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For more detailed  
Information  
Log on to our  
WEBSITE  
[www.mpidfw.org](http://www.mpidfw.org)

## Holiday Gala at the Adams Mark Dallas

By O.D. O'Donnell, *Nightlife Talent & Management*



About 300 members of MPI and various industry associations attended the December 14<sup>th</sup> event at the Adams Mark Dallas. From the sumptuous Sushi Bar, Smoked Salmon Carving, Jumbo Shrimp and Oysters at the reception to the entrees and dessert bars at the dinner everything was definitely first class.



Music for listening and dancing pleasure, as well as Santa and the Carolers and of course we had the traditional photos with Santa. The décor was brilliant, decorative and very festive. When you first entered the ballroom you couldn't help but being impressed with the table linens. They were truly breathtaking. Other décor embellishments like the chair covers and floral arrangements for the desert stations were provided added to the festivities.

The dinner portion of the evening was started off with the music of the Trietsch United Methodist Church Choir. Their beautiful voices really put us all in the spirit of the occasion.



This years event, chaired by Wendy Foster, CMP and O.D. O'Donnell was themed "Harmony for the Holidays".



Checks were presented to the beneficiaries of the MPI Kids Ball at the December Holiday Gala. Accepting for Love for Kids, Inc. was Beverly Nalley, Executive Director and Loquieta Joy, President. Paige McDaniel, Executive Director and Cindy Brinker-Simmons, Founder were on hand to receive the check for Wipe Out Kids' Cancer. The Rainbow Room was represented by Lynn McLean, Executive Director of CPS Community Partners. And, last but not least, our own Bitsy Burns, VP of Education was presented the check for the Education Fund for the MPI D/FW Chapter.



The net proceeds from 2000 Ball are \$102,000.00 and checks were distributed to each charity for 23,975.00 and an additional 6,100 for Love For Kids, Inc. See the financial article on page 11 for more details.



Please see the website [www.mpidfw.org](http://www.mpidfw.org) for more detailed information.



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Dallas/Fort Worth Chapter

# CURRENT

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# MPI D/FW Calendar Information

## JANUARY 2001

- 24 **Board of Directors Meeting** – TBD– 5:30pm– 7:00pm–Steve Kemble ([steve.Kemble@airmail.net](mailto:steve.Kemble@airmail.net))
- 25 **Monthly Chapter Meeting** – Plano Convention Centre–Government Affairs– Luncheon 11:00am– 1:30pm – Anna Squire ([anna.squire@ourclub.com](mailto:anna.squire@ourclub.com)) (Community Service Project – GIMME GAMES!)

## 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 CVB– Supplier Showcase – Luncheon – 11:00am–1:30pm – 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))

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:

**"Share a creative "theme" for your conference or meeting!"**

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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# A Message from the President



As the saying goes, time flies when you are having fun. ACTION! filled fun, that is.

I find it so hard to believe half of our year has passed. The reality of this hit me, when in November we entered the nominations process for the future leadership of our chapter. I encourage each of you to watch and closely follow this procedure. In the coming months you will begin to see correspondence regarding nominations from Immediate Past President, Steven Foster CMP, Circle R Ranch, Nominations Committee Chair.



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

As we begin a new year, I want to share some of your accomplishments from our first six months of what I feel is the greatest MPI Chapter in the world!

1. We have restyled our monthly programs to become a burst of ACTION-filled energy! We have had the highest ratings and highest attendance numbers in our chapter's history.

2. We held our first breakfast meeting in over ten years in October, drawing higher numbers than we had for our lunch meeting last October. We will host another breakfast in May, so please join us! It is a great start to a day, waking up to MPI!

3. The highest number of chapter members ever (over 100!) attended the WEC conference in Los Angeles this summer!

4. We have begun to implement the new brand initiative from MPI International into all chapter communications. This is a process that will continue throughout this year and the next.

5. We held the first annual MPI Golf Classic at the Tribute Golf Club. Over 95 players participated in this event, raising over \$5,000 for our chapter!

6. The MPI Kids Charity Ball was the largest and most successful ever, raising over \$100,000 for local charities and our chapter. For the first time in the history of the Ball, the chapter was an equal beneficiary. The chapter will use the funds for our educational programs.

7. We are continuing to maintain a 70% retention rate of our 800-plus members. 70% is the benchmark that MPI International has set for chapters, and we are aggressively maintaining this through offering our chapter members what they are asking for!

8. We hosted the most successful Texas Education Conference in the four year history of the event. We had 230 attendees and raised over \$8,000 for our chapter!

9. We are implementing on-line registration for our chapter programs. Do you realize that 90% of our members now register on-line for programs?!

10. We successfully combined our November and December chapter newsletter, *The Current*. Check this out: without a newsletter, we still had the highest November attendance at a program in the history of our chapter!

11. We have implemented the email blast system. The membership is reading and responding to these emails. This system (which was our goal) has helped us virtually do away with the blast fax system—YEAH!

12. We're upgrading our Web site on an ongoing basis. The committee has done a tremendous job. There you will find a wealth of information and probably the answer to most of your chapter questions.

13. I hope you find our education offerings, in addition to the monthly programs, to be more streamlined and hearty in content than in the past. One of the goals of our chapter was to reduce the abundance of offerings and concentrate more on the quality of the programs. This has happened and with much success, and attendance has skyrocketed! The feedback on the content has been phenomenal.

14. We introduced The Spirit of MPI Award. This is awarded to an individual(s) who has displayed a "Can Do Attitude" and has been a team player in helping the chapter achieve its goals. The award is in the form of an eagle which we thought was fitting as it exemplifies leadership qualities and soaring above and beyond.



WOW! See what I mean about the first six months being ACTION! filled!! By working together we have accomplished so much!... with more to come; such as, the implementation of a chapter sponsorship program. This effort is being chaired by Betty Garrett, CMP, Garrett Speakers International, and President-Elect of our chapter. We will softly roll this program out during my term but will do a full launch during Betty's term.

I wanted to close my column this month with a gigantic congratulations to our managing editor, Dana Nickerson, CMP, CMM. Notice the CMM!! Dana Nickerson Rhoden, Square One Productions has fulfilled all the requirements to be conferred the prestigious status of global meeting and event leader and has been awarded a "Certification in Meeting Management." She is now designated a CMM (please note that there are only 156 CMMs in the world!). Congratulations, Dana!



