

Chapter of the Year
1989 ★ 1990 ★ 1994
1996 ★ 2001

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**For Up-to-date
Chapter Information
& Calendar of Events**
Log on to
www.mpidfw.org

Gaylord Texan Gallops onto the Scene

by Steven G. Foster, CMP
Managing Editor

GRAPEVINE - Get Ready,
Dallas-Fort Worth.

The Gaylord Texan Resort & Convention Center on Lake Grapevine opens its doors on April 2 with a weekend Gala Celebration showcasing the much-anticipated opening of the 3 million-square-foot resort and convention facility.

More than 20,000 applicants filed into resort during a weeklong hiring campaign last month, proof of the excitement this new venture has created within the local hotel industry. Add to that a

"Who's Who" of well-known sales and conference management professionals already in place, and it's easy to understand the enthusiasm emanating from the shores of Lake Grapevine.

"The local meetings and events industry can expect a quintessential Texas experience at Gaylord Texan," promises Senior Vice President and General Manager John Imaizumi. "Our staff members, who we affectionately refer to as our STARS, will provide wonderful 'service with a smile' for our guests."

To accomplish this, Gaylord Texan is creating both a destination and Texas experience in décor and style beneath its signature glass dome. Visitors will find 1,511 guestrooms and 141 suites in Texas Hill Country and San Antonio Riverwalk themes. The resort's climate-controlled atriums are completed with acres of lush indoor gardens, winding pathways and sparkling waterfalls. With more than 400,000 square feet of pre-function, meeting, convention and exhibition space on one level, Gaylord Texan is ready to breathe new life into the local meeting and events industry.



Ridin' into Town in "Bonanza" type style are Gaylord Texan officials (l-r) Chuck Pomerantz, Vice President and Hotel Manager; Rick Ricci, CMP, Director of Conference Management; Rick Hopkins, Executive Director of Food & Beverage; and Robert McPherrin, Vice President of Sales & Marketing.



Gaylord Texan Resort & Conference Center on Lake Grapevine is creating a Texas experience in décor and style beneath its signature glass dome. The resort features 1,511 guest rooms and 141 suites inside atriums completed with acres of lush indoor gardens, winding pathways and sparkling waterfalls. With more than 400,000 square feet of pre-function, meeting, convention and exhibition space on one level, Gaylord Texan is ready to breathe new life into the local meeting and events industry.

"Gaylord Texan is truly going to be a "WOW" for our guests," says Vice President and Hotel Manager Chuck Pomerantz. "I look forward to seeing our core values and service basics translate in an absolutely wonderful and unique guest experience."

Interest in Gaylord Texan has been high since officials from Gaylord Entertainment first broke ground here on June 9, 2000. During the ensuing construction phase, that interest has translated into solid group bookings.

Continued on page 10

MPI D/FW Volunteers Needed!



Saturday, April 10
10:00 am - 3:00 pm
Circle R Ranch

This is a special outing for children who are medically fragile and/or terminally ill and their families, sponsored by Love for Kids.

For information, contact: Debra Lakin, CMP at 972-702-3073 or email: dlakin@mpiweb.org

DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGS™

Mission Statement

To be the premier organization of meeting professionals serving the Dallas/Fort Worth meetings industry by providing excellence in educational resources, communications, networking opportunities, and recognition; while operating with the highest ethical standards.

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A Message from the President



Melissa Logar, CMP, CMM
2003-2004 President

Your Chapter Board of Directors held the Mid-Year Chapter Board Retreat over a weekend in February at the Hotel Dallas Mockingbird. The Board spent the majority of the retreat reporting on their committee activities and discussing the countless details required to operate the Chapter while achieving its goal. The Board of Directors could not accomplish this without the hard work of the many Chapter volunteers! It is you as chapter volunteers, who give the chapter your valuable time and resources that ensure this Chapter is continuing to evolve. Your support of the Chapter Leadership is greatly appreciated and I speak for the Board of Directors in saying thank you to all.

I am sure some are wondering (or just need a refresh) what is the Chapter's Vision Statement and the Board of Director's Goals. Here you go!

2003 - 2004 Vision Statement

"To provide membership with opportunities for quality education, personal and professional growth, networking and volunteer involvement that strengthens us as professionals within the meetings industry."

2003 - 2004 Board of Director's Goals

- * Provide the systems and processes that ensure fiscal responsibility in all areas.
- * Develop and implement programs that motivate the membership towards greater participation and involvement and that increases the potential for new members and retain existing members.
- * Work effectively together to mentor and provide opportunities for our members that will incubate, encourage and educate the development of leadership skills.

