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For more detailed  
Information

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WEBSITE

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

## DFW Chapter Wins Award of Excellence for Marketing/Communications



After a five page submission for Chapter of the Year, the PR/Marketing committee, earned the "Award of Excellence" presented at PEC and at the January luncheon for the 1999 / 2000 term.

### Highlights include:

- Redesign masthead of *Current*
- Advertising sales of \$35,000.00
- Web-site comes on-line; \$8,000 in ads
- Community Service - over \$5,00 raised
- First paid Editor for the *Current*

*Left: Betty Garret, CMP, Steven G. Foster, CMP, Stephanie Schroeder, Public Relations & Marketing VP, and Steve Kemble accepting the "Award of Excellence" presented at PEC and January luncheon.*

## Government Advocacy Hot Topic at January Meeting

Sparks were flying between Judge Lee Jackson and Laura Miller, our speakers for the January monthly meeting on government advocacy. Dennis McCuistion, CSP, facilitator, had his hands full giving each candidate equal time for their side of the issue. Everyone learned from the "point counter point" debate on the three important issues to the hospitality industry which are:

- Olympics 2012
- Trinity Corridor Project
- American Airlines Arena

Some of the concerns pertaining to the broader issues dealt with ethics and if Dallas has the processes in place to avoid the scandal Salt Lake City underwent when they were awarded the Winter Olympics. We learned the American Airlines Arena is costing approximately \$150 million which could have been spent toward the renovation of the Convention Center.

Lynda Byars Swindling was awarded the prestigious "Spirit of MPI Award" for her dedication, leadership



*Dennis McCuistion, CSP, facilitates the debate between Judge Lee Jackson and Laura Miller, City Councilwoman.*

and commitment to MPI. She became involved with MPI D/FW four years ago and has not stopped her efforts in educating our members on employment issues and

*Continued on page 8 - January*



DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

# CURRENT

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# MPI D/FW Calendar Information

## FEBRUARY 2001

- 21 **Board of Directors Meeting** – TBD – 5:30pm-7:00pm  
Steve Kemble ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net))
- 22 **Monthly Chapter Meeting** – Dallas Convention Center – Supplier Showcase – Luncheon – 10:30am-2:00pm – Anna Squire ([anna.squire@ourclub.com](mailto:anna.squire@ourclub.com))

## MARCH 2001

- 21 **Board of Directors Meeting** – TBD – 5:30pm-7:00pm – Steve Kemble ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net))
- 22 **Monthly Chapter Meeting** – LeMeridien Dallas – Amanda Gore – Luncheon – 11:00am – 1:30pm – Anna Squire ([anna.squire@ourclub.com](mailto:anna.squire@ourclub.com))

## APRIL 2001

- 25 **Board of Directors Meeting** – TBD – 5:30pm-7:00pm  
Steve Kemble ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net))
- 26 **Monthly Chapter Meeting** – The Diamond Club – Networking (not confirmed) – Dinner – 6:00pm-9:00pm – Anna Squire ([anna.squire@ourclub.com](mailto:anna.squire@ourclub.com))

## MAY 2001

- 23 **Board of Directors Meeting** – TBD – 5:30pm-7:00pm  
Steve Kemble ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net))
- 24 **Monthly Chapter Meeting** – TBD – Topic TBD – Luncheon – 11:00am-1:30pm – Anna Squire ([anna.squire@ourclub.com](mailto:anna.squire@ourclub.com))

Updated Committee Meetings, other Educational Programming and Contact Information are listed on the website at [www.mpidfw.org](http://www.mpidfw.org)

# WEB SITE NEWS [www.mpidfw.org](http://www.mpidfw.org)

## Question of the Month:

**"How do you let off steam and relax?"**

Go to the [mpidfw.org](http://mpidfw.org) website Guest Book, sign in and tell us your thoughts. To read member comments, go to "Read" Guest Book.

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**Are you interested in writing and marketing? Want to network with other MPI members? Want to promote yourself and your business?**

MPI DFW Chapter is looking for a new Managing Editor for the CURRENT newsletter beginning July 01.

If interested call Dana Nickerson, CMP, CMM at 214.343.8067 or email at [dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)





# A Message from the President



As we begin to move quickly through 2001 (it's February already!), I find myself thinking about our next MPI year, and I want



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

to encourage you to take a moment to do the same.

This month the Board of Directors is gathering for our mid-year board retreat to

continue working on our goals for this year and to start laying the groundwork for next year. I am conducting the workshop on the first day of the retreat. Then in a format established by Immediate Past President Steven Foster, CMP, the president-elect of the chapter, conducts the workshop on the second day. This worked beautifully last year. I feel this format is critical in order that we may ensure the chapter a smooth transition from one leadership team to the next. Betty Garrett, CMP, our president-elect, has some incredible plans already in place for next year, and I am confident we will hear more about them on the second day of our retreat.

Additionally we are also now in the nomination process to select the future leadership for our chapter. I know that many of you are involved in the process, either as a member of the nominating committee or as a candidate for office, and thereby, you have a very keen awareness of the value derived from being involved. Bear with me for a moment while I get on my soapbox to talk again to you about involvement. Our chapter is large! With 800-plus members, the key to establishing great business

relationships in our chapter is to become involved. There are numerous opportunities for your involvement, whether it be in Membership, Education, PR/Marketing, Community Service, Finance or many more. We want your participation. In considering how you would like to be involved, you should contact the vice presidents over the various areas of the chapter. They are listed here in *the Current* and on the Web site [www.mpidfw.org](http://www.mpidfw.org). Talk to them or their directors about their committees, and even attend a few of the committee meetings this year to see if this is the area you would like to be involved in next year. Remember when I say "next year,"

learning how to put together a major event and this is not necessarily what you do on a day-to-day basis, then join the The MPI Kids Charity Ball committee. No one does it bigger or better, and you will learn so many skills involved in event planning. If you are involved in an association that is membership driven and membership may not be the area you work in but is an area you would like the experience in to add to your overall knowledge of how associations work, then join our membership committee and learn how we recruit and, importantly, retain. (We are retaining over 70% of our members this year, and if you know about membership retention, then you know that this is phenomenal! Thanks to all of you for continuing to be members of our chapter.)

