

Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

Inside

President's Message.....2
 Current Affairs.....3
 Chapter Meeting.....5
 Education.....7
 July Meeting.....8
 Continuing Education...9
 CMP Calendar.....10
 Membership.....11
 International News.....12
 CMP Grapevine.....13
 From the Heart.....13
 Leadership.....15
 Calendar Information....16

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 Information
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www.mpidfw.org

It's Time to Help Unmask the Future!

By Dvorah A. Evans, CMP
 Dallas Black Chamber of Commerce

Exotic trips! Fabulous entertainment! And, the cutest costumed teddy bears in one room! It's all at the 2001 MPI Kids Charity Ball!

Join us on September 15, 2001, 6:30 p.m., at the International Apparel Mart Great Hall for this year's gala, themed Masquerade "Helping to Unmask the Future." Collectible teddy bears (the Kids Charity Ball Mascot) will be costumed by celebrity designers and offered during the silent auction.

Produced by the Meeting Professionals International Dallas/Fort Worth Chapter and presented by Sabre Inc. (returning for the third-consecutive year as the event's "Guardian Angel Sponsor"), the 2001 Kids Charity Ball expects to raise more than \$80,000 for this year's beneficiaries: Love for Kids, Wipe Out Kids Cancer, AIDS Arms and the MPI D/FW Education Fund. The MPI Kids Charity Ball has distributed more than \$450,000 to children's charities and causes in its nine-year history.

The MPI-D/FW Chapter is pleased to announce that the Meadows Foundation has been selected as the winner of the 2001 Barrett Award! The Meadows Foundation was established in 1948 to assist people and institutions of Texas improve the quality and circumstances of life for themselves and future generations. Through grants and charitable programs, the foundation strives to address the basic human needs by working toward the elimination of ignorance, hopelessness and

suffering, protecting the environment, providing cultural enrichment, encouraging excellence and promoting understanding and cooperation among people. The Barrett Award for Loving Kids was established in 1996 in honor of Bill and Angela Barrett for their efforts and long-standing contributions to underprivileged and medically fragile children. The award recognizes those who champion the causes of children through philanthropy and volunteer efforts as exemplified by Bill and Angela Barrett.

Committee Chairs for the 2001 Kids Charity Ball are: Percy Sales-2001 Ball Chair, Astrid Koh-Stenzer-Fashion Show, Sherry DelaGarza, CMP-Sponsorship, Gregory Pynes-Charities, Tracey Smith, CMP-

Registration/Auction Check-Out, Gina Johnson-Silent/Live Auction, Beverly Sumabat-Designer Bear Auction, Dvorah Evans, CMP-PR/Promotions, Rob Keating-Production & Décor, Heather McCown-Programs/Invitations, Carol Mazingo-Volunteers, Mark Sorrells-Finance, Bruce Wolpert, CMP-Raffle/Finance, Marsha Singer-Barrett Award for Loving Kids.

The ball is open to the public. Tickets are \$100 per person, tables of 10 are \$900, and Corporate Sponsorship opportunities begin at \$1,500. For ticket information or sponsorship opportunities, call the Kids Charity Ball Hotline at 972.377.8335 or check our website at www.mpidfw.org and click Events.

The MPI Kids Charity Ball

Produced by Meeting Professionals International
 Dallas/Fort Worth Chapter



DEFINING THE POWER OF MEETINGS™

Meeting Professionals International is the world's largest association of meetings professionals with more than 18,000 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 non-members alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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Sandi Galloway

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940-321-3458

A Message from the President



"Shape Your Future: Connect" is this year's theme. Your new board is already connecting to work hard for YOU. This month we will be meeting for our annual Board retreat at the Guest Lodge/Cooper Clinic planning an exciting year just for YOU. Your Board is concentrating on the changes facing our chapter and our industry. Constant change means that we must refocus our energies to identify the important issues, trends and changes that face YOU, our members.




Betty E. Garrett, CMP
Garrett Speakers International
Chapter President

While we are sharing ideas and bringing back new issues to our chapter from the WEC in Las Vegas, we will be distributing our new Strategic Partnership Opportunity brochures to potential sponsors. This is a wonderful opportunity to stay connected with our active sponsors as well as win new ones for our chapter. The Strategic Partnership Opportunity allows our chapter to provide exceptional monthly meetings, award-winning educational programs and community service projects. This program provides our members the opportunity to showcase products and services while alleviating the burden of being continually asked for contributions to the chapter. If your organization would be interested in this program or you know of a potential sponsor that would benefit from this way to connect with our prestigious members, please contact me at 972.513.0054.

Another way of staying connected is through involvement. Many of you attended the successful July meeting at Texas Stadium and may have already signed up for a particular committee. Most of you know that one of the best member benefits is the connection you make while volunteering to work on a committee. The more involved, the more ROI...return on investment. Ask any active member and they will tell you of the many friends and strategic partnerships they have formed because of MPI D/FW. Do not be left behind....get involved and stay connected by joining the committee of your choice.

