



Chapter of the Year  
1989 ★ 1990 ★ 1994 ★ 1996

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### Get ready to TEE IT UP!

"The Current" is publishing a Special Edition "Golf and Meetings" issue in January 2002 focusing on the many unique courses available throughout the Metroplex to planners of golf events and meetings. This detailed section will deliver both advertising and editorial information on the area's top golf/meeting venues.

The "Golf and Meetings" Special Edition also will contain information on the MPI D/FW Chapter Golf Tournament, scheduled Wednesday, April 10, 2002, at the Cowboys Golf Club in Grapevine. Mark your calendar now!

Deadline for advertising and participation in the "Golf and Meetings" issue is Friday, December 14, 2001. For further information, contact Cindy Provence, PDQ Results Printing, at (214) 686-3121 or email at [cindypro@airmail.net](mailto:cindypro@airmail.net) or Steven G. Foster, CMP, Circle R Ranch, at (817) 430-1561 or email at [stevenfoster@circlerranch.org](mailto:stevenfoster@circlerranch.org)

## The "Art" of Saying Thank You

by Marti Fox, CTC, CMP  
GlobalGoals, Inc.

**Editor's Note:** This series has defined the terms Service Charge, Gratuity and Tipping, as well as providing key questions to explore before budgeting and selecting a site, since these items can impact your financial bottom line for your program. This final installment presents some of the people to be considered and methods used to recognize outstanding service!

### When creating your Gratuity Plan, whom do you need to acknowledge?

Who is a candidate for recognition? Converse with the salesperson of the hotel, DMC and other vendors to determine their policies on appropriate "thank you" protocol — who and how much? Remember to acknowledge the less obvious people who are "behind-the-scenes" and contribute to the success of your program.

Recognize that different regions of the USA and international destinations have different protocols and attitudes towards tipping.

### Hotel staff who should be rarely included in monetary compensation...

**Banquet Captains:** Since they may share in the tip pool that comes out of the 18-20% service charge or gratuity. It's important to ask the "house" if they include captains in the tip pool.

**Concierge:** Unless specific services are requested or special favors are done.

**"Director"-level personnel:** Unless they work very closely with you in the role as Convention Services Manager or are highly visible during your stay.



*There is an "art" to saying thank you - one that should be considered as part of overall event planning. Mike Moore, Shift Manager at the Westin Galleria Hotel, knows that exemplary service is its own reward, but appreciates it when a satisfied customer takes the time say "thank you" with a gratuity.*

*Photo by Jim Woods*

**Front Desk/Reservations:** Only if a particular group of employees did a huge check-in/check-out in a short time for your group or did something extra.

### Hotel staff who may be considered in the "gratuity plan"

Convention Services Manager and Catering Sales Manager.

Chefs, Coffee Break Captain and Banquet Housemen.

Maid Service: managers and housekeepers in pre-negotiated amounts vs. special services  
Shipping and Receiving clerks.

Bellmen and Doormen: suggest splitting the pre-determined portage of \$2-\$5 per attendee on the front end to get their attention and another

*Continued on page 12*





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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.

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# A Message from the President



DALLAS/FORT WORTH CHAPTER




Betty E. Garrett, CMP  
Garrett Speakers International  
Chapter President

The horrific events of September 11th forever changed our lives. Quite legitimately, people stopped business as usual in the weeks following the attacks. Our industry is one of the types of business that experienced the immediate effects of the terrorists' acts. Flights were rerouted and delayed, travelers were stranded, meetings were canceled and events were rescheduled. Our own Kids Charity Ball was postponed until November 2nd. As a result of the effect on our industry, we have seen talented, experienced meeting professionals lose jobs and companies struggle to stay in business.

Yet, with the personal and economic losses comes a new resolve that our enemies could not possibly have foreseen. There has been a reconnection throughout our nation and with our foreign allies. We have seen strangers helping strangers and ordinary people surface as heroes. In addition, members of the meetings industry have been extraordinary in their support of relief efforts. From rescheduling postponed events, donating volunteers and supplies, and making the extra effort for increased and unplanned hospitality stays, our industry offered its assistance during a time of need.

As we move forward in today's uncertainties, the hospitality industry will undergo new challenges. We are resourceful because of our friends and business partners...we will survive by staying connected. International has called for our support with the numerous pieces of legislation directly affecting the meetings industry. Be prepared to act and to become a government affairs champion. We can make a difference by contacting members of congress and making our voice heard regarding our positions to these legislative proposals. We will keep you informed on further developments and what you will need to do.

For the short term, use any down time you have to reconnect, learn cutting-edge techniques and get organized. Show your support of our industry and help yourself in this economic situation by attending the Professional Education Conference in Honolulu, January 20-22, 2002. The PEC-NA is featuring more than 70 customized workshops and forums tailored for MPI members' varying experiences. It will also feature the Executive Track; an Emergenetics session for teams; a day-long hotel school and a technology lab focusing on electronic requests for proposals, housing programs and attendee-management software. The Top Five Reasons to attend the PEC-NA are: keep up with the latest trends, build industry partnerships, gain new useful ideas, learn to measure and prove your value and discover time-saving techniques.