We have the opportunities! Yes, it is work, yet at the same time, it is great fun! I think all of you that are involved can attest to the fact that we do work hard — and that we play hard, too! I feel this is important. As stated earlier, we are a big chapter and please don't forget the secret to establishing great business relationships in our chapter (both the giving and receiving ends) is TO BECOME INVOLVED! Look in the *Current* or on the Web site today for the Board of Directors list, which will tell you which committee each director oversees. Call one or more and make inquiries, and join an ACTION-filled committee today. We want and look forward to your participation.



## GET INVOLVED

I mean July in MPI terms. And you know it will be here quickly!

When thinking about your involvement, think about the areas where you have knowledge or past experience and can bring this to the committee. Yet also think about areas where you want knowledge and experience. I believe so strongly in the idea that members should be able to use the various committees both to give and to gain experience. For example, if you are interested in



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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.

#### President

Steve Kemble  
Steve Kemble Event Design  
214-943-5949

#### President-Elect

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972-513-0054

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Starwood Hotels and Resorts  
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#### BOARD OF DIRECTORS

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Castlerock Marketing  
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  
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972-724-2258

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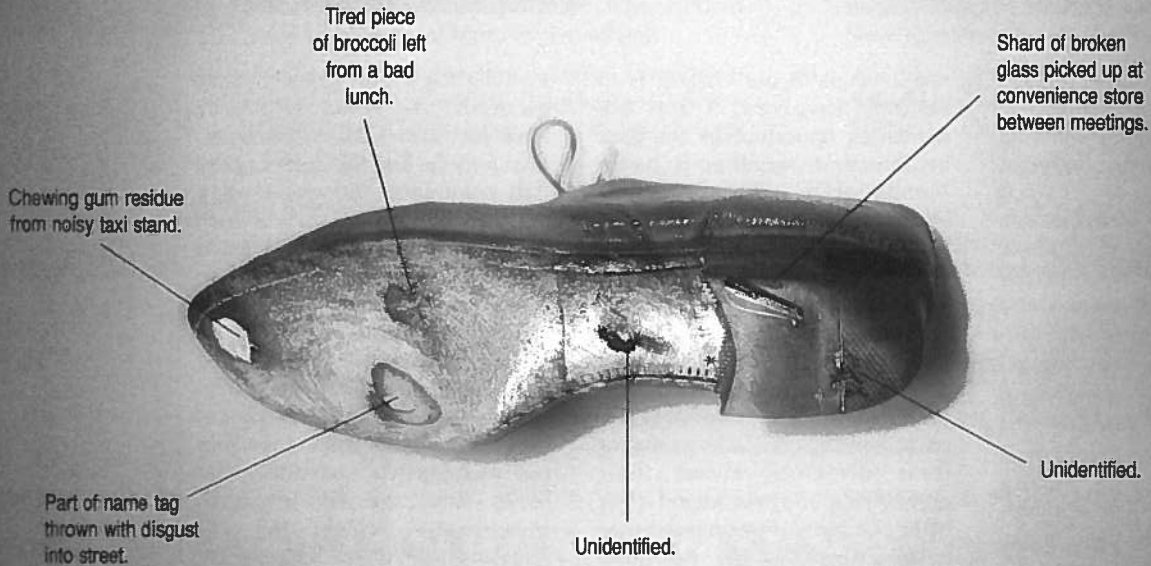
##### Suppliers:

Debbie Meyers, CSEP  
Bravo! Entertainment  
972-939-2525

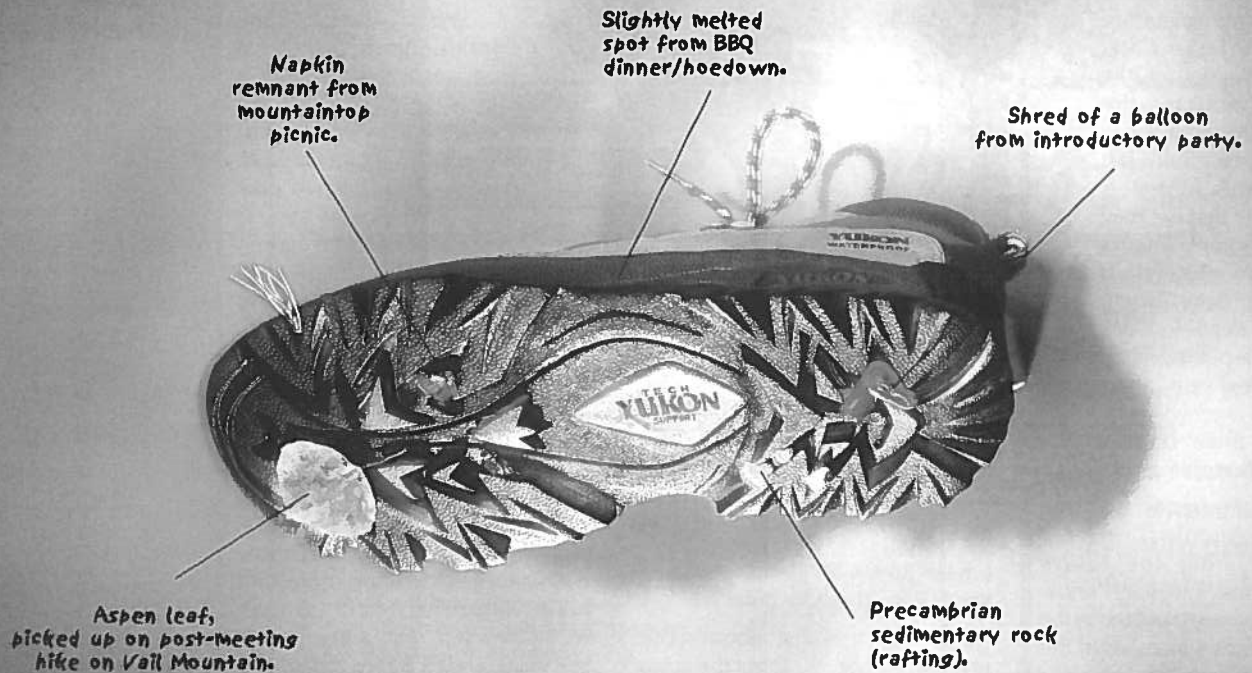
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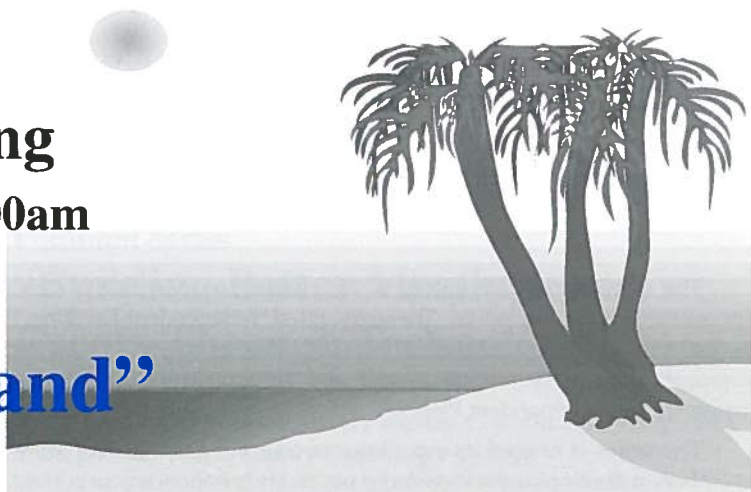


