to do in Case of a Hotel Fire "Fire Prevention Month" Bosses Appreciation Night</p> <p>Radisson Hotel Town Lake</p>
<p><b>February 20-22, 2009</b></p> <p>Regional Conference</p> <p>Crowne Plaza Hotel 2945 NW Expressway Oklahoma City, OK</p>	<p><b>June 11, 2009</b></p> <p>Installation of Officers and Recap of National</p> <p>Norris Conference Center</p>	<p><b>November 12, 2009</b></p> <p>Supplier + Planner = Win/Win Supplier Appreciation Night</p> <p>Hilton Garden Inn</p>
<p><b>March 12, 2009</b></p> <p>Listen to the Language: Contracts</p> <p>Location TBD</p> <p>Sponsored by McAllen CVB Keena and Company</p>	<p><b>July 9, 2009</b></p> <p>Silent Auction and Volunteer of the Year Program</p> <p>Doubletree Hotel</p>	<p><b>December 3, 2009</b></p> <p>Annual Holiday Party &amp; Awards Ceremony</p> <p>Silent &amp; Live Auction/Blue Santa</p> <p>Crowne Plaza Austin</p>
<p><b>April 9, 2009</b></p> <p>What's Going on in the Airline Industry?</p> <p>Green Pastures</p> <p>Sponsored by Crowne Plaza Houston Greenpoint</p>	<p><b>August 2009</b></p> <p>Summer Seminar: Program TBD</p> <p>Location TBD</p>	<p>Schedule is subject to change.</p> <p>Please visit <a href="http://www.sgmpaustin.org">www.sgmpaustin.org</a></p>

## SGMP National

**Society of Government Meeting Professionals**

[www.sgmp.org](http://www.sgmp.org)

**SGMP Mission Statement**

*To improve the quality and cost-effectiveness of government meetings through education, networking, and professional development.*

## Local Chapter Information

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**Chapter Vision Statement**

*Meeting professionals boldly leading the way in education, effective communication, and efficiency in government meetings and conferences.*