

# The Spur

September–October 2010

Volume 9, Issue 5



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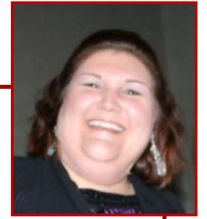


Check out the national SGMP  
web site at [www.sgmp.org](http://www.sgmp.org)





## From the President's Desk



Hello Chapter!

I hope this edition of The Spur finds everyone happy and healthy! September and October were busy months for the chapter and we are gearing up for our annual scholarship gala and a very eventful 2011. In September, we hosted our monthly meeting at the Doubletree Warren Place. Thanks to Tonya Bethel and the Doubletree staff for hosting a great meeting. The September meeting was the second CEU accredited program of FY 11, and featured SGMP National Treasurer Michael Trillo, that had us all "Becoming a Supplier for a Day". The program was good, lunch was fantastic, and we had a packed house! Thank you to all who participated.

In October, the Sheraton Hotel at the Reed Conference Center in Midwest City hosted a program dealing with event security from all angles. OKC police officer, Jeff Lathan, presented this CEU accredited program. The food and the atmosphere were fantastic, thanks to Heidi Vaughn and the Sheraton Reed Center staff for hosting our meeting.

As we run full speed ahead into 2011, we are preparing for our annual Scholarship fundraising gala on December 9, at the Embassy Suites in Norman and for the Partner's in Education (PIE) conference February 24-27, 2011 in South Padre Island, TX.

The gala is in the very capable hands of our special events director, Jamie Eason, she is doing a great job! We are still looking for silent auction items, so get in touch with Jamie about your donations. Carrie Burleson, at the Embassy Suites will be our gala host. The afternoon of the gala we will hold our 2nd Annual Leadership Seminar. Jody Watson has agreed to return as our speaker/activity facilitator. We had a blast last year and I anticipate that this year's program will be equally eventful. More information about the leadership seminar can be found in the pages of this newsletter. Mark December 9 on your calendar, and invite your friends and family to attend this party/scholarship fundraiser. Every penny we earn at the auctions, silent and live will be added to our scholarship monies. We will be awarding scholarships for both the Partner's in Education Conference in South Padre in February and for the National Education Conference in Norfolk, VA June 8-11.

The Partner's in Education conference planning committee has been having conference calls for about three months now and the planning is going very well. The committee is very well organized and I anticipate that the education sessions will be very good. We should have a detailed agenda to circulate to you all very soon. Registration for the PIE will open in mid-November, and registration information can be found in the later pages of this newsletter.

As a reminder, if you would like to attend a board meeting you are welcome to do so. Our board meetings are held at 9:30 prior to the monthly luncheons, at the same location. We will have a call for nominations for board positions in January or February. If you think you might be interested in holding a board position, please join us at a meeting.

Thanks,

Maggie McGowan, CMP, CGMP  
West Chapter President

**Wild West  
Chapter**  
OKLAHOMA SGMP



# SEPTEMBER MEETING

by Maggie McGowan, CMP, CGMP

## Become a Supplier for the Day

In this very enlightening program Michael Trillo, SGMP National Treasurer and Associate Director of Sales IHG San Francisco Fisherman's Wharf, provide information every planner should know when writing an RFP and negotiating a meeting contract. The major take-away points were:

- Be flexible with your dates, meeting space, and menus
- Be honest about your meeting specifications and your budget limitations
- Be mindful that the property is a business
- You are a team and together want to produce the best event possible



This was a CEU accredited program hosted by the Double Tree Warren Place. Tanya Bethel and her staff did a fantastic job with this meeting. We had a full house and the program was enjoyed by all. 125 items and \$10 were collected for the Charity of Choice, Francis Scott Key Elementary School.

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# STILLWATER MEETING MARKET REPORT

by Mona Springfield



OKSGMP had a great turn out to the 2010 Stillwater Meeting Market held at the Wes Watkins Center on the beautiful OSU Stillwater Campus. Maggie McGowan and Mona Springfield staffed the OKSGMP table. At last count, over 142 people attended the annual event. Congratulations to the Stillwater Convention and Visitor's Bureau for their hard work on the wonderful program.

