

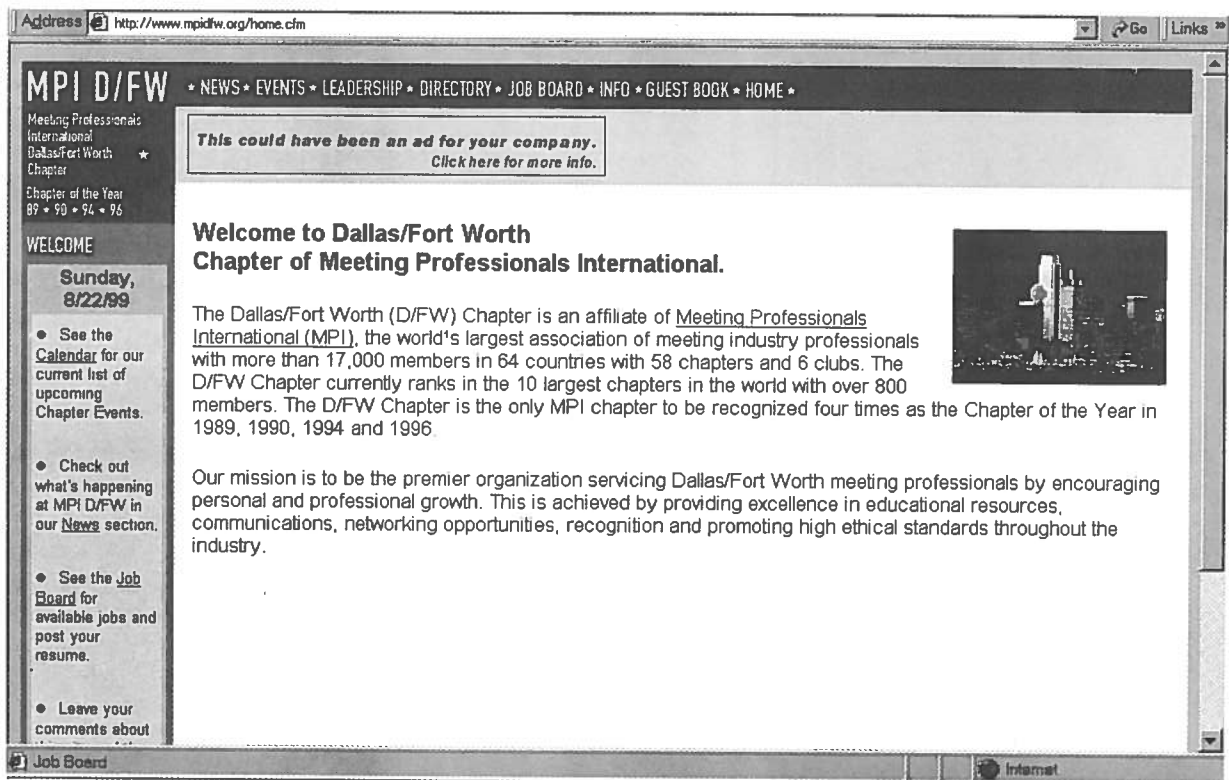
# CURRENT

Meeting Professionals International

September 1999

Dallas/Fort Worth Chapter

**MPI  
D/FW  
is now  
on the  
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wide  
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See  
page 16  
for  
more  
about  
mpidfw.org**



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## MPI Honors Colleen A. Rickenbacher, CMP, with Chapter Leader Award

Meeting Professionals International named MPI D/FW member and activist



Colleen A. Rickenbacher, CMP, recipient of the 1999 Marion N. Kershner Memorial Chapter Leader Award at the 1999 World Education Congress (WEC) in Philadelphia in July.

The Meeting Professional Award in the Chapter Leader Category is presented annually to an MPI member who motivates others, stimulates volunteer functions and acts as a catalyst to cause exceptional results that influence the life of that individual's respective MPI chapter.

The recommendation was made by MPI's International Awards Committee and approved by the Executive Committee.

"Colleen represents the leadership

*continued on page 14*

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Dallas/Fort Worth Chapter

## CURRENT

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### MISSION STATEMENT

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

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## Upcoming MPI D/FW Chapter Meetings

September 23, Thursday

Renaissance North Dallas

"Texas Liquor Laws—

Effects on the Meeting Planner"

11:30 a.m.

October 28, Thursday

Embassy Suites 635 & Coit

"CMP, CMM Panel Discussion"

6:00 p.m.

November 18, Thursday

Mesquite Rodeo & Hampton Inn

"Crisis Management"

11:30 a.m.

December 16, Thursday

Southfork Ranch

"Joint Holiday Party"

6:00 p.m.

# MPI

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*Committed to Educational Leadership*

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### ISSUE

October  
inserts due Oct. 11

November  
inserts due Nov. 1

December  
inserts due Nov. 29

### DEADLINE

Sept. 17, Friday

October 15, Friday

Nov. 19 Friday

## CURRENT Deadlines



E-mail copy (Microsoft Word 7/Windows attachment) to  
[gracie@eaze.net](mailto:gracie@eaze.net)

## President's Message

# Foster 'Sees Red' at September Chapter Meeting

I'm still seeing "red" a month after our August Chapter Meeting, where so many of you proclaimed a commitment to attend at least six meetings this year by wearing that color. Thanks to everyone who has chosen to contribute their gift of involvement to MPI D/FW in this way. You are what I call "Members of Impact" and —to steal a line from my predecessor Colleen Rickenbacher, CMP—together everyone will achieve more.