DEFINING THE POWER OF MEETINGS™

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

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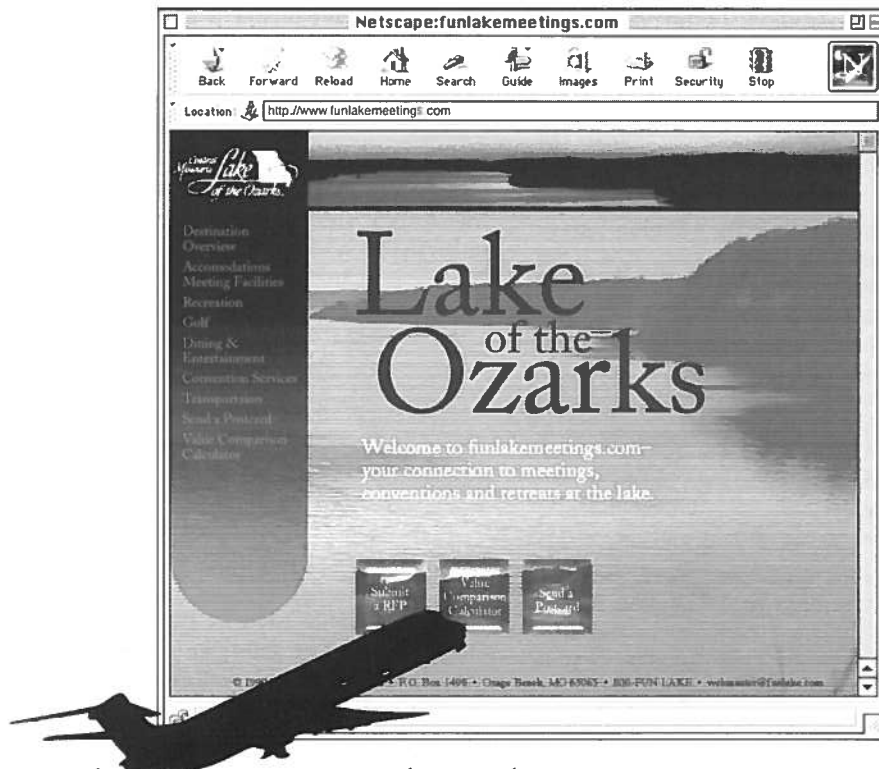
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## January Chapter Meeting Thursday, January 25, 2001 • 11:00am

### Government Affairs / Industry Advocacy

This unique program features a "point-counter point" style debate between Dallas city leaders on a variety of issues which are of major concern to the hospitality industry:

- 2012 Olympics
- American Airlines Center Update
- Trinity River Corridor Project

Find out firsthand from our city leaders the status of these important issues facing the hospitality industry.

Judge Lee Jackson, Councilwoman Laura Miller and Dennis McCuistion, CSP, KERA-TV 13 commentator have agreed to participate in this lively program.

Prior to being elected to the Dallas City Council, Councilwoman Laura Miller, represents District 3, the Oak Cliff and Southwest Dallas areas.

Dennis McCuistion, CSP, professional speaker, author and TV Host, will facilitate the meeting, making sure each side has equal time to discuss his/her views on these all important matters.

This month's meeting is sponsored by the San Antonio Convention & Visitor Bureau.

January committee members are: Betty E. Garrett, CMP, (Garrett Speakers International), Steven G. Foster, CMP, (Circle R Ranch), Sy J. Retsky, National Contract Management Association, Astrid Koh-Stenzer, EXE Technologies, Inc.

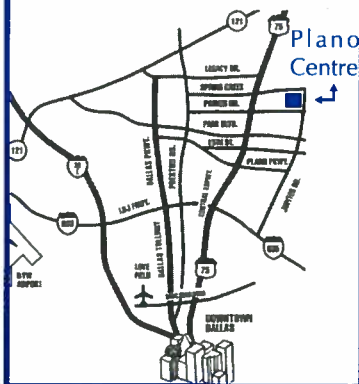
Facility hosts from the Plano CVB are Mark Thompson, General Manager and Kristi Pennington, CMP, Convention Sales Consultant. Additional hosts are Jim Stroup, General Manager, Executive Chef Alain Charles, Steve McLaine, Catering Manager and Jo Rivers, Corporate Sales Manager.

#### Host Facility Plano Centre

Plano Centre is a full service, multi-purpose facility located in one of the most vibrant and exciting communities in the North Dallas Metroplex. It is also conveniently located near a variety of hotels, restaurants, shopping malls, historic downtown Plano, numerous golf courses (public & private) and the world famous Southfork Ranch.

The beautifully landscaped Plano Centre is an 86,400 square foot facility that will comfortably accommodate up to 3,000 people. A total of 21,600 square feet is available for exhibition usage. There are 18 meeting rooms including 8 breakout rooms.

Plano Centre offers the most modern audio-visual equipment and state-of-the-art lighting and sound systems. The facility was designed with today as well as future convention and meeting technology in mind.



#### Panel Members:



Judge Jackson has led the Commissioners Court through two successful bond elections, while retaining the County's triple A bond rating and keeping the lowest property tax rate among all the large Texas counties. He led the formation of the Dallas Regional Mobility Coalition, an organization formed to help the Dallas area receive its fair share of transportation funding and has extensive knowledge on our three important issues.

Dennis McCuistion, CSP, is a former bank CEO, corporate consultant to business, teacher, author of three books, and a journalist who has broadened and deepened his understanding of national and international events which are shaping today's world. He co-founded the Foundation for Responsible Television in 1994, an organization that provides support for the McCuistion Television Program, Channel 13.



Prior to being elected to the Dallas City Council, Councilwoman Laura Miller, spent six years as a columnist and investigative reporter for the Dallas Observer, two years as a columnist and writer-at-large for D Magazine and was a metro columnist for the Dallas Times Herald. She is known for her outspokenness while representing District 3, the Oak Cliff and Southwest Dallas areas.