**CREATIVITY**

## February Chapter Meeting

Thursday, February 22, 2001 • 10:00am

# Showcase 2001 — “Planner / Supplier Island”



By Steven G. Foster, CMP, Circle R Ranch

“Showcase 2001” - MPI D/FW’s supplier trade show - makes a return engagement at the Dallas Convention Center on Thursday, February 22, 2001. The event is designed to showcase the services of MPI D/FW Chapter supplier members and the many services available to meeting planners.

An educational presentation focusing on planner/supplier issues themed around the popular television series “Survivor” is entitled: “Planner/Supplier Survivor Island” and is sponsored by Fiesta Americana Hotels & Resorts.

A special “tribal council” area will be constructed in the center of the trade show floor where four separate “islands” facilitated by a planner and supplier member will be available as discussion areas.

Exhibitor registration for MPI D/FW chapter supplier members is \$300.00 which includes a 10’x’10’ booth and (2) registrations to the event. Exhibitor registration for non-MPI D/FW chapter supplier members is \$500.00. For additional information of exhibitor registration, contact Pat McCain, CMP (The Krisam group) at 972.458.8692.

February program committee members are: Steven G. Foster, CMP (Circle R Ranch), Sandi Galloway (Canadian Tourism Office), Pat McCain, CMP (The Krisam Group), Suzie Oliver (Challenge Management Inc.), Patty Stern (Dallas Meeting Management), David Gisler (The Freeman Companies) and Tara Judd and Erin Longley, CMP (Imagine Event).

### Host Facility Dallas Convention Center

The Dallas Convention Center has grown in five stages of expansion to cover some six city blocks and span the AMTRAK railroad line. The Center continues to host most of the nation’s major conventions and trade shows.

It features two major ballrooms, an arena, a permanent theater, 105 meeting rooms and 726,726 sq. ft. of contiguous same-level exhibit space and a total of more than one million square feet of exhibit space.

There is a sheltered light rail station at the Center on both lines of the Dallas Area Rapid Transit system, the nation’s largest elevated urban heliport and the first Wireless Internet system in a convention center anywhere - making the DCC’s entire facility Internet Connection ready.

#### DIRECTIONS

**From North Dallas:** Take Central Expressway (U.S. 75) southbound to I-30 West. Exit at Ervay Street and stay right Ervay Street exit becomes Griffin

**From West:** Take I-30 East. Exit at Lamar/Griffin and merge onto Griffin

**From East:** Take R.L. Thornton (I-30 West) to Dallas. From left lane exit at Ervay Street. Ervay Street exit becomes Griffin

February MPI D/FW Chapter Meeting

## Showcase 2001

**Dallas Convention Center, Hall ‘C’**

650 S. Griffin Street • 214-939-2789

- 10:00 - 10:30am — Chapter Orientation
- 10:00 - 11:30am — Registration
- 10:30 - 11:45pm — Showcase-Part 1 - Trade Show
- 11:45 - 1:00pm — Box Lunch and “Planner / Supplier Survivor Island” Forum
- 1:00pm - 2:00pm — Showcase-Part 2 - Trade Show

Complimentary Self-Parking in Garage on Griffin St.

Advance Member Price: \$27.00

Advance Guest Price: \$32.00

Walk-In / On-Site Price: \$40.00

#### EXHIBITOR REGISTRATION

MPI D/FW Supplier Price: \$300.00

Non-member Supplier Price: \$500.00

By: 2:00pm on Friday, February 16, 2001

E-mail: [pat\\_mccain@krisam.com](mailto:pat_mccain@krisam.com)

R.S.V.P. to Randie Charnes  
by 2:00pm, Monday, February 19, 2001

**ON-LINE REGISTRATION PREFERRED**

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

• [rcharnes@msn.com](mailto:rcharnes@msn.com)

# Independent Thinking Series

The Educational Committee is very proud to announce a new, innovative educational series. The series, titled "**Independent Thinking**," is designed to provide chapter members with detailed information on the concepts, considerations, processes and resources needed for the contemporary Independent Planner.

The series is offered as a package of four (4) modules that assist members in developing the knowledge necessary to enhance your current position or launch your own business. Experts from outside the industry will speak at the four sessions. For example, representatives from the Small Business Administration will speak on loans and other resources available to the small businesses owner.

The Four Seasons Las Colinas will be the host for all four sessions. The Program is as follows:

1. **January 29 (6:00 p.m. – 8:00 p.m.)- Introduction to Independent Planning** explores the essential considerations, processes and concepts necessary to the start of a business. Step One: "How to Write a Business Plan."

