

Spring & Summer Meeting Successes

Cruisin' Down the River

Plan to join members and guests on Knoxville's very own riverboat, "Star of Knoxville," as we cruise down the historic Tennessee River. Plan for a relaxing event, complete with light entertainment and lunch onboard the air-conditioned main deck of the authentic paddlewheeler. It's a networking opportunity you can't afford to miss. Boarding will begin at 11:30 from the riverboat dock at 300 Neyland Drive and will depart promptly at 12:00 noon for a tour along the Tennessee River of the historic sites of Knoxville.



These planners and suppliers seem to have forgotten where this utensil should go...

The March Meeting was a rousing success with a spirited competition of "Meeting Planning Jeopardy" at the Holiday Inn Select on Cedar Bluff, Knoxville. The group consisted of three highly qualified teams: Spoon University (Spoon U), Fork University, (Fork U), and The Individuals. We even had our very own "Alex" and three lovely "Vannas" to help keep score and monitor the teams.

The competition was intense at times, with answers provided for categories such as A/V, Food and Beverage, Facilities, General Meeting Management, and other thought-provoking areas. The questions flowed, and responses were often correct. Some contestants had trouble fashioning their responses in the form of a question, but as the Jeopardy game moved into the Double Jeopardy round, everyone seemed to finally be getting the hang of the pattern. It all came down to the Final Jeopardy answer and question, with all three teams still eligible. By the end, however, Fork University edged out Spoon University by amassing a grand total of 13,601 ETMP Dollars!

There is no doubt that everyone involved now has a much

greater appreciation of the knowledge it takes to be a meeting professional as well as a sense of relief that we didn't have an audience of millions!

14 carat (*this time it's not a chef's vegetable...*)

Mark Ritchie, of Mark Ritchie and Associates, helped make the April meeting at the Holiday Inn Central sparkle with his "Discover the Diamond Inside" presentation. He reminded the attendees that we all have those special qualities that make us sparkle and shine; however, we sometimes need help discovering those qualities. In this interactive program, Mark helped us "mine" for diamonds and gave insights on how to use these diamonds toward a better life. Through his dynamic presentation, Mark illustrated that everyone has a life purpose and encouraged the attendees to take charge, start living life to the fullest, and become the "diamond" that has been hiding inside.

"Is CMP for me?"

The May meeting at Rothchild's Catering in Knoxville featured an overview of the Certified Meeting Professional process to encourage all meeting professionals to seek the coveted CMP designation. This seminar highlighted the history of CMP certification, features of the Certified Meeting Professional Program, and benefits of seeking CMP designation, the standard of excellence in the meetings industry.

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TRACK MEETings

The ETMP membership was surveyed.
Out of 36 total members, 15 responded (a 42% response rate, consisting of 9 planners and 6 suppliers).

We asked you: "How many meetings per year do you plan/coordinate?"

Planner Average: 17

Supplier Average: 143

We asked you: "What is the size range of your groups?"

Planner Average: 6 to 1,200

Supplier Average: 15 to 20,000

Watch the next edition of ETMP News for more results!

Your President Speaks

Why CMP? -- Education, Of Course!



by **Norma Cardwell,**
president, ETMP

The May meeting was all about learning more about the CMP certification and providing practical information about the application and examination process. Now it looks like we have many people interested in forming a CMP study group. This is very exciting to me, since one of the basic missions of ETMP is education!

Educational opportunities are everywhere, and for us to grow as individuals and professionals, we simply must embrace all forms of education. Someone once told me to get all the education that I could because that is one thing that no one can take away. We are all familiar with formal education: some of us have completed that part of our education, some of us may be currently pursuing formal education, and some of us may be thinking about going back for more. My advice is DO IT!

Most of us will continue to seek education during our careers in other ways, such as professional certification (CMP or other industry certification) or training opportunities offered through our companies. Many companies now realize that a knowledgeable employee is an efficient employee. Take advantage of every opportunity!

Every ETMP meeting affords us educational opportunities, whether it is a technical program or not. By simply attending the meetings, listening to the speakers, and networking with our peers, we discover information that we may have never known or would have taken much longer to learn – information that will pay high dividends!