Much of the Board's weekend was spent analyzing the progress we've made thus far towards these goals and committing again on the course to accomplishing them. We also had Clint Swindall, President and CEO of Verbalocity who led the Board through "Engage Leadership" which is an approach that encompasses setting the vision of the chapter, inspiring others to want to pursue the vision and running the operations of the chapter. Our Chapter and the Board benefited greatly from this time given by both Mr. Swindall and the Board members.

It am very excited and proud to see such accomplishments that this chapter strives for. I am also excited about visiting the MPI Georgia Chapter, March 24-26, 2004. Eddie Potter, CMP, President of the Georgia Chapter, has invited the Top 10 Chapter Presidents to attend this highly respected and successful conference. This also gives us as Chapter Presidents additional time to share valuable knowledge about each Chapter's accomplishments this term and where the Top 10 Chapters are focusing on for the future. The information I continue to gain from these nine outstanding leaders is priceless. I look forward to sharing what I learn with all.

"I am seeking, I am striving, I am in it with all my heart". - Vincent Van Gogh



BOARD REPORT

By Randie Charnes
MPI D/FW Chapter Administrator

Board of Directors Spring Retreat
February 7 & 8, 2004 • Hotel Dallas Mockingbird

Education:

Monthly Educational Programs:
Late May: Third in the Best Practices Great Exchange sessions.
June: CMP/CMM Recognition Event.

Multicultural Initiative Committee:

Committee is working with Karen Garcia-Gonzales of the MPI Foundation on completion of a chapter-specific demographic survey. The Foundation has expressed support in formulating and executing a "standardized" survey to be used by all chapters so that data will be consistent and used on an international as well as chapter level. Will be working with DFW chapter to develop.

Toastmasters Club: Club received official charter on January 13th. Club membership stands at 23 with the addition of the first two non-charter members as well.

Finance:

JPA Scholarship -
* Raised \$345 at January Meeting
* YTD - \$2260 * Awarded - \$1250

Membership:

Upcoming Projects:
Member Directory Sub-Committee - researching other avenues for the Membership Directory other than printing the standard booklet.

Nominating Committee

The following committee members hosted a reception at Hotel ZaZa on February 3rd for existing board members and candidates who submitted Candidate Interest Form:

Bill Boyd, CMP, CMM, CITE, Sunbelt Motivation & Travel Inc.; Elizabeth Chandler, The Meadows Foundation; Steven Foster, CMP, Circle R Ranch; Brad Frazier, Wyndham Garden Hotel; David Gisler, Freeman Decorating; PJ Gonzales, CMP, CHSP; Lynn Lewis, CMP, Premier Meeting & Event Management; Melissa Logar, CMP, Pricewaterhouse Coopers LLP; Dana Rhoden, CMP, CMM, Southwest Veterinary Symposium; and Gia Staley, CMP, Healthpoint.

“CURRENT” AFFAIRS

How the MPI Foundation Benefits You


CMM, Women’s Leadership Initiatives, Multicultural Initiative, Platinum Series, ROI Programs CANCELLED! Not really, but without your support the Foundation cannot provide such programming as:

- CMM Program
- Women’s Leadership Initiative
- ROI Project
- Career Pathing
- Project Canada (Canada)
- Platinum Series
- Multicultural Initiative
- Ultimate Technology Guide
- Project Europe (Europe)
- Project Attrition

Our chapter and its members have directly benefited from the work of the Foundation. Many of us have earned our CMM’s because the Foundation funds that program. D/FW has one of the highest percentages of CMM’s for a chapter. The Platinum Series offers high-quality educational programming to chapters at no or very little cost to the chapter. The Women’s Leadership Initiative program was our highest attended meeting last year. The March 2004 program will prove to be exceptional again.

On the horizon are some exciting new projects such as The ROI 2 Project, a template that will allow meeting planners to measure the value of their meetings. What a fantastic tool to show your true value as a meeting professional to your organization or clients! Another exciting project is the Career Pathing Tool, a comprehensive tool that any level of meeting professional can use to develop their professional career plan combining chapter education, international MPI programs, other industries and the community resources (colleges).

Did you know? The Foundation accepts applications year-around for projects to fund for the meetings industry. They can be submitted by corporations, chapters or by individuals. If you have an idea or concept that would benefit the meetings industry don’t hesitate to apply for funding from the Foundation.

Finally, give back to your industry by giving funds to the Foundation. It’s not only big corporations who can support-each and every member of our industry needs to support the research and education in order for all of us to continue to grow and “get our seats at the table.” When you renew your membership, check the box that gives funds to the Foundation. 



Dana Rhoden, CMP, CMM
MPI Foundation
Board of Trustees



DEFINING THE POWER OF MEETINGS™

Founded in 1972, Meeting Professionals International, with nearly 20,000 members in 60 countries and four chapters in formation, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit www.mpiweb.org.

