



# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL  
*Committed to Educational Leadership*

Meeting Professionals International

July 2000

Dallas/Fort Worth Chapter

### Inside

- CURRENT Information ..... 2
- President's Message ..... 3
- July Chapter Meeting ..... 5
- "Tech-KNOW" Corner ..... 6
- CMP Event / Information .. 7
- Executive Board ..... 8
- June Meeting Wrap-Up .... 9
- "Planner's Point" ..... 10
- Community Service /  
Heard It Through  
the Grapevine ..... 11
- JPA / International News 13
- "Show & Sell" ..... 15

For more detailed  
Information

Log on to our  
WEBSITE

[www.mpidfw.org](http://www.mpidfw.org)

## Awards Gala Names Beasley and Foster



**Planner of the Year**  
**Cheryl Beasley, CMP**  
Sabre, Inc.



**Supplier of the Year**  
**Steven G. Foster, CMP**  
Circle R Ranch

### "And the Award Goes To...."



**Rising Star**  
**Gloria Ford, CMP**  
Doubletree  
Albuquerque

MPI saluted leadership, service and accomplishments at the Annual Awards Gala last month. Cheryl Beasley, CMP (Sabre, Inc.) was named D/FW Chapter Planner of the Year. Steven G. Foster, CMP (Circle R Ranch) was honored as D/FW Chapter Supplier of the Year.

Gloria Ford, CMP (Doubletree Hotel, Albuquerque) was named Rising Star of the Year.

They were among a host of D/FW Chapter members honored at the presentation. Other winners include: Susie Fiveash Award went to O.D. O'Donnell (Nightlife Talent & Management Agency/Panache); President's Award was presented to Denise Hawkins (Stockyards Stations) for her work on the Family Picnic and to Randie Charnes (MPI D/FW) for her long-time commitment to MPI D/FW as an active and involved member, but also for her work as Chapter Administrator.

Program of the Year Awarded to the January 27, 2000 Program: "Government Affairs/Industry Advocacy" with speaker: Laura Miller, Dallas City Council; the planning committee included: Betty E. Garrett, CMP (Garrett Speakers Intl), Steven G. Foster, CMP (Circle R Ranch), LeeAnn Harle (Renaissance Meetings & Incentives), Bitsy Burns, CMP (H.D. Vest Financial Services), Beverly O'Laughlin, CMP (Compucom), and Dana Nickerson, CMP (Square One Productions).

Facility of the Year: Southfork Ranch Event and Conference Center for the December Chapter Meeting. The award was presented to the General Manager Ken Mosia, Director of Sales, Lisa Allen, Director of Marketing, Mark Thompson and Food & Beverage: Mike Brophy

The 2000-2001 Board of Directors were inducted (see complete listing of BOD on page 8.)

Circle of Commitment pins were presented to those members with 5, 10, 15, 20 and 25 years of service to the D/FW Chapter. The evening was complete with Dave Tapley, Cavalcade of Stars entertainment.

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

Dallas/Fort Worth Chapter

## CURRENT

### Dallas/Fort Worth Chapter Office

Dallas/Fort Worth Chapter  
PMB 259  
7750 North MacArthur Blvd.  
Suite 120  
Irving, TX 75063-7501  
[www.mpifdw.org](http://www.mpifdw.org)

### Chapter Administrator

Randie Chames  
(972) 869-3836  
Fax: (972) 506-7485  
[rchames@msn.com](mailto:rchames@msn.com)

### Vice President Public Relations/Marketing

Stephanie Schroeder  
Starwood Hotels & Resorts  
(972) 238-1008  
[stephanie.schroeder@starwoodhotels.com](mailto:stephanie.schroeder@starwoodhotels.com)

### Advertising Co-Chairs

Michelle Kwiatkowski  
Hotel Inter-Continental  
(214) 417-1180

Suzanne Van Patten  
Radisson Hotel Denton  
(940) 243-2804

### Managing Editor

Dana Nickerson, CMP  
Square One Productions  
(214) 343-8067  
[dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)

### Assistant Managing Editor

Alaina Palmer, CMP  
Excel Communications, Inc.  
214-863-8926  
[apalmer@excel.com](mailto:apalmer@excel.com)

### Photographer

Jim Woods  
JWoods Custom Photography  
(214) 395-5036  
[jwphoto@msn.com](mailto:jwphoto@msn.com)

### 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.

# MPI D/FW CURRENT Information

All submissions for the *CURRENT* will be due on the second (2nd) Friday of each month for the month following issue. (Example: August deadline is 2nd week of July)

### This includes inserts for the newsletter.

<u>Issue:</u>	<u>Deadline</u>
August .....	July 14
September .....	August 11
October .....	September 8
November/December .....	October 13
January .....	December 8

Submissions should be educational to the majority of the membership. To submit please do all work in "WORD" format; submit via email to [dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com) or mail to MPIDFW Box 741505 Dallas, TX 75374. Please include any photos, if applicable. If you wish your information to be returned please include a stamped, self-addressed envelope with your submission).

Any questions please call:

Dana Nickerson, CMP

Square One Productions at

214-34-8067 or [dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)

## The following are just a few of the upcoming topics slated for the *CURRENT*:

### August (next issue);

- Case Study of Meeting Planner moving from 2<sup>nd</sup> tier city to 1<sup>st</sup> tier city.
- How to Buy a Computer for your Business
- How to Design Effective Business Cards

### September: Green Meetings

- October: Independent Meeting Planners; Subcontracting for Meetings

### November/December: How to Hire Great Speakers/ Entertainment for your Meetings/Events

### January: Legal Liabilities for Meetings


### February: Creative and Cost Effective Audio / Visual

### March: Planning for the Unexpected in Meetings


### April: International Meeting Planning

### May/June: Producing Award Winning Events

70+ HOTELS • CENTER OF THE DALLAS/FORT WORTH METROPLEX • FORT WORTH STOCKYARDS DISTRICT • SIX FLAGS OVER TEXAS •





LOCATED RIGHT SMACK DAB BETWEEN  
DALLAS AND FORT WORTH, IRVING, TEXAS IS THE  
**ULTIMATE BORDER TOWN.**



HOLDING YOUR MEETING IN IRVING, TEXAS GIVES YOU THREE CITIES FOR THE PRICE OF ONE! LOCATED RIGHT BETWEEN DALLAS AND FORT WORTH, IT'S JUST MINUTES FROM DFW INTERNATIONAL AIRPORT, AND A SHORT DRIVE TO AN AMAZING ARRAY OF DINING, SHOPPING, SPORTS, AND CULTURE. IRVING BOASTS MORE THAN 10,000 MODERN HOTEL ROOMS, RANGING FROM EXTRAVAGANT TO EFFICIENT, MOST WITH WEEKEND RATES THAT LET YOU STRETCH YOUR BUDGET.

STILL BORDERLINE? CALL OUR AWARD-WINNING SALES TEAM AT 800-247-8464. OR VISIT OUR WEB SITE AT [www.irvingtexas.com](http://www.irvingtexas.com)! YOU'LL BE AMAZED AT WHAT'S WAITING FOR YOU WITHIN OUR CITIES' LIMITS.





Irving Convention and Visitors Bureau

800-2-IRVING

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

DOWN-HOME COOKING • TEXAS STADIUM, AND THE DALLAS COWBOYS • IRVING ARTS CENTER • ARNON CARTER MUSEUM • DALLAS ARBORETUM • CIRCLE R RANCH • TOUR 18 GOLF COURSE • GARDNER MILLS • ADJACENT TO DFW INTERNATIONAL AIRPORT • MOVIE STUDIOS AT LAS COLINAS • OVER 10 000 HOTEL ROOMS • GOLD SERVICE AWARD-WINNING STAFF • KIMBELL ART MUSEUM • FINE DINING TO

# A Message from the President:



I would like to acknowledge Steven Foster and the entire Board of Directors from last year. Steven, through his incredible leadership, determination and spirit, did more than "Impact the Legacy"; he truly Protected Our Legacy.



**Steve Kemble**  
Steve Kemble Event Design  
D/FW Chapter President

The theme I have selected for our 2000 – 2001 term is "ACTION!"