### Government Affairs/Industry Advocacy

Sponsored by San Antonio Convention & Visitors Bureau

#### Plano Centre

2000 East Spring Creek Parkway • 972-422-0296

- 11:00 - 11:30am — Chapter Orientation
- 11:30am - 12:00 — Registration / Reception
- Noon - 1:30pm — Lunch and Program (Grand Ballroom)

Free Parking - Use West Parking Lot  
Advance Member Price: \$27.00 • Advance Guest Price: \$30.00  
Walk-In / On-Site Price: \$40.00 (member or guest)

R.S.V.P. to Randie Charnes  
by 2:00pm, Monday, January 22, 2001

ON-LINE REGISTRATION PREFERRED  
Website Registration: [www.mpidfw.org](http://www.mpidfw.org) • [rcharnes@msn.com](mailto:rcharnes@msn.com)

# Richland College Offers Spring 2001 Meeting Management Courses

Whether you are a new meeting planner or have been in the industry for many years the Richland College schedule of classes offers something for everyone. Classes designed for people just beginning a career in the meetings industry include the TRVM 2301 Introduction to Meeting and Conventions, TRVM 1325 Exposition and Trade Show Management and TRVM 1331 Introduction to Hospitality Industry. Each of classes gives the basics of planning meeting, trade shows and hotel operations.

Planners with years of experience will want to consider TRVM 2333 Applied Convention & Meetings Management, TRVM 2355 Exposition and Trade Show Operations and TRVM 2333 Hospitality and Special Events

Spring computers classes include TRVM 1291 Special Topics – Travel Industry Software which will look at different softwares and their application in planing meetings. Software includes Excel, Access, Meeting Trak, and Internet sites. In addition Richland will offer two one-day classes designed to help Meeting Managers use the internet more effiently. Internet Solutions for Meeting Professionals on February 16 and May ???

Classes are offered one night per week, January 16 - May 10, 6:45 – 9:35 p.m. See schedule below for more details. Cost is based on in-district rates. Classes can be taken for credit or non-credit and are an excellent way to get more educational points for members working on their CMP.

Course No.	Course Title	Time	Cost	Course Level
TRVM 2301	Intro. to Meetings/Conv. Mgt	Tues. 6:45 – 9:35 p.m.	\$74	Beginning
TRVM 1325	Exposition and Trade Show Mgt.	Wed. 6:45 – 9:35 p.m.	\$74	Beginning
TRVM 1327	Intro. to Hospitality Industry	Thurs. 6:45 – 9:35 p.m.	\$74	Beginning
TRVM 1327	Hospitality and Special Events	Mon. 6:45 – 9:35 p.m.	\$74	Beginning and Advanced
TRVM 2333	Applied Conv/Meeting Management	Thurs. 6:45 – 9:35 p.m.	\$74	Advanced
TRVM 2355	Exp. And Trade Show Operations	Tues. 6:45 – 9:35 p.m.	\$74	Advanced

## Internet and Computer Classes

TRVM 1291	Special Topics – Travel Industry Software	Mon. 6:45 – 9:35 p.m.	\$75	Beginning and Advanced
CE Only	Internet Solutions for Meeting Professionals	Fri. Feb. 16 9:00 a.m. – 5:00 p.m.	\$99	Beginning and Advanced
CE Only	Internet Solutions for Meeting Professionals	Fri. May 11 9:00 a.m. – 5:00 p.m.	\$99	Beginning and Advance

Deadline to register is January 18. For more information, contact M.T. Hickman, Program Coordinator, Travel, Exposition and Meeting Management, Richland College, 972-238-6097 or [mthickman@dccc.edu](mailto:mthickman@dccc.edu)

## International Meeting Planning Series On Protocol A Great Success!

By *Monica Florida, Galactic Marketing*

Twenty-five meeting planners and suppliers attended the first, in a two part series, on International Meeting Planning. The program was held at the Dallas Convention and Visitors Bureau December 5th. Sharon DeGarmo, Special Events Coordinator and Coordinator for International Protocol and Affairs for the City of Dallas, presented many valuable tips and resources. According to Ms. DeGarmo, the purpose of protocol is to make people comfortable. The tips she provided focused on how to make attendees from abroad feel comfortable at meetings in the United States. A special thank you goes out to Ms. DeGarmo for presenting the program, and to the Dallas Convention & Visitors Bureau for sponsoring the meeting.

The second program in this series, The ABC's of International Meeting Planning, will take place in the spring and will address issues that must be considered to effectively plan a meeting abroad.

For more information on this series, contact Patty Stern at [psfern@flash.net](mailto:psfern@flash.net) or at 972-233-8524.

# Sensible Eating For Your Meetings

By: *Patty Kirk, R.D., L.D., Lara Hassan, M.S., R.D., L.D., C.D.E., The Cooper Clinic*

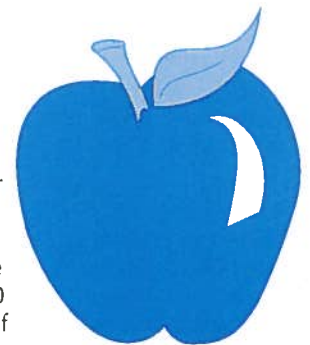
If your work leads you to a meeting room filled with calorie & fat laden foods, perhaps it is time to have a menu makeover. Choices that are appealing, appetizing, as well as a powerhouse of nutrition can easily be yours. If breakfast is to be served, toss those calorie & fat loaded donuts, danishes, scones & muffins.

Instead offer healthier alternatives such as whole-wheat bagels with light cream cheese, fresh fruit, individual boxes of high-fiber cereals i.e. Raisin Bran & Shredded Wheat, skim milk, light yogurts & low fat bran muffins.

Be a winner at lunch by serving turkey, ham & lean roast beef sandwiches and tuna salad prepared with light mayonnaise, skip the cheese unless reduced fat varieties are available. Offer condiments on the side. Sun chips, baked chips & pretzels are good choices to accompany your sandwich. In addition, serve a colorful arrangement of cut up or whole

fruit & vegetables for lunch as well as for your meeting breaks. A fruit flavored yogurt makes a delicious dip for a fruit tray. Think again before you indulge in that large chocolate chunk cookie. That one can costs you 250-300 calories. And can you only stop at one! If serving cookies is a must then consider including gingerbread, oatmeal & reduced fat varieties. Downsize the cookies instead of super-sizing them. Reconsider before you reach for that bowl of nuts. One cup equals 800 calories. If you've got the munchies, have a small handful of nuts or popcorn or pretzels if available.

The tone for a productive meeting should be set by offering clients delicious food presented in an attractive way that will have a positive impact on their health.