Members in attendance were: Lynn Beard, Rita Cavanaugh, Lisa Dalton, Gail Ezepek, Shelly Fitzpatrick, Sara Furr, Shari Goad, Alice Moore, Jandra Pricer, Laurie Ann Smith, Kimberly Stewart, and Tessa Traxler.





# *Fall into the Reed Center*

*Book your meeting or event now until  
March 31, 2011 and receive:*

- *4% credit back to the master*
- *Complimentary beverage break*
- *20% off Swank Audio Visual Services*
- *Double Starwood Preferred Meeting Planner Points*

*Event dates should occur between  
December 2010 and March 31, 2011*

*Minimum spend required: \$2,000.00*

*Offer valid on new contracts only*

*Call today and reserve: 405-455-1801*

*Sheraton Hotel at the Reed Conference Center*

*5750 Will Rogers Road*

*Midwest City, OK 73110*



# MEMBERSHIP COMMITTEE REPORT

**As of October 31, 2010, the Wild West Chapter has:**

- 45 Government Planners
- 4 Contract Planners
- 41 Suppliers
- 1 Educator/Student
- 1 Retiree

## **New Members**

Lisa Dalton, Supplier  
Sara Furr, Planner

## **Membership Changes**

Crowne Plaza Tulsa: Amy Shinkle's membership was transferred to **Michael Farr**  
Crowne Plaza OKC: Marcia Stith's membership was transferred to **Patrick Pellegrino**  
Waterford Marriott: Patrick Pellegrino's membership was transferred to **Ginger Smith**

**Thanks to our members with September & October anniversaries for renewing!**

Do you know someone who might benefit from SGMP? Too busy to invite them yourself? Send your membership leads and we will invite them for you, plus, you can earn scholarship points for qualifying leads!

Send your leads to Jessi Rigney at [jessi.a.rigney@usps.gov](mailto:jessi.a.rigney@usps.gov).

Our membership goal for this year is 125 members!

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**Make plans now to attend next year's National Education Conference  
June 8–11, 2011 in Norfolk, VA!**





# HOSPITALITY COMMITTEE REPORT

## 50/50 Raffle



Tickets are just \$1 each, 7 tickets for \$5, and 15 tickets for \$10. Tickets may be purchased at registration.

We will draw a winner after lunch and the lucky winner will keep 1/2 the pot! The other half will go to the chapter to increase

available scholarship money. If you are interested in participating, please bring cash and your lucky charm!

Thank you SGMP members who participated in this month's drawing. We truly appreciate your contributions to SGMP scholarships. Be sure to try again at the November luncheon!

## Door Prizes

In September our suppliers went above and beyond by graciously donating a number of door prizes. The Doubletree Hotel at Warren Place thoughtfully donated a Dream Deal overnight stay and a scrumptious tin of chocolate chip cookies, the Edmond CVB gave away a complimentary night stay at the Holiday Inn Express & Suites in Edmond with meeting rooms to accommodate up to 65 people.

The Downstream Casino Resort was courteous enough to provide a complimentary overnight stay. Moisant Promotional Products was kind enough to give a wonderful men's overnight kit. We also had a contribution from the Doubletree Tulsa Downtown, who donated a weekend bed and breakfast gift certificate and a delicious tin of Chocolate Chip cookies.

In October our extraordinary suppliers kindly donated two wonderful door prizes. Moisant Promotional Products contributed a very nice compass and the Hard Rock Hotel and Casino considerately gave a recycled bag with a complementary round of golf and the Children's Choir CD. We want to send our sincerest thank you to all the suppliers who donated magnificent prizes in September and October. We could not do this without your giving attitudes!

Suppliers don't forget about this opportunity each luncheon. This is an inexpensive way to get your name out to your target market during tough economic times. If you have any questions or would like to donate items for our next luncheon on November 11, 2010 at the Best Western Cimarron Hotel and Suites Stillwater, please email [HSprunger@ou.edu](mailto:HSprunger@ou.edu).