Our new membership directory is yet another means of staying connected. The 2001 new membership directory was presented during the July meeting. If you have not received yours, don't forget to pick your copy up at the August meeting. It is a valuable resource to some of the industry's best professionals....one you can use every day even when you are traveling.

There is ample opportunity to stay connected through active participation in our award-winning programs, educational offerings, community service projects and sponsorships. Let us know if there is anything your leadership can do in 2001-2002 to help you "Shape Your Future: Connect." 

“CURRENT” AFFAIRS

Industry Profile: Ed Giffin MPI's CEO tackles leadership, change, industry challenges and member ROI

Editor's Note: Each month, this column will present an industry profile, hot topic debate or industry event review to focus reader interest and discussion on “Current” Affairs. Your participation and feedback in this effort is both vital and welcome. Take this opportunity to voice your opinion. Let me know what you think. – Steven G. Foster, CMP, Managing Editor.



Edwin L. Griffin, Jr., CAE, joined MPI as its chief executive officer in November 1990. He monitors association operations - including programs, services and strategic planning - and serves as the official spokesperson for MPI. He also manages the association's multimillion-dollar annual budget and works closely with the MPI Foundation.

Griffin spoke with “The Current” on a variety of topics, including MPI's phenomenal growth, its retention efforts, challenges from other associations, economic forecasts and the future he expects for its 19,000-plus members worldwide.

Current: *What is the biggest challenge facing MPI this year?*

Griffin: “The biggest challenge that MPI is facing this year is addressing a number of issues associated with a global and domestic economy that is in a state of flux. There has been a decided slowdown in the economy of the United States where approximately 92% of our members reside, which is having more of a negative effect in their own individual business activities than perhaps negatively affecting MPI, however, it is our association's responsibility and obligation to assist our members anytime there are issues such as this or opportunities on which our members can capitalize. While most long-term predictions are good for our industry, the slowdown is impacting both planners and suppliers alike and is aggravated with the energy crisis most apparent in California, but which may extend to other states as well.”

Current: *Retention has been a rallying cry for the past two years. What are the results of MPI's focus on member retention since 1999-2000 and what programs are being planned (or are in place) to continue this focus?*

Griffin: “Retention is an important issue for MPI and has been over the last couple of years. The retention rates have risen over the last 18 months, with the most apparent being the 3% rise in July 2000 to June 30, 2001 which is a very healthy trend for a base of some 18,000 members. Since chapters are the nexus for most activities for our members, they have an increasing responsibility to make sure that our members or potential members continue to be impressed with the quality of programming and concern for them as individuals. The international staff is assisting chapter leaders in providing flexibility and take-home value for their monthly meetings by the technical assistance offered by Chapter Operations

Specialists, expanding the Platinum Series and a huge training effort made at the beginning of each fiscal year to train new officers, Board members and staff about the strategic and logistic operational needs of each of our chapters.”

Current: *You are completing your 11th year at the MPI helm. What have been the successes you are most proud of?*

Griffin: “Undoubtedly, I would have to say the growth of the organization itself, because that should mirror the kinds of quality programming, staff and services that we have been able to enhance each year. Our budget has grown from \$4.7 million to \$17 million and our membership from 9,700 to 19,200 members. While we maintain an overwhelming membership base in the United States, we have truly expanded our international scope and reach, and have had a considerable impact with not only the private sector, but also public policy advocacy with legislative action days, a huge grant from the Canadian government to establish meeting planning standards, a grant from the European union to assist with educational programs for the meetings industry in Europe, private meetings with the Prime Ministers of the United Kingdom and Scotland to assist with special issues affecting the meetings industry and intense meetings with top-level officials of the Mexican government to better organize and promote the meetings industry in Mexico.”

Current: *Since Continuing Education must be MPI's highest priority, what efforts are being made to strengthen the educational opportunities available at MPI?*

Griffin: “Continuing education is indeed a high priority and we must not lose sight of the fact that education is one of the true drivers for membership and retention. We are very pleased with the sponsorship by the Mexican government of the online learning program (42 courses this year), as well as some customized courses that we are offering through Fusion Productions in our online learning platform. Some of the best learning and education is through peers, and that will be accomplished with MPI's Communities of Interest on the MPI Web, trying to give a forum and a means of conversation for each of the major segments of our membership. The CMM is expanding to three different offerings this year and we will begin our Institutes Europe in the winter, comparable to the Institutes program we have been successfully running for 14 years in North America. With MPI, one-stop shopping is in full force. We plan to show value for the

Continued on page 12

DALLAS/FT. WORTH
CHAPTER
MPI

CURRENT

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Chapter Meeting: Thursday, August 23, 2001 • 11:00 a.m.

“Internet Marketing For Dummies: A Conversation with the Author”

By Leah Belasco and Peg Wolschon, CTP

Kelly Services Production Transport, Inc.

Looking for tips on how to incorporate affordable and effective Internet Marketing into your next event? Then tap into the expertise of nationally renowned “For Dummies” author, Frank Catalano at this month’s chapter meeting, August 23 at III Forks. Get answers on how to effectively use email marketing, websites and other internet components to boost event attendance, increase revenues, solicit better feedback, and increase return on investment.