Shape Your Future: Connect is more important than ever. Remember that our strength lies in helping each other. Our nation was built on freedom, integrity and courage. This is our heritage and no one can take this from us! Now is the time to stay connected and get reconnected with the members of your MPI chapter. More importantly, know that what you do is important. Meetings offer people the ability to have the personal connections that are so desperately needed at this time. 





Edwin L. Griffin, Jr., CAE  
MPI President/CEO

# “CURRENT” AFFAIRS

## Industry Update: A Report from the CEO

**Editor's Note:** Immediately following the events of Sept. 11, MPI began assisting its members and chapters with updated information, assistance resources and reliable reports from industry leaders. The “Current” asked MPI President/CEO Edwin L. Griffin, Jr. CAE to respond to questions submitted by members of the D/FW Chapter concerning the status of the meetings industry, immediate and long-term, in the wake of the tragedies in New York, Washington DC and Pennsylvania.

### In light of the recent terrorist attacks on the nation, what are the biggest challenges facing the meetings industry?

By far the most significant challenge for the meetings, convention, and exhibition industry is the resumption of a full airline schedule. Now perhaps more than ever before, have we fully realized our dependency on airline travel and the consequences of a complete shutdown of our industry.

We have documented a range of 85-90% average falloff of meetings and conventions over the past two and one-half weeks as a result of the tragedy on September 11th. This is an average across the nation and not necessarily targeted to New York or Washington. Even local meetings that do not require air travel felt some falloff just due to the drama and the tragedy of the events and the uncertainty that was so pervasive.

Secondly, there needs to be a reaffirmation of safe travel to the newly instituted safety and security measures being enforced by the FAA and instituted by the airlines until the federal government assumes that responsibility. A major marketing campaign will need to be instituted to ensure that the traveling public is aware of the increased safety measures to offset the few instances, that are highly publicized, where security measures are breached.

Thirdly, hopefully, there will not be any new successful terrorist activity, especially on a domestic basis. This would reaffirm the fear of September 11th and cause anxiety both on the travelers' part, as well as business trying to conduct meetings and conferences.

### With MPI's PEC scheduled for Jan. 2002 in Hawaii, what security concerns will be addressed? What should meeting attendees expect?

We will be working very closely with the security offered by the City of Honolulu, as well as the hotels and especially, our own security team, VIPER, who has been with us for six (6) years and has played an integral part in there being no serious incidences at any of our conferences. We do not expect that a gathering of our members would necessarily be a target; however, we are placing top priority on basic security measures that need to be instituted in order for us to ensure a safe environment. The MPI Board of Directors is considering some unique marketing and promotional opportunities

for the PEC in Hawaii and have been encouraged with the number of individuals who have already made their reservations, both before and after September 11th. Registration is strong and the trade show will be selling out in the near future.

### How well, in your opinion, has the industry responded to this recent crisis? What can we be proud of? What can we improve?

The meeting and convention industry has responded aggressively to help everyone. While the New York chapter was obviously the one most devastated in terms of the geographical proximity of the tragedy, they have maximized their efforts to be of assistance to our members, their employers, the industry, and even the mayor's office has the expertise of MPI, which certainly will be helpful in planning events and memorial services. We can be proud that so many of our chapters have immediately (within 24 hours) responded to our call for action to provide blood, cash donations, and other materials needed by the victims of the tragedy and the public officials who were killed in trying to help others. I believe that our humanitarian and professional response has been excellent and the only way in which we can improve is to continue to strive for better communication and more help to understand that what New York needs is to get back to business, which will require re-instituting and re-confirmation of meetings that have been cancelled or postponed in that area.

### What effect will these recent incidents have on membership & participation at industry meetings such as MPI?

We have experienced a slight decline in new members in September, obviously because our industry went dark for two to three weeks as we tried to recover from both the trauma and the business interruption. We expect the combination of the economic slowdown and the tragedy should reinforce now more than ever the value of being a member of a professional organization that cares about its members and that provides networking opportunities for all of our membership. If there is any time that a meeting professional needs an organization, it is when their positions are in jeopardy or they are in search of employment.

Individuals totaling more than 83,000 have been

*Continued on page 4*

DALLAS/FT. WORTH  
CHAPTER



DEFINING THE POWER OF MEETINGS™

## CURRENT

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terminated in the airlines and approximately 100,000 persons in the hotels. While all of these are not members of MPI, some of them are, and are calling on the resources and help of their fellow members at the chapter and international level to assist them in finding other positions. This type of crisis also reinforces the need to make sure that your value is not compromised by any lack of knowledge or skill. Those employees to be kept on the A-list obviously have demonstrated top value to their employers and have most likely achieved professional excellence and a reputation for value because of their participation in educational programs, training, and peer-to-peer knowledge achieved through MPI.


We expect that the level of participation by our members may be down slightly primarily attributable to cash flow. However, we expect there to be a resurgence

of the increased level of participation that we have experienced over the previous years as soon as the national economy becomes more stabilized even during a down economy, as was illustrated by the largest convention in our history last July.