2. **February 26 (6:00 p.m. – 8:00 p.m.)- Legal, Financial and Ethical Considerations** observes the fundamental principles of operating a business highlighting the facets as explained by three presenters, an attorney, a representative of the Small Business Administration, and MPI staff liaison to the Ethics Committee.

3. **March 26 (6:00 p.m. – 8:00 p.m.)- Marketing and Pricing** offers the member fundamental principles of marketing their business, and guidelines on pricing or "What Do I Charge?"

4. **April 30 (6:00 p.m. – 8:00 p.m.)- Networking & Partnerships** explores the options for independent planners in terms of building a company or being the consummate freelancer. This session provides discussions on the current trends in the market for independents.

Each module includes a reading list of text and articles from industry magazines that will offer you supplemental material.

The cost for participation in the entire series is \$85.00 for members and \$125.00 for non-members. The series cost includes a comprehensive notebook of resource materials and information.

Should you have an interest to attend only specific topics that interest you, the cost per module is \$25.00 (inclusive of the notebook.)

Please register on the MPI web site - [www.mpidfw.org](http://www.mpidfw.org). For more specific information please contact one of the program co-chairs:

Gregory Pynes at Events Unlimited, Inc.

Phone: 214-750-7226; Email: [gregory@eventsunlimited.com](mailto:gregory@eventsunlimited.com)

Charlotte Merrill-Davis, CMP at Event Source Professionals, inc.

Phone: 817-267-6698; Email: [eventpro@flash.net](mailto:eventpro@flash.net)

Sponsored and Hosted by  
The Four Seasons Las Colinas

## Ethics: Would You? Could You? *Did You?*

- What are your ethics?
- Where do you draw the line?
- Would you stop doing business with a colleague or report a co-worker for unethical behavior?
- Have you ever stayed awake at night wondering if you made the right decision?

Discover what other meeting industry professionals really think about ethics and learn how your ethical standards compare in March's interactive seminar: A Look at Ethics. Popular meetings industry speaker, author, attorney, and mediator Linda Byars Swindling will facilitate the seminar. Joining Linda will be well-known meeting professionals Colleen Rickenbacher, CMP of the Dallas Convention & Visitors Bureau, Robert Thrailkill of the Hilton DFW Lakes Executive Conference Center, Jennie McNeill Campbell, CMP, CMM from Genuity, Ed Griffin, Jr., CAE of Meeting Professional Internationals and attorney Steven Rudner from the Law Offices of Steven Rudner.

The program will be held Tuesday, March 27 at the Renaissance Market Center Hotel, 2222 Stemmons Freeway. Fee is \$20 for members and \$25 for non-members. Register at [www.mpidfw.org](http://www.mpidfw.org) under Events. Program begins at 3:30pm and concludes at 6:30pm. Be prepared to participate, bring your ethical questions, concerns and opinions. This is sure to be a lively and fun event. You may be surprised at some of your meeting colleagues' ethical viewpoints and even reconsider some of your own. If you have any questions, please contact Fred H. Knieberg, CMP, Retired with the Platinum Series Committee by email at [FHKNIEBERG@worldnet.att.net](mailto:FHKNIEBERG@worldnet.att.net)

## A Recap of January's Benchmarking Breakfast Yes, You May Bring the Elephant Into the Ballroom

By Patty Stern Markley, Dallas Meeting Management

The first of three Benchmarking Breakfasts took place on Friday, January 12, 2001. January's topic was "Theme Development" and *what a fantastic time we had together!* Over 25 Planners and Suppliers convened and were treated to the professional insights of chapter member and educational guru Mr. Jim Monroe, CMP, CSEP.

Jim, who's been affiliated with Gale Sliger Productions for many years, began his presentation showing slides from past Themed Events he's personally participated in developing. It was inspiring to learn how many different ways you can adapt an idea and an environment to "fit the theme". Jim showed us this visually and it set the backdrop for the remainder of our program.

We learned about the Five Basic Principles for Theme Parties:

1. Themes should have a reason and support the goals and objectives of the event.
2. Decorations need to follow from, and support a plan for, the guests' actions and/or interaction throughout the event.

*Continued on Page 7 - Elephant*



# How and What is The CMM Process?

By Dana Nickerson Rhoden, CMP, CMM, American Heart Association

The CMM process is unique, it is life-changing and it takes meeting planning to a higher professional level than expected. It makes you view yourself as a meeting professional differently.



Dana Nickerson Rhoden,  
CMP, CMM  
American Heart Assoc.  
Newsletter Managing  
Editor

The Global CMM Programme was recently held at Michigan State University in East Lansing, Michigan, August 20-26, 2000. The CMM is designed for senior-level executives in the meeting, event and conference industry. The six-day residential immersion course curriculum addresses overall management issues and philosophies as well as industry-related subject matter from strategic and visionary standpoints. It is the first university-supported global professional designation for meeting professionals and includes an in-residency casestudy, an on-site written examination and development of

a post-residency business project.

To date, 159 meeting professionals in 14 countries have earned this highly acclaimed certification. I am fortunate to be one of those and I would like to share my experience.

You must apply to join the CMM class, the approval process requires intensive meeting and management experience. Once approved you're off to the campus at Michigan State, a perfect setting for this unique learning experience. Our class of 44 was made up of senior-level meeting management professionals from all over the world. An in-depth analysis was done prior to arriving to determine our personality types, which determined the teams we would work with for our in-residency case study.

Classes were held daily from 7:00 a.m. - 6:00 p.m. and ranged from Strategic Thinking and Marketing, to Global and Economic issues. Meetings is such a large industry we quickly understood the need for global, "big picture" thinking in our planning. We quickly learned that "*counting cups and saucers*" is in the past for us now. In addition, the in-house residency case study, done in teams, gave us new insights to thinking. A team presentation on the project (in a creative, skit format) was a portion of our grade. The final day was a written exam, but unlike the CMP multiple choice, this is in essay form. The final aspect and the most difficult, was a post-residency project that involved doing one of three projects, develop a business plan for your business or one for your departments, or to start a new business as an independent, a six-week project.

