



Presidential Ponderings

A recent article I read really caught my attention “Three Trends That Will Disrupt the Meetings and Events Industry in 2017” from the Skift Report.

Among the author’s observations were that the industry is over its preoccupation with event technology and Millennials. They are an integral part of the industry and no longer “hot topics”. The author went on to claim that “Convergence is the New Innovation”. Converging live with virtual, education with entertainment, and basically the “festivalization” of meetings are the newest trends to keep up with. The article then carried the reader through the explanation of what that meant and how we all need to understand and get on board with the concept. What actually stood out to me the most was the author’s final paragraph, “There’s so much information online today that you can’t blast your way through it anymore. In this crazy digital, mobile, social world, we now have infinite channels, so there’s much more noise. It’s hard to get the signal through. The basis now is **Who’s got the relationships?** That’s where the physical engagement is really important and powerful.” I strongly believe and agree with the last part of the quote.

It drives home the fact that no matter what the trend, or hot topic, there is always a new buzz word or industry standard. In the end what matters most is the relationships you build and the network of industry connections you have. That is the one constant you can count on for success in the meetings industry. So while I intend to learn more about these disruptors, I also plan on continuing to build my relationships and network of colleagues – through involvement in MPI D/FW. I plan on OWning my MPI and my career. Who’s with me?

BOARD OF DIRECTORS LEADERSHIP OPPORTUNITIES

Do these sounds like some of your goals for 2017?

- Increase my visibility in the meetings industry
- Improve my leadership skills
- Work with and learn from like-minded industry professionals outside of work
- Use my strengths to make a difference in our industry and community

You can accomplish all this and more when you consider one of the select leadership roles on the Chapter’s Board of Directors.

Want to learn about the positions to be filled or apply now? Use the links below.

[2017-2018 BOARD POSITIONS TO BE FILLED
\(TITLES/DESCRIPTIONS\)](#)

[BOARD OF DIRECTORS CANDIDATE INTEREST FORM](#)

Still have questions?

Contact Immediate Past President Tony Cummins via email at Tony@TheMeetingDepartment.com

**Candidate Interest Forms must be received
on or before Thursday, January 19, 2017.**

January Chapter Experience

**Thursday, January 26, 2017
11:00am - 1:30pm**

at



February 2016 Emerging Leaders Event

FIND THE LEADERSHIP WITHIN

Tuesday, February 7, 2017
6:30 PM - 8:30 PM

Vouv Meeting & Event Space
4445 Sigma Rd
Dallas, TX 75244
(Complimentary Event)



WE ALL HAVE THAT PASSION WITHIN TO BE A
LEADER, WE JUST NEED THE DRIVE.



Our keynote speaker Dr. Cheryl "Action" Jackson will take us on her journey to becoming a person of action and what it takes to get there, both professionally and personally.

Just as her famous nickname suggests, Cheryl Jackson is a woman of action! She boldly overcomes barriers and challenges her followers to raise the bar.

Cheryl "Action" Jackson is a philanthropist with a story of triumph to tell. As a catalyst of change and champion of comeback, Cheryl "Action" Jackson discovered her life's mission through unforeseen adversity and setbacks. From being homeless and hungry to providing almost 4 million

Network like a STUDIO BOSS! Join us at Studio Movie Grill as we enjoy additional networking with lunch and a fun movie-themed game.



We ended the year seizing our power and in 2017, we will continue to examine our lives, recognize our struggles and move forward with tact and arm ourselves with the business intelligence to succeed now! Our program will feature Marianne Strobel, Senior Vice President, Marketing and Community at MPI.

Ms. Strobel is charged with managing MPI's Membership, Chapter Operations, Creative Services, Brand Marketing and Communications teams. She joined the MPI Global Team in October 2016 and previously served as a consultant for the association.

Marianne's background encompasses over 25 years within the telecommunications and technology industries leading strategic marketing, sales, and operations organizations. She has held leadership positions with billion dollar companies including Alorica, AT&T and Sprint. Prior to MPI, Marianne served as the Vice President of Corporate Programs and Communications at Alorica, a global provider of business processing and outsourced solutions.

