

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

Inside

Presidents Message.....2
Current Affairs.....3
Oct. Chapter Meeting....5
Meeting Highlights.....6
Education News.....7
Strategic Partnership.....9
Membership News.....11
Grapevine.....11

Get In the Game!



Fall Membership Drive

see page 11 for details

Vision Statement

To be the pivotal force in positioning meetings and events as key strategic components of an organization's success.

Mission Statement

To be recognized as the leading global membership community to shaping and defining the meeting and event industry.

INTERNATIONAL PROTOCOL It's Not "Business as Usual" Anymore

by Jayna Monroe
James C. Monroe &
Assoc.

Did you know that "Hispanic" is a term made up by the United States Census Department in the 1970s? It is a designation that United States-born people of Latin American descent are comfortable with. Latino is the preferred term for those foreign born. However, if you really want to do business, take an extra step. Identify the person by his/her country of origin and learn a little bit about that country.



The panel, moderated by Sherry DeLaGarza, CMP, consisted of Edward Retta, MACM and Cynthia Brink of Cross Culture Communications, Christina Johansson Robinowitz of The Cross Cultural Coach and Dr. Lawana Gladney of Gladney Associates, with Jim Monroe, CMP, CSEP chair, Multicultural Initiative Subcommittee.

Photo by Bill Reeser, CMP, CTS of AV/TELAV

This is just one sample of the practical information shared in September at the Multicultural Initiative Subcommittee's educational event held at the Latino Cultural Center. According to our panel, it's not "business as usual" anymore. In 2003 "Anglos" officially became a minority in the state of Texas. As we do more and more business in a global economy we need cultural competency. As Christina Robinowitz, a Swedish native who moved to the United States 20 years ago, put it, like a sponge dipped in wine, you are marinated in your culture. You only realize how much when you start to deal with another person's culture.

Here's some fascinating information you probably didn't know...

1. Don't make assumptions. All Latinos don't speak Spanish. Brazilians, for example, speak Portuguese. Many Hispanics only speak English.
2. Listen to what the other person is really saying; don't just hear what you want to hear.

Continued on page 7

DALLAS/FT. WORTH
CHAPTER



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A Message from the President

With the first three months of the term sailing by, the MPI D/FW Chapter Board of Directors is continuing to work together strategically for the benefit of our members. I have talked about how we as a team ask the two questions "What is in it for the member?" and "How does this benefit the member?" during the planning process.

We are strategically enhancing business opportunities this term for our members by adding unique networking events to get buyers and sellers together. The August networking event held at the Frontiers of Flight Museum was a great success. The evaluations from the September monthly program where we networked for the full lunch time received high marks and received requests to continue to offer this type of format in the future. The Special Events Department and the Education Department have several more networking opportunities planned for this term.

Another piece we have been working on is the Chapter's Strategic Partnership Program. These partnerships help provide our members a greater return on their investment by delivering elevated professional development and networking opportunities. As a goal of this program we encourage our members to patronize our Strategic Partners through "Buy MPI." To learn more about affordable sponsorship opportunities that yield broad exposure for your company, please review the announcement of the Strategic Partnership Program on page nine of this issue.

Creating opportunities for professional growth for our members is at the forefront of the Chapter's strategy, and for this term we are doing something different. Based upon members' feedback, time away from the office and family is valuable, and as a chapter we recognize this. So instead of offering a monthly program and a separate education offering almost every month, we are going to offer an Education Conference Day that will have six workshops from which to choose. The first one will be held November 13, 2004, at Richland College and I look forward to seeing you there.

We have ambitious plans and those plans include you! The chapter's direction, consistent with MPI's Pathways to Excellence, will allow us to help you gain greater return from your MPI membership and heighten the value you bring to your organization. We cannot be a successful five-time winner of Chapter of the Year without your support through attendance, sponsorship, volunteerism, and, importantly, feedback. We want you to have a great experience within the chapter both personally and professionally. As always... 