I have changed jobs, due in large part to my business project. I have been viewed as a contract planner. I was "*counting cups and saucers*" and my skills are much better applied to strategic, long-range thinking and planning, I chose to look for an opportunity that offered me this.

I truly value my CMM designation and encourage anyone to participate. This applies to both planners and suppliers. You will make new and life-long friends, it provides for excellent networking and career focus. Call me with any questions at 214.343.8067 or email at [dana@seabrookcomputers.com](mailto:dana@seabrookcomputers.com)

*The world of knowledge takes a crazy turn when teachers themselves are taught to learn.*

- Bertolt Brecht

## MPI D/FW Chapter Kicks Off 2001 with a Successful Platinum Series

### "Building Better Meetings and Events Through Technology"

By Professor Karen Musa MBA, Program Coordinator - Hospitality Management, Collin County Community College

Just when you believe you know everything about technology, a wonderful educational offering comes along to show you just how much you "don't know that you don't know."

For the January 9<sup>th</sup> program, I was sent my "Homework" prior to the program; the pre-program preparation gave me more insight into the overall objectives of the workshop. I felt pretty confident going to this technology program and believed I had a good grasp about the various technologies that are currently being utilized by industry professionals.

*Boy was I wrong!* The presentation given by Erick Burton was fantastic! He presented a colorful, energetic and information-filled PowerPoint program in a very smooth and effective manner that kept the entire audience on the edge of their seats. In addition to imparting valuable, timely information, Erick consistently kept attendees busy with participation break-out sessions during the three-hour workshop.

When I have just attended a good program I know it because I leave feeling so energized. Energetic is exactly how I felt at the completion of this workshop! (And I'll be honest—at the same time, I was a little overwhelmed!) My New Year's resolution (and I don't usually make them) is to do a better job of staying current with what is going on in the ever-changing world of technology.

I am excited about going back into the classroom and sharing my newly acquired knowledge of technology and its uses, not only in the meeting planning industry, but in other areas of the hospitality industry, too. I hope to give my hospitality students a taste of what is inevitable, and that is the dedicated use of technology to enhance their career performance starting in the classroom.

*Continued from Page 6*

#### Elephant - continued

3. Themes need to be complete and go far beyond props and decorations.
4. To do successful theme parties as adults, you have to go back to being a kid!
5. Theme parties do not have to be tacky.

The final and most impressive portion of the program was the "creative breakouts!" Jim split the audience into 3 groups and presented each group with a different theme development scenario. Each scenario faced challenges to be successful and *one of them was inherently set up to fail*. Possessing the most astronomical budgets ever, each group engaged in candid dialogue to develop over-the-top themes...and, yes, bringing a live elephant into the ballroom was a great fit to one of the scenarios! Each scenario brought real concerns to the table and the results each group presented were enlightening as learning tools.

The highly enjoyable meeting took place at Le Meridien Hotel in downtown Dallas and we graciously thank the hotel for their sponsorship of this exciting educational series.

# January Meeting Wrap Up

mediation. Linda is an attorney and received her mediation training from the Attorney-Mediators Institute and her advanced training from Harvard Law School.

Our sponsor for the meeting, Amy Sanchez with the San Antonio Convention and Visitors Bureau exhibited during the reception, gave away Alamo cookies as well as some great prizes. The winners of several hotel packages were: Karen Pipkin, Society of Petroleum Engineers, Kelly Cunningham, Phillips Speech Processing, Brent Benoit, Hotel St. Germain, and Debra Lakin, CMP, E. Harden and Associates.

Plano Centre and Plano Convention and Visitors Bureau assisted the chapter in accomplishing the spirit of government advocacy by having their staff appear in red, white and blue outfits in keeping with the patriotic theme. Champagne cocktails and hors d'oeuvres were served during the networking reception hosted by the facility. Comments from the departing attendees were being overheard as "this was the best meeting I have been to in two years!"



Current, Future and Past Presidents gather in front of the famous seal. Pictured here, Steve Kemble, Betty Garret, CMP, Colleen Rickenbaucher, CMP, Greg Pines and Steven G. Foster, CMP.



Luncheon servers were gaily dressed for the Government theme.



The San Antonio Convention and Visitors Bureau was the sponsor for the luncheon and program.



The Committee members for the Government Affairs luncheon included: Steven G. Foster, CMP, Circle R Ranch, Betty E. Garrett, CMP, Garrett Speakers International, Inc, Dvorah Evans, Dallas Black Chamber of Commerce and Sy J. Retsky, National Contract Management Association.

Photos courtesy of Jim Woods, Jim Woods Photography

## January Hall Of Fame

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

### Featured Speaker

**Judge Lee Jackson**  
Dallas County Judge

**Dennis McCuiston, CSP**  
McCuiston & Associates

**Councilwoman Laura Miller**  
City of Dallas

### Facility, Reception, Luncheon

**Mark Thompson, GM & Kristi Pennington, CMP**

Plano Convention & Visitors Bureau

**Jim Stroup, GM, & Jo Rivers**  
Plano Centre

### Sponsor, Centerpieces and CD

**Amy Sanchez**  
San Antonio Convention & Visitors Bureau

### Centerpieces

Plano CVB & San Antonio CVB

### AV Services and Video Production

**Bill Reeser, CMP, AVW**  
**Colin Kennedy, Plano Centre**

### Entertainment

**Irving Convention and Visitors Bureau**  
**Encore Productions**

### Stage Set

**Fun Factory Decorations and Special Events**

### Program Committee

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

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

**Sy J. Retsky**  
**National Contract Mgmt. Association**

**Dvorah Evans**  
**Dallas Black Chamber of Commerce**



# Recruit a New Member and Win!

COUNT YOUR BLESSINGS  
BY TWO!

It's that time of year again. Do you know someone involved in the meetings industry who isn't a MPI member? Each year we enlist your help in advancing the industry by recruiting new members. By doing so you not only gain professionally through the involvement of new members, but also through a unique "thank you" gift. Our chapter rewards you for every two new members you recruit with \$10 worth of Galleria Gold. The individual who recruits the most new members wins the Suzi Fiveash Award and \$500 in Galleria Gold. Guess what? Since O.D. O'Donnell is the V.P. of Membership he isn't eligible to win this year!