Marianne's accolades include being named to the *San Francisco Business Times* 2013 Most Influential Women in Business List and as Supplier Diversity Leader of the Year in 2011 by the National Minority Supplier Development Council. She currently serves on the Teleflex Communications Advisory Board and the Tech Titans Council. Marianne holds a bachelor's degree in business administration/marketing from San Francisco State University and an MBA from Saint Mary's College.

In addition to hearing from Marianne, we will recognize two of our own members, who have disrupted in their own way. And, finally, we will honor a Dallas Police Officer for the constant and unwavering service to our community.

It's your career... Time to OWN it!

Agenda:

11:00 am. – 11:30 am. – Member Orientation

11:00 am. – 11:30 am. – Master Cafe

meals to families through Minnie's Food Pantry, a charity dedicated in honor of her mother, Minnie Ewing. Minnie's Food Pantry values and esteems families by providing a "red carpet" experience when they come onsite to receive food.

As an award-winning philanthropist, she frequently travels across the country sharing first-hand accounts and awe-inspiring stories to thousands on the criticality of taking action and living on purpose! She is a pioneering trailblazer, motivational speaker and a multi-million dollar fundraiser. Jackson walks her talk by delivering results whether through keynote speeches or corporate workshops. Her exemplary leadership and expertise have been shared from fortune 500 companies to large conferences. Her faith-fueled passion has fired up audiences in venues around the world.

Jackson resides in Texas with her husband of 30 years. She is a proud mother and grandmother. But at the end of the day, Cheryl's critical mission is to be the voice for the hungry and to educate the world on how to treat someone that needs something as simple as a meal.

Jackson is on a mission to reinvent how the world treats families that need something as simple as their next meal.

"Make it Pretty", "Presentation is Everything", and "Consider Yourself" are a few quotes you might hear Jackson say if you volunteer at Minnie's Food Pantry. Jackson has graced the stage of schools, churches and major corporations in the community in her effort to put a new look on the face of hunger. Few speakers have the vitamin "A" that Cheryl "Action" Jackson possesses each time she takes the stage. Jackson is passionate about fighting hunger, so passionate that Essence Magazine featured Jackson in a four page spread. . She has inspired, educated, and entertained thousands of adults and children with her unique blend of keynote presentations regarding hunger. Jackson has over 20 years of nonprofit experience and she is the voice for hunger in the community!

Governor Rick Perry and Phil Dyer, Mayor of the City of Plano, have honored Minnie's Food Pantry, named after Jackson's mother, Minnie Ewing, for their extensive work on fighting hunger. Jackson has used the local and national media to echo her voice of reducing hunger. She was a contributor on WFAA, Good Morning Texas and a writer for the Dallas Morning Newspaper. Jackson's notable achievement was meeting Oprah Winfrey and receiving a one on one interview with her. The next year she was chosen to play Oprah for fifteen minutes in front of the entire Oprah show audience. Through the leadership of Cheryl "Action" Jackson, Minnie's Food Pantry has been on The Talk, ABC World News with Diane Sawyer, ABC, NBC, all local media channels and the BET network awarded Minnie's Food Pantry \$30,000.00 for their work in the community. When Jackson's father died unexpectedly, she wanted to do something to honor her mother, Minnie Hawthorne-Ewing D.D. so on April Fool's Day Jackson, her son Robert Jackson and Erica Simon

11:00 am. – 11:30 am. – Registration & Networking

11:30 am. – 12:30 pm. Lunch

12:30 pm. – 1:30 pm. Program



Registration:

MPI Member: \$35

MPI Premier Member: \$35

Non Member/Guest: \$45

Student Member: \$25

MPI Lifetime Member: Complimentary

Don't miss this exciting experience.

Thanks to our Sponsor!



EDUCATION AT THE MENTOR CAFE

Join us @ Studio Movie Grill on January 26 as we prepare to herald in 2017 and **DISRUPT!**

Six Types of Interviews and How to Nail Them

Job Interviews can be one of the most stressful life experiences and it takes skill and preparation. Learn how to prepare for whatever the interviewer throws at you, interview preparation and skills for handling even the most complex questions for standard, behavioral, situational, case, presentation, and panel interviews.

