

The ETMP Insider

Meet, Connect, Learn

East Tennessee



Meeting Professionals

Your President Speaks . . .



Committees Need You

The foundation of any Meeting Professional Organization has several elements, none more important than the Committees. As we look forward to next year it is time to reevaluate our committees and add new members and in some cases new leaders. Two of the most important committees are the **Program Committee** and the **Membership Committee**.

At this time, ETMP is asking you to consider becoming a member of these committees. Robin Jones has agreed to continue serving as the Program Committee Chair but we need a replacement for Ashley Richards as the Membership Committee chair. Below are the descriptions of what each committee does.

Program/Committee

Responsible for planning, developing and implementation of programs and systems to increase the personal and professional development of the membership. Developing program content and securing speakers for regular meetings and Educational Conferences. Soliciting the proposals for regular meeting sites, special meetings, seminars, and workshops.

Membership Committee

Develop, promote and maintain a balanced membership among eligible individuals and organizations by helping to retain members and seeking new members.

Other Committees that you may be interested in are the Holiday/Silent Auction Committee, Communication Committee (Website, Social Media, Press), and the Scholarship Committee.

The absolute best way to make new contacts and develop relationships with other planners and suppliers in our area is to serve on these committees and become a leader in ETMP.

I will close by acknowledging that everyone is extremely busy but I think you will find that the reward of gaining valuable leadership skills coupled with the relationship building dynamics, your time spent on an ETMP Committee will be a valuable investment. **Contact me today!!!**

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September 2011

Upcoming Events:

- *Tues., September 27*
Double Tree Oak Ridge
- *Tues., October 25*
Riverstone Lodge
- *Fri., November 18*
Holiday Event
- *December—no meeting*

Fall Meeting Planning Classes at UT:

- *Contracts for Event Planners begins September 22nd*
- *Food and Beverages begins October 10*
- *CMP Exam Preparation begins October 13*
- *Site Selection begins November 3*

For more information go to:
www.outreach.utk.edu/ppd

Ten Ways Your Customers Have Changed... but may not have told you

September 27 Meeting

Sandy Smith is a writer, speaker and corporate training specialist from Oak Ridge, Tennessee. For over 25 years he has consulted with firms from diverse industries, such as medicine, manufacturing, marketing, security, financial services, and travel and leisure. His clients include: HGTV, Caterpillar, Bristol-Myers Squibb, Team Health Emergency Physicians, and World Travel.

This meeting will focus on practical strategies for remaining focused on your purpose and your customers at a time when "attention is the next scarce resource".



Schedule

10:00 a.m. Board Meeting
(All Members welcome)

11:15 a.m. Registration/Networking

11:45 a.m. Lunch

12:15 - 1:15 p.m. Program

Hosted by Robin Castleberry
Doubletree Oak

Sign Up at
www.etmp.org

Kate—Welcome to ETMP and ISS

ETMP and Integrated Solutions and Services Welcome Kate Shattuck

New to both ETMP and ISS, Kate was previously a Strategic Events Coordinator for an East Tennessee firm and she has recently received her CMP certification.. She has spent the last three years assisting in the execution and marketing of

government conferences including events for the Department of Defense, the Department of the Interior, the Defense Logistics Agency and the General Services Administration. Prior to that position she worked with the Tanasi Girl Scout Council and was responsible for recruitment, training, and program development. She has a master's from

UT in Recreation, Tourism, and Hospitality Management and a bachelor's in Psychology from Colorado University.

Kate is originally from Clinton, TN and now calls Knoxville her home. She loves to travel, is a huge fan of live music, and being on the water.

Please welcome
Kate to ETMP!

Awards and Recognition—Going Green

Hilton Knoxville Airport Implements FLS Energy Solar System

Memphis-based Cooper Hotels, the largest multi-unit operator of hotels in Tennessee, announced the completion of the installation of a solar thermal system at the com-

pany's Hilton Knoxville Airport hotel. The emissions-free, completely silent system provides energy to heat almost 2,000 gallons of water per day for the five-story, 238-room hotel. In addition to being pollution-free and helping to reduce global warming, the new system also helps to preserve natural gas resources.