**Look into your crystal ball and describe what the meetings industry will look like one year from now.**

As a result of the layoffs (which are occurring virtually in every quadrant of the supplier community), when the economy improves, there is going to be increased scrutiny on the part of the human resource personnel to make sure they hire the best of those available. Continuing to stay active during any period of employment dormancy will be a key indicator of a high priority potential employee. There will no doubt be a rethinking of the strategic

diversification of inventory portfolios throughout all this change, both in the airline and hotel industries. Even with the destination management companies and other ground transportation operators, there will likely be a business analysis of the diversification and hence economic protection that can be achieved by having a better mix of clients.

Reducing vulnerability will be a call to action for many decisions that are made, inasmuch as the tragedy of September 11th was totally unexpected and demonstrates, even in a time of caution, how severe a situation may turn a business upside down. These are truly harsh lessons to learn; however, they can be most valuable if taken constructively, analyzed thoroughly, and used to one's advantage in rebuilding a stronger business or personal portfolio. 



## International News

DEFINING THE POWER OF MEETINGS™

### September 11, 2001: Industry Impact Survey Results


Meeting planners and suppliers experienced an immediate negative impact due to the terrorist attacks in the United States on September 11, 2001, according to the results of an online survey conducted by MPI soon after the attacks. However, the results also indicated that the majority of business lost short-term is due to meeting postponements, not cancellations.

Here are some highlights from the survey results reflecting responses from 243 planners and suppliers. Of all respondents, 85% expected business to be impacted over the next six months; however, all signs indicate face-to-face meetings will continue to occur. In terms of total existing meeting commitments over the next six months:

- Nearly 50 % of planners responding expect meeting postponement without relocation
- 24% of planners responding made no meeting cancellations
- 20% of planners responding indicated some meetings would occur via video or teleconferencing
- 49% of planners responding expected to cancel business worth between \$25,000 and \$500,000
- 39% of planners responding predict up to a 20 percent decrease in unconfirmed future meeting expenditures (for the fourth quarter of 2001 and beyond); however, 24 percent expect no decrease at all

On the supplier side, over the next six months nearly half expect cancelled business totaling \$100,000 or more; one-third expect deferral of major spending/investment; and 25% expect reduction in staff. However, in terms of total future meeting revenues (fourth quarter 2001 and beyond), only 22% expect a decrease of more than 20%. One-third expect a 10% or less decrease in business with another one-third expecting between 10-20%. And, nearly 15% of suppliers responding expected no change or a slight revenue increase of up to 10%.

Regarding meeting travel over the next six months, 42% of all respondents expect no restrictions, with 29% anticipating restrictions and 24% uncertain. When asked about reasons for potential travel restrictions, just 19% of all respondents cited concerns about travel safety, with overall change in financial outlook defined as the driving factor by 40% of all respondents.

MPI plans to use the Results of this and future surveys to develop content for a forum slated for MPI's Professional Education Conference-North America, Jan. 20 - 22, 2001 in Honolulu, Hawaii. Within the forum, leaders of the global meeting industry will discuss how the horrific events of Sept. 11, 2001 have effected the way meetings are being conducted around the world and MPI's role as a catalyst for industry growth and resurgence. 



# November Chapter Meeting: Thursday, Nov. 15, 2001 • 11:00 a.m.

## Time Management - Strategies for Success in Life and Business



Vince Panella

The meetings and events industry is facing changing times in a shrinking economy. Downsizing, layoffs, and increased multi-tasking are requiring meeting professionals to do much more with much less, and in less time.

Vince Panella, founder of Success-Centered Time Management and Power Marketing Principles and author of *The 26-Hour Day* (Career Press), is the world's foremost proponent and teacher of Time Control, a unique blend of success development, business and time management skills. In keeping with MPI D/FW's theme for the year, "Shape Your Future: Connect," he will introduce specific Time Control tools that will help:

- ❖ Increase your focus
- ❖ Balance your business and home life
- ❖ Reduce your daily time wasters and distractions
- ❖ Experience growth & success 300% in one year to over 10,000% in just four years
- ❖ Reduce your stress and feelings of being overwhelmed
- ❖ Maximize your sleep to gain from two to four more productive hours a day

Why you should attend this program:

- ❖ To attain more success in life by changing your behaviors in time
- ❖ To gain at least 2-4 more profitable, productive and enjoyable hours every day
- ❖ To exponentially grow your profits and sales and balance your life

Vince is a graduate of the United States Naval Academy, a former naval officer and aviator, a former university professor, and currently an international author, speaker, trainer, and success coach. Incorporated in 1998, Panella Strategies, Inc. brings Vince's Success-Centered Time Management and Power Marketing Principles programs to the world via its headquarters in Houston, Texas.

The November chapter meeting is sponsored by The Irving Convention and Visitors Bureau.

November Program Committee Members are: Marcy Roitman-Boothe, Chair, Grapevine CVB; Lisa South, CMP, Absolute Solutions LLC; Sandy Summers, CMP, SB Summers and Associates; Cindy Hamilton-Hartner, Cityplace; and Hollye Edwards, Cityplace.



DALLAS/FORT WORTH CHAPTER

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MEET - offering 16 flexible rooms totaling over 20,000 square feet. Complete with sophisticated audio-visual equipment and a complete business center.