One new member, who was unable to attend the August meeting due to a business conflict (imagine that), took time to send me this email:



Steven G. Foster, CMP  
Circle R Ranch  
D/FW Chapter President

*"Hi! I just received my August newsletter and read your column. Unfortunately, I won't be able to attend next week's meeting at the Sheraton Park Central, as I am leaving Thursday morning for Los Cabos to do a site visit. I joined MPI in late January 1999, and my first and only meeting to attend was the July meeting. I AM, however, looking forward to attending future meetings and becoming more involved in the DFW Chapter.*

*"So, just pretend you've got one more person in your audience next week that is wearing RED because I am committing to attend at least six monthly meetings during the next year."*

*Sincerely, Keri Hall, Rexel Inc.*

Way to go Keri! I appreciated receiving your email so much that I also read it from the lectern at the August meeting. Hopefully more members—new and veteran alike—will join you in committing to participate more in our chapter this year. The benefits will be tremendous.

As an example, consider this month's chapter meeting at the Renaissance North Dallas. VP of Programs O.D. O'Donnell and VP of Education Tony Cummins have partnered their respective committees to deliver a terrific day of education - beginning with a TABC Certification Class in the morning followed by a related topic at lunch, "Texas Liquor Laws and Their Effect on the Meeting Planner."

The Education Committee also produced an incredible educational offering in conjunction with International last month. Several meeting planners called me to say The Platinum Series ( at the Mary Kay Headquarters was one of the best educational programs they had attended.

Check your Chapter Events Calendar (published in both The Current and The MPI D/FW Web Site at for a complete list of additional educational programs scheduled throughout the year.

Finally, Lisa South, CMP (RIA) and Jimmy Eanes, CMP are co-chairing a new and special committee of interest to meeting planners. The "Breakfast with the President" Committee will produce three breakfast events throughout the course of the year where chapter planner members can meet with me and discuss issues of particular and exclusive interest to them. If you're a chapter meeting planner and want to participate or a supplier venue interested in hosting one of these breakfasts, contact either Lisa or Jimmy. I look forward to seeing you at breakfast.

You're making a difference, folks. You will IMPACT the LEGACY.



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

# MPI

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# MPI

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Meeting Professionals International is the world's largest association of meetings professionals with more than 17,000 members in 64 countries and 58 chapters and six clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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**Chapter of the Year**  
1989 \* 1990 \* 1994 \* 1996

**MPI**  
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#### International Chapter Liaisons

The International Liaisons are appointed by the Chapter President to provide a vital communication between MPI D/FW members and MPI. Each liaison has a specific assignment and is responsible for providing information to chapter members on areas including Marketing, Government Affairs, Special Interest Groups, Public Relations and both the WEC and PEC Conferences.

#### Government Affairs Liaison

LeeAnn Harle  
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(214) 742-3700  
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harle@onramp.net

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erin@imagineevents.com

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katterberry@wyndham.com

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(972) 855-1676  
Fax: (972) 855-1660  
lpereira@komen.org

#### Legacy Committee Chair

Delinda Dudley  
Fun Factory Decorations & Special Events  
(972) 271-7444  
Fax: (972) 271-7888  
deldudley@aol.com

## Executive Workshop Texas Alcoholic Beverage Code Certification Program Set Sept. 23

By Jill Heyerdahl, CMP  
JH Travel Incentives

Come to the Sept. 23 Executive Workshop to arm yourself against alcohol-related violations at your meetings and facility.

T.A.B.C. Certification is an excellent proactive step to make sure you are following the proper procedures to protect those you are serving, your employer or client, and yourself

DJ Mott, owner of TABBS/Metroplex, will provide MPI members and non-members the opportunity to achieve T.A.B.C. Certification at an Executive Workshop prior to the September 23 monthly MPI D/FW meeting.

Through T.A.B.C. Certification, you will acquire the tools to comply with the law, become a responsible planner, supplier or employee, and avoid situations that could result in costly fines or closure.

The class begins at 7:30 a.m. with a continental breakfast and wraps up at 11:30 a.m. Seating is limited.

To register, contact Jill Heyerdahl,

CMP (JH Travel Incentives), (972) 293-1509 or [djem@aol.com](mailto:djem@aol.com)

Cost is \$22 for members and \$27 for non-members. Payments will be taken on-site. Make checks payable to MPI D/FW Chapter.

#### What you will learn from T.A.B.C. Certification Class

- Laws and Regulations pertaining to alcoholic consumption
- Laws pertaining to minors
- How these Laws apply to your particular situation
- How to detect intoxication
- Knowledge of the legal and social responsibilities of a server
- What forms of identification are acceptable
- Intervention pertaining to intoxicated persons or minors

#### Upcoming MPI D/FW Chapter Committee Meetings

(For Educational Opportunities see page 6.)

##### BOARD OF DIRECTORS

**Sept. 22**

Wednesday @ 5:45 pm  
Westin Galleria Hotel  
Contact: Steven G. Foster, CMP  
(817) 430-1561  
[stevenfoster1@compuserve.com](mailto:stevenfoster1@compuserve.com)

##### FINANCE COMMITTEE

**Sept. 22**

Wednesday @ 5:00 pm  
Finance Committee  
Westin Galleria Hotel  
Contact: Cheryl Beasley, CMP  
(817) 931-7923  
[cheryl.beasley@sabre.com](mailto:cheryl.beasley@sabre.com)

##### PROGRAM COMMITTEE

**Sept. 16**

Thursday @ 5:30 pm  
Program Committee  
Renaissance North Dallas  
Contact: O.D. O'Donnell  
(972) 789-9340  
[od@nightlifetalent.com](mailto:od@nightlifetalent.com)

##### P.R./MARKETING COMMITTEE

**Sept. 14**

Tuesday @ 5:20 pm  
PR/Marketing Committee  
Westin Park Central Hotel  
Contact: Stephanie Schroeder  
(972) 238-1008  
[stephanie.schroeder@starwoodhotels.com](mailto:stephanie.schroeder@starwoodhotels.com)

##### EDUCATION COMMITTEE

**October 13**

Wednesday @ 5:45 p.m.  
Omni Park West Hotel  
Contact: Tony W. Cummins  
(214) 922-0316  
[ticc.dallas@att.net](mailto:ticc.dallas@att.net)

##### MEMBERSHIP COMMITTEE

**September 21**

Tuesday @ 5:30 pm  
Renaissance Meetings  
2544 Elm Street, Suite 100  
Contact: LeeAnn Harle  
(214) 742-3700  
[harle@onramp.net](mailto:harle@onramp.net)

# TABC Laws, Regulations—What are the legal issues?

By Gloria Hernandez, CMP  
*Holiday Inn Select DFW North*

Ignorance of the law is not an excuse! What are the legal issues concerning liquor service for meetings and conventions?