The dictionary defines "ACTION" as the exertion of energy. "Energy" is exactly what I want this coming year to be about! We as a chapter need to exhibit a new energy through our programs and other offerings.

I want you to help me with

**ACTION!** I would like to address two items with you on which we will take ACTION!

My board has been working together for a couple of months now, and we concur unanimously, with no offense to anyone, that we need to take ACTION! with our monthly programs, our most visible offering to our members. Working with VP of Programs Anna Squire, we have an incredible lineup planned for you. This year we will have a breakfast meeting, an event in a tent, and we will go to Arlington rather than to Fort Worth, just to name a few.

We are going to take each letter in the word ACTION! and spend two months exploring topics for those letters. "A" will be ATTITUDE. "C" will be CREATIVITY; "T" will be TRANSFORMATION. "I" will be IMPACT. "O" will be OPPORTUNITY, and "N" will be NOW! In addition to our monthly

programs, our educational offerings will follow these same themes. It is going to be quite exciting!

The second major item we will take ACTION! on is redefining the makeup of our chapter. Currently we have too many offerings for our chapter's members to participate. We need to focus more on, as the old saying goes, 'Quality rather than Quantity'. Some of our programs currently draw eight or less people. These programs will be eliminated or will be combined with other programs.

You should know that the majority of these changes are based on the results of our recent Needs Assessment Survey, a topic we will discuss in more detail in July.

I look very forward to seeing you at our July monthly program where you will be able to see some of these stimulating and positive changes firsthand.

## The Current To Offer More Education and Content

With the introduction of the new MPI logo introduced in July at WEC, anticipate a lot of new changes to this, your newsletter.



**Dana Nickerson, CMP**  
Square One Productions  
214.343.8067  
Fax: 214.343.6166  
dana@seabrookcomputers.com

As the new Managing Editor, Dana Nickerson, CMP, anticipates more educational articles and has produced an editorial calendar for the year 2000-2001 to assist in the advertising efforts. The first priority however is to provide a tool that can give you information to help you both professionally and personally.

Some of the changes include:

- Columns that include: Technology, Sales and Marketing, Industry News, Meeting Tips, and Planner Perspectives (Corporate, Association and Independent).
- 10 issues vs 12: Historically 12 issues have been produced each year (fiscal years are July 1 – June 30), the year 2000-2001 will produce 10 issues. The December issue and one issue in the spring will be eliminated. Although a newsletter won't be produced a marketing piece or invitation will still be produced.
- New member listing: New members will be listed in the newsletter and detailed information on members will be accessed on the chapter website: [www.mpidfw.org](http://www.mpidfw.org).

- Board of Directors Notes and Financial Reports that will include decisions made at the Board of Directors meetings will be published and a quarterly financial report.

New technology and the introduction of the chapter website [www.mpidfw.org](http://www.mpidfw.org) have made a difference in our communication to our membership. Over 75% of our membership register for chapter meetings via the website. We hope to make both forms of communication the best tools for you our members. A committee is in formation that will consist of reporters and writers that will contribute to the newsletter.

Contact Dana Nickerson, CMP  
Square One Productions  
214-343-8067 or  
[dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)

## MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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.

### President

Steve Kemble  
Steve Kemble Event Design  
214-943-5949

### President-Elect

Betty E. Garrett, CMP  
Garrett Speakers International, Inc.  
972-513-0054

### Immediate Past President

Steven G. Foster, CMP  
Circle R Ranch  
817-870-6011

### Vice President of Education

Bitsy Burns, CMP  
H.D. Vest Financial Services  
817-870-6011

### Vice President of Finance

Cheryl L. Beasley, CMP  
Sabre Inc.  
817-931-7923

### Vice President of Membership

O.D. O'Donnell  
Nightlife Talent & Management Agency - Panache  
972-789-9340

### Vice President of Programs

Anna Squire  
Stonebriar Country Club  
972-625-5050

### Vice President of PR/Marketing

Stephanie Schroeder  
Starwood Hotels and Resorts  
972-238-1008

### BOARD OF DIRECTORS

#### Planners:

**Jimmy Eanes, CMP**  
Parker College of Chiropractic  
972-317-7096

#### Elizabeth Chandler

The Meadows Foundation  
214-826-9431

#### Lynn E. Lewis, CMP

Cap Gemini Ernst & Young US, LLC  
214-665-5785

#### Melissa S. Logar, CMP

PricewaterhouseCoopers LLP  
817-967-4190

#### Beverly D. O'Laughlin CMP

CompuCom  
972-856-3686

#### Suppliers:

**Debbie Meyers, CSEP**  
Bravo! Entertainment  
214-343-2525

#### Patty Stern

Dallas Meeting Management  
214-863-8424

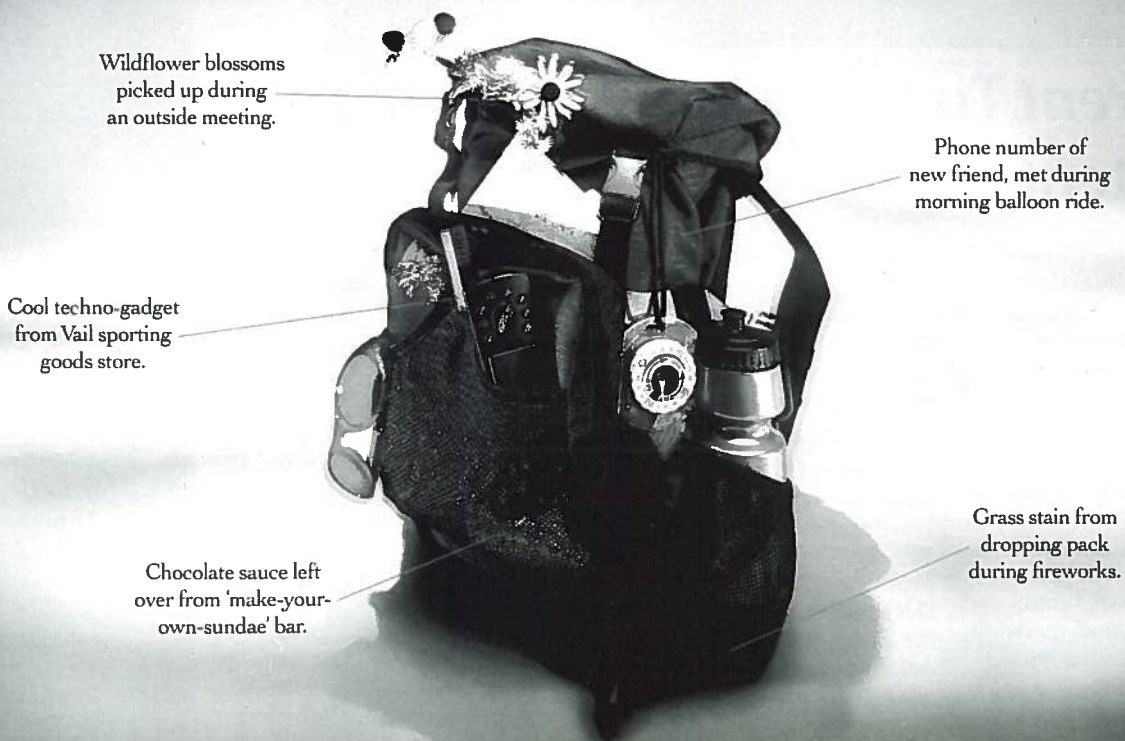
#### Bruce Wolpert, CMP

Hilton Sales Worldwide  
972-163-0294

## Didn't meet in Vail.



## Did meet in Vail.



Vail is different. Far from the noise and smog of most urban destinations, a trip to Vail can single-handedly rejuvenate your group. After your perfectly executed meeting, you'll be able to hike, bike or hot air balloon to an entirely new perspective. Find out what hosting a meeting in Vail can do for you and your group. Visit [www.visitvailvalley.com](http://www.visitvailvalley.com) or call 800-775-8245.