The luncheon program will be moderated by John Chang, CEO of seeUthere - a web-based event automation company. Questions, scenarios and topic suggestions may be submitted prior to the meeting by logging on to: <http://www.seeUthere.com/survey/6405455365894>. April Whitney, PR Manager or <http://www.seeUthere.com> Web-Powered Event Automation (TM).

Among the scheduled topics are:

- ❖ the difference between Permission and Viral marketing
- ❖ how to “segment” contacts and use tailored messaging to nurture relationships
- ❖ what is SPAM and how to avoid using it
- ❖ ways to capture email addresses
- ❖ using multi-wave communications to encourage attendance & eliminate no-shows
- ❖ using proactive communications to reduce the fielding of administrative calls



Frank Catalano, Author of *Internet Marketing For Dummies*.

Frank Catalano is a veteran marketing consultant and analyst. *Catalano Consulting* is a strategic marketing firm advising Internet and technology companies. His consulting includes work with PC Data, McGraw-Hill Home Interactive and Egghead Software, and his tech industry analysis and commentary are seen on KCPQ-TV Fox Seattle and in his long-running *Byte Me* columns for *Seattle Weekly*. Frank has channeled his practical and effective marketing experience into the popular guide *Internet Marketing For Dummies*.



John Chang, Co-Founder and CEO, seeUthere.

John Chang has more than 15 years of expertise in marketing enterprise and consumer products. He served as VP of Marketing for Interwoven, Inc., the leading provider of enterprise Web content management solutions, and as VP of Product Marketing, Technical Support and Customer Services at Insignia Solutions, that helped take the company public. He also served as Senior Director of Product Marketing at Acer America, managing over \$600 million in a variety of software and hardware markets. Mr. Chang earned an MBA from Stanford University and is a member of the Northern California Chapter of MPI.

Host Facility

III Forks

In 1838, Dallas was known as the III Forks Territory. To recreate the grandiose lifestyle that is purely Texan, restaurateurs Dale Wamstad and Gene Street present III Forks, boasting 25,000 square feet of dining & meeting space, in 12 elegant rooms for 10 to 360 guests, III Forks offers Texas French Cuisine including prime steaks, seafood and award winning wine list.

III Forks — The Crown Jewel of American Dining — is truly a venue you will not want to miss!

DIRECTIONS

From Dallas - located on Dallas Parkway (Dallas North Tollway) 4 miles north of Galleria, on east side. From south, exit Trinity Mills/Briar Grove; just north of Trinity Mills on right. From north, exit Frankfort, make U turn at Trinity Mills. Look for 24-carat gold leaf dome atop the restaurant.

From Fort Worth - I-30 east to I-35 north to 635 east to Dallas Tollway, exit north to Trinity Mills/Briar Grove exit.

August MPI D/FW Chapter Meeting

“Internet Marketing for Dummies: A Conversation with the Author”

Thursday, August 23, 2001

III Forks

17776 Dallas Parkway
Dallas, Texas 75287
(972) 267-1776

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

Complimentary Valet Parking

Advanced Member Price: \$27.00
Advanced Guest Price: \$32.00
Onsite Price: \$40.00

R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, August 20, 2001
fax: 972-506-7485

ON-LINE REGISTRATION PREFERRED
In the “Events” section at: www.mpidfw.org
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Armed with "Sell" Phones, Technology, Enduring Relationships and the Quest To Share Industry Knowledge, this Group of Professionals has the Scoop on Information that'll Help "Shape The Future" of how you think about the Site Selection process.

Shannon Christo, Dallas CVB, Mike Malinchok, GetThere.com (not in picture), Pat McCain, CMP, Krisam Hotels & Resorts, Gayle McClurkan, Wyndham NSO, Renee McKenney, CMP, Helms Briscoe, and our Moderator Patty Stern-Markley, Dallas Meeting Management. *(Photo provided by Jim Woods Photography)*

Date: Tuesday, September 25, 2001

Location: Wyndham Anatole Hotel

Time: Registration & Breakfast 7:45am-8:30am

Program: 8:30am-11:30am

Cost: \$40.00 Members \$45.00 Guests

You don't want to miss this program! REGISTER TODAY AT www.mpidfw.org

More than ever, the topic of the Site Selection process is prevalent in the Meetings Industry with many unanswered questions or guidelines about how to select companies to work with!

Suppliers will learn:

- How to sell and work with Site Selection companies
- The dynamics of how planners are working with outsourcing in today's overworked environment
- How to make the process work in your favor.

Planners will learn:

- How these different resources can help you do more and save money on your bottom line!
- Issue resolution such as attrition and cancellations!
- How to use this market expertise . . . new properties, construction issues and outside venues!