Open to all members and guests. Encouraged for those involved in the Mentor program.



served the first family at Minnie's Food Pantry. Hunger is a growing problem in the State of Texas. One out of five children suffers from hunger, and the numbers continue to increase.

As a little girl, Ms. Minnie often wondered if and when she would get her next meal. She painted the picture to Jackson and her siblings of their grandmother walking for miles to work two jobs to provide food and shelter for their family. Jackson's parents raised seven children. It seemed as though the doors to their home revolved like a store as she watched her parents distribute food, clothes, and most importantly their time and prayers to the community.

Minnie Ewing was a wife, mother, pastor and servant leader. She gave the best hugs anyone could receive and she knew how to make a person feel valued. She was a leader and a woman of wisdom and courage. She is missed by all who knew her. Although she is gone from this earth, her heavenly smile, love and laughter lives on!

From generation to generation, Minnie's Food Pantry will continue the family legacy of giving that was taught to Jackson by her mother, Minnie. Giving is the fabric of her family. Jackson's dream is that the world will know who Minnie Ewing was and that they will become part of the mission of Minnie's Food Pantry that "If you can't Feed 100 people, then Feed Just One."



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Our feature guest speaker, Kim Follis has been described as being a driven, passionate, life learner and a giver with over 27 years of experience in the Recruiting and Staffing Solutions Industry. As Vice President of Delta Dallas her goal is to ensure that her clients and candidates have a positive hiring experience. Her team specializes in the areas of Administrative, Human Resources, Accounting, Real Estate and Client Relations. She is responsible for leading the recruitment teams in finding and securing top-tier candidates through developing operational and quality processes while developing partnerships that help organizations reach objectives to move the company to the next level. Kim's personal goal is to help others develop both personally and professionally by challenging them to be their best; to push, to grow, to serve.

For more information contact Jennifer Wasserman, Director of Leadership Dirleadership@mpidfw.org

Q1 Charity: Operation Kindness



As the original and largest no-kill animal shelter in North Texas, Operation Kindness is the place *Where Happiness Begins*. In 41 years they have saved nearly 90,000 cats and dogs. They care for approximately 300 cats and dogs on a day-to-day basis, with another 150 in foster homes. In the past 12 months over 4,566 homeless cats and dogs received medical care, clean shelter, nutritious food and playtime in a natural setting until they were adopted into new forever homes

IMMEDIATE NEED:

200 new 6-foot flat leashes - Pet Durable Leash Strap for Puppy Pet Leash Rope 6-feet Long 1" Wide price \$9.98 @Amazon with free shipping. [Click HERE](#)

Vaccinations for 1 Animal

A gift of \$10 provides "good health and happiness" for one kitten or puppy at Operation Kindness by providing life-preserving vaccinations. These vaccinations provide protection from fatal viruses like Distemper, Parvovirus, Calcivirus, and others.

\$10.00

Kitten Care Kit



THANK YOU FOR YOUR REFERRAL



Did you know that by referring members you enter yourself into a drawing for \$100 gift certificates from MPI Global? Drawing will be in May 2017!! Don't waste time and refer a member to MPI DFW by giving them your MPI Member number and name for their application! Those who refer members will be entered into two very special drawings!

Want More Out of Your Membership?

It has been proven that an involved member is a happy member. For as little as 10 minutes a month, you can introduce yourself and your business to a greater number of members, leave a legacy of improving your chapter, and just have that good feeling that you were a part of something great! Whether you can give 10 minutes to make a few calls, host a table at a meeting that you are already attending, or rally a committee for a special project, the chapter volunteer opportunities are endless.

[Go here](#) for more information about the various committees and to sign up to volunteer today!

Have You Met Our Affiliate Chapter Members?