Speaking of CMP certification, do you realize that every ETMP meeting you attend provides contact hours towards qualification for your CMP certification? You can also receive points if you deliver a presentation during any of the ETMP meetings! You may be able to receive points for presenting at other Meetings Industry meetings as well. So, if you have a meeting-related topic you'd like to share with your colleagues, please don't let the opportunity dissolve. See a Board member today, and we will have you presenting in no time!

Remember that education is everywhere! However, you cannot learn new ideas and concepts unless you expose yourself to the knowledge. Much like a Polaroid picture has to be exposed to the light before it gains its focus, you too can be exposed to the light each month on the 4th Tuesday of every month during the ETMP meetings. Don't take the risk of being "underdeveloped"!

CMP *(continued from page 1)*

Attendees reviewed the costs, times, locations, and application process to take the CMP examinations and were provided tips to obtain valuable points for the exam. Interested members were encouraged to start working on their application to assess where they stand in terms of qualifying for the exam. The group participated in an abbreviated version of a "mock" CMP examination, with questions provided by Barbara Campbell, CMP. All of the questions were correctly answered by the attendees.

There was a lot of interest in forming a study group for a supportive structure to prepare for the examination process. Therefore, ETMP will be sponsoring a year-long study group for all interested meeting professionals, with the goal to sit for the exam in Summer 2004. The study group will be open to all planners and suppliers, members and non-members. Feedback about how the study group should meet and be structured would be appreciated. Contact Jim Johnson, CMP, at 865-300-7365 or jhjohns2@prodigy.net to provide feedback or if you are interested in joining the elite!



...Mark These Meetings

DATE/TIME: **Tuesday, June 24**

Volunteer Landing off Neyland Drive; downtown Knoxville

Fun Event: Cruise on the Star of Knoxville Riverboat!

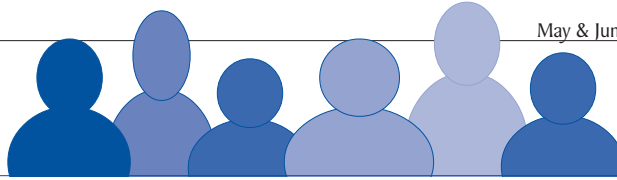
For more information please contact Jim Johnson at jhjohns2@prodigy.net or 865-300-7365

• **No July Meeting Scheduled**

• **Tuesday, August 26:** "Faith Relationships, Long Distance, Long Term" Harold Reed, Milharbar Development. *Location: Comfort Inn Oak Ridge*

• **Tuesday, September 23:** "Impact of Adult Learning Styles on Your Meeting" Grace Nied, University of Texas *Location TBA*

Meet Your Members...



**Jane Miller,
Community and
Visitor Relations
BWXT, Y-12, LLC**

1. I've been in the meeting industry 10 years as a planner.
2. The best advice I ever got was: "Anticipate all disasters and have a Plan B." I do pray about every event!
3. My worst meeting disaster/horror story is: The Y-12 Meeting Room was flooded over a weekend, and Y-12 was hosting 60 community leaders for lunch on Monday. Fortunately, I came to Y-12 on Sunday afternoon to take some "stuff" to the meeting room and was able to find some workers to get right on it!

4. I wish I could stop: Dreaming about my events the night before.
5. The average number of events I handle per year is: 30.
6. My current home is Oak Ridge, but I've also lived in Huntsville, AL.
7. My favorite meetings industry website is: mapquest.com
8. I really admire the American Troops. They enter "harm's way" in Iraq and have no water, showers, no good food...we really owe them our support!
9. The most satisfying part of my job is: greeting guests and seeing everyone clean their plates.
10. Something that most people don't know about me when they first meet me is: I am a late bloomer. I did not graduate college until I was 35 and married for the first time at age 43! I like to look at it as "low mileage."
11. Some international countries represented at events I've been responsible for include: Russia, Canada, and Japan
12. The song I most often sing in the shower is: We have a joke in our family about "Let's Talk About Me," so I love to sing that song because it makes me laugh.