July Meeting Chapter Partners

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

Featured Speaker

Bill Butterworth

Facility, Reception, Luncheon

Tiffany M. Garrett, Catering Sales Manager
Cathy Malloy, Catering Coordinator
Amy Phillips, VP of Food & Beverage
Dallas Cowboys Football Club

Centerpieces & Other Decor

Walt McKay, *Event Support Group*

Registration Tent

John Jacob, *Abbey Party Rentals*

AV Services and Video Production

Bill Reeser, CMP, *AVW Audio Visual*
Eddie Perez, *Diamond Vision*

Reception Entertainment

Kelli Finglass, Director,
Dallas Cowboy Cheerleaders

Stage Set-Creative Design & Production

Walt McKay, *Event Support Group*

Signage

David Gisler, *Freeman Decorating Co.*

CONNECT Card Production

Cindy Provence, *PDQ Results Printing*
Jerry Retsky and Sy Retsky, *A.L.I. of Texas*

Hotel Arrangements

Nicole Northrop, CMP,
Omni Mandalay Hotel in Las Colinas

Ground Transportation

Steve Janicek, *Super Shuttle*
Thomas White,
1st Executives Transportation

Program Committee

Sy Retsky,
National Contract Management Assoc.
Carol Benavidez, CMP, *HelmsBriscoe*
Hollye Edwards, *CityPlace*

D/FW Teams "Connect" at Texas Stadium Home Opener

Kicking off the 2001-2002 year with President Betty Garrett's theme of "Shape Your Future: Connect" was a program at Texas Stadium featuring speaker Bill Butterworth, the Dallas Cowboys Cheerleaders and the annual Chapter Natural Resources Trade Show.

Approximately 260 attendees signed up for committee work at tabletop exhibits, received the new Chapter Resource Handbook and learned "Great Ways To Build A Successful Team" from Butterworth, who has spoken to 26 of the 31 NFL teams.



President Betty E. Garrett, CMP and July Meeting Decor Sponsor Walt McKay (Event Support Group) take a turn in the Money Machine. Attendees had a chance to grab up to \$500.00 cash inside the Money Machine.

(Photos by Jim Woods)



Hosts for the July Chapter Meeting at Texas Stadium were Cathy Malloy, Catering Coordinator and Tiffany Garrett, Catering Sales Manager.



Kami Proulx, CMP (*Nth Degree*), Cindy Provence (*PDQ Results Printing*) and O.D. O'Donnell (*Nightlife Talent/Panache*) distributed the 2001-2002 Chapter Directory. The new resource guide is available to all chapter members.

Right: Speaker Bill Butterworth



Left: July Program Committee members were Sy Retsky (*National Contract Management Association*), Hollye Edwards (*CityPlace*), Carol Benavidez, CMP (*Helms Briscoe*) and VP of Programs Anna Squire (*Squire & Associates*).



The Dallas Cowboys Cheerleaders



The Richland College TEMM Program: Providing Continuing Industry Education

Editor's Note: For many years now, the MPI D/FW Chapter and Richland College have been partners in a ground-breaking industry program, the Travel, Exposition and Meeting Management course study. In recognition of the need to communicate the purpose and relevance of the program at Richland College to MPI D/FW members, *"The Current"* will publish a continuing series of articles on the TEMM Program. Former MPI D/FW Chapter President Gregory Pynes, also a long-time TEMM instructor, begins the series with the most frequently asked questions regarding the program at Richland College.



Gregory Pynes
Events Unlimited Inc.

What connection does MPI D/FW have to Richland?

MPI D/FW began offering courses in meeting management at Richland for C.E.U. credit in the mid 1980's. For more than a decade, chapter members have taken advantage of these study course offerings including, Principles of Meeting and Convention Management, Advanced Meeting Management and International Meeting Management. Other courses in Exposition Management, Special Events, Meeting Technology and Travel (including an on-line Sabre lab) are also available. Students may enroll either for credit or for Continuing Education including pursuing an Associates Degree.

How can Richland assist me in my professional development?

Today's competitive market requires that we continue to grow as meeting professionals. Most positions require a college degree regardless of your length of professional experience or industry designations. Richland provides chapter members with the opportunity to pursue a degree or fulfill C.E.U. requirements of current positions.

Who takes these courses?

The profile of people enrolled in the courses at Richland is a mirror of all institutions of higher learning. There are people who are beginning their college careers and those who are either looking to make a career change or enhance their understanding of the meetings profession.

Who teaches these courses?

This Fall will mark my 8th year as an Adjunct Instructor at Richland College teaching courses in the Travel, Exposition and Meeting Management program developed by MPI D/FW. Many chapter members, including Colleen Rickenbacher, CMP, Jimmy Eanes, CMP and Bruce Wolpert, CMP have served as course instructors, and the TEMM program regularly draws on other chapter members as guest lecturers.

Why do I teach?

Fundamentally because I never tire of learning. Whether I am preparing a lesson plan or engaged in the class discussion, I am amazed at the new information uncovered. This is especially true since more of the students in my class are in the profession, and we share our experiences and continuously learn from each other.