## JULY D/FW Chapter Meeting Thursday, July 27, 2000

### Assessing Our Member's Needs

By Dvorah A. Evans, Dallas Black Chamber of Commerce

The **Needs Assessment Study** assessed the educational needs of MPI members, so that the chapter leadership can more effectively plan educational programs. Basic demographic information was included to assess the general make-up of the membership.

The report was presented to the Board of Directors by V.P. of Membership, Tim Wade, CMP of Sabre, Inc., at their annual retreat on February 13th. Board members then concentrated on the top ten issues concerning the total membership (based on the survey) and will incorporate these ideas when planning monthly meetings, educational programs and communications to members.

Says, Wade, "It is imperative that we communicate these results to our membership. They have spoken loud and clear and we want them to know that they have been heard and that we are responding to these concerns!"

The July luncheon sponsor is the **St. Petersburg/Clearwater CVB**, a countrywide tourism management and marketing organization responsible for developing and promoting the area as a convention and tourism destination. Known as Florida's Beach, the area is best known for 35 miles of spectacular beaches, a variety of attractions and is the leading destination on Florida's coast, drawing more than 4.54 million visitors annually. Participating area hotel properties include: Westin Innisbrook Resort, Don CeSar Beach Resort & Spa, Sheraton Sand Key Resort, TradeWinds Sirata Beach Resort.

July program committee members are: Chair, Dvorah A. Evans, Dallas Black Chamber of Commerce; Tim A. Wade, CMP, Sabre, Inc.; and Leah Belasco, Leah Belasco Consulting.

**MPI NEEDS YOU!!!** Don't forget to visit the "Committee Expo" prior

to the luncheon to sign up for your 2000 MPI/DFW chapter committees. Committee Chairs will be on hand with specific information and will answer any questions to help facilitate your advancement into MPI chapter service!



#### July Host Facility

#### Wyndham Anatole Hotel

Presenting the **Wyndham Anatole Hotel**...the largest convention resort hotel in America's Southwest. Here, just minutes from the Dallas/Fort Worth International Airport, is a 50-acre meeting site where specifics are nothing less than startling: 1,620 guestrooms, including 129 suites. An international restaurant district with 13 major restaurants and lounges and virtual boulevards of smart shops and boutiques. 3 swimming pools, a world-class health and fitness center, the Verandah Club, covering 82,000 square feet and fronted by the hotel's own 7-acre park.

**From Downtown Dallas:** Take I-35E/Stemmons Frwy. North Exit Market Center Blvd. (#430B) Make a left on Market Center Blvd. Wyndham Anatole Hotel is on the right. (2201 Stemmons Frwy.)

**From Dallas/Fort Worth International Airport:** Take Highway 183 East to I-35E South. Exit Market Center Blvd. (#430B) Wyndham Anatole Hotel is on the right. (2201 Stemmons Frwy.)

July MPI D/FW Chapter Meeting

### Assessing Our Member's Needs

#### Wyndham Anatole Hotel

2201 Stemmons Freeway

- 11:00am— Chapter Orientation (please see Reader Board for Room location)
- 11:30am— Registration / Reception / Committee Expo Gossip Bar / Wedgwood Foyer
- 12:00 noon— Lunch & Program Wedgwood Foyer

Official Sponsored:

#### St. Petersburg/Clearwater CVB

- Member Price: \$27.00
- Guest Price: \$30.00
- Walk-In/ On-Site Price: \$40.00
- Complimentary Self-Parking
- Valet Parking: \$9.00

R.S.V.P. to Randie  
by noon, Monday, July 24, 2000

Reservations rec'd after the deadline will be placed on waiting list.

- rcharnes@msn.com
- www.mpidfw.org (preferred method of registration)
- FAX 972-506-7485 (see fax insert)

## Upcoming MPI D/FW Chapter Meetings

**CHAPTER MEETING**  
**August 24, 2000**  
Thursday @ 11:00 am  
Personality  
CityPlace Conference Center

**September 28, 2000**  
Thursday @ 11:00 am  
Marriott- Las Colinas

### BOARD OF DIRECTORS/FINANCE COMMITTEE

**July 26, 2000**  
Wednesday @ 5:00 pm  
Contact: Steve Kemble, CMP  
(214) 943-5949  
steve.kemble@airmail.net

### MEMBERSHIP COMMITTEE

**July 25, 2000**  
Contact: O.D. O'Donnell  
972-789-9340

### COMMUNITY SERVICES

**July 24, 2000**  
Monday @ 5:30-6:30 pm  
Westin Park Central Hotel  
Contact: Tamra Fairbrother, CMP  
(972) 691-1335

# TECHKNOWcorner

## Two Way Radio Protocol

By Erin Longley, *Imagine Events*

Radio protocol is very important in keeping your onsite operations running smoothly and efficiently from beginning to end. And most importantly, it could make all the difference in the event of an emergency.

Here are important tips for using radios during onsite programs:

**Listen & Wait** – Always listen for 3-5 seconds before using the radio for a new transmission. Otherwise you might interrupt another transmission already in progress.

**Identify Yourself** – At the start of each new transmission, state your name and the person you are calling (ie. "Rachel to John"). Don't assume your voice will always be recognized.

**Be Clear & Concise** – Speak clearly and directly into your radio microphone. Wait at least half a second after squeezing the talk button before speaking to be sure your words are transmitted.

Keep comments to a minimum – usually 15 seconds or less per transmission.

**Be Professional** – Though onsite operations might get hectic and challenges may occur, it is important that everyone keeps their cool. Business is being conducted and everyone needs to project a professional image – that means addressing others politely, speaking calmly even under pressure and refraining from foul or offensive language.

**Be Safe & Secure** – Never relay sensitive information over the radio – again, you don't know who else might be listening. Beware of saying anything which might cause a panic. In the event of a true emergency, follow your emergency/crisis management procedures and contact the necessary emergency personnel at once.

**Language:** Walkie-talkies have their own special language:

"What is your 20?": Where are you located?

"10-4": Indicates you have received the message and are complete.

When distributing radios, review these simple rules with the staff who will be using them.



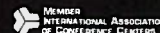
## IF YOU THINK BUSINESS HAS NO PLACE IN A RESORT, THINK AGAIN.

With its magnificent Gulfside setting, The San Luis Resort has long enjoyed a reputation of The Premier Resort & Conference Center on the Texas Gulf Coast. But that's just one side of the story.

For beyond the beaches and sea breezes lies a world of advanced conference capabilities to rival the nation's best. With more than 40,000 square feet of high tech conference space, state-of-the-art communications technology, and award winning staff of service-savvy professionals to ensure your meeting's success.

We invite you to look at business from a whole new point of view...overlooking Galveston's spectacular beachfront. Call today to discover the unique blend of hardworking conference facilities and relaxing resort amenities that is The San Luis.

Call Today To Book Your Next Meeting: (800) 445-0090  
or Laurie Shaw at our Dallas Regional Office (972) 712-9936



**THE SAN LUIS RESORT**  
SPA & CONFERENCE CENTER

53rd @ Seawall Blvd.  
Galveston Island, Texas

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

# Second Annual CMP/CMM Recognition Event

By Patty Stern

The MPI D/FW Chapter hosted its recognition event on Friday, June 16, exclusively for individuals in the North Texas area who have achieved the designation of CMP and CMM.



Right, Chair Patty Stern (Dallas Meeting Management), shows Mary Lynn Novelli, CMP, (MPI International), Edwin A Griffin, Jr., (CEO and President of MPI International) and Bill Reeser, CMP (AVW) her appreciation.

The ChaMPion's Breakfast, sponsored this year by the Hotel



Steven Foster, CMP, speaks to those being honored at the Breakfast.

Crescent Court, truly honored our CMP's and CMM's. The theme was "The Framework of Success". International Speakers Bureau sponsored the keynote speaker, Mr. Jeff Conley, and his message to the audience centered around building a personal and professional framework of success through the balance of laughter and relationships in today's "busy-busy-busy" world.

Mr. Edwin A Griffin, Jr., CEO and President of MPI International and Mary Lynn Novelli, CMP (MPI International) was a gracious Master of Ceremonies for the event.