Meetings industry professionals must be informed about liquor service and the law—and the Sept. 23 chapter luncheon meeting at the Renaissance Dallas North Hotel is a good place to start.

Featured speaker J. Dolores Creech, an agent for the Dallas Enforcement Division of the Texas Alcoholic Beverage Commission, will lead a panel of professionals including a TABC certification trainer and two attorneys who specialize in liquor laws.

Officer Creech has been in law enforcement with the Texas Department of Public Safety for almost 17 years. As of Sept. 1, she is the full time Project "SAVE" (Stop Alcohol Violations Early) agent representing TABC in elementary, middle, and high schools for age appropriate alcohol awareness programs.

Other panel members are D.J. Mott, Stephen F. Shaw, P.C., and Andrew L. Siegel.

D.J. Mott is the sole proprietor and teacher of TABSS/Metroplex, a TABC recertification group. "Most people want to comply with the law—they just don't know the law," she said.

Stephen F. Shaw, P.C. is an attorney who specializes in general civil litigation for small corporations, and liquor licensing and regulation in the state of Texas.

Andrew L. Siegel has significant expertise in liquor liability law with many states including Texas.

Mott will teach a TABC certification prior to the chapter meeting. This will be a joint venture with the Education Committee for an opportunity to become TABC certified.

Committee members are Gloria Hernandez, CMP (Holiday Inn Select DFW North) Paige Braun (Convention Guides Inc.), Carolyn Colon (CYC & Associates), Dvorah Evans (Dallas Black Chamber of Commerce), Joanne Nichols (Americasuites Los Colinas) and Mitchell Cathey (Independent).

## MPI

MEETING PROFESSIONALS INTERNATIONAL®  
*Committed to Educational Leadership*

*September MPI D/FW Chapter Meeting*

## *"TABC Laws & Regulations"*

*Thursday, September 23*

*Renaissance Dallas North Hotel  
4099 Valley View Lane, Dallas, TX 75244  
(972) 385-9000*

*11:00 a.m. Chapter Orientation – Board Room  
11:30 a.m. Registration – Ballroom Gallery  
11:30 a.m. Reception – Grand Ballroom  
12:00 p.m. Lunch & Program – Grand Ballroom*

*— Complimentary Self Parking —*

*R.S.V.P. to Randie  
by noon, Tuesday, Sept. 21  
Reservations rec'd after the deadline  
will be placed on waiting list.  
•FAX 972-506-7485 (see fax insert)  
•rcharnes@msn.com*

*Advanced Member Price \$27  
Advanced Guest Price \$30  
Onsite Price \$40*

### **September Host Facility**

## **Renaissance Dallas North Hotel**

The Renaissance Dallas North is situated in the prestigious and convenient North Dallas corridor, with its upscale business, shopping and entertainment district. Business centers such as Las Colinas, Park Central and Addison are nearby.

The hotel has 289 deluxe guest rooms as well as five deluxe suites and parlors.

Square footage of functional banquet and meeting facilities exceed 25,000 feet. The 7,500-square-foot Plaza Ballroom, the Terrace Garden and the Gazebo provide an exotic and beautiful lush atrium to make an event a memorable experience.

#### **DIRECTIONS**

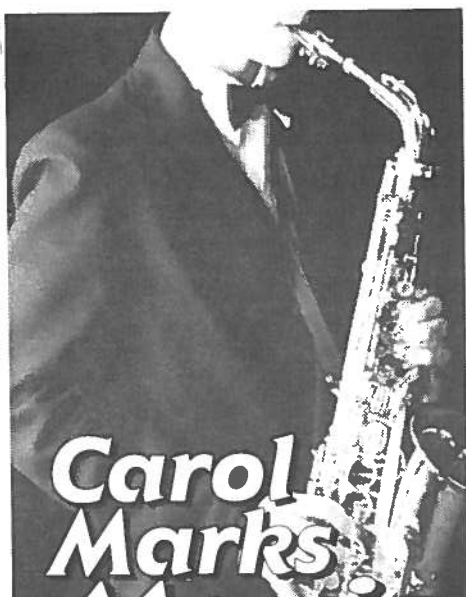
The Renaissance Dallas North Hotel is situated at the northwest corner of LBJ and Midway Road.

# EDUCATION NEWS/CALENDAR

## Y2K

Could the Y2K issue  
cause a crisis at one of your  
meetings?

Be sure to attend the  
November 18  
chapter meeting!