Melissa S. Logar, CMP
2004-2005 President

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

“CURRENT” AFFAIRS

Practical Tips on Doing International Business

Written by Edward Retta, Cross Cultural Communications

Factors for Meeting Planners to Consider

- Who is your audience? What do you know about them?
- Think about your own culture and how you might be perceived - before doing business.
- Who are the real decision-makers? How many people will be involved in the decision?
- Who should be your liaison for a given multicultural group? Gender and protocol considerations?
- What are the customs for a given program's length? Be aware of polychronic (time-flexible) societies and cultures. Not everyone is comfortable with booking by the clock hour.
- Have an idea of the level of formality the client will want. "Formal" may mean something different to a group of Indian professionals than for a group of white American professionals.
- How should you address clients - first name or title? Should first or last names be used on nametags, and in what order?
- Consider the age and gender of the meeting planner, in relation to who the client is.
- Are there language needs, i.e. translation or interpreting? Are your contacts native English speakers?
- If speaking to non-native speakers, be aware of speed, accents and slang in your speech.
- Know general data about important calendar dates and holidays.
- What are their food preferences? Decorative colors you should avoid? Are there numerical groupings you should avoid?
- What about seating arrangements? Should subordinates and superiors be mixed or segregated? Should men and women be mixed or segregated?
- Look at meeting hours. Mealtimes for mainstream USA are different from those in other countries and cultures. Nighttime events often go much later for non U.S. Americans.

Tips

- Don't make assumptions.
- Listen to the spirit of what the other person communicates - not to the words or meanings you hear in your own head.
- Do your homework. Read, surf the web, talk to people.
- If talking to non-native speakers, speak more slowly (not loudly), and don't use slang. Rephrase sentences to ensure understanding.
- Don't be afraid to ask questions of your clients. Help them help you.
- Know the basics of religious restrictions on dates and food.
- Practice a more high-touch approach. Use more phone and face to face; less fax and email.
- Do not assume that direct eye contact is always

good, or perceive little eye contact as dishonesty, weakness or uncertainty.

- Don't force American styles in food, colors, timing, room layout.
- International and multicultural people often prefer to work with people who dress conservatively and professionally. Appearance creates strong impressions.
- Be sure that your A/V equipment has clear sound and pictures, particularly for non-native English speakers.
- Be flexible and creative when designing packages. Think of ways to allow clients more time at a function; to allow smokers a comfortable place to smoke; or to accommodate them with "non-traditional" requests.

Top Mistakes Americans Make When Working With International People...

1. We tend to simplify problems, questions and relationships. Everything is solvable, easily understandable, "black and white." Other cultures do not see it this way.
2. Americans can seem too aggressive. We are accustomed to directness, speaking in loud voices, hugging, and giving feedback and opinions freely. Within some cultures, this behavior is seen as a lack of respect for others.
3. We expect people to adjust to us. We assume that everyone is, or should be, "just like us." Americans tend to believe that our way of doing business is best, and that others should realize this as well.
4. We are culturally challenged. Partially due to our educational system, we Americans tend to be largely unfamiliar with U.S. foreign policy and history. On average, we know less about the world than the world knows about us. The U.S. has both positive and negative reputations around the world. Both are strong and widespread.
5. Americans "don't smoke," literally and figuratively. We "leave the party too early." In most of the world, social relationships are essential to business. Relationship building in the form of "hanging out" is not frivolous. It will create business.
6. We expect fast results. Americans are profit and time-driven and expect others to have the same view. Most other cultures require a relationship to be built before any business can be done. International business takes time.
7. We are too transparent. People from many cultures admire our ability to admit our mistakes and share information. However, many Americans "give it all away" too soon. This can be seen as weakness. 🌐

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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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Chapter Meeting: Thursday, October 28, 2004 • 11:00 a.m.