## 2ND ANNUAL PROFESSIONAL DEVELOPMENT SESSION TO BE HELD DURING WILD WEST GALA

*by Jessi Rigney*

We are proud to announce NCED Conference Center & Hotel's own Jody Watson, MS will present "Boot Camp for Hoteliers and Planners" to jumpstart our annual Wild West Gala on December 9 at the Embassy Suites in Norman. This CEU accredited session will give insight into why you should offer "Teambuilding Type" activities at your next meeting or suggest it to your customers. As an Hotelier, it is important to offer tools and suggestions for activities to meeting planners. As a meeting planner, it is essential to find ways to incorporate activities such as teambuilding into your events. Jody will provide teambuilding tools which planners and hoteliers can utilize when planning and up selling events. You will learn what teambuilding activities entail; how to up sell, design and deliver teambuilding and group activities; and create open dialog and communication, solicit cooperation within a group, create a little competition and wake attendees up. Plan to attend this action packed event!



## SUPPLIER SPOTLIGHT: MOISANT PROMOTIONAL PRODUCTS



Teresa M. Moisant, Moisant Promotional Products, Owner, received the honor of being named one of “50 Making a Difference.”

After 20 years in the corporate world, Teresa Moisant's husband encouraged the workaholic to take her knowledge in the field of promotional products and start her own business. Almost two decades later, she has turned Moisant Promotional Products into a company with \$2.5 million in annual sales, eight employees and four outside sales representatives. The company is a three-time honoree of the Greater Oklahoma City Chamber's list of fastest-growing companies and was chosen among OKCBiz magazine's Best of Business in 2008, 2009 and 2010. Moisant's leadership and entrepreneurial skills earned her the Ambassador of the Year award from the Promotional Products Industry in 1996 and 2001 as well as

the Oklahoma State Minority Supplier of the Year award in 1995. She also received a Community Leadership Award from Southwestern Bell in 1996. Moisant is a graduate of South Oklahoma City Leadership and Leadership Oklahoma City.

She also is a former board member of the Promotional Products College Foundation and Promotional Products Mentoring Network. Giving back to the community is a trait passed on from Moisant's mother and grandmother - one she proudly passed on to her two daughters. In addition to running her business, Moisant is a guest lecturer at the University Of Oklahoma College Of Business six times a year and on an intermittent basis at other universities in the area. Mentoring is one of her passions. She works with students on class projects, judges student competitions and advises them on their resume preparation. In addition, she serves on Oklahoma City Community College's Board of Regents. Her advice to young women entering the workplace is to make yourself available to be mentored; show your enthusiasm; be inquisitive; seek the help of others; and remember to help others along the way. Moisant has helped others by volunteering at the Teacher's Warehouse program of the Oklahoma City Public School Foundation. She has donated delightful products and much-needed business supplies to teachers through the Teachers Warehouse and spent countless hours helping package the teachers' orders and assisting them with picking up those orders. Teresa Moisant is an Oklahoma treasure - she is a smart, talented and aggressive businesswoman and she possesses a compassionate and giving spirit that never ceases to inspire those around her, said Mary Marks Jenkins, a fellow Leadership Oklahoma City classmate. Leslie Paris, senior vice president of Bank of Oklahoma's Corporate Community Relations, said helping others is Moisant's day-to-day mode of operation. In the community, Teresa has a unique skill of matching companies who have resources to nonprofit organizations that have a need. Her passion to help those in need is very contagious and inspirational, Paris said. My philosophy has always been to help others achieve their goals, Moisant said, and I, in turn, would achieve mine.