## Carol Marks Music & Entertainment Agency

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## Educational Opportunities & Upcoming Industry Meetings

### September 14

Walk-A-While Program  
Tuesday, 6:00 – 8:00 p.m.  
Developing Program Objectives  
Adam's Mark Hotel  
Contact: Patty Stern  
(214) 638-5019 x 243  
pstern@careydfw.com

### September 15

Super Session  
Wednesday, 11:00 a.m. – 1:00 p.m.  
Teleconferencing/Videoconferencing  
R. Jan LeCroy Center  
Richland College Campus  
Contact: Jill Heyerdahl, CMP  
(972) 293-1509  
djem@aol.com

### September 23, Thursday

Renaissance North Dallas  
"TABC Certification Class"  
7:30 a.m. to 11:30 a.m.  
\$15, MPI members/\$20, non-members  
for more info, see page 4

### October 9

Richland College Technology Class  
Saturday, 8:00 a.m. – 5:00 p.m.  
Planet Sabre, PlanSoft Meeting Network  
RFP/Site Selection  
Richland College SABRE Lab B014  
Contact M.T. Hickman  
(972) 238-6097  
mthickman@dcccd.edu

### October 12

Walk-A-While Program  
Tuesday, 6:00 – 8:00 p.m.  
TBA  
Contact: Patty Stern  
(214) 638-5019 x 243  
pstern@careydfw.com

### November 5 & 6

#### T.E.C. – Texas Education Conference

Friday: 2:00 p.m. until 6:30 p.m.  
Saturday: 9:00 a.m. until 10:00 p.m.  
Renaissance Hotel  
Austin, TX

Registration: \$85.00  
Exhibit Booth \$295.00  
(includes one registration)  
Contact: Gregory Pynes  
214.770.1609

gregorypynes@connect.net  
or Mary Lynn Novelli, CMP  
214.346.1886  
marylynn.novelli@rez.com

### November 13

Saturday, 8:00 a.m. – 5:00 p.m.  
Excel, Access

Richland College Technology Class  
Richland College SABRE Lab B014  
Contact M.T. Hickman  
(972) 238-6097  
mthickman@dcccd.edu

### December 11

Saturday, 8:00 a.m. – 5:00 p.m.  
Introduction to Meeting Trak and  
Ajenis meeting planning software  
Richland College Technology Class  
Richland College SABRE Lab B014  
Contact M.T. Hickman  
(972) 238-6097  
mthickman@dcccd.edu

For more information about any of these educational opportunities contact  
V.P./Education Tony Cummins (Adams Mark Hotel Dallas), 214-922-0316 or tlcc.dallas@att.net

## EDUCATION NEWS

### 1999-2000 Walk-A-While Program Begins Oct. 12

The Walk-A-While Program will enter its second exciting year of working in conjunction with the CMP Study Group Committee to once again produce the annual CMP and CMM Recognition Special Event!

The first educational topic, October 12, is "Developing Program Objectives."



Patti Stern  
Carey Worldwide  
Transportation  
WAW Chair

During this first meeting, we'll meet with the CMP Study Group Committee (the "clients"). They'll share the goals and objectives to be met in developing and producing the Second Annual CMP and CMM Recognition Event

scheduled for Spring, 2000.

The Walk-A-While Program is designed to be an interactive, "hands-on" experience for each participant. Over the course of nine monthly educational sessions you'll learn how to identify and execute the intricate details involved in planning and producing an event. The sessions will be lead by experienced Chapter members from a variety of disciplinary backgrounds.

Participation in Walk-A-While gives you valuable access to working one-on-one with members of the CMP Study Group Committee and with supplier members in our chapter.

Walk-A-While is Innovative-A Great Way to Network- An "Insider's View" of Planning! This is a fast-track program that empowers you to learn how to utilize your individual talents through the combined efforts of two committees working together to achieve the same goals.

Walk-A-While is the perfect educational vehicle for planner members who are relatively new to the meetings industry, supplier members who want to un-

derstand the minute details of putting events together and new chapter members who want to be involved in an exciting program.

For more information and to register for Walk-A-While please contact: Patti Stern at 214-638-5019, ext. 243 or [psstern@careydfw.com](mailto:psstern@careydfw.com)

Walk A While Chair is Patti L. Stern (Carey Worldwide Transportation). Bitsy Burns, CMP, (H.D. Vest Financial Services) is Co-Chair. CMP Study Group Committee Chair is Bill Reeser, CMP (AVW Audio Visual, Inc.). Co-Chair is Jennifer Winget, CMP.

### Need A\$\$istance? Apply for a JPAPG!

Did you miss out on significant educational opportunities because there's nothing in your budget to cover class tuition or fees or conference registration.

The Jan Pollard Award for Professional Growth (JPAPG) lends financial support to MPID/FW members who want to further their careers through educational sessions.

With the generous donations from monthly raffles, members of the D/FW Chapter enable the JPAPG Committee to provide financial support to qualified members.

For more information about this program, see below.

### Jan Pollard Award for Professional Growth



Having a problem funding the PEC, WEC or another important professional education event?

Apply for MPI D/FW's Jan Pollard Award for Professional Growth.

When longtime MPI D/FW Chapter contributor and previous board member Jan Pollard died in February 1998, MPI D/FW renamed the Professional Growth Award program—benefiting ongoing professional educational needs of chapter members—the Jan Pollard Award for Professional Growth.

To participate on the JPA committee, apply for scholarship funds, or donate prizes for monthly drawings, contact Gail Lemaire (Hotel Inter\*Continental Dallas), [gail\\_lemaire@interconti.com](mailto:gail_lemaire@interconti.com) or 972-789-3037; or Damita Smith, Carlson (Wagonlit Travel/XTS Travel Service), [dsmith@xtstravel.com](mailto:dsmith@xtstravel.com), or 214-915-9223. (E-mail preferred; please telephone after 5:00 p.m.)

## *www.meetingexperience.com* Second 'Platinum Series' Session Interactive and Informative

By Tamra S. Fairbrother  
*The Diamond Club (Ballpark in Arlington)*

More than 40 DFW/MPI members attended *www.meetingexperience.com*, part of the "Platinum Series" at Mary Kay Headquarters in Addison last month.

This was the second in a series of seven innovative, professionally facilitated educational classes developed in partnership with the Lore Institute in



Durango, CO, and in collaboration with Meeting Professionals International.

The goal of the session, led by Francine Mahak of Salt Lake City, was to increase awareness of a good web design, enhance the meeting experience between planner and meeting attendees, as well as

discovering new concepts for marketing on the web.

The class structure was simple to understand, allowing small groups to interact on a project while applying the knowledge to everyday needs. Brain-storming exercises "could convert even the most computer illiterate into an eager and willing participant," said one attendee.