The highlight of the event was the presentation of the Colleen Rickenbacher CMP Leadership Award by Colleen Rickenbacher, CMP. The award, presented to an MPI member who meets predetermined leadership criteria, is an honor of the highest accord. The recipient for 2000 was an incredibly surprised Pat Mc Cain, CMP (Krisam Group).



Pat Mc Cain, CMP receives the Colleen Rickenbacher CMP Leadership Award presented by Colleen.

This year's CMP/CMM Recognition Event was once again produced by the Walk A While Committee. Patty Stern (Dallas Meeting Management) chaired the event with Bitsy Burns, CMP (H.D. Vest) in conjunction with the CMP Study Group Committee which was chaired by Bill Reeser, CMP (AVW).

The Walk A While Committee included Leah Belasco (LB Consulting), Julie Driver-Grau (International Speakers Bureau), Tamra Fairbrother, CMP (The Meeting Planners), Kate Guyer, Georgiann Harpe (EEM Custom Tours), Kristin Hauan (H.D. Vest), Patricia Renno (ETC Travel), Esther Wigley, MAS (Appointments) and Sherry Woodard (Dr. Pepper Seven Up).

The MPI D/FW Chapter sincerely thanks the following sponsors:

Hotel Crescent Court (Jim Bresler) and Swank Audio Visual, International Speakers Bureau (Julie Driver-Grau), Gale Sliger Productions (Jim Monroe, CSEP, CMP), Appointments (Esther Wigley, MAS), Jim Woods Photography (Jim Woods), Dallas Meeting Management (Patty Stern), Dr. Pepper Seven Up (Sherry Woodard) and Tim Dougherty Video Productions (Tim Dougherty).

## Getting Your CMP

By Tony Cummins, CMP  
(Wynnewood)

If you've been thinking about getting your CMP designation, start making plans now to enroll in the Fall 2000 CMP Study Course.

The first step is to attend the introductory sessions, "How to become a CMP" and "How to complete the CMP Application". These first two sessions are held consecutively in one evening meeting. A tentative date of Monday, August 14 has been set. Mark your calendar now.

Following these two sessions, students who qualify to sit for the exam will attend six Monday evening study classes. These classes will begin in late September or early October. You may also want to attend the CMP University and the CMP Dress Rehearsal. These sessions are designed to further prepare you and to test your knowledge level prior to taking the actual exam. The exam date is January 20, 2001.

**The deadline to file your exam application is September 11, 2000.**

The CMP test and designation is administered by the Convention Industry Council (CIC), formerly known as the Convention Liaison Council (CLC). CIC maintains a web site offering information about the CMP designation. They still use their old web address, [www.clc-online.org](http://www.clc-online.org).

Jim Monroe, CSEP, CMP (Gale Sliger Productions) will chair the 2000-2001 CMP Study Group Committee.

For more information about the Fall classes or to volunteer as a guest speaker at a CMP class, contact Jim at 214-637-5566, or e-mail at [jcmonroe@iname.com](mailto:jcmonroe@iname.com).

June

# Star of the Month

Congratulations to Denise Hawkins as Star of the Month. Hawkins is Director of Conventions & Tourism for Stockyards Station in Fort Worth.

A member since November 1997, Hawkins has been an active volunteer in various committees for the DFW chapter. Most recently, as a member of the Program Committee, she was instrumental in the execution of the April 27th meeting held in Fort Worth. Hawkins also played a key role in the MPI Family Picnic Day held at Stockyards Station.

Active members like Denise Hawkins make this chapter a success, and we appreciate your efforts on our behalf.



**President**  
Steve Kemble  
Steve Kemble Event Design  
(214) 943-5949  
Fax: (214) 943-2811  
steve.kemble@airmail.net

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

## 2000-2001 Dallas/Fort Worth Chapter Officers and Directors

### Executive Board



**President-Elect**  
Betty E. Garrett, CMP  
Garrett Speakers Internat'l, Inc.  
(972) 513-0054  
Fax: (972) 513-0540  
Betty@GarrettSpeakers.com



**Immediate Past President**  
Steven G. Foster, CMP  
Circle R Ranch  
(817) 430-1561  
Fax: (817) 430-8108  
stevenfoster1@compuserve.com



**Vice President of Education**  
Bitsy Burns, CMP  
H.D. Vest Financial Services  
(972) 870-6011  
Fax: (972) 870-6326  
burnsb@hdvest.com



**Vice President of Finance**  
Cheryl L. Beasley, CMP  
Sabre  
(817) 931-7923  
Fax: (817) 967-6300  
cheryl.beasley@sabre.com



**Vice President of Membership**  
O.D. O'Donnell  
Nightlife Talent and Management Agency  
(972) 789-9340  
Fax: (972) 503-5443  
od@nightlifetalent.com



**Vice President Programs**  
Anna Squire  
Stonebriar Country Club  
972-625-5050



**Vice President of PR/Marketing**  
Stephanie Schroeder  
Starwood Hotels & Resorts  
(972) 238-1008  
Fax: (972) 238-9290  
stephanie.schroeder@starwoodhotels.com

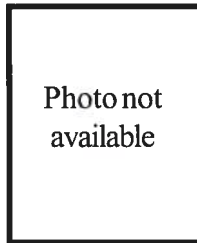


Photo not available  
Jimmy Eanes, CMP  
Parker College of Chiropractic  
972-317-7096

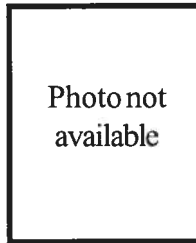


Photo not available  
Elizabeth Chandler  
The Meadows Foundation  
214-826-9431



Lynn Lewis, CMP  
Ernst & Young LLP  
(214) 665-5785  
Fax: (214) 665-5005  
lynn.lewis@ey.com



Melissa S. Logar, CMP  
PricewaterhouseCoopers LLP  
~~817-967-4190~~



Beverly O'Laughlin, CMP  
CompuCom  
(972) 856-3686  
Fax: (972) 856-7649  
bolaughl@compucom.com



Debbie Meyers, CSEP  
Bravo! Entertainment  
214-343-2525



Patty Stern  
Dallas Meeting Management  
214-863-8424



Bruce Wolpert, CMP  
Hilton 5ales Worldwide  
(972) 701-3750  
Fax: (972) 701-0168  
bruce\_wolpert@hilton.com



# June Meeting Wrap Up

*Left: The passing of the gavel. President, Steve Kemble gives outgoing President, Steven Foster, CMP, recognition for outstanding work this past year.*

*Below: The 2000-20001 incoming Board is announced.*

*Bottom: Entertainment and dancing followed an incredible evening of recognition of outgoing and incoming volunteers.*



## June Hall Of Fame

**Official Sponsor, Destination  
Trade Show & Prize Drawing  
Southwest Desert Resorts  
Ed Polistico  
Leilani Pacheco**

**Facility, Reception, Dinner  
Hotel Inter-Continental Dallas  
Michael Spamer  
Paula Fenner**

**Decorations  
Staging & Draping  
Freeman Decorating Co.  
David Gisler**

**Linens  
BBJ Boutique Linens  
Joy Johnson-Floyd**

**Event Production  
AVE Audio Visual, Inc.**

**Entertainment  
Nightlife Talent and  
Management  
O D O'Donnell  
Tapley Entertainment, Inc.  
Dave Tapley**

**Emcees  
Bob Walker  
AVE Audio Visual Inc.  
Cindy Hamilton Hartner  
CityPlace**

### June Awards Gala Committee

**David Gisler  
Freeman Decorating Company**

**O D O'Donnell  
Nightlife Entertainment**

**Steven G. Foster, CMP  
Circle R Ranch**

**Anna Squire  
Stonebriar Country Club**

**Michelle Carter, CMP, CHSE  
Krisam Group**

**Patti Wilke, CMP  
Independent**

**Betty E. Garrett, CMP  
Garrett Speakers International**

**Peg Wolschon, CTP  
Coach USA**

**Randie Charnes  
MPI D/FW Chapter Administrator**

# “Healthy Meeting, Healthy Meals Out”

By Georgia G. Kostas, Nutrition Director, Cooper Clinic

Eating healthy meals out can be a real challenge for those who travel and dine out frequently. Studies show that those who eat out a lot consume an average of 250 calories more per day. This can lead to a gain of 25 lbs. per year! However, exercising moderately 30 minutes per day will prevent this weight gain.