# 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, such as, 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 only attend specific topics that interest you as a menu option, 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)

We extend a very special "Thank You" to  
The Four Seasons Las Colinas for their  
Involvement and Sponsorship of the  
**Independent Thinking Series!**

## Planner & Supplier Brainstorming Breakfast Generating New Ideas for Meeting and Event Themes

**Date: January 12, 2001**

**Location: Sponsored by Le Meridien Hotel**

**Time: 8:00am-10:00am**

**Cost: \$20.00 Members  
\$25.00 Guests**

Does the prospect of having to come up with yet another "great theme" for your next meeting, event or conference seem daunting? Wouldn't it be fantastic to visit with industry peers to learn about their own past experiences with theme development and the resources they use to develop new ideas?

The peer network within MPI is a remarkable resource tool to help you promote error-free planning. The thought process behind the development of this program is to bridge the gap of communication between planners and suppliers by providing a forum in which specific topics of discussion are introduced.

Suppliers are encouraged to attend and share their experiences working with Planners during the development phases. What worked? What didn't work? Why? And, what services do you offer Planners to make their task of Theme development easier?

Planners are encouraged to attend and share their experiences, too. What internal challenges do you face during the development phase? Who do you turn to internally and externally to assist with Theme development? What would you do differently the next time?

Finally, what are the components that bring successful unity to an overall theme for a meeting, event or conference and how do you identify the components? How do you budget to carry the theme through 100%?

As peers in support of industry advancement, we can only begin bridging the gap of communication by understanding each other's needs through candid dialogue. Please plan to attend, bring ideas or concerns with you and look forward to leaving with solutions....and perhaps that next great idea!

You may register via the web site at [www.mpidfw.org](http://www.mpidfw.org)

For additional information please contact

Patty Stern at 972-233-8524 or via email at [psfern@flash.net](mailto:psfern@flash.net)

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TO GET A FULLER UNDERSTANDING OF THE  
RAMIFICATIONS AND GUIDELINES FOR YOUR ETHICAL  
CONDUCT AND DECISIONS, PLAN TO PARTICIPATE IN THE  
UPCOMING ETHICS PROGRAM TO BE HELD ON TUESDAY,  
MARCH 27, 2001.

# November Meeting Wrap Up

Joel Zeff was a huge hit with the MPI members and our guests at the November chapter meeting.



An award winning comedian and creativity speaker, Joel's humorous message was presented in a creative way with improvisational games and exercises that stimulated creative thinking, working with change, problem solving, and team building. Chef Ty with the Renaissance Hotel provided a wonderful menu that highlighted the Thanksgiving season

and unique tap centerpieces.

Fall festive decor was provided by Bill Reed Decorations. Galveston Island CVB was the sponsor.



Steve discusses the new and exciting happenings in Galveston with the sponsors from Galveston Island CVB.

Photos courtesy of Jim Woods, Jim Woods Photography



Tamra Fairbrother, CMP, THE Meeting Planners and Community Service Committee helped collect canned goods for the Food Drive for the Wilkinson Center.



Chef Ty (Renaissance Hotel) created special "tapa centerpieces" that showed how you can use centerpieces in a dual purpose for both decorative and service purposes. It makes for a very cost effective way to present food at a meeting. The Thanksgiving menu was a big hit.



Joel Zeff shows the crowd how to use humor in handling conflict and teamwork.

## November Hall Of Fame

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

**Meeting Sponsor**  
Jenny Cramer & Lynn Jamail  
Galveston Island CVB

**Featured Speaker**  
Joel Zeff  
Provided by Betty Garrett, CMP  
Garrett Speakers International

**Facility, Reception**  
Olivia Stephens

**Centerpieces**  
Olivia Stephens  
Jenny Cramer & Lynn Jamail  
Galveston Island CVB

**AV Services and Video Production**  
Bill Reeser, CMP  
AVW

**Entertainment Sponsor**  
Irving CVB  
Encore Productions

**Stage Set Sponsor**  
Linda Thornton, CSEP, CMP  
Fun Factory Decorations and  
Special Events

**Fall Festival Décor**  
Linda Sergeant  
Bill Reed Decorations

**Program Committee**  
Dana Nickerson-Rhoden CMP,  
CMM, Square One Productions  
Sandi Galloway, Canadian  
Tourism Council  
Richard Robichaud, MPI

Our sincere apologies to **Ken Ran Entertainment.** They were incorrectly listed in the TEC sponsorship listing.



# Spirit Award

By Peg Wolschon, CTP, Coach USA



Erin Longley, CMP and Tara Judd, both with Imagine Events, co-chaired TEC education component. They took on the task of putting together the TEC education offerings. They did an outstanding job on totally revamping the TEC format to allow more focused, in-depth educational opportunities for the members and guests of the three Texas MPI Chapters.

They began with the previous TEC evaluations and chapters' needs assessment surveys. They then went to multiple industry trade journals to identify the hot topics facing today's meeting professional. With all of this ammunition, they gathered a number of qualified and experienced meeting planners in a room for 3-4 hours. This focus group weeded through all of the various educational opportunities and selected their top choices.



From this point on the work began to develop the numerous educational topics into quality educational programs, select the best speakers, fine tune each session with the speaker(s), coordinate for the 20 different sessions, insure each session had the correct AV and setup. They did all of this as volunteers and in an extremely short time frame. Their efforts resulted in one of the finest overall educational offerings presented to our chapter. Thank you to both Erin and Tara.

# A Financial Year in Review

By Cheryl L. Beasley, CMP, V.P. Finance, Sabre

The chapter operates four separate and distinct accounts. Each is designed for a specific purpose and the funds are strictly utilized for those purposes. Following is a list of those accounts, their purpose and the account balances as of December 8, 2000.

Chapter Operating Account Current Balance \$ 21,662.37

This is a checking account through which all monthly meetings fees, educational program fees and all other general income related receipts are processed. It is also the account from which our operating expenses for monthly meetings, educational programs and administrative costs are expended.

JPA Scholarship Account Current Balance \$ 2,974.97

This checking account is used exclusively to receive the monthly contributions the membership makes to the Jan Pollard Award fund. These funds are used to provide scholarships to chapter members in good standing who request reimbursement for educational programs they have attended.

Solomon Smith Barney Account Current Balance \$ 19,533.22

This is a money market account into which the chapter originally deposited year-end funds as a security against any future economic downturns. This fund has provided that security to the chapter on a few occasions, and has proven to be a wise investment of those funds. The dividend earnings generated from the investments in this account are redeposited on a monthly basis. Withdrawals from this account require a majority vote of the executive committee of the chapter board.