“Travel - What’s Up on the Web”

by Michele M. Lucia, ADL Associates



Terry Jones
Essential Ideas

The internet has opened up many opportunities for consumers as well as meeting planners and suppliers. How has technology changed the way consumers and your attendees book their air travel arrangements? Come see just how fast this evolution has taken place! During this session, you will:

- Gain valuable perspective from case studies on travel and consumer websites
- Discover how building new relationships and business models among all of travel and meeting groups can change everything we do
- Learn how dynamic packaging can be used to your advantage
- Understand what expectations your attendees and/or clients have of your delivering information, services and products today and in the future via the web

Terry Jones, Founder and Former CEO of Travelocity.com and CIO of Sabre, is now devoting much of his time to speaking and sharing his unique insights on the future of business through his new company, Essential Ideas. Jones also makes frequent television appearances to comment on e-commerce and travel trends. He has recently been seen on CNN, CNNfn, MSNBC, CBS’ The Early Show, and WMAQ Chicago. CNN recently called Terry Jones - “a major web pioneer, who six years ago founded a dot-com that would revolutionize how you bought airline tickets and vacations.”

Jones, who took an idea and created a business with 33 million members, and one of the first profitable dot-coms, brings first-hand knowledge of creating a national brand, thriving in rapidly changing markets, and using technology for competitive advantage. His programs are both informative and mind-expanding. He challenges audiences to think outside the box and envision the future.

October Program Committee Members: Chair, Michele Lucia, *ADL Associates*, David Abadie, *Medieval Times*, Heather Cornwell, *Texas Instruments*, Bill Reeser, *CMP, CTS, AVW-TELAV*, Jennifer Mang, *Holden Custom Products* and Peg Wolschon, *CMP, CTP*.

Host Facility

Sheraton Grand Hotel DFW Airport

2004 has been a year of change for the Sheraton Grand/DFW—a new look inside and out! The hotel presents a new exterior color offering a more “sunny” outline against the Texas sky. The hotel’s newly renovated lobby sports updated furnishings, all new carpets and elegant, new lighting fixtures. And . . . the hotel is still doing more-coming soon, all new guestrooms from redesigned bathrooms to installation of Sheraton Sweet Sleeper beds. The Sheraton Grand/DFW is running head first into 2005 with the best Irving has to offer in hotel amenities, meeting facilities and service.

The Sheraton Grand Hotel DFW Airport is a 300-room upscale airport hotel with a contemporary design and three-story atrium lobby that overlooks a central water sculpture in a garden setting. The hotel is close to the airport and can accommodate meetings or banquets for up to 1,000 people. The Sheraton is convenient to all areas of the Dallas/Fort Worth Metroplex.

The facility boasts 23 meeting rooms, the largest of which is 10,000 square feet. The hotel has high-speed internet access in all rooms, free self-parking, an outdoor heated pool, business center, and complimentary fitness facility.

Dining and drinks are available in Ashley’s Restaurant and the award-winning Wine Cellar, the Allstars Sports Bar, and the Atrium Lobby Bar.

DIRECTIONS

From North Dallas: Take Interstate 635 West toward DFW Airport. Exit Beltline Road and turn left. Go West on Highway 114. The hotel is at the Esters exit.

From Downtown Dallas: Take Interstate 35 North to 635 West toward DFW Airport. Exit Beltline Road and turn left. Go West on 114. The hotel is at the Esters exit, OR take Interstate 35 North to Loop 12 West, which turns into Highway 114. The hotel is at the Esters exit.

From Fort Worth: Take Interstate Loop 820 east towards North Richland Hills. Take 121 North toward DFW Airport. Exit on Highway 114 east. The hotel is at the Esters exit.

“Travel - What’s Up on the Web”

Thursday, October 28, 2004

Sheraton Grand Hotel DFW Airport

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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 |

Complimentary Parking

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. Seating is not guaranteed after the guarantee cut-off - Monday 2:00 p.m.)

*R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, October 25, 2004
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED

Go to the “Events” section at www.mpidfw.org

September Meeting Chapter Partners

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

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Chuck Barry, *Big Dog Productions*
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Tom Stimson, *Alford Media*
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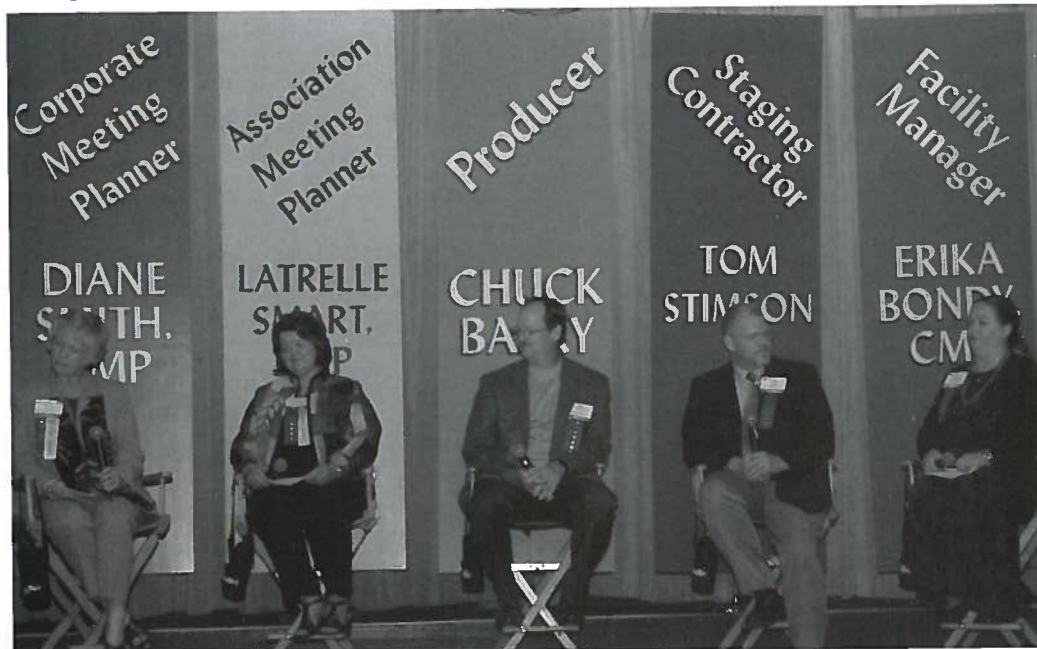
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Program Committee Members:

David Gisler
Patrice Ewell
Rhonda Nowlin
Bill Reeser, CMP, CTS
Pam Madewell

September Meeting Highlights



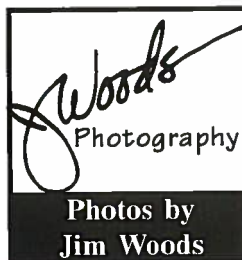
Speakers: Diane Smith, CMP, *Alcon Labs*, LaTrelle Smart, CMP, *AMS Users Group*, Chuck Barry, *Big Dog Productions*, Tom Stimson, *Alford Media*, Erika Bondy, CMP, *Dallas Convention Center*; not pictured: Moderator Bob Walker, AVW - *TELAV Audio Visual Solutions*



▲ Facility: Chad Enloe, Director of Sales; Patty Cipoletti, Director of Sales and Marketing; Rigoberto Lemus, Executive Chef; Michele Geller-Randel, National Sales Manager; Daniel Rodriguez, Banquet Manager



September Meeting Sponsor *Krisam Group* was beautifully represented by Pat McCain, CMP and Camille Gilmore!



Photos by
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Program Committee: Jodi Adcock, CMP, *Thomson RIA*, Bill Reeser, CMP, CTS, AVW-TELAV, Sue Fry, *Absolute Solutions*, David Gisler, *Freeman Decorating*, Nichole Hahn, *Southwest Securities*, Bob Walker, AVW-TELAV, Pam Madewell, *Fun Factory Decorations and Special Events*

EDUCATION NEWS

KNOWLEDGE is POWER One Day Education Conference

Mark your calendars for the first of three all day educational conferences.

Saturday, November 13, 2004
Richland College - Brazos Room
12870 Abrams Rd. • Dallas, TX 75243

The day begins at 7:30am with registration and continental breakfast.

We will then break out into three groups for the morning sessions. You will be able to select from two of the following three sessions.

- **Excel 101** - This class will go over the basic Excel functions geared toward meeting planners.
- **How to Negotiate A Raise** - Presented by our Women's Leadership Initiative, we will discuss strategies on how you can get what your worth!
- **Writing RFP's** - This panel will look at RFP's from both the planner and supplier perspectives.