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MPI D/FW “Golf and Spa Day” at the Four Seasons

The Dallas/Fort Worth Chapter of Meeting Professionals International and the Four Seasons Resort and Club have teamed up for the 2004 Golf Tournament and, new this year, Spa Treatments. To round out the day, we’ll enjoy lunch together and, to help make it a full day of activity for you, informational clinics will be available in the morning and afternoon.

Wednesday, April 14, 2004

Four Seasons Resort and Club

4150 N. MacArthur Blvd. • Irving, Texas • (972) 717-2530

Schedule of Events

7:00 am - 1:00 pm:	Golf Tournament
8:00 am - 5:00 pm:	Spa Treatments - One hour European Spa or Swedish Massage
10:30 am - 12:00 pm:	Morning Informational Clinics ~ Resort & Golf Planning
12:30 pm - 1:30 pm:	Lunch with Award Presentations/Prizes
2:00 pm - 3:30 pm:	Afternoon Golf Apparel Fashion Show

Golf: \$150.00

Spa: \$150.00

Fees are all-inclusive for participation in Golf or one Spa treatment, Lunch and Clinics

Cost of \$275 per Sponsorship

- Listing in on-site brochure to be distributed to both Golfers/Spa Attendees.
- Opportunity to supply one large prize or 200 brochures/trinket items in bags.
- First 36 sponsors registered will have signage at one of the 18 golf holes either at the tee off or flag; first come, first serve on choice of placement; price includes signage.
- Recap of sponsors will be listed in June Current Edition and DFW Chapter Web Site.
- Sponsors will receive list of all attendees.
- Price includes one lunch; additional lunches can be purchased for non-golfers.



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For more information, call 321.939.7313 or log on to www.disneymeetings.com

Disney
MEETINGS

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C1-BW2

Chapter Meeting: Thursday, March, 2004 • 11:00 a.m.

The Strategy to Communicating Your Personal and Professional Best

by Denise Howieson, CMP
ZOOM.7 Genuine Meetings & Events



Scott Murray

Take six ordinary people and challenge them to an eight-week program to improve their health, diet, personal image and business communications by providing tools and techniques to enhance personal and professional success. Then provide access to the best consultants, trainers, and a nutritionist to develop personalized programs at state of the art facilities. This isn't a reality TV show. Its Women's Leadership Initiative committee's program, "Ultimate Makeover by MPI D/FW" and you can find out what really happened to our member participants during the March 25 chapter luncheon at the Belo Mansion.

Sponsored by the Metropolitan Tucson Convention and Visitors Bureau, and InterContinental Hotels Group, and hosted by Scott Murray, Emmy-winning former Sports Director/Anchor at NBC-TV Channel 5, this promises to be a fast-paced program stylized after the hit talk show "The View." The "Ultimate Makeover by MPI D/FW" team will discuss their "Ultimate" goals behind the "Makeover" series, with dramatic "before and after" footage of their transformations.

Joining the program is Christine Duffy, President and Chief Operating Officer of Maritz McGettigan, a division of Maritz Travel Company, who will discuss how a positive powerful image lays the groundwork for pursuing career goals and ultimately achieving "A Seat at the Table." Christine created the first women's industry leadership initiative, which was the prototype for MPI International's Women's Leadership Initiative (WLI).

March Program Committee members are: Laura Jordan, CMP, Chair (Wyndham Hotels & Resorts), Peg Wolschon, CMP, CTC, Mentor Chair (M.Pression Entertainment), Denise Howieson, CMP (ZOOM.7 Genuine Meetings & Events), Rebecca May (Outrageous Adventures), Janet Johnston, CMP (Wyndham Anatole), Patty Markley, CMP (DMM Group), Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers), Dana Rhoden, CMP, CMM (Southwest Veterinary Symposium), Mary Lynn Novelli, CMP (MPI), Mary Sanger (Blue Mesa Grill), Dvorah Evans, CMP (Dallas Black Chamber of Commerce), Dora Moreno (Mary Kay), Kim Reynolds (Shooting Star Meetings & Events).

Community Service Alert:

WLI will be accepting donations for Attitudes and Attire, a program that helps women get back into the workplace including the proper attire for an interview who otherwise would not have the means. Clean out your closets... business clothes and accessories will be accepted for underprivileged women who are looking for work. Drop off your donations by entering the front driveway on Ross or side driveway on Olive before you park! A member of Attitudes and Attire and the WLI committee will be there to help you unload your donations.



Host Facility Belo Mansion

The exquisite new Pavilion at the Belo Mansion joins the historic building by a limestone-floored atrium. The 7,000 square foot elegant ballroom has a 25-foot barrel vault ceiling with recessed cove lighting and custom-designed bronze & alabaster chandeliers. The spacious ballroom has white millwork and is lined with dramatic windows overlooking the arts district. The Pavilion is a stand-alone facility designed to accommodate your guests in splendor.