Lianne Pereira, CMP (Susan G. Komen Foundation) who participated in the session said, "I found it state of the art. My attendees are very sophisticated and I need this technology now."

Asher Lortz, (Tascor) said "We're getting ready to design a web site and this class has given me new ideas."

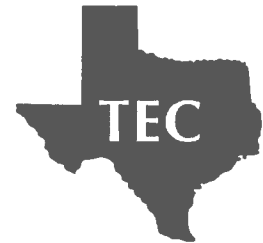
The facility and refreshments were provided by Samantha Barber (Wynwood Hospitality), AV furnished by Jim Genett and operated by Larry Slocum, (AVW Audio Visual).

M.T. Hickman (Richland College) enlisted two students (Ruchi Dilbaghi and Michele Tucker) to assist with registration while Karen Coughlin, CMP (Embassy Suites Dallas Park Central) and Jill Heyerdahl, CMP (JH Travel Incentives) assisted the facilitator on the floor.

The guest speaker was provided accommodations by Karen Coughlin, CMP.



## Third Annual Texas Education Conference



November 5-6  
Renaissance Austin Hotel

MPI Hill Country  
MPI Houston Area  
MPI D/FW



## SMART CARD

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members to all  
educational events.

*For more information, call  
Lianne Pereira  
972-855-1676*



## EDUCATION NEWS



### Why CMP is Important to Me

CMP—I didn't even know what it meant nine months ago. I have been planning meetings for years and wasn't aware that certification was possible.

Certified Meeting Professional sounded so official. I signed up for the Study Group and CMP University. I was shocked at the amount of diversified information a meeting planner should know.

After completing the Study Group and CMP University, I have a new found respect for all who have CMP after their name.

CMP makes a statement. It says that you have the experience and determination to obtain certification and a commitment to your profession. CMP symbolizes excellence in the field and professionalism.

The greatest value of CMP is to your clients. They have confidence that you have the expertise necessary to meet and exceed all goals and objectives for their meetings.

It is a reassurance that they can put their meeting in the hands of someone completely qualified to handle every aspect of their meeting and follow through with all details.

I strongly recommend that everyone work to attain this certification. MPI has a wonderful program set up to assist you with attaining the knowledge necessary to obtain your CMP certification.

I will sit for my exam in January, 2000.

—Damita Smith (Carlson Wagonlit XTS)

### Protect your website address

A recent (August 1999) article in Convention South noted that, with the booming commercial use of the Internet, the web is quickly running out of addresses. In addition to familiar Internet endings .com, .gov, .edu, .org, the GLTD's (generic top level domain names) will expand to include such endings as firm, .shop, .rec, etc. in the near future.

In this world of "cybersquatters" there is a cottage industry developing of people who buy the domain names of common names and attempt to "sell" them back to people when they need them (at a premium). Although this is classified by courts as copyright infringement it can be quite a hassle for companies.

Trademark the name of your business.

If you are considering a website "someday," consider registering the name you want now. It will cost \$200 for two years, a small price to pay to protect your business' name and have your website name in place when you are ready to use it. Contact: [www.internic.com](http://www.internic.com) to register.

—submitted by Dana Nickerson, CMP (Square One Productions)

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# MPI D/FW Learns How to 'Find' the Needle in the Cyber Haystack' at the Sheraton Park Central Hotel



Corbin Ball, \*CMP—  
of Corbin Ball Associates,  
The Meeting Technology  
Professionals—presented  
“Finding the Needle in the Cyber  
Haystack” at the Aug. 26  
MPI D/FW Chapter luncheon  
meeting at the Sheraton Park  
Central Hotel.

Ball, an internationally  
recognized speaker on  
technology issues facing the  
meetings and events industry,  
also introduced the new  
MPI D/FW Chapter website,  
[www.mpidfw.org](http://www.mpidfw.org)

**Photos  
by  
VISTA**



August Program



Registration



tee



Pre-Meeting Reception



"May the Foster (Force) be with you!"

## Hall of Fame

Please salute the following companies and individuals for their contributions to the August chapter meeting at the Sheraton Park Central Hotel.

**Featured Speaker**  
Corbin Ball, CMP  
Corbin Ball Associates

**Facility, Reception, Luncheon**  
Sheraton Park Central

**AV Services**  
**Presentation Services**  
AVW  
AVHQ

**Mirrors & Centerpieces**  
Sheraton Park Central

**Computer Technology for Reception**  
Seabrook Computers

### August Program Committee

Kevin Mellott  
ERASE Enterprises

Cynthia DelToro  
ERASE Enterprises

Carolyn Colon  
CYC & Associates

Julie Johnson, CMP  
Lennox Industries, Inc

Ginny Paxton  
Ginny's Gifts

Esther Wigley, MAS  
Appointments



Orientation

**Photos**  
**by**  
**VISTA**

# Community Services Committee Seeks Volunteers

The Community Services Committee is looking for volunteers for community service projects. Get involved!

The first project for fall 1999 is the Oct. 30 Pumpkin Party, benefitting North Texas Food Bank.

All meetings of the Community Services Committee are scheduled for the same time and the same place throughout the 1999-2000 MPI D/FW Chapter year.

## Community Service Committee

Mondays @ 5:30p.m.  
Lombardi Mare Restaurant  
Beltline & Montfort  
Village on the Parkway

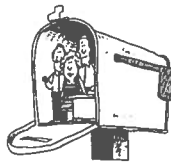
1999-2000 Meeting Dates:

September 27  
October 25  
November 29  
December 20  
January 31  
February 28  
March 27  
April 24  
May 22  
June 26

For more information contact Community Service Committee Chair Paula Bruton, CMP, (972) 503-1233; or

[Paula@bruton.com](mailto:Paula@bruton.com)

**NEW job?  
address?  
phone number?  
e-mail address?**



Report those changes to  
MPI D/FW Chapter Administrator  
Randie Charnes  
(972) 869-3836 • Fax: (972) 506-7485  
[rcharnes@msn.com](mailto:rcharnes@msn.com)  
and to  
MPI International Headquarters  
972-702-3000

## North Texas Food Bank



# PUMPKIN PARTY

OCT. 30

10 A.M. - 4 P.M.

## DALLAS FARMERS MARKET

This annual fundraiser benefits the Food Bank, which supports young children and their needy families.