PLAY - next to Bass Pro Shop's Outdoor World, Grapevine Mills Mall and only a short drive from many D/FW attractions.

### DIRECTIONS

**FROM DFW AIRPORT:** 121 North to Bass Pro Drive exit. Turn left on Bass Pro Drive. At the second stop light, turn right.

**FROM DALLAS:** I-635 West to 121 North/Bass Pro Drive exit. Take Bass Pro Drive exit and turn left. At the second stop light, turn right.

**FROM FORT WORTH:** 183 East to 121 North. Take 121 North/I-635 East exit. Stay on 121 North to Bass Pro Drive exit. Turn left on Bass Pro Drive. At the second stop light, turn right.

**FROM ARLINGTON:** 360 North to 121 North. Take the 121 North I-635 East exit. Stay on 121 North to Bass Pro Drive exit. Turn left on Bass Pro Drive. At the second stop light, turn right.

**FROM LEWISVILLE:** I-35 South to 121 South. Exit Highway 26E Grapevine. Stay on Highway 26E to Bass Pro Drive. Turn left on Bass Pro Drive. At the first stop light, turn left.

## "Time Management - Strategies for Success in Life and Business"

Thursday, November 15, 2001

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- 11:00 am Chapter Orientation-Room TBD**  
(check at MPI Registration Desk & Reader Board)
- 11:30 am Registration, Reception, Committee Trade Show:** Pleasant Ridge I-IV
- 12:00 pm Lunch and Program:** Pleasant Ridge I-IV

### Complimentary Self Parking

Advanced Member Price: \$27.00  
Advanced Guest Price: \$32.00  
Onsite Price: \$55.00

*R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, November 12, 2001  
fax: 972-506-7485*

### ON-LINE REGISTRATION PREFERRED

In the "Events" section at: [www.mpidfw.org](http://www.mpidfw.org)  
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# Executive Dining Program pulls out all stops...and wine corks, too!

By Laurel Chooljian

Nortel

Selecting the right venue for an executive dining event is crucial and can be a difficult decision in Dallas, which has more restaurants per capita than New York City. To assist its members with this dilemma, the MPI D/FW Chapter journeyed across North Dallas and Plano for the Third Annual Executive Dining Program. This educational venue provided a culinary journey for 80 meeting professionals as they learned about the finer points of planning an executive dining event.

Lavendou Bistro Provencal, Mignons and Voltaire restaurants hosted the evening by pulling out all the stops and wine corks, too. Each restaurant showcased their unique cuisine, artful presentation and attentive service to create a memorable experience.

*"It was a terrific program in that I discovered three new places to take a group for dinners, in every price range."* Tracey Smith, CMP of RIA.

Limousine service, sponsored by Noble Coaches & 1st Executive Transportation, transported the participants during the progressive dining adventure.

*"Limo service from Noble Coaches -Way cool! They really know how to make you feel special."* Lianne Pereira, CMP of the Susan G. Komen Cancer Fund.

Three industry professionals shared their knowledge. Darryl Beeson, The Wine Guy, provided tips on selecting wines and encouraged planners to consult with the sommelier regardless of the budget. Paige Braun, Convention Guides, Inc., discussed how to find the perfect place for that perfect dining experience and recommended various restaurant reservation services. Thomas White, Noble Coaches & 1st Executive

Transportation, shared transportation guidelines for ensuring the comfort and safety of your guests.


*"The educational portion of each stop was informative and useful. It didn't have to be magic, just solid reminders of things we know but sometimes take for granted. A great evening."* Wayne Wallgren of WorldWide Incentives, Inc.

The event's original 40 reserved spots sold out in just a matter of hours, and the planning committee organized an offering for a second group of 40 participants.

*"Team work really pays off and our MPI Executive Dining evening was a great success. The committee really stepped up to the plate to create a true executive dining experience for each participant."* Event Chair Peg Wolschon, CMP, CTP.

*"This was my first time to participate in the executive dining program, but it won't be my last. Everything was perfect, from the transportation to the vintage of the wine."* Pat Yandell, UTD Alumni Relations Officer.

Cindy M. Hartner, of CityPlace, is in the business of creating great dining experiences for her guests and noted the value of this chapter offering.

*"What an excellent value. It was an educational experience and a wonderful networking opportunity. This type of cooperative information exchange is vital to MPI D/FW's educational offerings. The members reap the rewards of education, recognition, career advancement, and just plain fun."* 

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## How is a Conference Center Unique?



Is a conference center really different than a traditional hotel? What kinds of meetings are best served by conference centers? What does IACC (International Association of Conference Centers) certification really mean? How do you pick which conference center is right for you? What questions should you ask to assure a true conference center experience? What's all the fuss about cutting-edge technology?

Just as meeting planners have appeared on the scene as specialists in producing meetings, the hospitality industry has spawned a new breed of facility designed to maximize meeting productivity: conference centers. While a few such pioneering facilities were established before the 1970's, the majority of them have been developed only within the past 20 years. A Conference center, by definition, is a "total meeting environment." While the name "conference center" has great appeal and has been added to many hospitality facilities, it takes more than a name to become a member of the International Association of Conference Centers (IACC).