DIRECTIONS

Dallas Tollway South - After the tollbooth at Wycliff, get into the left lane and continue on the Tollway into Downtown. Veer off to the left at the sign announcing "Pearl Street and/or Arts District." Immediately get into the right lane. (You will pass the Crescent Court Hotel on your left.) Turn right onto Pearl. Cross over Woodall Rodgers Freeway until you get to Ross Avenue (two traffic lights). Turn right and the Belo will be on your right at Ross and Pearl. To access the parking structure, continue one block on Ross and turn right on Olive Street. The Parking structure entrance is on the right just before Flora Street.

Highway 75 South (North Central Expressway) - Take 75 South and exit Woodall Rodgers Freeway (Sign says I-35 Waco). Stay in the right lane and exit immediately onto Pearl. Turn left at the traffic light and cross over Woodall Rodgers Freeway to Ross Avenue (two traffic lights). Turn right and the Belo is on your right at Ross and Pearl. To access the parking structure, continue one block on Ross and turn right on Olive Street. The Parking structure entrance is on the right just before Flora Street.

"A SEAT AT THE TABLE" THE STRATEGY BEHIND COMMUNICATING YOUR PERSONAL AND PROFESSIONAL BEST

Thursday, March 25, 2004

Belo Mansion

2101 Ross Avenue • Dallas, TX 75201

(214) 220-0239

Sponsored by



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- | | |
|---------------------|----------------------------|
| 11:00 am - 11:30 am | Chapter Orientation |
| 11:00 am - 12:00 pm | Registration and Reception |
| 12:00 pm - 1:30 pm | Luncheon and Program |

Parking is available at the Belo Mansion lots for \$3.00-6.00 per car. Additional parking is available at the Meyerson and Cathedral lots for \$5.00.

Advanced Member Price: \$30.00

Advanced Guest Price: \$35.00

Onsite Price: \$40.00

(Walk-ins will be placed on a wait list on-site.)

R. S. M. by Sherri Cook

by 2:00 p.m., Monday, March 22, 2004

email: rcharnes@msn.com • fax: 972-506-7485

ON-LINE REGISTRATION PREFERRED

Go to the "Events" section at www.mpidfw.org

February Meeting Chapter Partners

Please salute the following companies and individuals for their contributions to the meeting.

Featured Speakers

George Dragush, President
Jim Demarest

Afterburner Seminars

8213 W. 144th St. • Overland Park, KS 66223
913-685-0525

Program Sponsor

BOSTONCOACH

Lori Clarks, Director of National Sales
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222 W. Las Colinas Blvd Suite 1650 E
Irving, TX 75039
972-501-1405

Host Facility



Kevin Raulie, Assistant Director
4572 Claire Chennault • Addison, TX 75001
972-380-8800

Reception & Luncheon

Maggiano's Little Italy

Tasha Mullen, Banquet Sales Manager
6001 W. Park Blvd • Plano, TX 75096
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Audio Visual

AVW-TELAV

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214-623-1472

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214-824-8225

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Rebecca May
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888-901-5166

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MEDIPARK Valet Services

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Evaluation Prize

Gaylor Palms Resort

Ellen Reeder
6000 W. Osceola Parkway • Kissimmee, FL 34746
407-586-0353

February Chapter Meeting Highlights



February Program Committee members were (l-r): Tracey Ulster (Enspiron), Jennifer Harris (BBJ Linens), Bill Reeser, CMP (AVW-TELAV), Richard Pollak (Rainbow Entertainment), Margaret Maggio (Southfork Hotel), Jan Gillin (Independent), Peg Wolschon, CMP, CTP (m.pression entertainment) and Program Chair Jodi "Can Do" Adcock (RIA).

BOSTONCOACH

WORLDWIDE CHAUFFEURED TRANSPORTATION



Boston Coach was the sponsor of February's chapter meeting. Representing Boston Coach were Lori Clark, Director of National Sales, and George Lewis, Dallas/Fort Worth Manager.