At noon, we'll break for lunch. Details are being finalized to have a guest speaker at that time.

Afternoon sessions will include a follow-up workshop from our August monthly meeting on **Working in the Non-Profit Sector**. Topics to cover are:

- I am all out of free.
- How do I get involved from both the planner and supplier perspective.
- Question and Answer Wrap-up to the session.

In addition to the Non-Profit workshop, you may select to attend the other two seminars presented by our very own Toastmasters group.

"Wow'em! Speaking with Power and Impact"

Guest Speaker - Charlotte Hudgin Do people listen when you talk? Whether you are making a quick point, giving a report, or presenting a full proposal, learn the FIVE KEYS to making your point stand out from the competition so that it is understood, remembered and creates an urgency to take action. Build an unfair advantage over your competition by making your point come alive to your boss, committee or customer. Hit a home run every time.

If you have good ideas, better options and the best package but don't always win the contract, you must come to this presentation to hear the THREE MISTAKES you are probably making.

How to Give Positive Constructive Feedback - The Double Stuff Way Guest Speaker - TBA Do you ever feel like your suggestions are taken with a grain of salt, that no one listens to you. Understand that effective communication involves some sort of criticism, or rather constructive feedback. Learn how to encourage, motivate and evaluate more effectively for greater impact and gain keys to become a more effective listener.


Thank you to everyone who submitted your educational needs. We look forward to seeing you at the conference.

Please register on-line at www.mpidfw.org.
Registration Deadline: Monday, November 8, 2004 at 2:00 PM

INTERNATIONAL PROTOCOL...Continued from page 1

3. Pay attention to body language. This is especially important with Latinos, Asians and Europeans.
4. Take the time to establish relationships. Americans always want speed and efficiency but many other cultures don't operate that way. It may take many face-to-face meetings before you can actually do business. And don't expect phone calls and email to take the place of face-to-face contacts.
5. Don't try to do business by trial and error. Become informed before beginning the business relationship. Read, take classes and learn about other cultures.
6. Learn what to call people. For example, Edward Retta says, Oriental means food, not people. People should be referred to as Asians, never Orientals.
7. Cynthia Brink says, in many other cultures, people still smoke. Don't ask them to go out and stand next to the trash can! Prepare an attractive smoking area with tables and chairs where people can relax and/or network while they smoke.

How badly do you want to do business? According to Edward Retta, Latinos are polychronic. This means their sense of time is much more flexible than ours. A Mexican might tell you "manana" and you think he means tomorrow. He doesn't mean tomorrow, he simply means "not today." Can you be culturally flexible? If you have a deadline, give your Latino client a still earlier deadline. Or, Cynthia Brink suggests, tell him "the big boss" needs to know right away!

How does the female meeting planner do business in a male-dominated culture? Cynthia Brink, who specializes in this field, advises that you take the time to establish who you are and what your position is, especially to establish your seniority. Dr. Lawana Gladney says a woman has to have a plan: How important is this piece of business to me? What will I do to get it? What won't I do? Cynthia Brink says, however, sometimes you just have to bring in a male colleague to take the lead. Christina Robinowitz says, the bottom line is, people aren't going to change just because we want them to. 

Our Newest ChamMPion's

Jodi Adcock, CMP	RIA
Norman Burkhalter, CMP	Boy Scouts of America
Sharon L. Moore, CMP	Arlington Convention Center
Catherine D. Peters, CMP	Wyndham Jade
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C1-BW2



D/FW Chapter Announces New Strategic Partnership Program



Nancey Hernandez, CMP
Director of Strategic Alliances

With chapter membership of over 750 planners and suppliers, and recipient of the prestigious MPI Chapter of the Year Award a record-breaking five times, MPI D/FW represents one of the most respected and active chapters in the area.

Are you looking for an opportunity that will best meet your marketing strategies and provide the optimum in ROI for your marketing dollars? Partner with the MPI D/FW chapter and reach a membership which represents several million dollars of buying power, with planner members from corporate, association and independent segments.