On January 8, 2002, Hilton DFW Lakes Executive Conference Center will be hosting an MPI Educational program to address these very topics...and more!

Stay tuned for more details in future Education sections of the "Current".



## October Meeting Chapter Partners

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

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Anne Bruce

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*Renaissance North Dallas Hotel*  
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### Chapter Photography

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*Designs Behind the Scenes*  
Todd Quigley, Dir. of Sales & Marketing

*Abby Party Rents*  
(donated draping for the stage)

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*National Motor Club of America, Inc.*  
Diane Ray  
*NCS Learn*  
Todd Quigley  
*Designs Behind the Scenes*  
Steve Janicek  
*SuperShuttle DFW*

## Superstar Breakfast with Anne Bruce

MPI D/FW returned to the Renaissance Dallas North Hotel, it's 2001 Meeting Facility of the Year Award winner, for the chapter's October meeting. Noted speaker Anne Bruce headlined the breakfast meeting which focused on hiring, motivating and retaining "superstar" talent within organizations. The meeting was sponsored by the San Antonio Convention & Visitors Bureau.



The San Antonio Convention & Visitors Bureau sponsored October's breakfast meeting. Mindy Miller, Account Executive/Corporate Sales, was among the contingent from San Antonio who promoted the destination to MPI D/FW.

*Superstar Talent* was the focus of October's chapter meeting. MPI D/FW "superstars" Anna Squire, vice-president of programs; Betty Garrett, CMP, chapter president and Bill Reeser, CMP, chapter audio-visual liaison, were joined by speaker Anne Bruce (second from left) at the event. Bruce, author of two books on employee retention and motivation, headlined the breakfast meeting. The "superstar" centerpieces were provided by *Designs behind the Scenes*.



Guests for Breakfast! More than 40 guests were registered for the October breakfast meeting. Among the early-birds joining MPI D/FW were guests Lesia Waldrip (Amelia Island Plantation) from Florida and Danelle Awtrey (Inter-Continental Stephen F. Austin) from Austin.

Photos by Jim Woods



October Program Committee members were (l-r): Nancy Tullos (National Motor Club of America, Inc.), Peg Wolschon, CMP, CTP (Production Transport), Diane Ray (NCS Learn), Todd Quigley (Designs Behind the Scenes), Sherry DeLaGarza, CMP (Dallas H.R. Association), Gloria Ford, CMP (Radisson Hotel Dallas North at Richardson) and Rebecca Mitchell, Director of Catering for the Renaissance Dallas North Hotel. Not pictured is Steve Janicek (SuperShuttle DFW)





## M.T. Hickman, CMP Honored as Richland College Top Educator

“Opportunities multiply as they are seized.”  
The philosophy of Sun Tzu, “The Art of War.”

Editor's Note: To learn more about the TEMM program at Richland College, contact: M.T. Hickman, CMP, CTP, Program Coordinator, Phone: (972) 238-6097.

If M.T. Hickman, CMP, CTP ever decides to write the ultimate philosophy guide book on teaching, it probably will be a best seller. The MPI D/FW chapter member obviously knows the subject well and has the credentials to prove it.

Richland College in Dallas recently presented Hickman, program coordinator for the Travel, Exposition & Meeting Management (TEMM) course study there, with its “Excellence in Teaching Award for Others Who Teach.” The recognition, Richland’s highest individual achievement for an educator, came as both a surprise and honor.

“I was very pleased and honored,” Hickman said on learning of the award. “I believe the TEMM program has come a long way in the four years since I have been here. It was wonderful to be recognized. For me this award represented not only my work but the work of everyone who created the TEMM program.”

Each year approximately five instructors are nominated for the award, one of only three campus-wide individual teaching honors presented at Richland College. Each nominee completes a detailed awards submission, describing their teaching philosophy and then sits for a videotaped interview. The staff nominating committee then reviews all nominees and makes its selections.


Mary Darin, Dean of Human & Academic Development at Richland College, nominated Hickman for the award and detailed her commitment to the job in a letter to the school’s awards committee, citing several examples of a typical day for

Hickman in the TEMM program.

“The office lights in S-230 are on by 7:30 a.m. each morning because M.T. Hickman is already hard at work. They’re also almost always still on when I leave at 5:00 p.m. Receiving this award would be a wonderful way for the college to acknowledge her outstanding performance inside and outside of the classroom.”

For Hickman, it’s just all in a day’s work for someone who truly enjoys the opportunities teaching affords. “My philosophy is that students come first. Students are the primary reason that each of us is here.”

Perhaps a secondary reason Hickman excels at teaching is she enjoys imparting knowledge on a subject she’s equally enthusiastic about - the meetings and event industry.

“There are days when I spend most of my time answering questions about the Travel, Exposition and Meeting Management industry and our program,” she says. “I’ve been fortunate to be a member of this industry for over 15 years. It is an industry I am passionate about. When I talk to the students about Richland and the industry I know that they can hear the excitement in my voice.” 