Has your company or property received an award or recognition? We want to let everyone know. Write to Nancy Monahan at nancy.monahan@tbgevents.com to be included in the next newsletter.



Hotel Negotiating - Flexibility is Always to Your Advantage

Would you be willing to be flexible to get better rates or a better room block pattern when you start negotiating with your hotel sales contact? The answer hopefully will be "Yes". Flexibility can give you more options.

An example of this would be a meeting planner telling the sales manager that his Board of Directors wants 100 rooms in Knoxville September 19 - 21. The sales manager is thinking to himself "I have 100 rooms left which is easy to sell. If they can only book September 19 - 21, I won't have to offer a special rate." So, the sales manager offers a rate of \$250.00.

The planner has just given up most of his negotiating power because he does not have the flexibility to change dates. He had strict orders from his Board of Directors to only

negotiate for a set of dates that would fit the Board schedule.

Now, consider that the sales manager has the same block or pattern of rooms available a week or two later and would love to offer lower rates in order to get the business. What would it be worth for both parties to make this work?

However, the sales manager is happy because he fills up his hotel at the rate he wanted and the meeting planner has given his Board of Directors the dates they wanted. It's a partial win for both, but the attendees coming to the meeting will pay for it with higher room rates.

Flexibility can be everything when negotiating. If you have it, then you have the advantage and that advantage can mean better rates, more available rooms, a better

more available rooms, a better room block pattern, more complimentary rooms, a comp suite or possibly better food prices.

So, your answer to the question that was first mentioned should be "Yes". Be flexible, keep your options open and you will get a contract that is more in your favor.

Gregory A. Carter is the author of Meetings Made Easy, a reference, primer and survival guide for the novice or experienced meeting planner. He has over 30 years of hotel experience and is available to speak or train at corporations or associations. For more information click <http://www.meetingplanningpro.com>

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June FAM Trip & August Meeting are Great Successes

Dandridge FAM Trip

Norma Cardwell's thank you to Adele Sensing, Director of Tourism and Membership Services for the Jefferson County Chamber of Commerce provides a glimpse into the FAB FAM that Adele, Alyce Heifner, and the Dandridge team put together for ETMP.

"I want to thank you and all of your community for hosting the ETMP group yesterday. Everyone had a wonderful time. We enjoyed the entire day from the local historian and the tour of downtown

Dandridge, to lunch and museum at Bush's, the Meet and Greet at the Hampton Inn, the little side trip to tour the Mountain Harbor Inn, the pontoon boat ride ending up at Angelo's for drinks and MORE food. "

"It was one of the most enjoyable FAM's that I have attended. Your people were so warm and welcoming."

"Please pass my thanks on to everyone involved. I know that we will be able to use some of your venues in the future."

August Meeting

Dr. Steve Morse, Economist, University of Tennessee Dept. of Retail, Hospitality and Tourism Management is an ETMP favorite and gave his insight into the trends and outlook for meetings and group travel in East Tennessee. If you missed the meeting be sure to view the power point presentation that was emailed to all members.

Thank you to Bonnie Hall and the Cedar Bluff Holiday Inn for hosting the event.

East Tennessee Meeting Professionals

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www.etmp.org

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Mission Statement

East Tennessee Meeting Professionals is an organization committed to Education, Career Development, and Developing Business Contacts for Meeting and Event Professionals in East Tennessee.

Objectives

- Encouraging and improving communication, understanding and cooperation between meeting planners and suppliers through periodic meetings, discussions, and conferences;
- Expanding the knowledge and abilities of planners and suppliers by conducting formal educational programs;
- Aiding planners in locating and evaluating meeting facilities and support services;
- Assist both meeting planners and suppliers in enhancing their personal and professional skills and increasing their career development opportunities;
- Promoting an understanding in decision-making areas that directly or indirectly impacts the scope of operations of the planners and suppliers;
- Maintaining liaison activities with other professional meeting planner and supplier organizations; and
- Providing guidance and advice to planners and suppliers on all phases of planning, executing, and evaluating meetings.

ETMP Board of Directors

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