In addition to our Chapter's recruitment efforts, MPI International has it's Chairman's Honor Roll "Reach for the Stars" program. This program allows you to win prizes and great trips to locations like Berlin, Puerto Rico and New Orleans. Check out their web site for more details.

Please pick up Membership applications at the Chapter Meetings. Carry them with you wherever you go. Start asking people you come in contact with if they are a member. If they are interested, tell them why you are a member and the benefit of being involved in one of the largest and most successful chapters: networking, continuing education, learning through involvement, CMP accreditation and so much more. Being on the leading edge of our industry is one key to professional achievement. Membership in MPI offers the programs, training and tools to help new members get ahead! Recruitments to date:

<u>CHAPTER MEMBER</u>	<u># OF RECRUITS</u>
Stephanie S Schroeder	6
Steven G Foster, CMP	3
Julia C O'Brien	3



S/HE WHO RECRUITS 2  
NEW MPI MEMBERS  
SHALL RECEIVE \$ 10.00  
IN GALLERIA GOLD!

The following members have recruited one new member: Lisa S Allen, Cheryl L Beasley, CMP, Leah Belasco, Paige Braun, Dan J Estatico, Gary E Hammond, Keith D Harrell, Melanie J Hoover, Edward R Howard, CMP, Steven W Kemble, Peggy A LaBounty, Melissa S Logar, CMP, Cyndi Martinez, CMP, Patricia K McCain, CMP, Renee D McKenney, CMP, Lesley J Meyer, CMP, James C Monroe, CMP, CSEP, Valerie D Neeley, Dana L Nickerson, CMP, Konnie Patke, Ivy L Peterson, Carol A Rees, CMP, Lesly D Rehaut, CMP, Laura L Rosell, Becky A Steur, CMP, Dottie L Stowe, CMP, Bridget Sybolt, Deborah F Weaver, CMP, Pamela A Wilemon, CMP

## New Kids on the Block

# MPI D/FW New Members for December 2000



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

Carol B. Abram, CSEP .....	Amazing Events	Jamie L. McDonald .....	Lewisville Visitors Bureau
Cheryl C. Adams .....	Student	Kathleen A. Nash .....	Excel Communications Inc.
Robbie L. Armstrong .....	Dallas Market Center	Dawn M. Roberts .....	Excel Communications
Mary Jane Ashmore .....	Hillwood	Lisa M. Scott .....	Compucom Systems, Inc.
Cary J. Broussard .....	Wyndham International	Susan K. Strauss .....	Student
Shellie Campbell .....	LeMeridien Dallas Hotel	Gray N. Thornton .....	Dallas Safari Club
Courtney C. Fields .....	Adam's Mark Hotel Dallas	Terri Watt, Dallas .....	Marketing Center
Greg Garcia .....	The Creeks at Beechwood	Jonathan C. Wells .....	Andersen Consultants
Mary L. Garcia .....	Student	Karen Whitaker .....	Alcatel USA
Michele Geller-Randle, BHA .....	Hotel Intercontinental Dallas	Patricia A. Yandell, CESRA .....	B'Trade.Com Inc.
Judy J. Goode .....	Student	Terry Carrow .....	Meeting Sites Resource
Myrtle J. Hawkins .....	Alcatel USA	Marianna Zaparyniuk, CMP .....	Mary Kay Cosmetics, Ltd.
Lisa A. Levitz .....	Planet Hollywood		

For advertising rates for the CURRENT or the website, call Cindy Provence @ 214.415.2738

## Beyond Empowerment

### How to motivate people to manage themselves

Smart Managers don't try to motivate their employees. They create environments where people choose to motivate themselves, then reward them fully. Here are a few pointers:

**1. Lay out the Big Picture:** Knowledge is power; Keep employees informed and they become your biggest asset. Encourage employees to learn where their department fits in, how other groups work, why customers are important and how profits are made and distributed. When employees are not informed, they think and act out of ignorance, often undermining top management decisions. Give them knowledge and they become part of the solution.

**2. Encourage People to be Leaders:** It's important that everyone thinks and acts like a leader, capable of assessing a situation, taking charge, and building consensus among others. This can only happen when you delegate your workload effectively. Make sure you regularly assign projects to help individuals grow in leadership.

**3. Be Tolerant of Mistakes:** Mistakes can be seen as stepping-stones or stumbling blocks, as opportunities or failures. In a closed environment conventional thinking is expected, risky decisions are avoided and when mistakes happen blame is spread around aggressively. In an

open atmosphere risky decisions are evaluated. If things go wrong, people learn quickly and move on. It depends on the culture you're creating. Whether you as a manager are capable of creating a risk-tolerant environment is a question of personality. Encouraging others to go down the unconventional path requires guts. Not to punish them when things go wrong requires understanding and compassion.

**4. Give Personal Feedback:** We hear a lot about motivation these days. The popularity of Bob Nelsons' *1001 Ways to Reward Employees* and *1001 Ways to Energize Employees* indicates that managers actually do want to show appreciation of their employees. 46 percent of employees surveyed (by American Express) said the reward they want most is feedback; 32 percent chose financial rewards; and only 3 percent selected small gifts. Personal feedback is the least expensive, most effective way to reward today's employees. The form that it comes in is not as important as the attitude behind it. It can be as simple as "thank you for staying late yesterday" and "nice job on that report." Good personal feedback requires the most human of touches from the manager. If you want to create a rewarding environment, fill it with sincere expressions of appreciation for a job well done.

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# From The Heart

By Tamra Fairbrother, CMP, THE Meeting Planners

Recently, Betty Garrett our incoming Chapter President sent me the following article about community service. As we begin our reward program for contributions of your time and money, I thought it was a nice fit for this month's article.

"Interest in making a difference in the lives of others is increasing, but interest in organized volunteerism is decreasing. What's happening? Do people want to volunteer, or don't they? As we see this trend, people want to share, give, and help others.