For more information:  
Paula Bruton, CMP  
972-503-1233  
[Paula@bruton.com](mailto:Paula@bruton.com)

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## MPI D/FW Mailing List and Labels For Sale



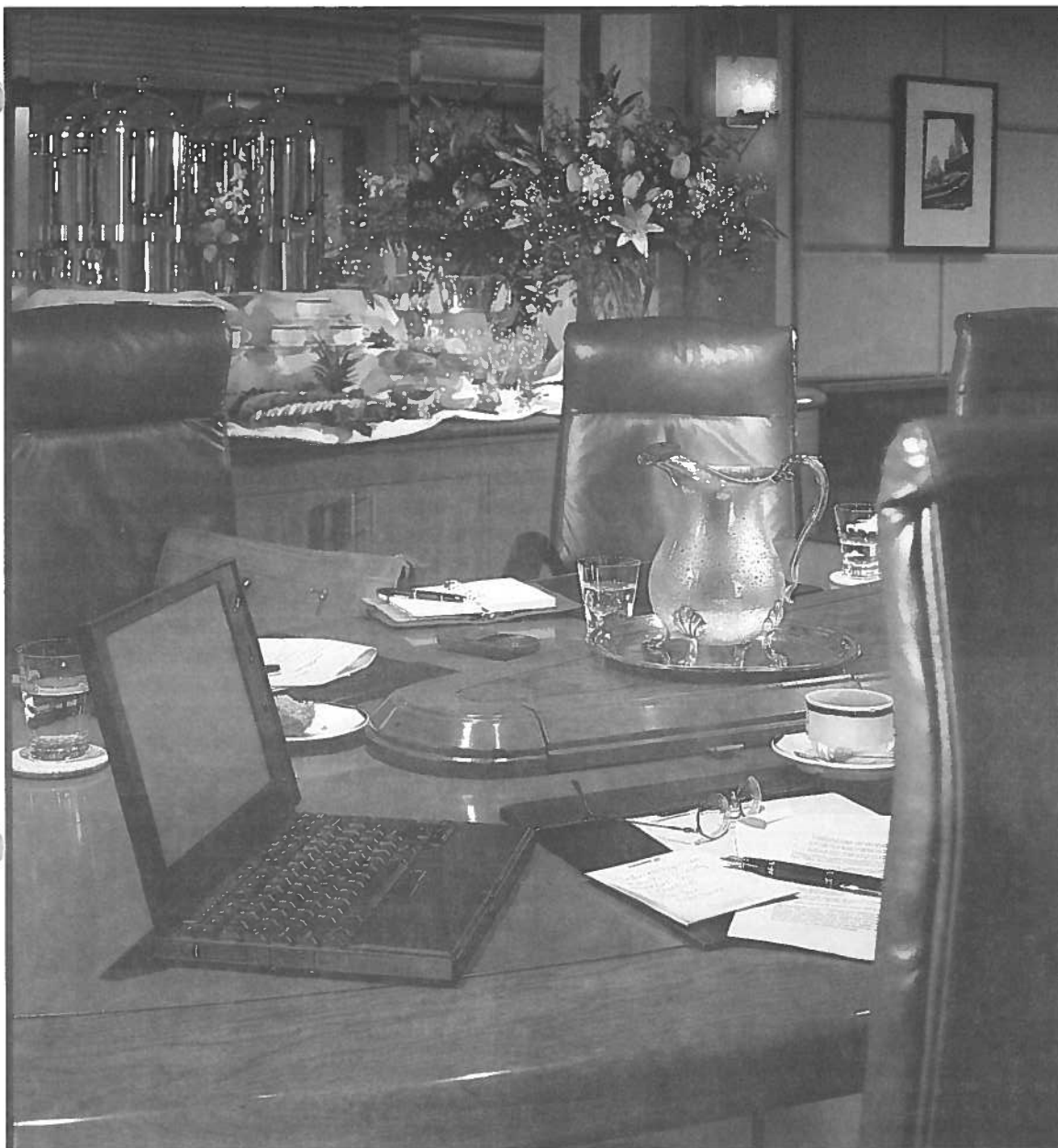
The MPI D/FW mailing list, which consists of approximately 820 meetings professionals, can be purchased in ready-to-mail label format. The list, which is updated monthly, is sorted alphabetically, or by planner or supplier categories.

The cost is \$150 for MPI D/FW members; \$250 for members of other MPI Chapters; and \$300 for non-members.

To order, contact Randie Charnes, 972-869-3836 or [rcharnes@msn.com](mailto:rcharnes@msn.com)

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*Dusseldorf, Germany*

*Geneva, Switzerland*

*Göcek, Turkey (2001)*

*Istanbul, Turkey*°

*Lima, Peru*°

*Montreux, Switzerland*°

*New York, USA*

*Quito, Ecuador*°

*Seoul, South Korea*

*Sharm El Sheikh, Egypt (2000)*

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### Rickenbacher: Chapter Leader Award continued from page 1

desired by all chapters: commitment and enthusiasm. She leads with the fire of determination and consistency and provides a role model for all chapter leadership," remarked Nell H. Lockhart, Chair of MPI's International Awards Committee.

Rickenbacher joined MPI in 1984 and currently serves as vice president of event planning for the Dallas Convention & Visitors Bureau. She served as the 1998-1999 president of the Dallas/Fort Worth Chapter of MPI and was an MPI International Education Committee member from 1996-1998.