Here are some simple ways to shave calories when you dine out:



Georgia G. Kostas  
Nutrition Director  
Cooper Clinic  
972.560.2712

1. Eat several all-vegetable meals a week.
2. Eat 1/2 entrees; double up on vegetables.
3. Remove crust from fried foods and skin from chicken.
4. Order dressings and sauces “on the side” and use sparingly — 1-2 Tbsp. only.
5. Skip appetizers.
6. Have only one alcoholic beverage (beer, wine, liquor) for 150 calories. A margarita or pina colada contain 350-500!
7. Split or skip desserts.
8. Eat baked or broiled entrees and especially seafood often.

The nutrition staff at The Guest Lodge at the Cooper Aerobics Center

offer “lighter-fare,” “heart-healthy” and “vegetable-rich” meals and snacks, “smoothie” breaks, etc., to meet the growing request for healthier meeting options. The American Cancer Society offers an excellent and delicious “Meeting Well” menu and recipe collection to help planners coordinate healthier fare for attendees. For your free booklet call The American Cancer Society at 214-819-1223.

For the busy meeting planner wanting to stay fit, keep a healthy weight and maintain energy, check out The Balancing Act Nutrition and Weight Guide (Georgia Kostas). It offers a variety of planned meals and menus, restaurant and snack ideas, as well as eating strategies to help you make more informed choices and stay fit!

Below are a few tips to assist in meeting planning or suggestions of services to provide your next client.

1. Check with hotels about your phone charges, in some cases it’s more cost effective to use your cellular phone.
2. Special touches for your VIP guest include having their hometown newspaper delivered on-site at the hotel.
3. Provide small toys for your executives, miniature cars, play doh, marbles, etc. are fun and better than doodling.
4. Create a miniature wallet-sized phone directory of the most used numbers of your program, critical contact numbers and cell phone numbers, laminate it and give to staff on-site to slip into their pockets for quick easy references.
5. Ask for service clauses in your meeting contract. For example, require a specific number of staff for great service at dinner.
6. Negotiate with the hotel to provide premium liquors for your bars at house brand costs.
7. Consider unconventional venues for your events, such movie theatres, gardens, fountains, churches, universities, art galleries, hospitals, etc. Most have meeting rooms, kitchen facilities and enough parking to accommodate smaller meetings. Many office buildings have great roof tops, executive dining, board rooms or impressive lobby areas making for unique meeting sites.
8. Consider using secondary cities for your meetings. Service levels in some cases are much higher and costs are more negotiable.
9. Always ask what other groups are in-house during the time of your program to avoid uncomfortable and unexpected groups.
10. Learn the tax laws for both your business location and the location of your event. In some states, you also could be eligible for tax breaks that you are not claiming.

If you have any tips, please submit them to Dana Nickerson at [dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)

Meetings are significant investments. The perfect site and detailed contracts are crucial to your success!



**FOLLOW THE GLOBAL LEADERS**

**MEETING sites RESOURCE**

[www.msrsitesearch.com](http://www.msrsitesearch.com)  
949.250.7483 x312

# From The Heart

MPI kids.com

You remember the stories your grandparents told about walking five miles uphill to school then walking 10 miles uphill to get home. The math never made much sense to me nor did the part about snow in Texas, but I usually knew when my leg was being pulled. The MPI D/FW Chapter has a grand opportunity to help put shoes on the feet of many youngsters who truly do have a need.



**Tamra Fairbrother, CMP**  
THE Meeting Planners  
972.691.1335  
Fax: 972.691.1336  
tamra@themeetingplanners.com

The chapter beneficiary, The Wilkinson Center, with the help of Payless Shoe Source, has developed a "Back to School Shoe Drive" program which benefits underprivileged children by supplying them with a new pair of shoes and socks for only \$13 each. The center takes the kids on this fabulous shopping trip and according to Brian Burton, Director for TWC, "It's amazing to see their faces shine." Isn't it remarkable what only \$13 will do for a child?

At the July Monthly Meeting, The Community Service Committee will sell hearts to display your generosity. We will furnish \$3 and \$5 hearts, as well as take any monetary donation offered for this project. The hearts will be displayed in the reception area of the meeting for all to see.

"Have a Heart" by committing to being part of the following Community Service Programs. It will take your help to reach our goal of \$5,000 in donations.

### July 2000 "Back to School Shoe Drive"

(Your donation of \$3 or \$5 will be used to support the Payless Shoe Source offer of a new pair of shoes and socks for school for a child.)

### September 2000 Blankets and Coats

### November 2000 Food Pantry

### January 2001 "Gimme Games!"

### March 2001 "Toiletry Drive"

### May 2001 "Dress For Success"

**DON'T MISS IT!**

## The MPI Kids Charity Ball 2000

Presented by  
**Sabre**

**Saturday**  
**August 19, 2000**  
**6:30 PM - 12 Midnight**

**Hyatt Regency**  
**Dallas**  
**@ Reunion**

**Cocktail Attire**

For ticket information go to  
[www.mpidfw.org](http://www.mpidfw.org) or call the  
**Hotline (972) 699-5691**



## Heard it through the Grapevine!

**Alainna Palmer, CMP**  
Excel Communications, Inc.  
'Grapevine' Columnist



**Mitchell Cathey**  
'Grapevine' Columnist

**Tim Wade, CMP** has joined *Sabre*. He was formerly with *Lennox Industries*.

**Mary Lynn Novelli, CMP**, has joined the staff of Meeting Professionals International where she will market advertising for *The Meeting Professional* magazine. She was formerly with *Sterling Hotels & Resorts*.

**Pat Yandell, CMP**, formerly with *Nortel Networks*, has joined *e-talk Corporation* as their senior events manager. Pat is co-chair for the upcoming MPI Texas Education Conference to be held

November 2-5 at the *Westin Stonebriar* in Frisco.

**Marcy Roitman** with the *Grapevine Convention & Visitors Bureau* is getting married this November. Best wishes!

Congratulations are in order for a few members at the *Le Meridien Hotel*...**Ann Stetson** has been promoted to director of sales; **Mike Gongre**, formerly with the *Doubletree Hotel Lincoln Centre*, has joined the hotel as director of marketing.

**Penelope Logan** has joined *Neiman Marcus* corporate offices as

creative manager. She was formerly the national marketing manager for the *American Heart Association*.

**Wayne Wallgren**, formerly national sales manager for *Global Enterprises*, has formed *WorldWide Incentives, Inc.*, a group and incentive planning company.

**Tricia Moore** has accepted the position of corporate conference manager for *RareMedium*. She was formerly with *Ernst & Young LLP*.

**Dvorah A. Evans**, director of conventions & tourism for the *Dallas Black Chamber of Commerce*, has received a leadership appointment to serve a two-year term on the MPI International Marketing Committee.

Formerly of *Vince Poscente International*, **Jane Atkinson** has joined *International Speakers Bureau* as vice president of exclusive speakers.

**Michelle Kwiatkowski** has joined the *Hotel Intercontinental* as

national sales manager. She was formerly sales manager with the *Sheraton Park Central*.