The MPI Kids Charity Ball Current Balance \$ 3,521.51

This checking account is used exclusively to administer the transactions of the chapter's annual fundraiser, The MPI Kids Charity Ball. All receipts are posted to this account and all disbursements are made from this account.

The net proceeds after all expenses of The MPI Kids Charity Ball 2000, and the distribution shares are listed below:

Net proceeds from 2000 Ball	\$102,000.00
Direct distribution to Love For Kids, Inc.	6,100.00
	(according to sponsorship agreement)
Equal distribution to Love For Kids, Inc.	30,075.00
Equal distribution to Community Partners	23,975.00
	(Child Protective Services)
Equal distribution to Wipe Out Kids Cancer	23,975.00
Equal distribution to MPI D/FW Chapter	23,975.00
	(for educational programming expenses)

Congratulations to the 2000 Committee on the Chapter's most financially successful Ball ever.

As a chapter member you have the right to know and understand the chapter's financial standing. One of my stated goals as the V.P. of Finance is to provide the membership with quarterly updates on its finances. A monthly report is also provided at each Board of Directors meeting and you are welcome to attend those meetings to receive a more regular update.

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Providing these and many other Musical Entertainers for Weddings, Corporate and Private Events.

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- ★ The Roof Raisers
- ★ Random Axis
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Soul Tsunami



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# CMP/CMM Action Line

On December 6, 2000, YAHOO! The internet search engine, listed 26 categories and 1308 first level web sites for certification. One needs to be certified to make a career as a teacher in high school. An audit, to be recognized as official, needs to be performed by a Certified Public Accountant. Medical specialists, such as the neurological surgeon who operated on my back, are certified. Professionals from engineers to acupuncturists are certified.

**Certification is no longer a special thing. It is a way of life for professionals.**

In ensuing months, this column will be featuring articles by certified professionals from fields in the meetings and events industry. Determining which certification is right for your personal goals can be a critical professional decision. Many of us consider the CMP (Certified Meeting Professional) to be the definitive certification. Others of us feel the need to add a more specialized certification, such as the CMM or the CSEP. Either way, you can only increase your professional status by tacking CMP onto your business card.

Inside this issue is an application form to sign up for the Spring 2001 CMP Study Group. Make the decision to start on the road to certification today. You will be glad you did.

## MPI D/FW Spring 2001 CMP Study Programs

Introductory session & CMP Application Review February 12, 2001 ... \$15.00 members, \$75.00 non-members  
 7 Week Study Group ..... March 5 - April 23 ..... \$55.00 members, \$75.00 non-members  
 CMP University ..... June 9, 10 & 16 ..... \$125.00 members, \$150.00 non-members  
 (Special discounts for participation in the 7-week & CMP University)

## CIC Critical Deadlines

Exam Application ..... (\$125) ..... Prior to March 19, 2001  
 Make commitment to take exam ..... (\$290) ..... Prior to May 21, 2001  
 Examination date ..... (Dallas or WEC). ..... July 21, 2001

Your best source of information is on the newly designed CIC web site at [www.cmponline.org](http://www.cmponline.org), click on CMP and when in the CMP window, look for the detailed information drop down menu. Most concise presentation of the program is mailed to you when you send in for the CIC application kit. (\$25)

If you have any questions, please feel free to contact Jim Monroe, CMP, CSEP, the current CMP Study Program leader. He can be reached via email at [jmonroe@iname.com](mailto:jmonroe@iname.com) -or- you may contact the CIC offices directly - they are there to help you!

## December Hall Of Fame

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

### Facility, Reception, Luncheon

**Danna Holck, GM**  
 PGI (Décor)

**Nancy Fitzgerald & Brian Parman**  
 Adams Mark Dallas

### Entertainment

**Tom Brewer**  
**Bill Sloan**  
 Adams Mark Audio Visual  
 Sloan Photography

### Entertainment

**BBJ Linens**  
**Luana Stoutmeyer & Center Stage**  
**Joy Johnson-Floyd**  
**O.D. O'Donnell**  
 Panache +

## Winner - ISES Esprit Award 2000 "Best Entertainment Production"

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 because  
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# From The Heart

## The MPI D/FW Community Service Committee Invites YOU to Get Involved!

Your opportunities to assist others has become greater and more rewarding.

Each time you participate in any of the following programs, you can place your name in for a monthly drawing. The more you do, the better chance you have to win, as well as feel good about helping others. The first monthly drawing will be in January with a grand prize given in May. Prizes include such items as Dinner and Theatre Tickets, Hotel stays with dinner or brunch and a Sports Package with game tickets. To receive further details prior to each event, please e-mail [tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com) of your interest to participate call (972) 691-1335.

**January 25, 2001** — GIMME GAMES! (Bring to monthly meeting)  
Supply the After School Program with your board games, pocket video games, cards and dominos. NEW OR GENTLY USED

**February, 2001** — "Operation Kindness"  
More details to follow

**March 22, 2001** — "Toiletry Drive" (Bring to monthly meeting)  
It's time again to clean out your travel size personal care items and donate to a worthy cause.

**April 20 & 21, 2001** — Evening of the 20<sup>th</sup> and shifts on the 21<sup>st</sup>  
**Richardson, Texas** — "Special Olympics"  
Serve as greeters, escorts or cheerleaders at Special Olympics Games

**May 24, 2001** — "Dress For Success" (Bring to monthly meeting)  
We will be collecting clothes and shoes for men, women and children.

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

## SHOW & SELL



### Doing Business on the Golf Course

# Closing the deal in 18 holes with these 10 tips

By Dana Nickerson, CMP, CMM, Square One Productions

In today's business world, the back nine is rapidly replacing the boardroom as a prime location for building relationships and sealing deals. One quarter of the 25 million golfers use the game as a business tool, spending \$ 2 billion a year courting their clients.

Learning the ins and outs of business golf involves more than arranging a tee time. Similar to everyday golf, it comes with a set of "unwritten" rules of etiquette.

Here are 10 tips from the pros:

1. Know your playing partners. Know their personalities, preferences and playing abilities.

2. Be Punctual. Allow time to make sure the rounds are paid for and reserve locker space and your guests. Hosts should arrive 45 minutes prior to tee time.

3. Come Bearing Gifts. Hosts should present their playing partners with gifts prior to the round.

4. Wagers. Most business golfers are competitive and most like to gamble on the links. Just make sure everyone is comfortable with the stakes.