M.T. Hickman, CMP, CTP  
Program Coordinator  
Travel, Exposition & Meeting  
Management - Richland College

**BB**  
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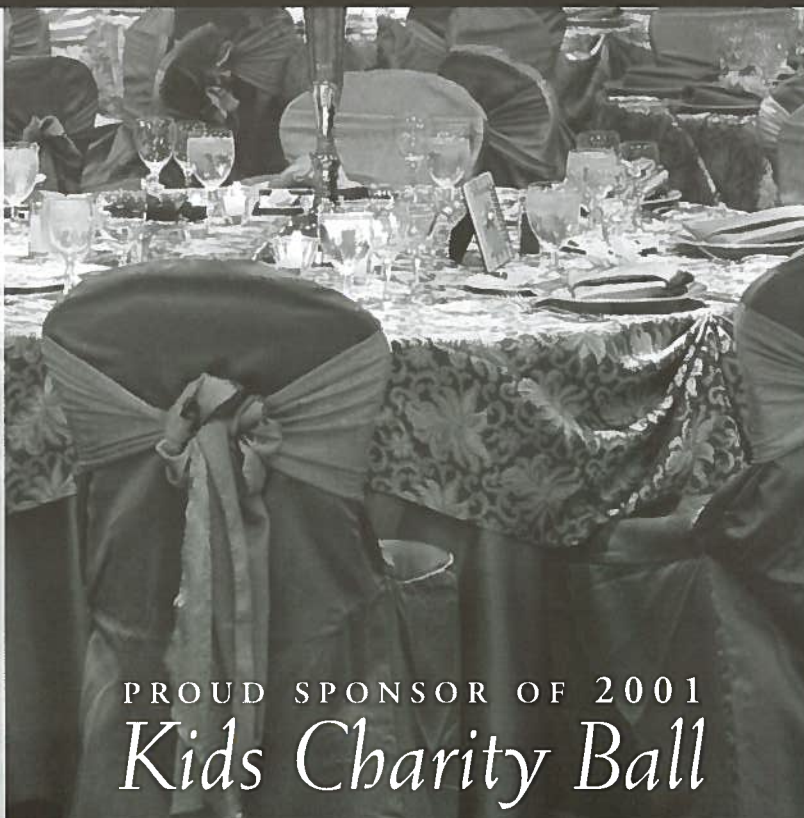
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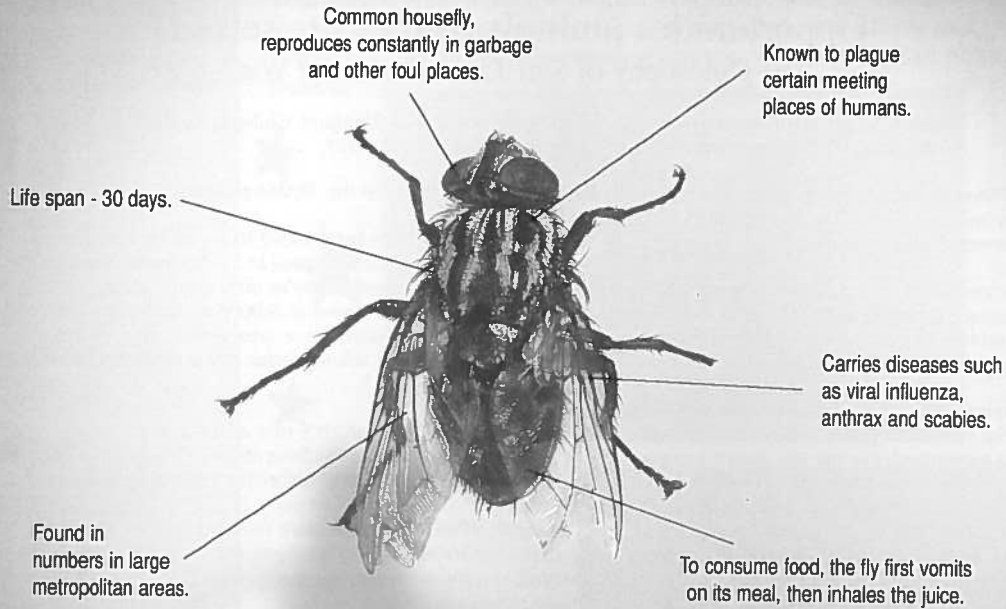
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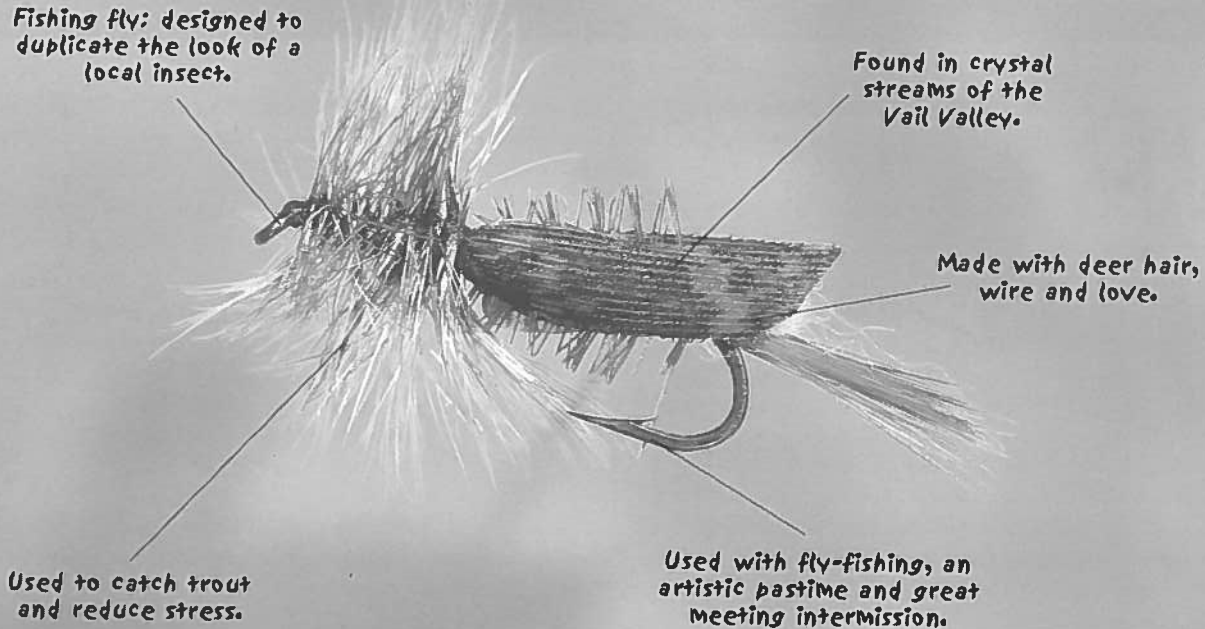