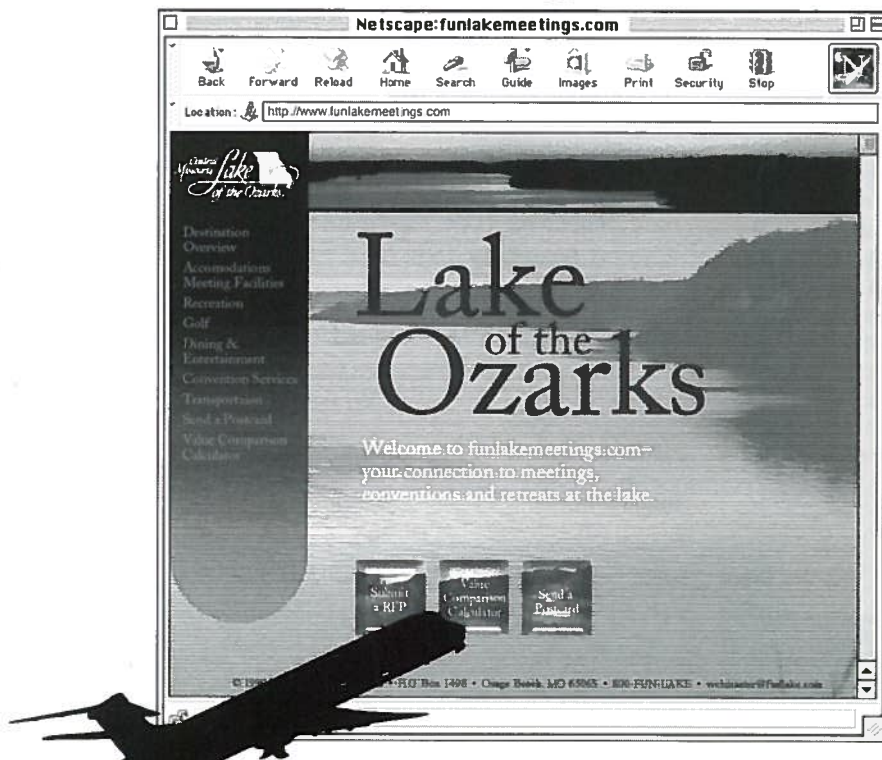
**Maureen Gutierrez** and her husband, Joe, are the proud parents of a beautiful baby girl, Halle Francesca. She was born on February 25<sup>th</sup> at 6:16 PM, weighing 7 pounds 9 ounces.

**Tony Cummins, CMP** has joined *Wynnewood Hospitality*. He was formerly catering sales manager with the *Adams Mark Hotel*.

To submit information to *Heard It Through the Grapevine!*

Please contact:  
Alainna Palmer, CMP at  
214-863-8926  
214-863-8576 (fax)  
apalmer@excel.com  
or  
Mitchell Cathey at  
214/520-3901

Now, there are two new ways to get to  
 Central Missouri's  
**LAKE OF THE OZARKS**



**Air Charter Service directly into Lee C. Fine Airport  
 & [www.funlakemeetings.com](http://www.funlakemeetings.com)**

Offering 225 holes of premier golf, unique shopping opportunities - including the state's largest top brand outlet mall - and a wide array of leisure options.

You may choose from more than 50 resorts, hotels, motels and condos, with a variety of meeting amenities.

You will find over 350,000 square feet of meeting space, thoroughly professional facilities and impeccable service. **ALWAYS IN SEASON™**

Kansas City Group Sales Office • Melody Thuss • 816-347-9090 • lakecvb@tfs.net



Produced in cooperation with the Missouri Division of Tourism.  
 LAKE OF THE OZARKS CONVENTION & VISITOR BUREAU  
 TRI COUNTY LODGING ASSOCIATION



# JPA Thanks You!

By Dvorah A. Evans, JPA Chair, Dallas Black Chamber of Commerce

The Jan Pollard Award (JPA) for Professional Growth provides scholarships for MPI-DFW members seeking educational opportunities toward career advancement and further professional growth. In 1998 the award was named in memoriam to Jan Pollard, a beloved and active member of our chapter who passed away unexpectedly. JPA funds are generated from ticket sales and a drawing at monthly chapter meetings for prizes donated by MPI members.

Upon taking the reins as JPA Chair in February 2000, I was a virtually new member and knew very little of exactly what this award was about and even less about what it means to so many of our members. Our entire organization is based on the premise of education and leadership and thanks to Tony Cummins, CMP, (Past V.P. of Education) I received a crash course in the basics of both. I cherish the experience that I have received as well as the people and companies that have contributed their time, products and services.

As we enter a new chapter year, I would like to personally thank the following companies who have graciously donated prizes during my tenure to help further the cause of JPA:

Tour 18, The Capital Grille, Hard Rock Café, Planet Hollywood, Lombardi Mare, Renaissance Dallas Hotel, Wyndham Hotels International, LeMeridien Hotel/650 North Restaurant, Dallas Marriott Quorum, Radisson Plaza Hotel-Fort Worth, Ginny's Gifts, Ellington's Southern Table, Hilton Hotels Worldwide, Doubletree-Lincoln Center, Morton's Steakhouse, Hotel Adolphus/The Bistro, Holiday Inn-Plano, GameWorks and Radisson Hotel-Denton Eagle Point Golf Club.

There were many people who unselfishly offered their assistance to help make my transition as smooth as possible and I am very grateful to all. However, there are those who went above and beyond to make the past several months as memorable as they were successful. These people did it all...from selling JPA raffle tickets at monthly meetings to soliciting companies for prize donations for JPA drawings to even purchasing tickets themselves, in short-they made the difference. So to...Tony Cummins, CMP, Bitsy Burns, CMP, Patty Stern, Peg Wolschon, CTP, Marti Fox and the entire Education Committee...thank you from the bottom of my heart!

Unfortunately, I never got the chance to know Jan Pollard but I have heard wonderful things about what a dedicated and committed member she was and how difficult it was to accept her loss. But although I never knew her, I do believe that she knows of the work that's being done in her name and I think that she would be extremely proud of her fellow members and eminently grateful to her friends. So on behalf of Jan Pollard...thank you all for your continued support! **LET'S KEEP UP THE "GREAT" WORK!"**

**BE ALL THAT YOU CAN BE...**

**JOIN "TEAM JPA"!**

To inquire about JPA funds, to be a part of the JPA committee or to become an MPI Chapter Partner by donating prizes for monthly drawings, please contact Dvorah A. Evans at (214) 421-5200 or [daedbcc@aol.com](mailto:daedbcc@aol.com).

## Tidbits from the Top News from MPI International



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

### PEC-EUROPE Enjoys Record Attendance

As expected, attendance records for the Professional Education Conference – Europe were broken with 364 delegates on hand, 64 of whom traveled from North America.

Entitled, *Meeting People: Building Bridges Between Past & Future*, the conference was held April 9-11 in Amsterdam, The Netherlands.

It featured three general sessions, more than 20 workshops

and forums and unique cross-cultural networking events.

The PEC-Europe 2001 is scheduled for April 8-10 in Paris, France.

### Institutes Travel to Mexico

The 2000 *Institutes I & II* are scheduled for **October 22-26** at the *Melia Cancun Convention Center Beach & Spa Resort* in Cancun, Mexico.

These two customized, integrated certificate programs in meeting management are designed as five-day residential immersion courses.

For more information and registration materials, visit [www.mpiweb.org](http://www.mpiweb.org) or call 972-702-3051

## MPI Introduces a Brand for the Future

By Gary Boyler, VP, Marketing and Brand Management, MPI International

Two years ago a task force was developed to compose a vision statement that communicates the brand promise of MPI. The International Board of Directors and Marketing Committee began to strategically discuss the future of MPI and grapple with the visionary concepts to ensure future success.

"Branding is one of the most critical actions that an association takes in defining itself to its members and related industry. MPI's new brand accelerates the global leadership roles that the association plays in advancing both the meeting industry and profession," stated Edwin L. Griffin, Jr., CAE, MPI President and CEO.

"Our tagline, *defining the power of meetings*, speaks prophetically and practically to the higher recognition that will be claimed by

meeting professionals due to the increased strategic value of meetings and events. MPI is proud to be the worldwide advocate and champion for the global awakening of the meeting industry," he added.

The actual rollout of the brand at the 2000 WEC and the membership at-large in July 2000 is just the beginning of the next part of this expedition. It actually never draws to a final conclusion because branding requires consistent close scrutiny, protection and above all, visioning. It affects the evolution of existing products in addition to the development of new offerings.

Collectively, we all must *live* the brand that is MPI.

MPI will introduce the new *branding* at 2000 WEC in Los Angeles. The next issue of the *Current* will showcase the new MPI.