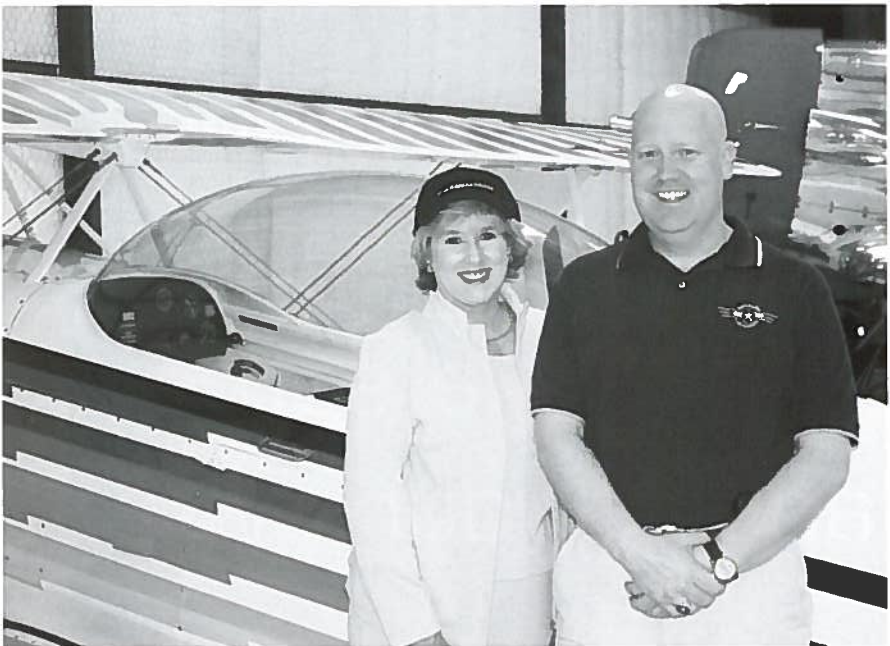


Chapter member O'Donohue (Omni National Sales Office) and O.D. O'Donnell (National Talent/Panache) talk shop at the reception. O'Donohue is quite at home at the Cessna Flight Museum, as he has shared his exploits as a former gunner/photographer.

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MAGGIANO'S
LITTLE ITALY



VP of Programs Sherri Cook, CMP, CMM joined Cavanaugh Flight Museum Assistant Director (and pilot) Kevin Raulie "on the flight deck." The Cavanaugh Flight Museum at Addison Airport encompasses nearly 50,000 square feet of display area in four hangars containing aircraft from World War I through Vietnam, artwork, artifacts and a gift shop. These rare aircraft comprise one of the largest private aviation collections in the country.



D/FW Chapter Top Guns Marshall "DJ" Leak and president-elect PJ "Superman" Gonzales, CHSP get together for a pre-flight briefing.

Photos by Steven G. Foster



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Afterburner Seminars pilots George "Gundawg" Dragush and Jim "Boots" Demarest offered tactical solutions to "Executing Flawless Meetings" as part of their presentation, which was sponsored by Garrett Speakers International.



Meeting Evaluation

COMMENTS BY SUPPLIERS

- Excellent content and presentation. The speakers were able to customize their background and present the information so that it is applicable to our industry.
- Food was wonderful - speakers captivating.
- Lights too bright for videos - Location - great place but hard to find - Speakers excellent - great content - like the emphasis on debriefing.
- Excellent menu - great job Maggiano's - Cavanaugh Flight Museum was a great venue.

COMMENTS BY PLANNERS

- Great change of pace! Unique location - awesome food and energizing speakers.
- I loved it! Wonderful speakers! Perfect topic! Really makes you think about a back-up plan.
- The meeting was educational and very motivating to me. Dynamic speakers - really kept our attention.
- Very nice! Maggiano's was perfect.
- Nice "out of box" location - thanks for having lanyards!
- Great program - excellent speakers - lots of energy & motivation for a very worthwhile & informational topic - supported by real life examples & good A.V. sound. I'm ready to fly! Special effects of the planes going overhead during the presentation was impressive!



While you're making plans for the entire group, make some plans of your own.

Choose 20,000 bonus Priority Club® Rewards points or 5,000 airline miles when your hard work warrants a personal reward. Or customize your meeting by choosing another complimentary Meeting Option like a main meeting room rental, a VIP Suite, up to 10 room upgrades, a welcome reception or free A.M./P.M. break upgrades. After a half-century hosting meetings on six continents, we understand that what makes the planning process easier is different for everyone. Contact us to book or for more information on all the available Meeting Options. **We know what it takes.™**



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www.intercontinental.com/meeting-options

800-MEETING or 972-789-3040

Meeting Options offer valid on meetings booked and held by 12/30/04. Request Meeting Options prior to booking your meeting. Meeting must be booked in advance; not valid on previously booked or completed meetings. Void where prohibited by law. All options based on availability and subject to employer approval; other restrictions may apply. Some blackout dates may apply. **Welcome Reception:** One-hour reception consisting of beverages and dry snacks to a maximum of \$10 value per room actualized on peak night (inclusive of tax and gratuity). **A.M./P.M. break credit:** To a maximum of \$10 value per room actualized on peak night (inclusive of tax and gratuity). **VIP suite:** One complimentary VIP suite for every 50 guest rooms actualized per night. **Complimentary main meeting room rental:** Applies to meetings with a 2:1 ratio of meeting attendees to guest rooms on the peak night. **Bonus frequent flier miles:** Available in the Air Canada, Alaska, America West, American, Continental, Delta, Northwest, United and US Airways frequent flier programs. Or choose 20,000 Priority Club® points or 500 Air Miles® Reward Miles. **Upgrades:** Applies to 2 rooms for every 10 rooms actualized to a maximum of 10 per night. ©2004 InterContinental Hotels Group. All rights reserved.

