

# The Society Pulse

Volume 1, Issue 3 Spring 2017

#### **Upcoming Meetings**

- NEC June 6-8
- **Education Day July 20**

#### **Board**

President - Virginia Hessels

1st VP - Colleen Flage

2nd VP - Adam Anderson

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Secretary - Rhonda Rogers-**Bardsley** 

Planner Director - Erica Chatman

Supplier Director - Kelly Aleman

Planner Director - Sue Wagner

#### **Committees**

Finance/Registration - Marcia Teague, Candy Kaswinkel, Lauren Guidi

Fundraising/Comm Svc - Virginia Hessels

Membership - Stephanie West and Shelby Sowder

Prog/Prof Dev - Jo Ann Winn, Erica Chatman, Stephanie McBride, Emely McKitrick and Valkyrie Shah

Scholarship/Awards - Candy Kaswinkel, and Valkyrie Shah

Communications - Kelly Aleman, Valkyrie Shah, Kaylee Brummett

Elections/Bylaws/Procedures -Colleen Flage

# 2017 Education Day

SAVE THE DATE! Best Western Gateway Grand July 20, 2017. Speakers include Rob Coffman (Ethics and Judement..), Brett Kolmetz (Rates, Dates, Stay Patterns...), and Kay Tappan (Communicating Visually..).

TELL YOUR COLLEAGUES!! We're offering the deal-of-the-year! If you are not already a <u>planner</u> member, pay just \$55 and you will receive registration for Education Day AND a one-year membership to the Central Florida chapter (valid only for new members).

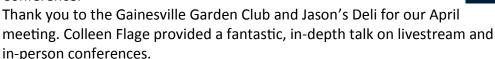
## National SGMP 2017 Save the Date

SGMP NEC 2017 will be in Fort Lauderdale, Florida! June 6-8, 2017 at the Broward County Convention Center. More info can be found on our website. SGMP NEC 2018 will be in Norfolk, VA June 5-7, 2018.

# **Thank You for Sponsoring**

Thank you to DoubleTree by Hilton for our evening February meeting. Dianne McDonald (AAA) gave a wonderful presentation on having meetings on a cruise!

Thank you to Hilton UF Conference Center for our March meeting. Our speakers, Rhonda Rogers-Bardsley (Your Social Planning, Inc.) and Elsbeth Russell (NAVC/VetFolio), presented a helpful program entitled "How to Use Email and Social Media to Market Your Conference."







**DOUBLETREE** 

### Welcome!

Please welcome our newest members: NaSheba Prentis-Renaissance Orlando Airport Hotel Belkis Ramos-The Barrymore Hotel Tampa Riverwalk John Oney-The Lakeland Center

Nancy Vargas-Bay Harbor Hotel

### Recent member certifications, awards, or recognition

If you have recently obtained any certifications, please let us know! We would love to share your accomplishments with our members. If you're interested in CGMP or CMP, please contact Erica Chatman.

# Planner Highlight: Kristin Zupancic, Conference Coordinator at UF/ IFAS Office of Conferences & Institutes

What is your role at your current company/organization? I am a Conference Coordinator at the IFAS Office of Conferences & Institutes (OCI), which is a full service conference planning agency at the University of Florida. I work with clients from start to finish to handle the planning, logistics and onsite management of agricultural and natural resources conferences.

What do you want our members to know about you? I have been with OCI since February 2015 and graduated from the University of Florida with a degree in Hospitality and Event Management. Before conference planning with OCI, I worked in wedding, special event and corporate event management.

**What made you join SGMP?** I joined SGMP to build relationships with other planners and suppliers, as having a strong network is extremely important in our industry. It's great to be able to reach out to a fellow member when starting the planning process for a new conference or meeting, whether it be for hotel meeting space, catering needs or anything in between.

**Something fun about you? (Favorite hobby, favorite vacation spot, etc.)** I love food, especially pizza and chocolate, and all animals! Outside of work, you can find me with my husband and family, pets (two dogs and a chinchilla), or relaxing outdoors.

# Supplier Highlight: Laurin Robinson, Market Director of Sales for the Hilton Garden Inn, Homewood Suites, and Courtyard by Marriott

What is your role at your current company/organization? I assist those who are traveling to Gainesville to securing clean, comfortable, and affordable hotel accommodations that exceed their expectations. Ultimately, my team and I are responsible for the revenue generation of all three hotels, including group blocks, locally negotiated corporate rates, national/global accounts, and meeting space rentals. With a total of 288 rooms and 3000 sq. ft. of meeting space across both Marriott and Hilton brands, we are a "one-stop-shop" for all things hotel related!

What do you want our members to know about you? I am proud to be the 18th member of my family to graduate from the University of Florida where I earned a Bachelor of Science in Tourism, Recreation, and Parks Management and a Master of Science in Business Management. Upon graduating, I moved home to Tallahassee, FL and gained experience working in food & beverage operations before transitioning to sales. Most recently, I served as the Director of Sales for 2 years at the Aloft Tallahassee Downtown, a 162 room hotel owned and managed by McKibbon Hospitality. In June 2016, I was blessed to be promoted and to relocate back to Gainesville as a Market Director for McKibbon Hospitality.

What made you join SGMP? During my career in Tallahassee, I was an active member of SGMP Florida Capital Chapter. Therefore, when transferring to Gainesville, Kelly Aleman and I connected and she invited me to attend the 2016 Education Day. I was immediately impressed by the size of the membership and of course how welcoming everyone was! I mostly enjoy the relationships cultivated by the monthly chapter meetings.

**Something fun about you? (Favorite hobby, favorite vacation spot, etc.)** I enjoy spending time with my two dogs and cat (all rescues) and aim to be outside as much as possible. My favorite hobbies include horseback riding, fishing, scalloping, and hiking. When I'm indoors, I try my hand at painting and DIY'ing in general.