— — — — —

## AMAZING MEETINGS BEGIN WITH WYNDHAM.

— — — — —

### DARING FEATS OF SERVICE PERFORMED DAILY AT MORE THAN 130 LOCATIONS.

Why have just an ordinary meeting experience when you can have an extraordinary one at Wyndham? Whether you're planning a large meeting or a small one, Wyndham has the right types of hotels in the right locations to fit your needs. From large, center city hotels to convenient suburban and airport locations – not to mention dazzling resort destinations – Wyndham is ready to guarantee that your next meeting will be an amazing performance. That's why we're the official hotel of Cirque du Soleil. For more information, contact Wyndham National Sales at 800-327-8321.

THE RIGHT WAY.  
THE WYNDHAM WAY.



**WYNDHAM**  
HOTELS & RESORTS™

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



Wyndham  
Anatole



Wyndham Chicago  
Downtown



Wyndham Palace Resort & Spa in  
the WALT DISNEY WORLD® Resort



Wyndham El Conquistador  
Resort & Country Club

THE OFFICIAL HOTEL OF CIRQUE DU SOLEIL, N.A.®

*CONTINENTAL U.S.: Albuquerque • Annapolis • Arlington • Atlanta • Birmingham • Boston • Bothell • Brookfield • Charlotte • Chicago • Cleveland • Colorado Springs • Columbus • Dallas • Denver • Detroit • Durham • Fort Lauderdale • Galveston • Harrisburg • Houston • Indianapolis • Kansas City/Overland Park • Key West • Knoxville • La Guardia Airport (NOT AFFILIATED WITH THE WYNDHAM HOTEL IN MANHATTAN) • Lexington • Long Island (NOT AFFILIATED WITH THE WYNDHAM HOTEL IN MANHATTAN) • Los Angeles • Memphis • Miami • Milwaukee • Minneapolis • Mount Laurel • Mount Olive • Myrtle Beach • Nashville • Newark • New Orleans • Omaha • Orange County Orlando • Palm Springs • Philadelphia • Phoenix • Piscataway • Pittsburgh • Richmond • Roanoke • Salt Lake City • San Antonio • San Diego • San Francisco • San Jose • Seattle • St. Louis • Syracuse (NOT AFFILIATED WITH THE WYNDHAM HOTEL IN MANHATTAN) • Tampa • Telluride • Tempe • Toledo • Valley Forge • Washington D.C. • Wichita • Wilmington CANADA: Montréal • Toronto GREAT BRITAIN: London CARIBBEAN: Aruba • Jamaica • Puerto Rico • St. Thomas, V.I. • St. Lucia, W.I.*

## 10 Ways To Promote Yourself Or Your Services — For Free Or Next To Nothing!

There are many ways you can promote yourself or your services without a huge investment. It's a l w a y s important to have a great business card and promotional materials but some simple things can be done fairly easily and can provide a great return on your investment.



Dana Nickerson, CMP  
SquareOne Productions  
214.343.8067  
Fax: 214.343.6166  
dana@seabrookcomputers.com

Getting involved in your industry or community will bring new business and new clients. Here are just a few hints:

1. Say Thank You – a handwritten thank you note, the kind your mother taught you to write, nothing fancy but personal gets noticed.
2. Give or Sponsor an Award – it provides an emotional tie-in that fosters names and product loyalty, it provides customer delight, networking opportunities and free advertising.
3. Create a Contest – it gives name recognition, a data base, publicity, goodwill, a position in the marketplace, provide employee pride and delight and a imagine in the community.
4. Donate products or services to charity auctions, it provides a win-win situation. Don't look at this as a cost to your company, this goes with the attitude of "what

does it cost to get a new client, customer or lead?"

5. Present seminars or workshops in your area of expertise. Create public relations for your events, etc. You can partner with other companies for their support in the areas you don't provide services. You will have a joint mailing list and great networking opportunities.
6. Teach a class.
7. Be a guest speaker or panelist
8. Board of Directors – serve as a board member or committee chair in organizations other than industry related. IT will broaden your networking and offers you a chance to showcase your skills to a new group of people.
9. Write articles – newsletters in

organizations you belong or as a guest writer for any organization. Most publications are always looking for new material.

10. Publish an in-house newsletter or resource directory.

These are just a few ideas to help promote your business. Of course one of the best ways to promote your business in MPI is to get involved in the DFW Chapter. Passing out business cards will not accomplish your goals. You must be involved, show people how you work, your work ethic and follow-through. This will tell more about you and your services than any promotional material you could produce. Get involved in your chapter or your community.

### Tips to Use in Writing or Marketing Yourself

## The (il)Literate Meeting Planner

Your use of the English language is more important today more than ever. In today's world of writing (i.e., e-mail) your proper use of the correct words make the difference between a new client, a new job, or a promotion or raise.

The following are just a few misused words often not used in the right format:

**Affect/Effect:** Use affect when you mean influence. Effect, as a noun, means result; as a verb, it means to bring about.

**All right:** "Alright" is not all right.

**A Lot:** Always two words

**Alternately/Alternatively:** Alternately means by turns, ever other one; alternatively is one of two possibilities.

**Between you and me:** "Between you and I" is never acceptable in written or spoken English. "Between" is a preposition (like after, to, for, except, in) and requires an object of the preposition, "me."

**Continuous/Continual:** Continuous is without interruption, unceasingly. Continual is recurring frequently (as in the phone ringing in customer service)

**Credible/Creditable:** Do you mean believable (credible) or deserving praise (creditable)?

**Disperse/Disburse:** Disperse is to break up, as police dispersing an unruly crowd, Disburse is to pay out.

**Each Other/One Another:** "they (two people) gave each other advice."

**"They (more than two) gave one another advice.**

**Farther/Further:** Farther is for distance, further for degree or extent. You pursue a trailer farther and an idea further.

**Fewer/Less:** Less applies to quantity, few to numbers. Fewer calories, less taste.

**Imply/Infer:** Imply means to intimate, to hint. Infer is to deduce from evidence.

**Irregardless:** There is no such word, Write "regardless."

**It's/Its:** "It's means "it is." Otherwise use its.

**It/They:** Use "it" when referring to a company, "they" for a group of people.

**Lie/Lay:** Lies means to recline. Lay means to put down or set. ("lay down the law.")

**Period/Quotation Mark:** Periods go inside end quotations marks. ("I told you so.")

**That/Who:** When referring to people, you must use the word "who." People who follow this rule consistently are few and far between.

**This, That, These, Those:** Do not use these words alone; add a noun afterward to let the reader know exactly what's being referred to.

**Toward:** There is no "s" at the end of the word (unless you're trying to sound British). Ditto with backward, afterward, and forward.

# MPI

MEETING PROFESSIONALS INTERNATIONAL

*Committed to Educational Leadership*

[www.mpidfw.org](http://www.mpidfw.org)

Dallas/Fort Worth Chapter  
PMB 259

7750 North MacArthur Blvd.  
Suite 120  
Irving, TX 75063-7501

FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
DALLAS, TX  
PERMIT NO. 1930

## *Looking For Space in Houston?*



- 60,000 Square Feet of Flexible Meeting and Function Space
- 310-Room All-Suite Tower
- 35 Two-Bedroom Golf Cottages
- 13 Lakeside Villas
- 18-Hole Championship Golf Course
- Full Service Marina on 22,000-acre Lake Conroe
- White Sand Beach
- Health Spa and Fitness Center
- Just 45 Minutes North of Houston's George Bush Intercontinental Airport



## *Look Into Del Lago*

Your Vision is Our Quest  
**DEL LAGO**<sup>™</sup>  
America's Premier Waterfront Conference Center & Resort

800-348-1542 • [www.dellago.com](http://www.dellago.com)  
600 Del Lago Blvd. • Montgomery, Texas  
77356-5349



# MPI

MEETING PROFESSIONALS INTERNATIONAL<sup>®</sup>

Committed to Educational Leadership

## Thinking of earning your CMP? Let the D/FW Chapter help you do it!

### “How to Become a CMP Information Session”

What is the CMP Exam? How do I get an application?  
What are the due dates? What do I need to do?  
Get answers to these questions and more.