Richland is a relevant and pertinent asset for each of us. Your call to action is to become involved. How? Take a course, offer to be a guest speaker or sign on to be an adjunct instructor. Come learn with us! For more information, contact me at 214.750.7226 or Gregory@eventsunlimitedinc.com



Richland College Management/Exposition Management Courses

Whether you are a new meeting or exposition manager or have been in the industry for many years the Richland College Fall 2001 schedule of classes offers something for everyone. Classes will be held in the evening, one-night per week, Aug. 27 – Dec. 13, 2001.

Classes can be taken for credit in pursuing an associates of applied science degree in travel, exposition and meeting management or non-credit for classes in personal enrichment or to earn educational points for industry certifications.

Introduction to Convention/Meeting Management (3) **	Gregory Pynes	Tues. 6:45 – 9:35 p.m.	\$78	Beginning
Overview of the meetings and conventions industry and the various aspects and skills involved in planning and managing meetings and conventions. Emphasis on types of meetings, meeting markets, industry suppliers, budget and program planning, site selection and contract negotiations, registration and housing, food and beverage requirements, functions and meeting room setup, and audiovisual requirements. (3 Lec.)				
Convention & Exposition Law and Ethics	Shannon Dobb	Thurs. 6:45 – 9:35 p.m.	\$78	Intermediate
Application of general legal principles and statutory requirements to meetings, conventions and trade shows. Emphasis on ethical considerations to problems faced by meeting planners, hotels, and convention centers in the negotiation of agreements for meetings and similar events. In addition this course will cover legal issues for travel and suppliers. (3 Lec.)				
Special Topics in Travel and Tourism(2) -Travel Industry Software	Laterza & Hickman	Mon. 6:30 – 8:30 p.m.	\$78	Intermediate
An overview of automated systems in the travel, exposition and meeting management industry. Commonly used software programs that assist professionals in performing daily operations in all three industries including use of the internet, meeting planning and exposition management software. Laboratory fee (1 Lec., 2 Lab.)				
Exposition and Trade Show Operations (3)	Erika Bondy	Tues. 6:45 – 9:35 p.m.	\$78	Advanced
Suggested Prerequisite: TRVM 1325 Exposition and Trade Show Management. A discussion of management of the specific problems of trade shows and exhibitions, including design, construction, and regulation. Logistics for planning events, including crowd control, special effects, lighting, decorations and audio. Procedures for conducting fairs, festivals, sporting events, and grand openings. (3 Lec.)				
Applied Convention/Meetings Management (3)	Gregory Pynes	Thurs. 6:45 – 9:35 p.m.	\$78	Advanced
Suggested Prerequisite: TRVM 2301 Introduction to Convention/Meeting Management. Discussion of meeting planning with emphasis on the key areas of meeting management. Topics include needs assessment, identifying meeting objectives, program development, facility selection, negotiations, contracts, meeting and function space set-up, promotion and publicity, budgeting, evaluation, and legal issues. (3 Lec.)				

* Cost based on in-district prices

** Class also offered during the day

Deadline to register is August 27. For more information, contact M.T. Hickman, Program Coordinator, Travel, Exposition and Meeting Management, Richland College, 972-238-6097 or mthickman@dcccd.edu.

2001-2002 CMP Study Group Calendar

September 1, 2001
Mail CMP Application
Enclose \$150.00 fee to CIC

September 10, 2001
CMP Application deadline
www.conventionindustry.org

Sept. 10, 2001 - Oct. 29, 2001
Monday Nights: 6:00 pm - 8:30 pm
Dallas Marriott – Las Colinas
CMP Study Group Session
Cost:
\$55 members; \$75 non-members

Note: The CMP Study group will not be held on Monday, Oct. 8 in observance of the Columbus Day Holiday.

<mailto:GlobalGoals@aol.com>
<http://www.conventionindustry.org>

November 1, 2001
Dallas Marriott – Las Colinas
CMP Independent Study Group session

November 12, 2001
Deadline for CMP Exam Form
Enclose \$325.00 fee to CIC
<mailto:GlobalGoals@aol.com>
www.conventionindustry.org

January 5, 6, & 12, 2002
CMP University - Exam Dress Rehearsal
Omni Mandalay Hotel
Jan. 5: 9:00 am - 4:30 pm
Jan. 6: 9:00 am - 12:30 pm
Jan. 12: 9:00 am - 12:00 pm
Cost:
\$125 members, \$150 non-members

January 19, 2002
CMP Exam in Dallas & Hawaii
www.conventionindustry.org


For further information on the CMP Study Group Sessions, contact: Marti Fox, CTC, CMP. Day: 972-417-7232, Evening: 972-418-9776, Fax: 972-418-9486
E-mail: MfoxWTMI@aol.com



TECH TALK

Looking for a powerful new teaching tool? The new Smart Board is an interactive whiteboard that turns your computer and projector into a unique training device. It is great for smaller breakout meetings, where there are powerful brainstorming sessions. All you need is a computer, projector, and a little creativity.

It has a touch-sensitive screen, allowing you to control any of its applications by simply pressing on its surface. Notes can be taken by using the Smart Pen, and writing directly on the screen. After you have drawn, written, and highlighted on the interactive whiteboard during your training session just print it off and take it with you.