- DeeOnda Ahadi, CTIS, TDM - Pearl South Padre
- Briana Anderson - Island Hotel Newport Beach
- Lauren Bonfe - Grand Hotel Marriott Resort Golf Club & Spa
- Karen Fogle, CMP, CTA, TDM - Visit Plano
- Karyl Hanisch - Renaissance Hotels of Mobile
- Kevin Mellott - ERASE Enterprises
- Mary Patchin, CDME - Chicago Southland CVB

Your gift will provide vaccines, a bottle and formula, and toys to a young kitten to give them the best start possible in life. Kittens are very vulnerable and require special care to ensure that they are healthy and happy.

\$15.00

Puppy Care Kit

What's sweeter than puppy breath? Your gift will provide vaccines, a bottle and formula, and toys to a young puppy to give them the best start possible in life.

\$15.00

Warm Bed & Blanket

For a homeless animal, a warm comfy bed is often their first touch of kindness. This gift helps ensure every animal has a soft, cozy surface to sleep on every day.

\$25.00

Spay or Neuter Surgery for 1 Animal

This gift positively impacts the pet homelessness issue by preventing unwanted litters that would not find homes. A \$50 gift will provide one spay or neuter surgery to a dog or cat at Operation Kindness.

\$50.00

Spa Day

Nothing rejuvenates and starts the healing process better than a warm bath and a good haircut. Homeless animals often need special medicated baths to heal skin conditions. The gift of a "spa day" helps provide a homeless animal with the grooming they need to be healthy, comfortable, and adoptable.

\$75.00

Welcome Kit

Give a homeless animal everything they need to get a new leash on life, including their first round of vaccinations, a bed, a toy, a collar, and a meal.

\$75.00

January Membership Specials

Renewal Offer

Renew your MPI membership in January to be entered into a drawing for one of two great prizes. The winner will pick either one! Either a Complimentary CMP Study Kit or 1 year extended MPI membership. [Renew today](#)

For New Member

Happy New Year from MPI D/FW Chapter! Achieve your professional goals in 2017 with MPI. Use promo code **NewMPI17** before 2/1 to save 10% on membership dues. www.mpiweb.org/join



Valerie Peru - Turnberry Isle Miami
Mike White - Keystone Resort & Conference Center
Patricia Smith - P.F. Smith Enterprises

[Go here](#) to view the Affiliate Member contact information.
For more information about Affiliate Membership, [click here](#)



Robert Jenkins - Studio Movie Grill
William Mattes - YPO
Renee Pineda - Legends Hospitality LLC @ AT&T Stadium



Join your MPI D/FW Chapter at WEC 2017 as we meet with other members from around the world. All MPI Members can apply for a scholarship to pay for your registration and travel expenses through the [MPI Foundation](#). Deadline to apply is Feb 28

Not an MPI Member yet? Register for WEC and apply for MPI Membership at the same time!



Changes, Changes, Changes.... help us keep up with your new position, new career, contact information by updating your profile here and letting us know about your new position.

Click [here](#) to update your profile.

Click [here](#) to send us a member on the move notice to publish in our newsletter!



[2017](#)

March 23

Continue disrupting and creating positive new habits in 2017 as we roll into March and TECH IT OUT. This half day educational adventure will feature a keynote by world-re-known teacher and speaker Organized Audrey. Having presented to associations and corporations all over the world – and multiple SRO events at WEC – Audrey will bring her talents, charm and vast knowledge to Dallas to share with us. Organized Audrey provides this bonus [article](#) with tips to banish stalls and stalemates and become more productive.

May 25

In May, we will take a look at a tedious and hot topic of contracts. Always relevant and always changing. Join us to hear from a top association lawyer share trends and tips for the front lines of industry legal issues.

June 22

A gala to remember – and our chapter's 40th celebration. We will honor our past members and leaders and the legacies they have imparted on us, celebrate our current colleagues, and regal in the path we leading into the future. An evening affair. Watch for more info soon.

Interested in helping plan any of our chapter events, and creating a lasting legacy of your own? Email Cori at cori@conferencesdesigned.com today for more info on how you can be a part of creating the chapter of the future.



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Contact MPI D/FW:

MPI D/FW Chapter

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