**Monday, August 14, 2000**

6:00 p.m. - 7:30 p.m.  
\$15

### “How to Complete the CMP Application”

Stay and learn helpful hints for completing your application. Bring a copy of your application or purchase the "Step-by-Step Procedure to the CMP" book for \$15 the day of the program.

**Monday, August 14, 2000**

7:30 p.m. - 9:00 p.m.  
\$15

**Sign up for both the Information Session and the CMP Application Session and pay only \$25 per person.**  
Sessions will be held at The Meadows Foundation, 2801 Swiss Ave., Dallas, TX 75204

### CMP Study Group Sessions

This six-week program follows the Convention Industry Council's manual and focuses on the areas included on the exam. Instructors are chapter members who have expertise and have earned the CMP designation.

**Mondays 6:00 p.m. - 8:00 p.m.**

October 2 October 16

October 23 October 30

November 6 November 13

Members \$45

Non-members \$65

MEADOWS FOUNDATION

### CMP University

"Boot Camp" before the exam! An intense 1-1/2 day exam-taking practice session that will prepare you for the real one.

**Saturday, January 6 9:00 a.m. - 4:00 p.m.**

**Sunday, January 7 9:00 a.m. - Noon**

**Monday, January 8, 2001 6:00 p.m. - 9:00 p.m.**

CMP Exam Dress Rehearsal

Members \$125

Non-members \$150

NOTE: TENTATIVE CMP UNIVERSITY LOCATION:  
HOTEL INTER-CONTINENTAL

**Sign up for both the Study Group Sessions and the University and save!**

**Members \$150**

**Non-members \$195**

Please return this form along with your check made payable to MPI D/FW Chapter to: James C. Monroe, CMP, CSEP, Gale Sliger Productions, 1261 Profit Drive, Dallas, TX 75247. If paying by MPI ECard, you may fax your registration to James C. Monroe at (972) 709-0868. Direct inquiries to Jim Monroe at Gale Sliger Productions, (214) 637-5566, or E-mail [jcmonroe@iname.com](mailto:jcmonroe@iname.com)

Name (please print): \_\_\_\_\_

MPI Member Number: \_\_\_\_\_ ECard Number: \_\_\_\_\_ Planner: \_\_\_\_\_ Supplier: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Register me for:

	All Registrants		MPI Member	Non-Member
Information Session	_____ \$15	CMP Study Group	_____ \$45	_____ \$65
The CMP Application	_____ \$15	CMP University	_____ \$125	_____ \$150
Both	_____ \$25	Both	_____ \$150	_____ \$195

## “E-CARD” 2000

- The E-card debuts August 1, 2000. The card expires June 30, 2001.
- The goal for the E-card is to provide chapter members with the convenience of pre-paying for a block of educational offerings. We anticipate increased attendance at MPI D/FW Chapter educational sessions.
- The E-card is used in lieu of payment for MPI D/FW educational sessions. Exceptions are monthly meetings and Richland College courses. The value of the session will be “punched” the day of registration.
- When registering for an educational session online, please note that you bring your E-card for payment. If the member does not have his E-card the day of the session, the member is responsible for the cost of the session via check or credit card. The card will not be debited.
- If the session value is more than the balance on the card, the member may pay the remaining balance on the card or purchase a new E-card.
- E-Card discount:** The E-card is \$85.00. When a member uses his E-card for payment for an educational session, the registration fee will be discounted \$5.00. Some sessions may have an additional discount.
- E-card CMP bonus:** The CMP square on the card is a \$25.00 value. The bonus may be used for the CMP Study Group or the CMP University. (may not be used for the CMP Introduction session)
- The E-card is non-transferable and non-refundable.
- The E-card does not guarantee space for sold out sessions nor does it cover no-show fees or cancellation within 72 hours of a session.

### E-mail Marti Fox, CTC for your E-card today!

Please return this form along with your \$85.00 check made payable to MPI D/FW Chapter to:  
Marti Fox, CTC, GlobalGoals, 2732 Belmeade Drive, Carrollton, TX 75006.  
Direct inquiries to Marti Fox, CTC, (972) 418-9776 or e-mail: deal1fox1@aol.com

Name (please print): \_\_\_\_\_ Planner: \_\_\_ Supplier: \_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**MPI D/FW CHAPTER INTEREST FORM 2000-2001  
PROGRAMS**

If you are interested in hosting a monthly chapter meeting or providing a service, please complete this form and return by **August 15, 2000**.

**MONTHLY CHAPTER MEETING**

This meeting is held on the fourth Thursday of each month, with the exception of November and December. Attendance averages 225-250 people, with space for registration and reception.

Indicate first, second and third choices that your property would be able to host a meeting.

#1    Month \_\_\_\_\_    Lunch \_\_\_\_\_    Dinner \_\_\_\_\_  
#2    Month \_\_\_\_\_    Lunch \_\_\_\_\_    Dinner \_\_\_\_\_  
#3    Month \_\_\_\_\_    Lunch \_\_\_\_\_    Dinner \_\_\_\_\_

**ADDITIONAL SERVICES**

You may wish to provide a service or showcase your product in support our educational efforts: (check all that apply)

Entertainment	Florals	Favors
Decorations	Printing	Audiovisuals
Centerpieces	Speaker	Rentals
Tents	Gift Baskets	Transportation

Other: \_\_\_\_\_

**We appreciate your interest and support. It is only through the partnership and generosity of our chapter members that helps the Dallas/Fort Worth Chapter be successful.**

FACILITY: \_\_\_\_\_  
NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Please return to:

PLEASE FAX, EMAIL OR MAIL BY AUGUST 15, 2000 TO:  
Anna Squire, Stonebriar Country Club  
5050 Country Club Drive, Frisco TX 75034  
Telephone: (972) 625-5050 Fax: (972) 625-9297  
[Anna.squire@ourclub.com](mailto:Anna.squire@ourclub.com)



## The MPI Kids Charity Ball

Produced by: Meeting Professionals International  
Dallas/Fort Worth Chapter

**Get ready for a chance to win a fantastic  
"Fun in the Sun" vacation to  
Cancun, Mexico**  
compliments of  
***Hilton Cancun Beach & Golf Resort***  
and  
***AeroMexico***

The MPI Kids' Charity Ball is offering a tropical trip for Four(4) that includes round-trip coach tickets from Dallas on AeroMexico. Two(2) rooms for Three(3) memorable nights on the Yucatan Peninsula in the architectural and cultural splendor of the Hilton Cancun Beach & Golf Resort. Experience famed Cancun hospitality, azure waters, sandy beaches, expansive pools, ethnic cuisine and a private 18 hole golf course.

**Tickets are \$ 5.00 each or 5 tickets for \$ 20.00**

To purchase tickets by credit card you can call

Markie Ingram

Ingram Promotions

**972-934-2423**

or

Esther Wigley

Appointments

**972-788-1702**



The value of the trip is over \$ 3000.00! We need volunteers to help sell tickets to reach our goal of \$10,000.00. Call Markie or Esther and they will be glad to mail you tickets to sell to your colleagues, in your neighborhood, and to your family and friends.

Drawing will be held on August 19, 2000 during the  
MPI D/FW Kids' Charity Ball presented by Sabre, Inc.  
(Need not be present to win)

Proceeds benefit Love for Kids, Child Protective Services Community Partners-Rainbow Room, Wipe Out Kids' Cancer and MPI D/FW Chapter Special Education Fund.



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

The MPI Kids Charity Ball Presented by Sabre Inc.

**THEkids.com** VERSION 2000

PRODUCED BY MEETING PROFESSIONALS INTERNATIONAL D/FW CHAPTER

Saturday, August 19, 2000  
HYATT REGENCY DALLAS  
6:30 PM - 12 Midnight  
Cocktail Attire

TICKETS: \$100.00 per person  
TABLE OF TEN - JUST \$900.00!!  
Don't Delay - Buy Today

For information about this year's ball  
CALL the Kids Ball Hotline at (972) 699-5691