# UPCOMING MEETINGS & PROGRAMS

- December 9, 2010**      **Venue:** Embassy Suites Norman Hotel & Conference Center—Norman  
**Program:** Professional Development Seminar & Holiday Gala  
**Charity of Choice:** Toys for Tots
- January 13, 2011**      **Venue:** Waterford Marriott—Oklahoma City  
**Program:** Responding to the Get the Contract  
**Charity of Choice:** To be announced
- February 10, 2011**      **Venue:** NCED Conference Center & Hotel—Norman  
**Program:** ECO—Encouraging Conservation in Oklahoma  
**Charity of Choice:** Food for Friends
- February 24–27, 2011**      **Venue:** Isla Grand Beach Resort, South Padre  
**Program:** Joint Conference  
**Joint Conference Charity:** Laguna Madre Humane Society
- March 10, 2011**      **Venue:** Hilton Tulsa Southern Hills—Tulsa  
**Program:** Tex Excel Secrets Every Planner Should Know  
**Charity of Choice:** March of Dimes
- April 14, 2011**      **Venue:** Sooner Legends—Norman  
**Program:** Uncovering Norfolk’s Meeting Planning Treasures  
**Charity of Choice:** Ally’s House
- May 12, 2011**      **Venue:** Doubletree Warren Place—Tulsa  
**Program:** How to Maximize Your Travel Experience  
**Charity of Choice:** To be announced
- June 2, 2011**      **Venue:** Embassy Suites—Norman  
**Program:** Officer Installation/Supplier Appreciation  
**Charity of Choice:** To be announced
- June 8–11, 2011**      **Venue:** Sheraton & Marriott Waterside—Norfolk, VA  
**Program:** National Education Conference



# SGMP PLANNER MEMBERS WIN BIG AT STATE FAIRS

Our very own Becca Salmon, with OU Center for Public Management, placed 1<sup>st</sup> in the Oklahoma Sugar Art Show Baking Competition at the Tulsa State Fair with her Vanilla Chocolate Chip Muffins with Sweet Ginger Topping! She also placed 2<sup>nd</sup> in the Tulsa State Fair Table Decorating Competition—looks like a FIRST place table to us! The assigned themes for the Table Competition were Halloween or Autumn.



**Congratulations, Becca!**

Stephanie Hamilton, with OU Center for Public Management, placed 1<sup>st</sup> in two competitions at the State Fair in Oklahoma City—the Best Decorated Shoe Contest and the Table Decorating Competition! The assigned theme here was State Fair.



**Great work, Stephanie!**

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## OCTOBER MEETING

*by Laura Morgan*

Lt. Jeff Lathan of the Oklahoma City Police Department presented “Hotel Safety & Security” at the SGMP October meeting held at the Sheraton Midwest City Hotel at the Reed Conference Center on October 14, 2010. More than 25 SGMP members attended this CEU-accredited program.

Lt. Lathan informed members on security from the perspective of hotel staff, meeting planners, and hotel guests.

Some tips for hotel guests are:

- Do not place the in-room breakfast menu on your door at night. This sends a clear message that there is a single person in the room.
- Never prop your hotel room door open. When closing the door, always use the dead bolt, as well as a chain lock, if one is available.
- Never open the door to a stranger. Even when expecting guests, use the peephole to make sure you know who's waiting outside.
- Give the appearance of an occupied room. As you leave, turn the TV on and close the curtains. Do not post a "please make up room" sign. If your room has already been cleaned, use the "do not disturb" door hanger.

59 items and \$25 was collected for the Charity of Choice, Second Chance Animal Sanctuary.



December MPIOK Events

# Wag More, Bark Less



## Reducing Negativity in the Workplace

Karen Purves, Innovative Impact

- Deal with difficult people? Spend most of your day handling personality conflicts among staff or clients?
- Explore 14 ways people express negativity and learn a tip for dealing with each one. Learn effective skills on handling a broad spectrum of negative personality styles.
- Receive tips on exactly what to say to whom, so you can go back to work and do something different immediately.



**Waterford Marriott  
Oklahoma City  
11:30 a.m.  
December 8, 2010**

**SGMP & OSAE members invited to come celebrate the holidays with us and benefit from this fabulous speaker. We are extending MPIOK member luncheon rates: \$20 (\$25 after Dec. 5)**



MEETING PROFESSIONALS INTERNATIONAL

**To register, go to  
[www.mpiok.org](http://www.mpiok.org) and click  
“Event Registration”**



# WILD WEST CHAPTER CGMP RECEIVES RECOGNITION

by Alice Moore, CGMP

It is with great pleasure and admiration that I announce that Ms. Candie Westbrook, NCED Conference Center Sales Representative, was recently awarded Marriott Hotels & Resorts Associate of the Quarter. Candie has been a member of the Wild West Chapter since 2006. She received her CGMP certification in May 2010.

She was nominated by her co-workers for her organization, dedication, and focus on bringing new business to her property; for pioneering NCED's entry into the military market; a "go to" person for all marketing projects; and she is likely to have booked 10,000 room nights for this fiscal year.