Traditionally, much contributing to those in need was done through active membership in volunteer organizations. People gave their time, energy, ideas, and resources. Today, time is precious. People are protective of their time and their nonrenewable resource. They are already so busy with work, school, family, and personal interests. It's often difficult for them to commit to a schedule of committee meetings, projects, and other activities that interfere with their already full lives.

Rather than engaging in long-term endeavors requiring meetings or work days over extended periods of time, more people are participating in events to help others. They'll commit to involvement for a few hours, a day or so, but on a short-term basis. Clean-up days, gatherings to build a house for Habitat for Humanity, week-end projects to clear a walking trail in a park, or car washes to raise funds will still attract volunteers. More people will send monetary contributions, donate clothing or furniture to the needy, or provide food to be consumed by those less fortunate. A number of established relief and support agencies increase their effectiveness by making it easier for people to be able to help with minimal trouble and time."

Our mission in reaching the community through our chapter membership is to create a sense of satisfaction to those who contribute while increasing the quality of life for those who receive. Please visit our web site for Community Service Committee updates, [www.mpidfw.org](http://www.mpidfw.org)

A special thanks to Lombardi Mare and Water Tower Theatre for their donation for our January prize for Community Service participation.

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For more information contact Tamra Fairbrother, CMP, THE Meeting Planners, [tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com), (972) 691-1335.

## If you are interested on being on the MPI Kids Charity Ball 2001 Committee

please contact Percy Sales at 972-864-2898 or email him at [percy.sales@softwarespectrum.com](mailto:percy.sales@softwarespectrum.com)



# Spirit Award

Linda Byars Swindling has been an MPI member since 1997 and became immediately involved. She was a featured speaker during MPI's 2000 Texas Education Conference, numerous chapters meetings, Special Interest Groups, MPI Professional Education Conference and MPI World Education Conference. With her performance background (such as singing, dancing on Broadway), her television experience and degree in broadcast journalism, she is known as the consummate communicator and "the peacemaker."

Linda is an attorney with expertise in employment issues, negotiation, conflict resolution and mediation. With her high energy and humorous speaking style, Linda leaves her audiences laughing in the aisles while keeping them out of the courtroom.

She is a member of the Society of Professionals in Dispute Resolutions, the Texas Association of Mediators, National Speakers Association of North Texas as well as National Speakers Association.



# TECHKNOW

## How to be Photogenic

1. Wear Bright Colors – most of us prefer black, but colors reflect better on your skin and don't wash you out in the photo. You might look great at the party, but not in the pictures.
2. Wear more makeup – it helps to define your face, gloss is best for your lips.
3. Turn to the left or to the right from the camera – avoid face on photos, try turning a 45° from the camera, it will make you look smaller as a face on tends to make you look wider.
4. Pick a pack of poses – if you have to be in a number of photos over a period of time, don't use the pose every time, it makes you look posed each time.
5. Bend your arms – most people stand with their arms by their side, making your arms look like sausages. Always bend your arms slightly and away from your body.
6. Suck it in – suck in your stomach, etc without holding your breath/
7. Look up – Always place your eyes slightly above the camera, not directly into it. This avoids red eye, but also gives you that "innocent and sophisticated" look (this is what Jackie-O and Princess Diana always did).
8. Always smile – always show some teeth, it makes your face look brighter.

## Cost-Effective A/V - Real or Fantasy?

*Percy Sales, Software Spectrum*

As planners execute meetings in the next century, we all look back to the last and wonder...is there such a thing as cost effective A/V? Time and time again we plan our meetings and each time we seem to pull our hair out wondering why in the heck is my A/V bill so high?

The reality of the matter is that there are steps that we can take to make sure that we stay within our budget if not come below them. Terry Ellegood, with AVW suggest the following do's and don'ts in planning your A/V needs.

### Do's

Do turn in your RFPs early. If you know what you are going to use, if the setup is the same from your last meeting get them turned in right away. Planning ahead can alleviate a lot of those last minute additions that you may not have thought of. Your account reps at many A/V companies can help you anticipate road blocks that can become costly.

Do be specific with you needs. When turning in RFPs do not use general terms. Be specific! This will help your account rep quote you for the exact equipment you will be needing and not the top of the line model that you may not want.

Do schedule your set up and strike times accurately. Scheduling your setup and strike times can be a big money saver.

Do your homework on electrical cost and patching. A big mistake that planners make is not to anticipate these "hidden costs."

Do a real budget. A/V can be costly, but if this is a repeat meeting, look at your actual from the year before and budget accordingly.

Do get multiple bids. Coming up with a specific A/V RFP will help multiple companies bid more apples to apples. This will help you in making the best choice for your budget.

Do check to see if your hotel is a union hotel. This is another hidden cost that most planners do not account for when budgeting for their meetings.

### Don'ts

Don't wait until the last minute. Waiting until the last minute to get the quotes for your A/V needs can be costly. Waiting for the 11th hour will not give you the best choices, nor will you get the best pricing.

Don't always go for the latest and greatest. Using last year's model can save you money.

As you plan your upcoming meetings you may want to take a look at the above suggestions. The reality of cost-effective A/V is to plan ahead and be specific with your needs. You can ultimately save yourself some money as well as the post-meeting headache.



