

# SGMP of Arizona Business Plan

## Approved August 8, 2011

### MISSION

The Arizona Chapter of the Society of Government Meeting Professionals is dedicated to the improvement of government meetings through a partnership between government planners and suppliers, which provides quality education, networking, and shared resources.

#### ***Our Objectives:***

Expand the knowledge, skills and abilities of government meeting professionals through formal educational programs.

Improve understanding and cooperation between government meeting professionals through regular meetings, informal discussions, and educational conferences.

Improve the quality and the cost-effectiveness of government meetings in Arizona.

### VISION

Within the next two years, SGMPAZ will increase the size of our chapter by 10% and maintain a membership ratio of 52 % planners to 48% suppliers. Uphold our status as a nationally recognized Chapter whose organizational methods and practices will continue to distinguish itself as a leader in the field of government meetings.

### GOALS

1. Increase Chapter membership by 10% and retain current members.
2. Offer education related to hospitality through quality programs and networking opportunities to attract new potential members and retain existing members.
3. Engage the members through committee participation to establish a base of loyal, satisfied members.
4. Maintain sound financial policies and practices that will sustain the ability of the Arizona Chapter to remain solvent.
5. Communicate effectively with our membership in promoting charitable efforts throughout the community.
6. Communicate effectively and monthly with our membership through the Chapter website and online tools.

**OBJECTIVES and STRATEGIES**

**Membership**

- ◆ Expand the SGMP AZ website to publish and disseminate timely communications and to demonstrate professionalism of the Arizona Chapter.
- ◆ Target government meeting planners by marketing our Chapter resources to educational institutions and local municipalities.

**Education**

- ◆ Develop educational content consistent with the core competencies with professional speakers who will attract members to attend regularly.
- ◆ Promote the importance of professional certification (CGMP) to attain and maintain the highest level of members.

**Networking**

- ◆ Build strong relationships through promotion of chapter participation including committee involvement and regular monthly attendance.
- ◆ Enhance the Arizona Chapter Newsletter to create excitement and knowledge of chapter activities.

**Financial Sustainability**

- ◆ Increase scholarship funding by conducting fund raising through monthly raffle prizes and annual silent auction.
- ◆ Boost membership base that will proportionately increase revenue sharing from the National Office.
- ◆ Develop and maintain sponsorship opportunities through advertisement on the Chapter website.
- ◆ Continue the supplier sponsorship of the monthly meetings.

**Charitable Effort**

- ◆ Promote a quarterly charity program that encourages the membership to participate in local charity drives.
- ◆ Organize annual sponsorships of families in need in Arizona.
- ◆ Select a charity to receive a percentage of the proceeds from the annual silent auction.

**Approved on August 8, 2011 by the Board of Directors:**

Michelle Fink	President
Teresa McCormack	1 <sup>st</sup> Vice President
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