Candie is a dedicated mother of two beautiful young daughters and the wife of an accomplished international opera singer. She is also a full time college student at the University of Oklahoma.



Congratulations, Candie!

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## ARE YOU WILLING TO SERVE?

By Carrie Rohr

In February I will be sending out a formal call for nominations for Officer and Board of Director positions for Wild West Chapter. Terms of office are 2 years and will begin July 1, 2011. If you are interested in running for a particular office, but are not sure what the official duties and commitments are, please talk to any current Officer or Director. If you know of someone who would be a great candidate, feel free to let me know so we can approach them about running. Serving this chapter has been a pleasure and I hope we have many candidates willing to serve!



# **PARTNERS IN EDUCATION CONFERENCE CHARITY: LAGUNA MADRE HUMANE SOCIETY**

The **Laguna Madre Humane Society**, is the only "no kill" humane society in the Rio Grande Valley and is in one of the poorest counties in Texas. The 2011 Partners in Education Conference has adopted the Humane Society for our charity at the conference in February.

We will be collecting items at chapter meetings and at the conference. Please be generous and help these animals to have a safe and healthy place to live before adoption! These are their needs:

- Cash or checks (make checks payable to SGMP)
- Bleach
- Fabuloso cleaner
- Laundry detergent (HE)
- Ajax/Palmolive
- Towels, all sizes
- Washcloths
- Leashes
- Collars



They use specific dog food, so they would prefer not to have food donations.

## **WILD WEST CHAPTER TO HOST PARTNERS IN EDUCATION CONFERENCE**

The Wild West Chapter will host the 2012 Partners in Education Conference. A request for proposal was emailed to all supplier members in September.

The deadline for submission is November 30, 2010. All proposals should be sent to Carrie Rohr at [CRohr11693@aol.com](mailto:CRohr11693@aol.com)



## WANTED NEWSLETTER ARTICLES

We want your contributions to *The Spur*. Let us know what is going on with you on a personal or professional level. We want your photos and news of events big and small. Articles can be about a new meeting planning experience or something that you learned to do or not to do. Give us your input and remember, articles count for scholarship points.

## WANTED YOUR AD!

¼ page = \$50

½ page = \$75

Full Page = \$125

*Prices are per issue*

Ad formats: .tif, .jpg, or .pdf

## REWARD

Contact:

lmorgan@pdcproductions.com

**\*\*Advertising special:** Purchase one year of newsletter advertising (6 issues) and receive a 10% discount on your ad!\*\*

## WE WANT YOU!

Share your knowledge and present on a topic of your choice that will educate all SGMNP members. You will be appreciated by your peers, & earn points for meeting planning certifications & chapter scholarships.

Your topic does not have to be solely on meeting planning or the hotel industry. Think outside the box about topics that are essential in everyday life at work, home, relationships, etc. All of us make up the body of the chapter and each of you ARE the chapter.

If you aren't comfortable presenting by yourself, buddy up with a colleague to do a presentation. You may have someone in your office who would give a presentation. The possibilities are endless! With the amount of expertise we all bring to one group, it will be a phenomenal year for the Wild West Chapter and we can keep bringing stellar programs to the 2<sup>nd</sup> Thursday of every month!

Please contact Jessi Rigney with your presentation ideas at [jessi.a.rigney@usps.gov](mailto:jessi.a.rigney@usps.gov) or 405.366.4974. Thanks!





# THE UNCOMFORT ZONE

## WITH ROBERT WILSON

### *Change Please*

“Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure, or nothing.”

These are the words of the woman who became the poster child for overcoming adversity. A woman who was isolated into the two dimensional world of touch and smell at the age of 19 months. Yet, she went on to inspire millions around the world. Sightless and deaf, Helen Keller resolved to make something of her life. She lived with a keen understanding that change is inevitable, but growth is intentional. Unwilling to give in to her blindness, she chose to strive for a normal life.

Motivation is all about motion or movement. In other words, if you are comfortable, if you are happy and content, then you DO NOT move. You do not change. Why would you? On the other hand, if you are uncomfortable, if you're unhappy, then you want to change. You want to move back toward your comfort zone. There are millions of motivators in the world and all of us at any one time is being motivated by a dozen or more: Hunger, Safety, Sex, Love, Enlightenment to name just a few.