EDUCATION NEWS

How To Do Business Multiculturally

by

Sherry DeLaGarza, CMP, *MAC Meetings & Events, LLC* & Richard S. Pollack, *Rainbow Entertainment*

What does it mean to "do business multi-culturally?" Why should I care? How can multicultural communities affect my meetings or bottom line?

Doing multicultural business is about doing business in a changing world where multicultural markets are economically viable and make a difference. The Dallas/Fort Worth area is becoming more culturally diverse daily. As you read in the February Current, the area census indicates the gap between the percentage of Caucasians, African Americans and Hispanics is narrowing. And don't forget the growing number of Chinese Americans and Indian Americans. The financial impact these groups have on the meetings and hospitality industry increases with their numbers.

Join us on April 7th and learn how to increase the scope of your business community by adding the multicultural component. As planners, learn to include cultural sensitivities to increase attendance at your meetings for higher revenues. As suppliers, learn how to persuade these communities to use your services-become sensitive to their needs.

Join Hattie Hill of Hattie Hill Enterprises Inc. as she moderates a panel of distinguished multicultural community leaders: Reginald Gates from the Dallas Black Chamber of Commerce, Arturo Violante from the Greater Dallas Hispanic Chamber of Commerce, and Les Tenaka from the Greater Dallas Asian American Chamber of Commerce. The panel discussion will be followed by informal breakouts. The MPI D/FW Chapter's Multicultural Demographic Survey, taken by members in March, will also be reviewed.

The potential for business-to-business partnerships is astounding. Don't lose out on your opportunity to grow your business multi-culturally.

Register now via the chapter web site www.mpidfw.org, click on calendar of events. Pre-registration closes on Monday, April 5 at 12 noon.

Date: Wednesday, April 7, 2004
Location: Crowne Plaza Addison
Address: 14315 Midway Road
Addison, Texas 75001
Phone number: 214 259-0113
Agenda: 5:30 - 6:00 p.m. - registration
6:00 - 7:00 p.m. Panel Discussion
7:00 - 8:00 p.m. Round table discussions
Complimentary hors d'oeuvres with cash bar
Cost: \$30 pre-registered member/non-member
\$40 on site

For more information contact Jim Monroe, CMP, CSEP at jim@jcmonroe.com or 972 296-3336.

Multicultural Initiative Calendar

March 17 Catholic feast of St. Patrick (not just an Irish holiday)
March 21 Bahai and Zoroastrian New Year
March 30 Ramanavami - a day of fasting for the Hindus
April 4 Palm Sunday - marking beginning of Holy Week for Christians
April 6-13 Passover, Jewish celebration of the flight of the Israelites from Egypt
April 11 Easter
April 14 Sikhs celebrate Vaisakhi, the anniversary of the founding of their religion



Hattie Hill
Hattie Hill Enterprises



Reginald Gates
Dallas Black Chamber of Commerce



Arturo Violante
Greater Dallas Hispanic Chamber of Commerce



Les Tenaka
Greater Dallas Asian Chamber of Commerce

Mark Your Calendar



MPI D/FW HOTEL SCHOOL
Friday, April 30, 2004

Have you ever wondered...

- Why does a hotel require 72-hours' notice for guarantee numbers? Why not 24?
- Why is the reservation cut-off date two weeks out (or more)?
- What is a hotel selling cycle?
- What determines if my meeting is a good piece of business for a hotel?
- How can 900 people at an event be served hot food?
- What are the responsibilities of a Banquet Captain?
- What is a hotel Revenue Manager or Night Auditor? How do they affect my event?
- What is the difference between the Catering and Convention Services Managers?
- Would I enjoy a career in a hotel? Which position best suits me?

These and many other questions will be answered on April 30 at the MPI D/FW "Hotel School," brought to you by the Education Committee and hosted by the Radisson North Richardson. This will be a complete back-of-the house program as seen through the eyes of hotel staff. From the time your meeting's lead is received to the time the last guest departs, you will learn how many staff at the hotel are involved, what their responsibilities are and how they communicate requirements amongst themselves to execute a flawless event.

Whether you are a planner who holds meetings at hotels, a supplier providing services to planners at hotels, or someone considering a career on the hotel side of the hospitality industry - this event is a must attend for you!

MARK YOUR CALENDARS NOW for April 30, 2004. Look for details in upcoming email blasts and the April Current. For more information or to volunteer as a committee member, contact Sherry DeLaGarza, CMP, VP of Education at sldEDUC@hotmail.com or 469-255-6410.