In 1995 Rickenbacher was chosen as the D/FW Chapter Supplier of the Year. During her presidency of the D/FW Chapter, Rickenbacher ensured that 20 percent of the chapter received either CMP or CMM designation, orchestrated the growth of the chapter to over 800 members and increased overall chapter meeting evaluations from an average of 3.5 to 4 percent to 4.7 to 4.9 percent.

Rickenbacher is the current chair of the Convention Liaison Council's CMP Board and will receive the Meeting Partner of the Year Award from the National Speakers Association (NSA) in August.

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*Kevin Mellott is President of ERASE Enterprises and is an internationally recognized keynote and workshop speaker. Kevin has presented for CEO's of multi national companies, political leaders of the United States and foreign countries, corporate and association audiences, and many MPI chapters. His sense of humor provides for an entertaining educational experience on serious subjects. Kevin received the 1999 Program of the Year Award from the MPI D/FW Chapter and other references are available upon request.*

*Available topics cover the spectrum of safety, security, and leadership development for controlling crisis situations. Kevin also has a series of programs on developing presentation skills.*

For information contact Cynthia Del Toro at -

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**1-800-372-7330**

[www.erase.com](http://www.erase.com)

*ERASE Enterprises is a MPI member organization*



**Alaina Ryan, CMP**  
Excel Communications, Inc.  
'Grapevine' Columnist

## Heard it through the Grapevine!



**Mitchell Cathey**  
'Grapevine' Columnist

**Joan Jensen** has joined the Dallas office of *Helms Briscoe*. She was formerly a meetings & travel manager with JCPenney for nearly 12 years.

**Mitchell Cathey** has left *Texas de Brazil* to pursue new interests.

**Sherri Starr** has joined *Old Fort Dallas*. She was formerly with the *Ranch at Downtown Dallas*.

**Renee McKenney, CMP**, regional manager for *Helms Briscoe*, was recently blessed with a baby boy, Quillin Stephen.

**Jay Marsh** has joined the *Sheraton Park Central*. He was formerly with the Adams Mark Hotel.

**Brenda Miller, CMP**, has left *Events Unlimited, Inc.* to pursue new interests.

**Debra Lakin, CMP**, is now a grandmother to

a beautiful baby girl, Michael Lynn, born August 31.

**Steve Kemble**, *Steve Kemble Event Design* and MPI D/FW Chapter President-Elect, was awarded the prestigious Spirit of NACE Award. The award is given annually to a person in the special events industry who has demonstrated exceptional professionalism, creativity and integrity.

**Colleen Rickenbacher, CMP** of the *Dallas Convention & Visitors Bureau* and 1998-99 MPI D/FW Chapter President, received the 1999 Professional Meeting Partner of the Year Award. (see front page for more details).

To submit items for this column contact Mitchell Cathey, 214-520-3901; or Alaina Ryan, CMP (Excel Communications, Inc.), 214-863-8926; fax 214/863-8576; aryan@excel.com.

## The MPI D/FW Chapter Presents:

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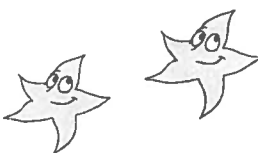


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**Beverly O'Laughlin, CMP (CompuCom)**  
(972)856-3686 \* fax (972)856-7649  
[bolaughl@compucom.com](mailto:bolaughl@compucom.com)

## STAR Of the Month



"Star of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



### Julie Johnson Lennox Industries

Julie Johnson, events and incentives planner for Lennox Industries, is one of the stars at the registration tables for MPI D/FW events. An MPI member since 1995, Johnson is a member of the Program Committee and was a coordinator of last year's "Program of the Year." As co-chair of the Member Involvement Committee, she is helping to write that committee plan.



## www.mpidfw.org Chapter Web Development Committee Unveils New Site

By Tony Cummins, CMP  
Adam's Mark Hotel

The Chapter Web Site Development Committee unveiled the new web site, [www.mpidfw.org](http://www.mpidfw.org) at last month's luncheon at the Sheraton Park Central Hotel. The new site offers a new medium of communication for online chapter members, as well as several new conveniences.



Tony Cummins, CMP  
Adam's Mark Hotel  
Website Chair

Tired of looking through that pile of business cards on your desk for someone's phone number? Misplaced your Chapter Directory? Log on and go to the new

online Chapter **Directory**.

What's happening in MPI? Want to find out where the next monthly meeting is being held, or when the next education program is coming up? Log on and go to the **Events** section.

Been thinking about getting involved and joining a committee? Log on and go to the **Leadership** section and click on "Join A Committee." You'll also find a complete description of what the chapter committees do.

How would you like to register for the next monthly meeting "online" using your credit card through a secure connection? Plans are underway for a new feature in the **Events** section that will allow you to do just that!

Stay tuned—and log on today!

## Enhance Your Exposure with an 'Enhanced Listing' on [www.dfwmpi.org](http://www.dfwmpi.org)

Smart sales people are always looking for a new way to promote themselves and the product or service they represent. The new chapter web site, [www.mpidfw.org](http://www.mpidfw.org), offers a new way to increase your exposure year-round at a low cost with the purchase of an enhanced listing.

The web site features a full chapter membership directory that includes your name and business listing. Want to find your listing? Just go to the directory, enter your name and member number to gain access, enter your name, hit "search," and you're there!

Now, what if someone wants to find you? Or better yet, they want to find a service like an audio-visual company, a special events planner, a destination management company, or a caterer?

With an enhanced listing they'll be able to find you faster. When you purchase an enhanced listing for only \$120 per year, your name will pop up to the top of the list with a brief description of your business.

The enhanced listing also includes a hot link to your e-mail address and your company's web site. WOW! All with the click of the mouse!