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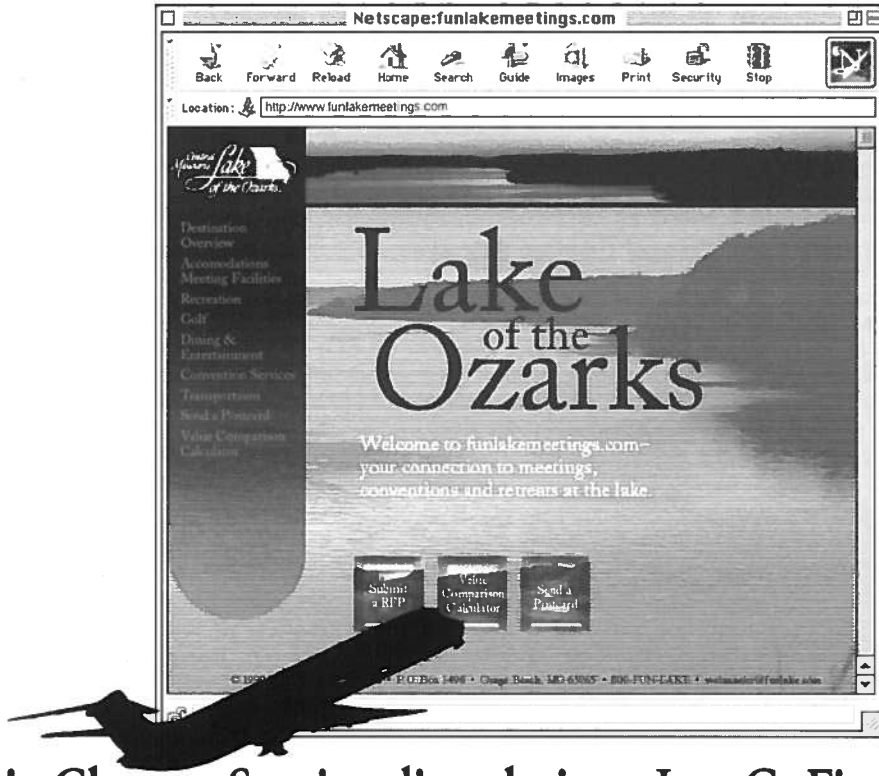
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## Heard it through the Grapevine!

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

**Judy Gausnell**, owner of *JG Performance Partners*, was featured in the Alumnae Chi Omega's fall 2000 newsletter for her achievements and role she has played in the hospitality industry. Judy is also the founder of *The Women's Museum*, which opened last fall.

Congratulations, **Steve Kemble!** *Special Events Magazine* is going to feature a regular column, "Ask Steve" in the Eventworld section.

**Karen Wilson**, formerly with the *Doubletree Campbell Centre*, has found her way back "home" again at the *Doubletree Lincoln Centre* as director of sales.

**David Granger, CSEP**, with *Designs Behind the Scenes*, and **Val Lenington, CMP**, with *Ultimate Ventures* won the Most Elegant Category of the 8<sup>th</sup> Annual Readers' Choice Tabletop Competition. That "tops" it all!

**Patty Stern**, with *Dallas Meeting Management*, has thrown us for a loop! She and Jim Markley eloped over the New Year holiday and got married in Las Vegas. Congratulations, Patty & Jim!

*D-Magazine's* Ultimate Party Guide, released in December, has named some of our members as tops on their list. *Wynnwood Hospitality* and *Eddie Deen* made the Top 10 Caterer's list; *Ducky Bob's Cannonball Party Rentals*, *Gale*

*Sliger Productions*, *Liland's Special Events* and *Outstanding Productions* made the Top 9 Décor Sources. What an achievement!! Hats off to everyone!

**Bryan Davis**, with *Hyatt Regency Dallas*, has been promoted to associate director of sales. Way to go, Bryan!

**Dana Nickerson Rhoden, CMP, CMM** after 10 years as an independent planner with *Square One* has been named Manager, Scientific and Corporate Meetings for *American Heart Association*.

Welcome to this world....

**Chad Enloe**, with *American Airlines Training & Conference Center* and his wife, Ashley, celebrated the birth of their second child. Cole Parker was born on December 19<sup>th</sup>, weighing 6 pounds, 10 ounces and 18" long. Congratulations!

Another congratulations goes out to **Brian and Ray Dawn Acheson** with *VIP Events*. Their first child, Jordan Kyle, was born on January 3<sup>rd</sup> and weighed 7 pounds, 6 ounces, and was 19.5" long.

Our deepest sympathies to **Tara Judd**, *Imagine Events* at the recent loss of her mother.

**Ellen Harden**, CEO and founder of *EHarden Meeting Management* passed away on Dec. 28 after a valiant, year long battle with cancer. **Judy Johnson, CMP** is President.



To submit information to Heard It Through the Grapevine!, please contact: Alainna Palmer, CMP at 214-863-8926 (phone) 214-863-8576 (fax) or email: apalmer@excel.com

# Dear "Current" Meeting Professional



"Current Meeting Professional"

Dear CMP,

*I am going crazy trying to keep my conference paperwork in order. There are so many people working on different segments of the meeting, and everyone has their own system, I can't ever seem to find anything! What do you recommend?*

Sincerely, Scattered About

Dear Scattered About,

Nothing is more frustrating than not being able to put your hands on a piece of information you know you had just the other day! Something that has worked for other planners, as well as suppliers is color coding your files. Whether you color code by the event, and then by projects within the event, or both. Next, be sure that there is ONE place for MASTER files. If someone else is working on a project within the same event that you are, they can maintain a copy of documents in their own separate files if they wish. If someone has to remove a file, then they should replace that file with an "OUT" card. If anyone is in need of that file in the meantime, they know where to find it.

Another good tip is to box up files older than three years, and store them where they can be easily accessed. I know that I have many times referred back to a file from '97, but not often enough to have it in my area filing cabinets.

If you and your team can lay out a plan and everyone stick to it, you'll be amazed at how much time it will save!

Regards, CMP

Dear CMP,

*I am in sales and am required to meet a quota of a certain number of solicitation phone and face-to-face calls each week. Several of the people that I contact act like they don't even have the time of day for me. How can I get my foot in the door, or even get the person on the other end of the line to spend a moment to hear what I have to say?*

Desperately, Hanging On

Dear Hanging On,

Believe me when I say this....I've been there! It's no easy battle. What I have found, however, is that most people want to "get to know you." They want to know what type of person that they could potentially be dealing with before doing business with them. Start by first building a relationship. Find out about them. Find out their interests, and relate back to them. Share about yourself as well. This will help to build their trust and confidence in you. Ask questions about their business as it relates to the product or service you are trying to sell. Show an interest in what they are all about, and their event objectives.

Always remember this....you must be sincere in your efforts to build a personal relationship with anyone. If it is not from the heart, then it probably won't work out anyway.

Regards, CMP

Write to the "Current Meeting Professional" by submitting your questions to: Alainna Palmer, CMP, 214-863-8576 (fax) or apalmer@excel.com





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