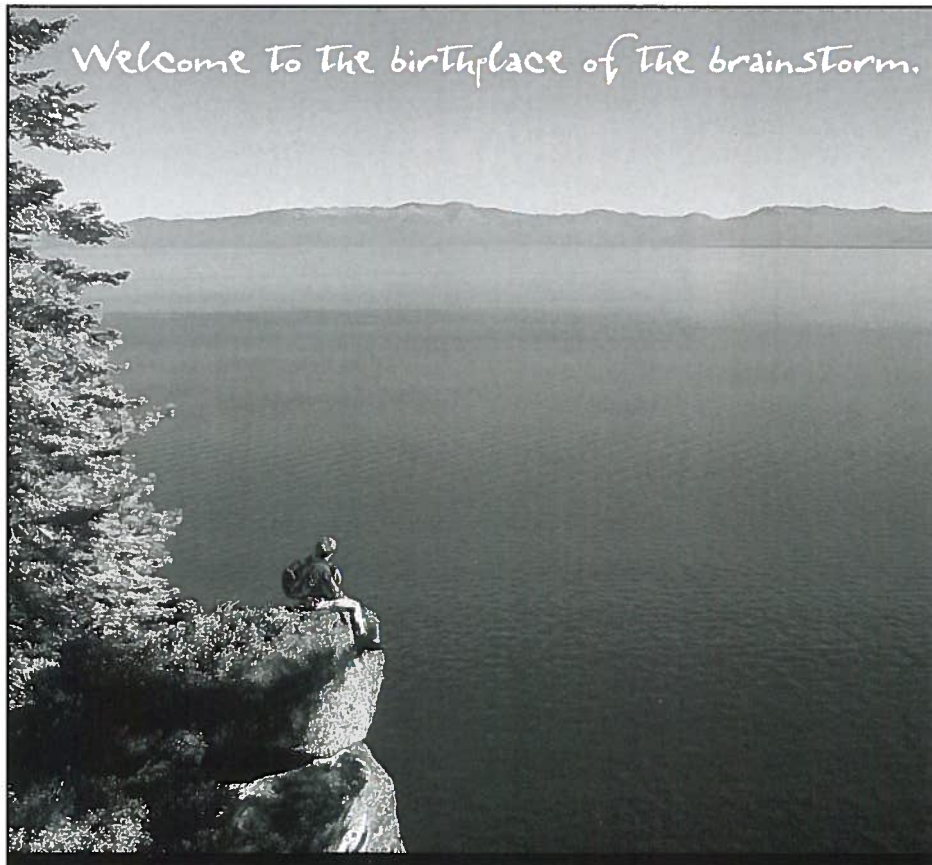
As an MPI D/FW Strategic Partner, you will quickly develop relationships, receive name recognition within the chapter and strengthen your company's visibility and increase your business opportunities in the D/FW market.

Your product or service will be showcased to the entire D/FW membership and subscriber database in several ways which include:

- ♦ advertisements in the award-winning Current newsletter
- ♦ banner ads on the website
- ♦ signage at sponsored events
- ♦ recognition in chapter email blasts
- ♦ speaking opportunities in front of the membership at monthly meetings
- ♦ reserved VIP seating at event
- ♦ business card collection from attendees at event

Numerous categories and levels are available from \$500 to \$5,000 to fit your budget and marketing goals.

Don't delay - contact Nancey Hernandez, CMP for complete details and begin realizing your partnership benefits right away. Nancey can be reached at 214-651-3563 or nhernandez@adolphus.com