You can purchase your enhanced listing today "on-line." Just log on to [www.mpidfw.org](http://www.mpidfw.org). Go the Directory Section of the site and "click" on Enhanced Listing Form. You're in business!

—Tony Cummins, MPI D/FW Web Site Development Chair

## www.mpidfw.org Development History

More than a year ago, under the administration of 1997-98 MPI D/FW President Gregory Pynes (Hand and Associates), Tony Cummins, CMP (Adam's Mark Hotel) was asked to head the Chapter Web Site Development Committee.

Under Cummins' direction, MPI D/FW members Elly Paulen (Freeman Decorating Company), Brian Acheson (VIP Events), Kathryn Stevens (ConferenceDirect) and Monette Stockton, CMP (Incredible Productions).

After several months of investigation and research, a committee was formed to put together the bid specifications, evaluate bids and choose a vendor to design and build a site for our Chapter.

[www.mpidfw.org](http://www.mpidfw.org) was designed by and is hosted by California-based Cardinal Communications – an MPI-involved company that has among it ranks three MPI International Chapter Leader of the Year Award winners.

One is Corbin Ball, CMP, who was instrumental in introducing Cardinal Communications to the MPI D/FW Chapter.

Now that the site is up and running, the Chapter Web Site Committee will fall under the direction and leadership of Marketing Committee Chair Tracey Smith, CMP (RIA), and VP of PR/Marketing Stephanie Schroeder (Starwood Hotels and Resorts).

Other chapter members who will be working on the new committee responsible for updating and maintaining the site include Michele Kwiatowski (Shearton Park Central Hotel), Randie Charnes (MPI D/FW Chapter Administrator), and the committee members listed above.

For information about how you can be a part of this exciting committee, contact Smith or Schroeder.

[tbsmith@clr.com](mailto:tbsmith@clr.com); or  
[stephanie.schroeder@starwoodhotels.com](mailto:stephanie.schroeder@starwoodhotels.com).



# MEMBERSHIP NEWS

## Chance at PEC Registration Offered as Incentive to Those Who Return Educational Needs Assessment Survey

The MPI D/FW Chapter Educational Needs Assessment Survey has been mailed out to membership.

An integral part of the chapter's strategic plan, the survey is an opportunity for members to inform chapter leadership on what they need to face the challenges in today's industry.

Noted educator Louis Phillips, under the direction of the Membership Committee, prepared the survey.

"It is designed to provide the chapter with the answers to what our members are looking to receive in the form of education from Meeting Professionals Interna-

tional," said Tim Wade, CMP (Lennox Industries Inc.).

The chapter has set an aggressive goal of returns by 40% of the membership.

As an incentive, all members who return their survey by Sept. 30 will be eligible to win a free registration to the 2000 PEC Conference in Nashville, TN.

All it takes is completing the survey and providing MPI with the information it needs to continue to provide its membership with educational excellence.

If you do not receive this important piece of mail, please contact Tim Wade at 972-497-5392 to request a copy.

### MPI D/FW Chapter Membership Report

#### 826 Total Members

382 Planners • 422 Suppliers • 20 Students • 2 Employees

#### 22 New Members

6 Planners • 16 Suppliers

53 Renewals: 28 Planners • 24 Suppliers • 1 Student

29 Drops: 7 Planners • 22 Suppliers

*These figures reflect a retention rate of 69.63%*

*Membership data based on reports valid July 31, 1999.*

### Advertising Opportunities [www.mpidfw.org](http://www.mpidfw.org)

Tap into the power of the world wide web. Check out these opportunities to realize the power of MPI D/FW. Banner ads are available on the chapter's website, [www.mpidfw.org](http://www.mpidfw.org)

MPI D/FW Home Page	\$1500 for 1 year placement
Job Bank Page	\$900 for 1 year placement
Chapter Leadership Page	\$850 for 1 year placement
Chapter News	\$1000 for 1 year placement
Chapter Information Page	\$850 for 1 year placement
Guest Book Page	\$650 for 1 year page

The website will allow you to access the membership directory online. Enhance your listing for only \$120. Your enhancement will provide additional information on your products and services.

Contact MPI D/FW Advertising Chair Gregory Pynes, 214.770.1609 or [gregorypynes@connect.net](mailto:gregorypynes@connect.net). Special discounts available for those who advertise on both the website and in the *CURRENT*.

## Tidbits from the Top News from MPI International

### MPI World Education Congress Sets Attendance Record

A record-breaking number of 3,310 planners and suppliers attended the 1999 World Education Congress (WEC) in July in Philadelphia, Pennsylvania.

Entitled "the power of meetings," the conclave welcomed delegates from 28 countries including 918 new member/first time attendees.

Watch for coverage in the October issue of *The Meeting Professional*.

### Early Bird Deadline for Institutes

The early bird deadline 1999 Institutes I & II is September 24. These two customized, integrated certificate programs in meeting management are designed as five-day, residential immersion courses.

Institutes '99 are scheduled for Oct. 2 -28, at the Marriott Bay Point Resort Village in Panama City Beach, Florida. For registration materials or information, call 1-972-702-3051 or visit the website at [www.mpiweb.org](http://www.mpiweb.org).

### Banner Year for MPI Membership

MPI recruited 6,012 new members during Fiscal Year 1998-99, the highest number of matched affiliates in its 27-year history.

The President's Honor Roll Campaign, the association's annual recruitment effort, enjoyed an increase in participation with 1,366 members sponsoring new MPI associates.

Top chapter efforts were recorded by Chicago who secured 294 new members with Potomac close behind with 280 while the Belgium and Houston Chapters posted retention rates of 79.15% and 78.35% respectively.

Each of these chapters receives a scholarship to the Professional Education Conference - North America 2000 in recognition of these outstanding local achievements.



Submitted by  
Erin Longley  
(Imagine Events, Inc.)  
MPI D/FW International  
Marketing Liason

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