Gaylord Texan Gallops onto the Scene...continued from page 1

"Our pre-opening sales staff has done an incredible job in selling this resort, especially when you realize that for several years, not only was there not much for clients to see, but many of them had never heard of Grapevine," says Vice President of Sales & Marketing, Bob McPherrin. Their dedication and perseverance has resulted in over 750,000 definite room nights on our books for all future years, as well as another 800,000 under negotiation."

The opening of Gaylord Texan is well timed, as the U.S. hotel industry is in the early stages of an upswing expected to carry through 2005, according to a joint study by PKF Consulting's Hospitality Research Group and Torto Wheaton Research. The study indicates room rates will begin to show increases in major markets, and over the next eight quarters, Dallas/Fort Worth is among the top ten markets for full-service hotels, in terms of RevPAR growth.

"We have staffed the resort with a team that considers it's primary goals to anticipate customer needs and provide unsurpassed guest satisfaction," says Rick Ricci, CMP, Director of Conference Management.

Gaylord Texan Resort AT A GLANCE

The 1,511-room resort will feature 141 suites, five restaurants, six lounges, unique shops, a full service spa and fitness center, and a variety of entertainment venues. The convention center boasts 400,000 square feet of convention, meeting, exhibit and pre-function space, including a 180,000-square-foot exhibition hall.

Convention/Meeting Facilities: The convention center adjoining the hotel offers 400,000 square feet of convention, meeting, exhibit and pre-function space. Exhibit offices and permanent registration desks are located on the exhibit and ballroom levels. The Texas Ballroom: 50,000 square feet. The Grapevine Ballroom: 32,200 square feet and the Yellow Rose Ballroom is 3,200 square feet.

Relâche Spa and Fitness Center: The 25,000 square-foot spa features wet rooms, sauna and steam rooms, a quiet room, 12 treatment rooms and a fully-equipped salon.



TECH TALK

Tips to Control AV Costs

As most of you know, audio visual costs are a critical part of your event budget. In order to keep your costs within your budget, there are several things you can do. Here are a few of them.

- Contact your staff AV Production Specialist to outline your AV requirements before contracting with a venue.
- Try to develop a realistic budget based on previous history and lessons learned.
- Make sure that when you analyze multiple AV bids that you are comparing "apples to apples".
- Get AV agreement/contract awarded as early as possible
- Require a pre-planning meeting.
- Set up an authorization policy with your AV company to follow for on-site add-ons.
- Plan for security.
- Plan for data/telephone lines from the start.
- Avoid room turnovers.
- Read your venue contracts carefully to avoid hidden surcharges.



GAYLORD TEXAN™

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on Lake Grapevine



Alaina Palmer, CMP
'Grapevine' Columnist



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Karen Coughlin, CMP has transferred as general manager from *Homewood Suites by Hilton-Plano* to their location at Dallas Market Center as general manager.

Debra Lakin, CMP has been appointed senior meeting and trade show manager for *MPI International*. She was formerly an independent meeting professional.

Beth Owen-Cipielewski, CMP has relocated with her husband to Siesta Keys, Florida to open a restaurant. Beth was formerly with *The Tribute Golf Club*.

Congratulations to **Jolene Houser-Thrasher, CMP** with the *Renaissance Dallas Hotel*, and her husband, Brian on the birth of their son, Steven Paul on January 14th!

Sherry DeLaGarza, CMP has recently accepted a position as Manager, Southwest Region, opening a Dallas office for *MAC Meetings & Events, LLC*. MAC Meetings is a full service meetings, events and destination management company headquartered in St. Louis, Missouri, offering over 30 years of experience to its corporate, association, and social customer base.

Several chapter members enjoyed the festivities at Super Bowl XXXVIII in Houston last month, including **Roger Goldesberry** (*Marriott Las Colinas*) and **Sally Goldesberry, CMP, CMM** (*Society of Petroleum Engineers*), **Pat Hill-Yandell** (*Events Plus + Consulting Associates*), **Terry Pennington** (*IAEM*), **Tony Cummins, CMP** (*Westin Park Central*) and **Steven and Wendy Foster, CMPs** (*Circle R Ranch*).

Wendy Foster, CMP (*Circle R Ranch*) and Carolina Panthers wide receiver Jim Turner posed together at the "Taste of the NFL" charity event benefitting America's Second Harvest. The Super Bowl's "Party with a Purpose" was held at Reliant Arena and featured NFL players and alumni, celebrity chefs, a silent auction and music by "Asleep at the Wheel."