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TEAM C-O-N-N-E-C-T

The Membership Committee still has its eyes on you – the MPI D/FW Chapter member - and your needs. Our Needs Assessment Survey indicates a top member concern is finding a way to feel more comfortable at monthly chapter meetings. We're growing by leaps and bounds, which is good, but it is difficult to meet people when you're feeling totally overwhelmed by the vast sea of bodies! Well, the Membership Committee not only sees – it listens. Introducing. . . **"Team Connect"** – a pathway to promote involvement and networking opportunities.

MPI Chairman of the Board, Jerry Wayne, has set the goal to "Build the Connection" on every level of MPI so that each member reaches their highest peak of performance". Here's your opportunity to help shape the future for another member, and for yourself. If you're interested in connecting with other members or would like more information, please contact Sherri Pederson of BRAVO! Entertainment, at 972-939-2525 or Email: sherri@bravo4u.com or Elizabeth Chandler of the Meadows Foundation, VP of Membership, at 214-826-9431 or Email: Echandler@MFI.ORG.

Didn't pick up your 2001 Membership Directory at the July meeting? Contact Nancey Hernandez at nhernandez@adolphus.com 



In Memoriam

MPI D/FW extends its sympathies to the family of Jane Bednar, who passed away at home on Sunday, July 8, 2001. Jane, an associate of chapter member Ginny Paxton, recently completed work on the MPI D/FW Awards Gala. Representing Clever Gifts, Jane worked closely with members of the Gala committee to produce the chapter awards distributed that evening.

Jane is survived by her husband, Jim, three children and 2 grandchildren. "She was so full of life and we'll miss her terribly," Paxton said of her friend. "She kept everyone organized, and was such a good, caring person."

New Kids on the Block

Welcome To Our Newest Members!



To obtain more information about a member, please refer to the website at: www.mpidfw.org/memdir

Denise M. Allegra Trade Winds
 Judy R. Anderson Avaya, Inc.
 Constance I. Basham American Transportation
 Lisa Bauer . . . Harbour Plaza Mktg Agents for Our Lucaya
 Carol A. Cantu Plaza San Antonio, A Marriott Hotel
 Rita F. Chames Sheraton Tyler Hotel
 Cristy H. Coffey Carreker Corporation
 Robin K. Courtney 3GPC
 Jeannie D. Dalmolin PGI
 Jimmy I. Dyar Adams Mark Hotel-Dallas
 Stephanie R. Fisher . . . Arcodoro & Pomodoro Ristoranti
 Camille Gilmore Krisam Hotels & Resorts
 Jamie L. Graham Le Meridien Dallas
 Cara B. Harting Shapiro & Company
 Jacqueline Heilbron, CHSP Bass Hotels & Resorts
 Shannon N. Hopkins Achieva International
 Susan M. Howley Fairmont Scottsdale Princess
 Steve L. Huey Le Meridien Dallas Hotel
 Stephanie D. Jacobs Kinko's Commercial Document
 Dee Johnson Conferon Inc

Cindy K. Jones Texas Instruments
 Julie L. Lankford Hard Rock Cafe
 Whitney S. Moms Corporate Magic
 Darlene Morris American Eagle Airlines
 Chris Nuss Event
 Tiffany A. Peters Balcones Springs Exec Retreat Conf
 Matt J. Powers . . . Renaissance Mtgs, Incentives & DMC
 David Riley . . Wyndham International Hotels & Resorts
 April R. Roberts Corporate Magic
 Julie A. Rusk Texas Instruments
 Kristy L. Sartorius Conference Direct
 Viveca S. Stock . . . Worldwide Satellite Communications
 Veronica L. Torres-Cantu Crowne Plaza Suites
 Maryvonne Tubb Corporate Magic
 Angela F. Warr Warr Communications
 Debby P. Whitworth AmeriCredit
 Robert C. Wilson Jowdy Photography Inc
 Joyce A. Wood The Regent Las Vegas
 Stephanie L. Woodhouse VNU Expositions Inc



DEFINING THE POWER OF MEETINGS™

International News

MPI Online Learning Courses

Did you know that you could learn how to use many different kinds of software or learn new business skills right at your own computer on your own time? Through a partnership with Element K, MPI offers through its website the opportunity for you to register for either Office Productivity or Business Management Skills libraries which together include more than 250 courses.

What is the best news about this service? The registration fee entitles you to take an unlimited number of courses in either the office productivity or business management skills library at any time in the one year following your first Element K login. So you can pay one time, but take an entire library's worth of courses throughout the year if you want to!

MPI Members receive a 15% discount, for an annual registration fee of \$169 per library. The annual registration fee for a non-member is \$199 per library. To register, or to learn more about the specific courses offered, go to www.mpiweb.org or call 972-702-3000.

COMING SOON!

Special Interest Groups (SIGs) Are Expanding Into Communities of Interest

The launch of MPI's Communities of Interest is one of the most exciting restructuring of services in our history. It clearly takes the networking concept to the next level - expanding the connectivity to all 18,000 members and integrating the best in technology to support these communities.