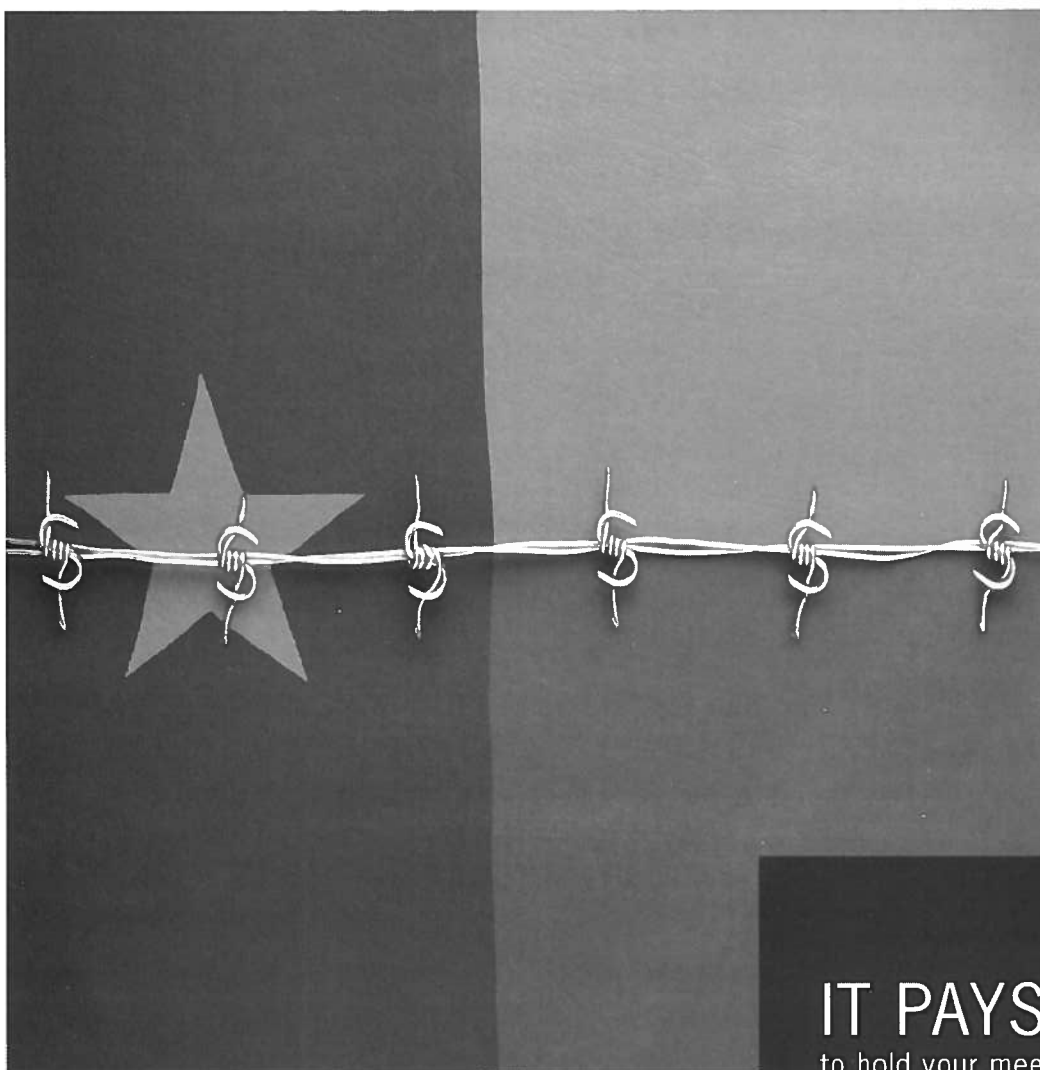


Lake Tahoe is the one destination conveniently located between the right brain and the left brain. With 20 meeting sites, 6000 hotel rooms and condos, and more than 150,000 square feet of meeting space, it's as down to business as you could ever ask for. At the same time, its golden beaches, hypnotic waters, first-rate restaurants, and world-class adventures are as far from the boardroom as you'd ever imagine. Lake Tahoe. All the elements essential for widening eyes and expanding minds. Not to mention a visitors and convention bureau that attends to your every wish. For the perfect brainstorm, call or visit us online.



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MEMBERSHIP NEWS

New Kids on the Block

Welcome to Our Newest Members!

We are delighted to welcome our newest chapter members. We invite you all to attend our monthly chapter meetings in an effort to help further your desire for education and networking. For more information on chapter events, please visit our website at www.mpidfw.org.

