



Society of Government Meeting Professionals (SGMP):

On **Wednesday, January 16**, SGMP is holding a joint lunch meeting with Meeting Professionals International (MPI) and the North Central Business Travel Association (NCBTA) at the RiverCentre in downtown St. Paul. **Both the announcement with RSVP instructions and the driving directions appear below within this email.** (There are no attachments.)

“How to Create Action in Your Email Communications”

Speaker: Sue Hershkowitz-Coore, CSP

At our **Wednesday, January 16** lunch program, you will find out how to get action on your messages! Learn the secrets of writing persuasive, professional e-mail messages so that every message you send moves the recipient forward. Whether your goal is to lead your team or your customer, learn strategic tips for being more influential and powerful in every message you send. Prevent misunderstandings! Write safely, smartly, and with savvy!

After attending this session, you will be able to:

- Identify six actionable steps to write smartly and safely
- Distinguish between e-mails that are effective and those that are just efficient
- Extend your influence to get better results, respect and recognition.

Our featured Platinum guest speaker, Sue Hershkowitz-Coore, CSP, is an internationally recognized communications expert, best known for her energetic and entertaining presentation style and content filled educational programs. She will give us actionable ideas and strategies that we can implement immediately to enhance profits, professionalism, and productivity.

Our joint meeting with MPI and NCBTA is another great networking opportunity.

Please note for this meeting!

- It's Wednesday, January 16
- Registration and Networking start at 11:00 a.m.
- Meeting adjourns at 1:30 p.m.
- RSVP by Thursday, January 10
- RSVP only once - choose one organization (if you are also a member of MPI and/or NCBTA)
- As usual, SGMP member planners are \$20 and SGMP member service partners are \$25
- However, Non-members (guests) will be \$45.
- Late registrations and walk-ins will be charged extra.

Wednesday, January 16, 2008 (Lunch)

RiverCentre

175 West Kellogg Boulevard
St. Paul, MN 55102

For Directions and Parking: see below

11:00 a.m. – 11:45 a.m. Registration/Networking
11:45 a.m. – 12:30 p.m. Lunch/Announcements
12:30 p.m. – 1:30 p.m. Speaker Sue Hershkowitz-Coore, CSP

Everyone who is coming — Please RSVP by 5:00 p.m. on Thursday, January 10.
fax: 651-641-1666 e-mail: ssundstrom@mcaa-mn.org
Please don't call the RiverCentre to RSVP. Questions? Call Stacy 651-641-1600

\$20 Planner - \$25 Service Partner

Important Information regarding RSVPs:

Prices increase by \$5 if RSVP is received after posted date or if an invoice is sent; prices increase by \$10 for walk-ins.

If you RSVP and do not come, you will be invoiced for the full amount plus a \$5 administration fee; you may send a substitute.

Because this is a joint meeting, all 3 organizations have set the same non-member fee. Therefore, **Non-member planners and Non-member service partners are welcome to attend, but will be charged \$45.** Late guest registrations will be charged \$60. Please RSVP by **Thursday, January 10.**

Member Name _____ Guest Name _____

Member Agency/Company _____

Guest Agency/Company _____

Member Phone _____ Guest Phone _____

Member Planner Member Service Partner

If you are a Frequent Meeting Card Holder and are NOT attending, indicate here or via email.

Directions and Parking:

FROM THE WEST

Take 94 east to the Kellogg Blvd. exit. Follow Kellogg Blvd. down the hill about 1/2 mile and cross West 7th St. The Saint Paul RiverCentre ramp is on your right.

FROM THE SOUTHWEST

Take 494 east to 35E north to Shepard Rd. exit. Turn right; follow Shepard Rd. to Chestnut St. /Eagle Pkwy. Turn left, cross the RR tracks, right at the stoplight and veer left into the Saint Paul RiverCentre ramp.

FROM THE SOUTH

Take 35E north to Kellogg Blvd. exit. Turn right, cross West 7th St. and the Saint Paul RiverCentre ramp will be on your right.

FROM THE SOUTHEAST

Take Hwy 52 north to 7th St., turn left. Continue to Kellogg Blvd. Turn left, the Saint Paul RiverCentre ramp is on your right.

FROM THE EAST

Take 94 west to the Kellogg Blvd/Mounds Blvd. exit. Left on Kellogg Blvd. Follow Kellogg Blvd. about one mile. Just past Washington St. turn left into the Saint Paul RiverCentre ramp.

FROM THE NORTH

Option A: Take 35E south to University Ave. exit, go straight to Jackson St. Turn left, follow Jackson St. to Kellogg Blvd. Turn right, follow Kellogg Blvd about one mile. Just past Washington St. turn left into the Saint Paul RiverCentre ramp.

FROM THE AIRPORT

Take the airport access road and follow signs for Hwy 5 to St. Paul. Take the Shepard Rd. exit and turn left (east) at the top of the exit ramp. Follow Shepard Rd. 5 miles to Chestnut St. /Eagle Pkwy. Turn left, cross the RR tracks, right at the stoplight and veer left into the Saint Paul RiverCentre ramp.

Parking and skyway maps, transit routes and commuter services can be found at www.saintpaulparking.com. Parking is \$10 in the Saint Paul RiverCentre Ramp (across the street) and in the Kellogg Ramp (underneath the building).