Interestingly, you can take all those motivators and boil them down to a variation of two basic emotions: Fear and Desire. You are either moving toward something you desire; or you are moving away from something you fear.

Fear, however, can become paralyzing and will keep us in one un-comfort zone because we fear the perceived discomfort that comes with change. We fear that change could open a Pandora's Box of more and scarier changes. I've seen it in relationships and in business.

I know a married couple who over the years have drifted apart and their marriage has become stagnant. I know they both desire greater intimacy with the other, but they both fear rejection and so they do nothing.

I know a small business owner who watched his business shrink in the recent recession. His self-esteem is closely tied to his success and his falling income triggered fears of inadequacy. Frozen by fear into doing the same thing over and over again and expecting different results, he has not adapted to the changes going on in his market.

Helen Keller once again has wise words for such situations, “When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.”

When couples try new things together they actually stimulate the receptors in their brains that invoke the feelings of romance. Taking a class or starting a new hobby together is a great way for couples to renew their feelings for each other and discover a greater depth of intimacy.

For small business owners, a recession is a great time to try out a new idea or innovation. It attracts renewed interest in the business and can even create new customers and open new markets.

The trick is getting comfortable with change a little at a time. Start engaging in simple changes at home. Low risk changes will generate immediate rewards. Here are a few you can make that will help you get into a habit of adapting to change:

If you drink coffee every day, switch to tea for a week. If you always listen to rock music on the radio, switch to country, jazz, or classical for a week. Rearrange one piece of furniture in your house. Read a section of the newspaper that you've never read before. Take a continuing education class in a subject not related to your career. Join a hobby group on MeetUp.com. Taste an ethnic food that you've never tried before, (as an alternative revisit a food you think you hate).

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#### *Publishing Information*

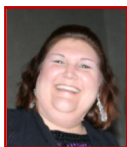
Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).

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# WILD WEST CHAPTER BOARD OF DIRECTORS

## President



Maggie McGowan, CGMP, CMP  
*University of Oklahoma—CPM*  
405.325.4850  
mmcgowan@ou.edu

## Treasurer



Angela Salusky  
*Hilton Tulsa Southern Hills*  
918.523.5326  
angela.salusky@hilton.com

## 1<sup>st</sup> Vice President



Sherry Roberts  
*Small Business Innovation Research*  
405.319.8418  
sherry@sbirok.org

## Director—Awards



Crystal Mappes, CMP  
*OK Assn of Comm. Health Care Providers*  
405.524.8338  
cmappes@oachp.org

## 2<sup>nd</sup> Vice President



Jessi Rigney  
*NCED Conference Center & Hotel*  
405.366.4974  
Jessi.A.Rigney@usps.gov

## Director—Community Service



Laura Morgan  
*PDC Productions*  
405.360.5130  
lmorgan@pdcproductions.com

## Secretary



Alice Moore, CGMP  
*University of Oklahoma—CECPD*  
405.799.6383  
ammoore@ou.edu

## Director—Special Projects



Jamie Eason  
*Sooner Legends*  
405.701.8100  
jamie@soonerlegends.com

## Past President



Carrie Rohr  
405.514.9162  
crohr11693@aol.com

## COMMITTEE CHAIRS

**Budget and Finance:** Angela Salusky—angela.salusky@hilton.com

**Community Service:** Laura Morgan—lmorgan@pdcproductions.com

**Honors and Awards:** Crystal Mappes, CMP—cmappes@oachp.org

**Hospitality:** Heather Sprunger—hsprunger@ou.edu

**Membership:** Mona Springfield, CMP, CGMP—mspringfield@ou.edu

**Nominations & Elections:** Carrie Rohr—crohr11693@aol.com

**Publications:** Laura Morgan—lmorgan@pdcproductions.com

**Program and Education:** Jessi Rigney—jessi.a.rigney@usps.gov

**Scholarship:** Maggie McGowan, CGMP, CMP—mmcgowan@ou.edu

**Special Projects:** Jamie Eason—jamie@soonerlegends.com