Monica Stevens.....Blockbuster, Inc.
Larry Tate.....Hilton Dallas/Park Cities
Mary Barry.....Big Dog Productions
Angie Logal.....Addison Conference & Theatre Centre
Jennifer Berglund.....Sambuca
Rachel Phillips, CMP.....REM Global
Roberto Fodor.....Fiesta Americana Hotels & Resorts
Desiree Scott.....Hilton Hotels
Mary Nelson.....Genentech, Inc.
Hilda Burk.....Peterbilt Motor Company



Ruth Gallenberg
Director of Recruitment

GET IN THE GAME! GO COWBOYS!



Imagine this! Two tickets to a Dallas Cowboys home game, your very own driver to take you there and back in a sleek looking Town Car, and an amenity or two inside to make the road trip extra special. You'll need some extra cash lying around to pull this off!

Instead of financing the day out with a home equity loan, be a "player" and enter the MPI D/FW Fall Membership Drive. To be the winner, recruit the most new members before December 1, 2004.

The prize package includes:

- Two (2) tickets to a home Dallas Cowboys game
- Accommodations at the Marriott Las Colinas the night before the game
- Round-trip transfer from the hotel to Texas Stadium courtesy of American Limos & Transportation

Last month, you received the details via e-mail and at our September monthly meeting. By now, you should be one of the few who have already set the pace for the goal line. If not, it's time to GET IN THE GAME!

For more information, go to www.mpidfw.org, and we'll see YOU at the game!



Heard it through the Grapevine!

Leah Belasco
'Grapevine' Columnist

Richard S. Pollak, president of *Rainbow Entertainment/Special Event Services*, received three honors from the Texas Festival and Events Association: Supplier of the Year, the TFEA Supplier Marketing Award and the Best Special Event Entertainment Award. Congratulations, Richard!

Lori Fojtasek has been promoted from Sales Manager to Director of Sales at *Irving Convention & Visitors Bureau*.

Angie Logal has joined the *Addison Conference & Theatre Centre* as Conference Coordinator. Angie was previously with *The Watertower Theatre in Addison*.

J.R. Ewing & Family are back! **Kimberly Twomey**, Associate Director of Sales, *Southfork Ranch Event & Conference Center*, announces the exciting news that CBS will be filming a 2-hour "Dallas" reunion TV special on October 5 & 6 that will be shown during "sweeps week" in November. Most of the entire surviving cast from the April 2, 1978-May 3, 1991 TV series is expected to be at Southfork. (Filming will not be open to the public.)

...And here's another member in the TV spotlight: The home of **Nancey Hernandez, CMP**, *The Adolphus*, and husband Michael were selected by FOX TV's new reality show "Design Invasion" to redesign one room in Nancey's house. Their new media room was filmed on September 7th and will air on FOX TV in late October or early November.

Members: Keep up with professional and personal news about our MPI chapter members: Job changes, promotions, awards, special recognitions and weddings are all a perfect opportunity to submit information to "Heard it through the Grapevine!"

To submit member news and information, please contact:
Leah Belasco • 972-818-4811

Membership Committee Unveils New Ambassador Program



Tony Cummins, CMP
VP of Membership

Do you remember your first MPI D/FW Chapter meeting? If you do, you may have some good, and not-so-good memories. Either way, I bet you remember one or two special people that you met at your first meeting who you still know today. What a great feeling!

For many years, the Chapter Ambassador Program has provided a vehicle for guests and new members to become acclimated to Chapter activities. Chapter Ambassadors meet and greet new members at Chapter Orientation and serve as their "guide for the day" at monthly Chapter meetings. The program has been very successful, but requires a lot of volunteers to keep it running.

Under the newly designed program, new members and guests who attend orientation are now invited to sit together with a senior Chapter member or two at the "Ambassador Table." Those new attendees who are still finding their way around the Chapter will have the opportunity to be recognized by current members as a unique and special group. Those who share the common bond of being new to the Chapter and have the opportunity to go through the ranks together. You might think of it like your freshman year at school.

As a current member, new or old, look for the Ambassador Table at our next monthly meeting. Take a minute to stop by the Ambassador Table and say hello to these special people who are taking an interest in our Chapter. These people are the future of MPI, and we need to lead the way. See you there!



www.mpidfw.org

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