5. Establish the Rules of Play. Are mulligans allowed? Are you playing lift-and-clean in the fairway? Are gimmies conceded on putts

inside the leather? Some golfers are more giving than others. A minor misunderstanding can ruin the relationship built.

6. Play in Foursomes, not Twosomes. The more players, the more social the outing.

7. Praise Sparingly. Talking too much about your partner's game can get you in trouble.

8. Temper, Temper. If someone's temper flares, try to lighten the mood and turn the conversation away from golf.

9. Know the Etiquette. Repair your ball marks. Don't talk in someone's backswing. Avoid

stepping in your partner's line. Keep up with the group. Slow games are the biggest pet peeve of corporate golfers.

10. Know When to Talk Shop. Don't bombard your clients with a sales pitch. Feel them out, go along with the pace that is set. Keep in mind you are simply trying to build the beginnings of a relationship or put the finishing touches on a deal. Use your intuitions. Business talk may need to wait until the 19<sup>th</sup> hole, where many deals get sealed over a drink.

## How to Prepare for Disabled Attendees (including the invisible disabilities)

By Marc Goldman, Damon Brooks and Associates

There are 54 million Americans with a disability – one out of every 20 – you can be sure you will have person with a disability at your meeting. While most hotels and public meeting venues meet the minimal requirements, the Americans with Disabilities Act (ADA) compliance standards, there is a difference between “compliance” and “accessible.” Don’t fool yourself in thinking that because of the ADA, you have to have all bases covered for every disability. For example, a bathroom stall door may meet the width requirements of the ADA but if the door opening is next to the wall, there is no way a person in a chair can open that door.

Door width compliant? Yes. Accessible? No.

There are things planners can do for disabled attendees, to not only make them more comfortable, but also to avoid difficult situations, lawsuits, hoards of people protesting the event or bad press.

Here’s a look at how meeting planners can prepare.

1. Ask. Even though planners will be expected to have the basics covered, encourage those who need special assistance to inform you ahead of time.
2. Pre-registration. Make sure to include on your registration form an area where a person can request special needs.
3. Check past attendance records. Even if the numbers are small, be prepared, don’t overkill, and simply ask.

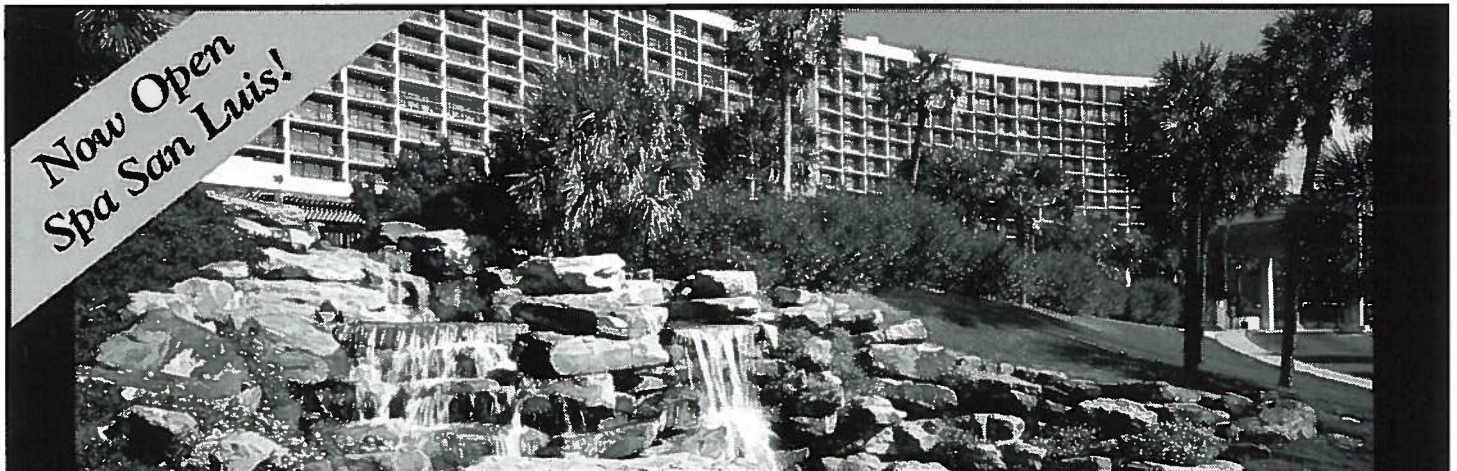
4. Contact local organizations and network with other planners. Look into how others prepare for people with disabilities by contacting other meeting planners or community organizations that work with the disabled. Reach out to community organizations like The MS Society, Centers for Independent Living and the local hearing impaired, blind or rehabilitation services. The special education departments of local school systems are also excellent resources to address emotional and learning disorders.

5. Prepare your employees or volunteers. It’s very important to educate your employees, volunteers, or anyone in a public position to understand the needs of the disabled.

6. Don’t forget about invisible disabilities. The physical disabilities are easy to see but the majority of disabilities are invisible. Hearing, emotional and learning disabilities are the most prevalent. Become aware and better understand conditions, responses and reactions.

7. Consider keynote presenters, entertainers, workshop participants. Many planners have told me that they are ambivalent to work with those who have a disability because they are treading on unfamiliar ground. The goal is to build bridges not barriers.

Marc Goldman is owner of Damon Brooks Associates, speaking on disabilities.



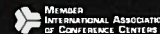
### IF YOU THINK BUSINESS HAS NO PLACE IN A RESORT, THINK AGAIN.

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

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

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# Recruit a New Member and Win!

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. Guest 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

*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 Sypolt, Deborah F Weaver, CMP, Pamela A Wilemon, CMP



## New Kids on the Block

# MPI D/FW New Members for November 2000



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

Jodi L. Adcock..... RIA  
 Christopher S. Baxley ..... AVW Audio Visual Inc.  
 Michelle A. Bowser ..... Flowserve Corporation  
 Ellen Browning..... Texas Motorplex  
 Dionne K. Fawcett ..... Student  
 Teresa K. Ferguson ..... Orica  
 Kenneth R. Flemming ..... Group Dynamix  
 George Garnitschnig ..... The Drake Hotel Hilton International  
 Ben Guerrero ..... South Padre Island CVB  
 Heather R. Hersley ..... Dallas Convention & Visitors Bureau

JW Horne ..... Four Star Production  
 Liz McGrew ..... EplanGolf.Com  
 Jeannie Morris ..... Granada Movie Grill  
 Paul A. Nagid ..... Student  
 Lori J. Reisenbichler ..... Artful Giving.Com  
 Rachel M. Rickman ..... Bass Pro Shops Outdoor World  
 Sue L. Supplee ..... Wyndham Anatole Hotel  
 Teresa L. Vastine ..... Palace Resorts  
 Christie R. White ..... Summerfield Suites by Wyndham



## Heard it through the Grapevine!

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

Southfork Ranch and Conference Center has been selected as one of the three finalists for "Best Corporate Invitation Design" Award by the International Special Events Society. Mark Thompson and Lisa Allen, created the invitation together. The invitation is from their "Jump, Jive and Howl" client party that Southfork hosted last October. Many of you may remember the sheer organza pouches of orange and black that were embellished with drawstring tassels and skull beads, the custom accordion-fold invitations were accompanied by tangible "themed enclosures" that included die-cut ghosts and Halloween spiders.