To submit member news and information, please contact:
Alaina Palmer, CMP
alainnapalmer@comcast.net • Fax 972-377-6513
or Leah Belasco • 972-818-4811

MEMBERSHIP NEWS

Thomas White: 2003 Rising Star Recipient

Thomas White has made a big impact on the MPI D/FW Chapter since joining the association in March of 2001. The Corporate Sales Director for Dallas County Coach, & Limousines has been an active participant on the Program Committee, Education Committee and the 2003 Kids Charity Ball Committee. His enthusiasm and commitment to the chapter were rewarded at the 2003 MPI D/FW Awards Gala when he was named recipient of the chapter's Rising Star Award. He currently serves on the chapter's Board as Director of Education.

Current: How did you feel when you were nominated and then ultimately presented with your award?

White: "An overwhelming sense of honor and an increased drive in exceeding expectations I have for myself and the standards that MPI has set forth."

Current: What has your MPI membership meant to you personally and professionally?

White: "Being able to see where the true standard begins in the hospitality industry. I have been able to grow and learn through the education that MPI has provided, and in turn, develop it into something of value."

Current: What is your advice to new MPI members?

White: "Build relationships with people within our industry. Get involved and learn from the experience, tap into the resources that are available through MPI. Do not forget about networking, True networking is to not sell your service; it is to sell someone else's."

Current: What is the secret of your success?

White: "Behind every successful person is a significant other and I owe a lot of my success to my wife, Darlene. We have been married for 21 years and are blessed with three beautiful children. My family has supported me in my quest for success throughout the industry. Being involved in MPI DFW Chapter has made that dream come true. My greatest reward has been being able to make a difference in the lives of those around me both professionally and personally."



2002-2003 Rising Star
Thomas White
Dallas County Coach & Limousines
(Thomas is pictured with his wife, Darlene)

New Kids on the Block

Welcome to Our Newest Members!

Terrence Alley.....Marriott Plano/Dallas Legacy Town Center
John Boyle.....A.V.H.Q. Rental Services
Catherine Carey.....Vital Church Ministries
Sharon Cisneros.....Dolce Int
Daniel Conklin.....Dallas World Aquarium/Daryl's by Design
Susan Dysart.....Texas Society of CPA's
Kelly Fink.....Baltimore Marriott Waterfront &
David Gauthreaux.....Freeman Companies
Andy Gonzales.....Two Sisters Catering
Jennifer Harris.....BBJ Linen
Donita Jacobs.....Torchmark Corporation
Neil Johnson.....Las Vegas Convention and Visitors Authority
Phillip Jones.....Dallas Convention & Visitors Bureau
Geoff Lemasters.....Marriott Dallas/Plano at Legacy Town Center
Robert Lockwood, CMP....Crowne Plaza North Dallas/Addison
Meg Lohr.....CorporateMagic
Jackie Loria.....Freeman Decorating Services, Inc
Jennifer Mang.....Holden Custom Products
Jo Anne Mims.....Associated Locksmiths of America, Inc.
Kathleen Mitchell.....Hilton DFW Lakes Conference Center
Jayna Monroe.....James C. Monroe & Associates
Merynn Niewinski.....PCS Productions
B.J. Patton-Ruff.....Incentive Horizons, Inc.
Clifford Reynolds.....Hilton DFW Lakes Executive Conf. Center
Sheila Rutledge.....Premiere Radio Networks
Sandy Shea.....Ill Forks
Tamra Torres.....The Basket Tree
Rebecca Watkins.....Southfork Hotel
Shirley Wright.....Crowne Plaza Suites Dallas Park Central

MemberSHIP Drive

Our MemberSHIP drive will continue thru May 30th with an option to win another fabulous weekend get away to the beautiful Lake Tahoe. This prize package includes; Air travel for two, a Two night stay at the Embassy Suites Hotels Lake Tahoe Resort and a Sunset Dinner Dance Cruise on the M.S. Dixie II. Thank you to our member Ruth Gallenberg with the Embassy Suite LoveField for securing this great package.



Please visit the MemberSHIP table at the March Monthly Meeting for more details on how to enter.

Chairman's Challenge

Please help us recognize the following members as they have shared the benefits of membership with other industry professionals who have since become members themselves. The following names have also been entered into the MemberSHIP Recruiting Drive for a weekend get-away to Lake Tahoe. For more information on how you can win this fabulous prize, please visit the Membership table during any monthly luncheon or e-mail tamra@hrsouthwest.com. Contest ends, May 31, 2004.

Beagle, Dawn	Galloway, Sandi	South, Lisa
Belasco, Leah	Garcia, Karen	Suit, Tracy
Burns, Jeff	Hahn, Nichole	Wallace- Newton, Mollie
Child, Pamela	Johnson, Timothy	Wilkerson, Kim
Daddio, Cecilia	Johnson-Floyd, Joy	Yandell, Patricia
Elder, Carrie	Sherman, Steven	

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