Our new Communities of Interest will become available as a no-charge "value added benefit" of membership. Participation in MPI's new Communities of Interest program will be extended to all 18,000 members, at no fee, based on individual preference of subject matter.

We will be relying heavily on Web-based tools, such as WebBoards, to implement our new communities model. The SIG Council will continue to provide important leadership in this transition.

Ed Griffin
Continued from page 3

membership dollar and assist meeting professionals realizing that while they may want to belong to another organization, basic membership in MPI is a must."

Current: Explain your chapter leadership philosophy.

Griffin: "One needs to understand one's constituency and be committed to providing the resources and services that address their needs, wants, and expectations. Leadership is being positive on the tough issues and willing to set aside your personal opinion if it is in the best interests of the chapter to move in another direction. Leadership is making sure that you display characteristics that other people would refer to as mentoring and role-modeling. Leadership is sometime stepping forward and sometime it is stepping back and letting others grow. In all cases, it is looking out for the good of the whole and letting integrity be the compass on each decision." 

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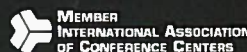


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Heard it through the Grapevine!

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

Eric Johnson, CMP, CMM has joined *Smith, Bucklin & Associates* in Chicago as group director for the conference and trade show division. He was formerly the director of conferences & meetings with *Meeting Professionals International Headquarters*.

Lisa Furlow has left the *Westin Stonebriar* in Frisco to pursue other interests.

Paige Braun, with *Convention Guides, Inc.*, has finally tied the knot!! She married Richard Reupke on May 22nd, barefoot on the beach in St. John. She will still be known as "Braun" for business purposes. Congratulations, Paige!

Melissa Takamatsu with *HD Vest* and her husband Steve are expecting their first child in November. We can't wait to see that beautiful baby! Congratulations!

Steve Kemble with *Steve Kemble Event Design* and **Linda Thornton, CMP, CSEP** with *Fun Factory* have been named nominees for the ISES Pinnacle Award for the Dallas chapter for member achievement. Way to go!

To submit your "gossip", please contact
Alainna Palmer, CMP
Excel Communications, Inc.
Fax (214) 863-8576
apalmer@excel.com

PARTYFEST 2001

MPI D/FW will partner with Applause Productions on "Partyfest 2001."

The 13th Annual event will be held

Thursday, September 20 at the World Trade Center

Over 200 exhibitors will be showing off their wares, including caterers, interactive games, entertainers, party facilities, decorators, party suppliers and other industry suppliers. Exhibit space is available and 10x10 booths are \$500.00 each, including a skirted table and signage.

A special industry panel discussion featuring 2001-2002 MPI D/FW Chapter President Betty E. Garrett, CMP (Garrett Speakers International), 1999-2000 MPI D/FW President Steven G. Foster, CMP (Circle R Ranch) and 1998-1999 MPI D/FW President Colleen Rickenbacher, CMP (Dallas CVB) is scheduled during the event.

For more information

Contact Dirk Owen at Applause Productions

(214) 652-4300

or visit the Partyfest 2001

web site at: www.applauseproductions.com



From The Heart



Suzanne Silver
Hampton Inn-West End

The Community Service Committee will be participating in the "Shoes for Orphan Souls" program sponsored by Buckner Orphan Care International. You may not be able to walk a mile in the shoes of an orphan child, but you can help orphan children walk into a brighter future. All donations are taken to children across the country and across the world, in countries including Russia, Romania, and China.

Shoes and socks will be collected at this month's Chapter Meeting at III Forks. Donated items should be for children, age's infant-18 and, due to customs regulations, the shoes and socks should be brand new. Warm shoes and winter boots are preferred. Monetary donations are

also accepted and will be used to purchase shoes and socks. Please feel free to personalize your donation by including a photograph of yourself or family and a note to the child who will receive the shoes.

Last year, approximately \$300,000 was raised for the "Shoes for Orphan Souls" program. The MPI/DFW Community Service Committee is pleased to lend a helping hand in achieving success with the goal for 2001.

For information on the chapter's Community Service programs, contact Suzanne Silver at ssilver@hamptondallas.com or Jackie Thornton with Buckner Orphan Care International at jthornton@buckner.org.

We look forward to seeing you on August 23 at III Forks. 🌐



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Chapter Leadership Development Program

Colleen Rickenbacher,
CMP, CSEP
DallasCVB

When the word leadership is written or spoken who do you think about? Who comes to your mind first? Is it a leader of political status; or a leader in an organization or association; or a leader at your workplace, or is it possibly your parents?

Well, I hope during all of this, you thought of yourself at least once. If you didn't, why not? You too, can be a leader and a well respected person.

Some of the words that come to mind when you mention the word leader are authority, control, effectiveness, skillfulness, energy, knowledge and influence. Recently at the CMP/CMM Breakfast we awarded the Leadership Award for our Dallas/Fort Worth Chapter. Three leaders were recognized and they definitely always come to my mind when I think of solid, complete leaders. They are Phyllis Firebaugh, CMP (recipient of the 2001 Award), Dana Nickerson-Rhoden, CMP, CMM and James Monroe, CMP, CSEP. These three are true leaders but they all worked very hard to get this acknowledgment, recognition and credibility.