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# MPI D/FW Calendar Information

## NOVEMBER

11/13/2001	P/R-Marketing Committee	6:00pm-7:00pm	TBD
11/14/2001	Board of Directors	5:45pm-7:00pm	TBD
11/14/2001	Education Committee	TBD	TBD
11/15/2001	Monthly Chapter Meeting	11:00am-1:30pm	Embassy Suites Bass Pro
11/27/2001	Community Service Committee	5:30pm-6:30pm	Doubletree Lincoln Centre

## DECEMBER

12/6/2001	Program Committee	5:30pm-6:30pm	Omni Mandalay Hotel
12/8/2001	Community Service Committee	5:30pm-6:30pm	Doubletree Lincoln Centre
12/11/2001	P/R-Marketing Committee	6:00pm-7:00pm	TBD
12/11/2001	Membership Committee	TBD	TBD
12/12/2001	Board of Directors	5:45pm-7:00pm	TBD
12/12/2001	Education Committee	TBD	TBD
12/13/2001	Chapter Holiday Gala	6:00pm-10:30pm	Omni Mandalay Hotel

## JANUARY

1/8/2002	P/R-Marketing Committee	6:00pm-7:00pm	TBD
1/8/2002	Membership Committee	TBD	TBD
1/9/2002	Education Committee	TBD	TBD
1/24/2002	Program Committee	5:30pm-6:30pm	TBD
1/29/2002	Community Service Committee	5:30pm-6:30pm	Doubletree Lincoln Centre
1/30/2002	Board of Directors	5:45pm-7:00pm	TBD
1/31/2002	Monthly Chapter Meeting	11:00am-1:30pm	Hyatt Regency Reunion

### MEETING CONTACT INFORMATION:

Board of Directors: Betty E. Garrett, CMP at <a href="mailto:betty@garrettspeakers.com">betty@garrettspeakers.com</a>	Membership Committee: Elizabeth Chandler at <a href="mailto:Echandler@MFI.ORG">Echandler@MFI.ORG</a>
Monthly Chapter Meeting/Program Committee: Anna Squire at <a href="mailto:asquire@worldnet.att.net">asquire@worldnet.att.net</a>	PR/Marketing Committee: Beverly O'Laughlin, CMP at <a href="mailto:beverlyolaughlin@aol.com">beverlyolaughlin@aol.com</a>
Community Services: Suzanne Silver at <a href="mailto:ssilver@hamptondallas.com">ssilver@hamptondallas.com</a>	Education Committee: Patty Stern-Markley at <a href="mailto:patty@dallasmeetingmanagement.com">patty@dallasmeetingmanagement.com</a>
	CMP Study Group: Marti Fox, CMP at <a href="mailto:GlobalGoals@aol.com">GlobalGoals@aol.com</a>



## Welcome to Our Newest Members!

Ken A. Beaulieu, CMP,  
*Korman Marketing Group*

Marlene A. Chavira,  
*The Westin St Francis*

Charlotte K. Corn,  
*Studio Movie Grill*

Julie J. Crawford,  
*Student*

John Donur,  
*Yellow Cab/Classic Shuttle*

Kristina L. English, CPS,  
*Planning Professionals Inc*

Aimee D. Greene,  
*Sprint Applied Technology Center*

Keith J. Hymel,  
*Hilton Hotels Corporation*

Tricia A. Jobert,  
*Embassy Suites Dallas Park Central*

Margaret E. Maggio,  
*Adam's Mark Hotel*

Kathleen K. Smith,  
*Haynes & Boone LLP*

## Membership FAQ:

Our Eyes are on YOU!