**Leslie Aldrich**, formerly with the Dallas Convention & Visitors Bureau, has joined Pegasus Solutions as product manager in electronic distribution.

**Lisa Busbee** has joined the Dallas Marriott Las Colinas as sales manager. She was formerly with the Fort Worth Convention & Visitors Bureau.

**Kelly Norseworth**, formerly with the Clarion in Fort Worth, has joined the Fort Worth Convention & Visitors Bureau as national sales manager.

**Ann Stetson** has left the Le Meridien Hotel to join The Adolphus Hotel.

Congratulations on the arrival of a bouncing baby boy! **Lanay Stokes** with Sprint and her husband Kevin celebrated the birth of Parker Trey on November 8<sup>th</sup>. He weighed 8 pounds, 6 ounces and was 20" long. Parker is their second child.

**Jyll Bishop**, with Hunting 1<sup>st</sup> Class, is excited to announce her recent engagement to Hugh

Spears. They plan on eloping tentatively on February 3, 2001. Congratulations and best wishes!

**Chad Enloe**, formerly with the Hyatt Regency Dallas, has joined the American Airlines Training and Conference Center as director of sales.

**Dana Nickerson, CMP, CMM**, Square One Productions recently received the CMM designation.

Congratulations, **Phyllis Firebaugh, CMP** with Wyndham Jade! She's a grandmother! Yes, her daughter, Nicole and her husband, Michael, adopted a precious baby girl, born on September 12<sup>th</sup>. Isabella Grace Arenas weighed 8 pounds, 8 ounces and was 21 inches long.

Another baby on the way! Congratulations to **Steven Foster, CMP** and **Wendy Foster, CMP**, of Circle R Ranch, who are expecting their second child in late April or early May of 2001. If it's a boy, they will name him Conor Kennedy, and if it's a girl, Avery Rose.

**Beth Caylor** recently joined American Heart Association as conference coordinator, scientific meetings, she was formerly with Texas Health System.

Congratulations to **Anna Squire**, on the arrival of a bouncing baby boy, Spencer, on December 19, 2000.

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

# Dear "Current" Meeting Professional



"Current Meeting Professional"

Dear CMP,

I am planning a themed event and would like to know your thoughts on developing a theme. What processes do you follow, and how do you come up with ideas for a theme?  
Sincerely, Themeless

Dear Themeless,

This is one of my favorite aspects of planning, because it involves creativity and can be truly fun! First of all, know your meeting/event objective. Consider the agenda and the topics or highlights; are there going to be special announcements, new products, recognition components? And, here comes the fun part....gather a group of people together, preferably those who are stakeholders in the event. We have a room called the "think tank", where we brainstorm about all the varying possibilities of a theme. Start with developing a "tagline" for your event, which will encompass a theme. You will be amazed at how bouncing thoughts off of one another will generate free-flowing, imaginative and creative explosions of ideas!! Use a whiteboard or flipchart to make record of everything that is said. No idea is a bad idea...keep an open mind. After the group agrees on a tagline, then it becomes easier to build in ideas for décor, entertainment, speaker(s), collateral pieces, etc. Have fun with it!

Regards, CMP

Dear CMP,

I am a corporate meeting planner, and just seem to have more on my plate than I can handle. I've often thought about hiring an event and production company to assist with the coordination and execution of my events. However, I've never used one and would like to know your thoughts on using this type of service.

Thanks, Cup Runeth Over

Dear Cup Runeth Over,

I can understand your challenges, and am "all for" hiring event and production companies. These vendors can provide you with a wealth of resources, knowledge, experience and creativity. By contracting with a reputable organization, your meeting or event is sure to be a success. This allows you to free up your time to concentrate on other important components of your program, thus, contributing even more to its success. The vendor becomes your partner, and it's like adding staff to your department!

Regards, CMP

### Another tip from the Current Meeting Professional...

To learn more about theme development, attend "Meeting and Event Themes: Where do You Find Great Ideas?" on January 12<sup>th</sup> at the Le Meridien Hotel.

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

## Ways to Use Internet to Promote Meetings

By Corbin Ball, Corbin Ball Associates, General Site Construction

- Make sure your site is registered with the major search engines: Yahoo, AltaVista, Hotbot, InfoSeek, Excite, Lycos, and WebCrawler. See [www.gkweb.com](http://www.gkweb.com) for a list and further information on submitting to more than 200 search engines.
- Craft your site so that it will come near the top of the list when searching with your prime keywords with the various search engines. If you're not in the first couple of screens of results, you won't be found. See [searchenginewatch.com](http://searchenginewatch.com) for information on how the various search sites rank web sites.
- Craft your site's title, introductory paragraph, and metatags (hidden key words). These are important parts of how search engines (and therefore people) find your site. See the web site listed in item 2 for details.
- Make your site is fast and easy to navigate (slow and confusing sites are not read or used).
- Be visual – use photos of past meetings, of the hotel, or venue to add sizzle and interest.
- Be interactive – give viewers the means to navigate easily and find the information desired.

### Content, Content, Content

The key to a site being bookmarked is content – give viewers a reason to go there in the first place and then come back!

Put the conference program and agenda on-line and make it searchable by topic, speakers, dates, times, key words, etc.

Include statistics of past meetings (charts & graphs of attendance and demographics, past

exhibitor lists). Make them as visually interesting as possible – use graphs over tables.

Post the pre-registration list on-line – people may wish to contact others in advance, which can encourage attendance.

Have on-line pre-conference forums, electronic bulletin boards, and chat rooms.