**Holly Knowing
Director of Sales
Holiday Inn Cedar
Bluff (Knoxville)**

1. I've been in the meeting industry 15 years as a supplier.
2. The best advice I ever got was: When you die, half the decisions you made will be right and half will be wrong, so don't get hung up during the way.
3. My worst meeting disaster/horror story is: Planning Lee Iacocca's daughter's wedding. Lee disappeared in the middle of the night; his wife was really unhappy.
4. I wish I could stop: Apathy in Service Industry personnel.
5. The average number of events I handle per year is: Various.
6. My current home is Knoxville, but I've also lived in Palm Springs, CA; Newport Beach, CA; Salt Lake City, UT; Dallas, TX
7. My favorite meetings industry website is: ETMP.org
8. I really admire the U.S. military because of their total selflessness and commitment to a cause so deep that it motivates all their actions over emotions!
9. The most satisfying part of my job is: taking a challenge and making it a success.
10. Something that most people don't know about me when they first meet me is: I'm a huge Dallas Cowboy fan!
11. Some international countries represented at events I've been responsible for include: Mexico, Caribbean, and Costa Rica
12. The song I most often sing in the shower is Christopher Robin.

It takes both planners and suppliers to implement successful meetings.

Each month ETMP News profiles two members; one planner and one supplier.

DID YOU KNOW? *watching industry trade journals...*

OF CLAUSES AND SITES

In the May issue of M&C Perfection in Planning, Jonathan T. Howe, Esq., discusses the law and the planner in his article "Who's Running the House?" According to Howe, one of the biggest fears of many planners is that the management of a hotel they have booked will change before the event date. He encourages the inclusion of a clause in the hotel contract that allows the planner to modify the contract should the management or brand change before the meeting. These types of changes can alter the perception attendees have of the property, such as one does not want to move from a perceived five-star hotel to anything less.

Howe also discusses competitors meeting at the same time in the same place. He states it is not unusual to include conflict avoidance clauses in contracts so that no competing organization will be able to book at the same time. An affirmative obligation to provide information about who will be meeting before, during, and after your event should be required of the hotel.

Also in the May issue of M&C Perfection in Planning, Bob Walters offers a comparison of programs and tools to make it easier to design, modify, and continually update web pages. He lists Microsoft FrontPage (www.microsoft.com/frontpage) and Macromedia DreamWeaver (www.macromedia.com/software/dreamweaver) as the most popular systems for those with some degree of understanding of how a web site is formatted

and mapped. An alternative for those who don't have an IT staff or Web guru, Walters recommends considering content-management systems designed to make it easier to publish pages or update information to a site. Some choices include Lenos Website Studio (www.lenos.com), Active Matter (www.activematter.com), CoronaWare (www.coronaware.com), and Results Direct (www.resultsdirect.com). Users need no HTML skills and are not restricted to one-size-fits-all templates with these choices. Some feature e-marketing capabilities along with the ability to form and maintain a database of visitors. However, most of these content management system companies do require that you allow them to host the web site in order to use their tools.

Remember: regardless of how user-friendly the site is, the person working on it needs to have a good understanding of the marketing message.



Were you searching for your "diamond within" at the April ETMP meeting?

Members Meeting Successes!

Welcome to five new planner members: **L. Cheryl Devaney** of Small Business Solutions, **Pamela Coopwood** of The Planned Event, **Beverly Erwin** of the UT Center for Industrial Services, **Barbara Eubank** of the UT Center for Literacy Studies, and **Charlene Johnson Ugwu** of the General Board of Discipleship. Also welcome to two new supplier members: **Kristina Pardue** of the Sheraton Nashville Downtown and **Jeff Shrewsbury** of the Holiday Inn Select-Downtown!

Congratulations to member supplier **Holly Knowling**, Director of Sales at the Holiday Inn Select, on the birth of her daughter, Olivia Gail, on April 25! Congratulations also to member planners **Greg Sherrill** and **Robyn Gentile**, of the

Tennessee Press Association, on their promotions to Executive Director and Member Services Manager, respectively! And congratulations to member supplier **Kim Paul**, of the Knoxville Tourism and Sports Corp., on her promotion to Director of Sales!

Belated birthday wishes in May to member planners **Kathleen Metts** of Impact Associates and **Barbara Turner** of Small Business Solutions as well as supplier members **Cindy Ogle** of the Park Vista Hotel and **Don Nichols** of the Music Road Hotel. Best birthday wishes in June to ETMP Executive Director **Jim Johnson**, member supplier **Jean Eubanks** of Comfort Inn Oak Ridge, and to member planners **Greg Sherrill** and **Charlene Johnson Ugwu**.