Now is your turn. We are establishing a Leadership Development Program. This is not just geared for the hopeful leaders or our future leaders. This program is for all members of our organization. This Leadership Development Program will also be an avenue to move members into chair positions or Board roles in our organization and other organizations on both a national and international level.

There will be a reception in early Fall led by Steve Kemble, our Immediate Past President, and me. We will discuss the roles of leaders and how this program can alter and improve not only your professional career but your personal life. Another program will follow in the first months of 2002 to mold and shape our future Dallas/Fort Worth Board members and also the MPI International Board members.

Look for our announcement for the Fall Leadership Program and plan to be involved. 




How Can Volunteering Make You a Better Leader?

Sandi Galloway
Canadian Tourism

In preparing to attend the MPI WEC in Las Vegas, Colleen Rickenbacher, CMP sent me an e-mail regarding my participation as a leader for a breakfast roundtable. In looking through the list of topics, one in particular caught my eye, "How can volunteering make me a better leader?" I couldn't help but reflect back over the past almost nine years of being an MPI member. Back to a time when leadership was not my goal, but education was. Back to a time when, had I been able to see the future and see the challenges that I would someday welcome head-on, I might have been paralyzed with fear.

Volunteering has given me more of an education than just attending monthly meetings or working in my present job ever could. It gave me good solid, hands on experience. I have had the opportunity to experiment and try things that I never could in my career. I've become friends with people who have been willing to share their knowledge and experience. As a supplier member, I've been able to build strong relationships with clients who have become friends and with other suppliers who have become mentors.

Somewhere in volunteering, I gained some knowledge and lost some fear, and I began taking on projects that required more leadership skills. With a sense of confidence and support from fellow MPI members, I continued my climb up the 'mountain of leadership opportunities.' Each step has been a learning opportunity, which has lead to leadership opportunities. This year I welcome the opportunity to sit on the DFW Chapter's Board of Directors and serve as Director of Education. Through MPI, my career at the Canadian Tourism Commission has grown and I now have what I consider to be my 'dream job.' I now look forward to new leadership opportunities, because I know that they will fill my quest for educational opportunities.

If you want your career to take off and to become a leader, I urge you to volunteer. Your time will be well spent. 



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MPI D/FW Calendar Information

AUGUST 2001

Aug. 14	PR/Marketing Committee	6:00pm-7:00pm	DFW Lakes - Hilton
Aug. 22	Board of Directors Meeting	5:45pm-7:00pm	Location TBD
Aug. 23	Monthly Chapter Meeting	11:00am-1:30pm	III Forks Restaurant
Aug. 28	Community Service Committee	5:30pm -6:30pm	Doubletree Lincoln Centre

SEPTEMBER 2001

Sept. 10	CMP Study Group	6:00pm-9:00pm	Dallas Marriott - Las Colinas
Sept. 11	Membership Committee	TBD	TBD
Sept. 11	PR/Marketing Committee	6:00pm-7:00pm	TBD
Sept. 12	Education Committee	TBD	TBD
Sept. 15	MPI Kids Charity Ball	6:30pm - 11:30 pm	Apparel Mart's Great Hall
Sept. 20	Program Committee	5:30pm-6:30pm	Westin Galleria
Sept. 25	Community Service Committee	5:30pm-6:30pm	Doubletree Lincoln Centre
Sept. 26	Board of Directors Meeting	5:45pm-7:00pm	TBD
Sept. 27	Monthly Chapter Meeting	11:00am-1:30pm	Westin Galleria

OCTOBER 2001

Oct. 9	PR/Marketing Committee	6:00pm-7:00pm	TBD
Oct. 9	Membership Committee	TBD	TBD
Oct. 10	Education Committee	TBD	TBD
Oct. 10	Program Committee	5:30pm-6:30pm	Renaissance North Dallas
Oct. 24	BOD Meeting	5:45pm-7:00pm	TBD
Oct. 25	Monthly Chapter Meeting	7:30am-10:00am	Renaissance North Dallas
Oct. 30	Community Service Committee	5:30pm-6:30pm	Doubletree Lincoln Centre

MEETING CONTACT INFORMATION:

Board of Directors: Betty Garrett, CMP at betty@garrettspeakers.com

Monthly Chapter Meeting/Program Committee: Anna Squire at asquire@worldnet.att.net

Community Services: Suzanne Silver at ssilver@hamptondallas.com

CMP Study Group: Marti Fox, CMP at MfoxWTMI@aol.com

Membership Committee: Elizabeth Chandler @ Echandler@MFI.ORG.

PR/Marketing Committee: Beverly O'Laughlin, CMP @ beverlyolaughlin@aol.com

Education Committee: Patty Stern-Markley @ patty@dallasmeetingmanagement.com

MPI Kids Charity Ball: www.mpidfw.org (Events Section)