Create a virtual exhibit section to increase traffic, increase exhibitor visibility, and generate revenues through sales of links to exhibitors' web sites.

Update your site frequently.

Put past keynote addresses and other speakers on-line. See [www.real.com](http://www.real.com) for [broadcast.com](http://broadcast.com) an example.

### E - m a i l Promotion & Marketing

- Send out "save-the-date" e-mail announcements well in advance of the meeting.
- Use appropriate forums to advertise your web site and the meeting when appropriate.
- Use your member/customer e-mail lists to promote the meeting. Directing them to your web site – offering a single click, one-stop shopping for registration, housings, air, car, entertainment, site information (see items below).
- Offer freebies (free books, drawings, registration, etc.) at your site to increase traffic and, while there, entice viewers to sign the "guest book."
- Utilize these "guest book"

signatures as a mailing list for further promotion.

- Offer a registration discount for those registering via the web.
- Include an exhibit pass at the site – which can be printed for a discounted or free exhibit entry (if you charge for admission to your tradeshow).
- During the meeting, upload pictures of the event to encourage local walk-ins and to make others wish they were there the next time.
- Use reciprocal linking to other complimentary or related web sites to bring in additional traffic.

### Convenience & Usability

- Develop and promote on-line registrations at your web site.
- Make the on-line registration form user-friendly, allowing for individual session sign up.
- Utilize an automated e-mail confirmation system giving immediate feedback that the registration has been received.
- Use a secure server and allow credit card purchases of on-line registration and products. This increases your site legitimacy – in fact, many savvy surfers will only use secure sites for on-line purchasing.
- Give people multiple purchase options (credit cards on line, snail mail, print form and fax, toll free phone).



- Link your site to others sites such as:

on-line housing; to your official air carrier and car rental agency; area and city information sites; area sports and event attraction sites; area restaurant and club sites; area weather information sites

### Surveys/Forums

- Use advance e-mail surveys to determine attendee expectations, interests and desires.
- Use post conference e-mail and on-line surveys to determine customer satisfaction level, areas that need improvement, new topics for presentation.
- Have an "ask the presenters" forum, or "ask the conference chair" forum for prospective attendees to pose questions in advance.

Corbin Ball, CMP is a professional speaker and consultant focusing on meetings technology. With 20 years of experience running international citywide technology meetings, he now helps clients worldwide use technology to save time and improve productivity. He can be contacted at his extensive web site: [www.corbinball.com](http://www.corbinball.com).

For more information contact Corbin Ball at [Corbin@CorbinBall.com](mailto:Corbin@CorbinBall.com)



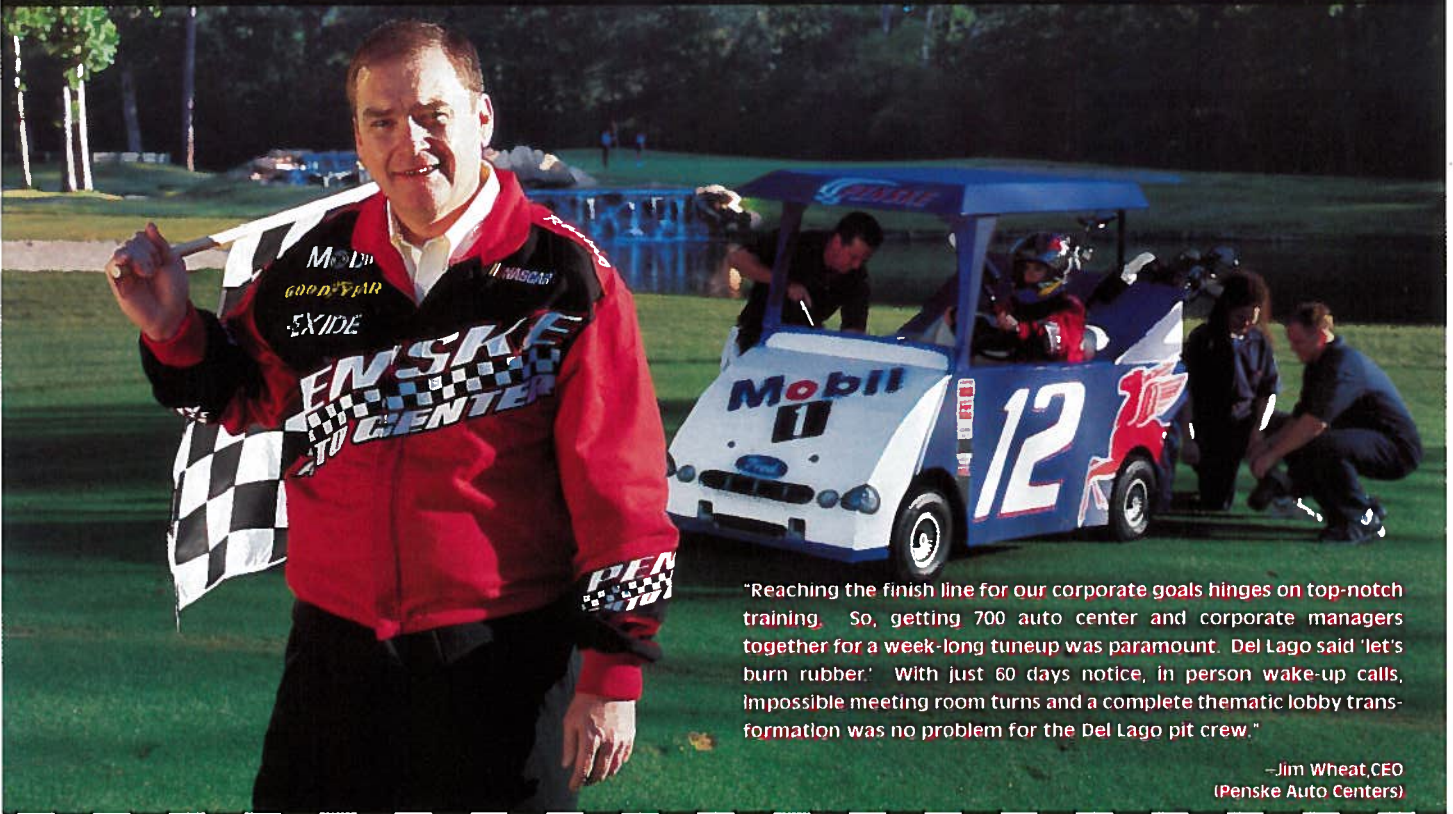
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