**Q:** I've had some turnover in my company. How do I give my new employee our MPI membership?

**A:** Because membership is recorded in the name of the individual, even if the company paid for the membership, you need to fill out several forms to transfer membership to another individual.

- Membership Release for Transfer
- Transfer Membership Application
- Transfer Invoice (\$45)

You can:

- Pick these forms up at the Member Services Table at our Chapter Meetings.
- Request to have forms emailed to you: [echandler@mfi.org](mailto:echandler@mfi.org)
- Call International to have the forms faxed to you.

Have a question you would like to have answered - submit to Elizabeth Chandler, VP of Membership at [echandler@mfi.org](mailto:echandler@mfi.org).

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## The "Art" of Saying Thank You: *from page 1*

\$2-\$5 upon departure after you are sure the outbound luggage is handled efficiently.

Clean-up crews.

Telephone operators: only for outstanding service.

### Convention Center staff to consider in the "gratuity plan"

A standard service charge covers the Service Rep on property — no gratuities, notes are appreciated. Research the standard service charge which may cover Director of Catering, Sales Manager, Convention Services Manager.

Research additional distributions for business purposes that cover overages, labor, plus equipment and facility rental that are not covered up front in the contract.

Shipping and receiving clerks.

Banquet captains and staff.

Behind-the-scenes staff.

### Audiovisual staff to consider in "gratuity plan"

Not too much tipping to these staff, but consider the following:

A standard 18% service charge covers the Service Rep on property — no gratuities, notes are appreciated. Research additional distributions for business purposes that cover overages, labor, plus equipment and facility rental that are not covered up front in the contract. Consider "kick-backs/commissions" to the hotel for preferred vendor referrals which are perceived as a service fee, not a gratuity.

Set and strike fees go directly towards labor. Rarely do personnel require additional tips.

Destination Management Company (DMC) staff to consider in "gratuity plan"

Drivers: no tip generally for transfers, \$.50 - \$1 per person for a half-day tour.

Escorts: no tip generally for transfers.

Tour Guides: \$.75 - \$1.50 per person for a half-day tour.

Hospitality Desk staff: no monetary gratuities, notes are appreciated.

Sales: no gratuities, notes are appreciated.

Operations Supervisor: (person you coordinate with during the planning stage) no gratuity, notes are appreciated.

Lead DMC/Coordinator during your entire program: \$25-\$50 for a three-day program (20-50 attendees), \$75-\$100 for a three-day program (100-150 attendees), really depends on length of program, number of attendees, special requests and last-minute changes to coordinate.

### Speakers and Entertainers:

If they are contracted and you are paying for expenses, then no gratuities are anticipated or should be forthcoming. An exception would be an independent entertainer (pianist, etc.) that really involves the attendees or does something special might appreciate a little gift or note.

### Other Staff to consider in "gratuity plan"

Airport luggage handlers, taxi and limousine drivers, language interpreters, VIP suite attendants, bartenders, sommeliers/wine stewards (10%-15% of the value of the wine served). If travel staff are contracted and you are paying a salary plus expenses, then no gratuities are anticipated.

*Continued on page 15*

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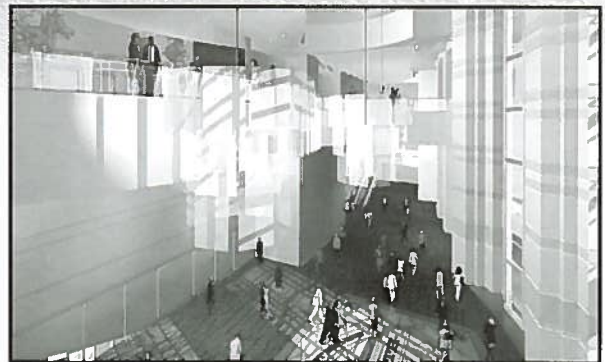
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## Heard it through the Grapevine!

Alainna Palmer, CMP  
Highwire  
'Grapevine' Columnist

**Laura Yarborough, CMP** and her family have moved to San Antonio. She has accepted a position as manager of conferences for the *American Payroll Association*.

Our deepest sympathies go out to **Dawn Roberts** with *Excel Communications* whose mother recently passed away. Our thoughts and prayers are with her and her family.

**Phyllis Firebaugh, CMP** recently left *Wyndham Jade* to pursue other interests.

**Sherry DeLaGarza, CMP** has accepted a position as the first executive director for *Dallas Human Resource Management Association*. Sherry was formerly with *Society of Petroleum Engineers*.

**Gale McClurkan** has joined the *Wyndham Anatole Hotel* as national account manager for the Texas area. She was formerly with the *Wyndham Hotels & Resorts* national sales office.

After 15 years with the *Dallas Convention & Visitors Bureau*, **Colleen Rickenbacher, CMP, CSEP** will be going on contract to handle their main events. She has started her own company, *Colleen Rickenbacher, Inc.*, to handle some events but mostly speeches and reference books. This is a lifetime dream for her to own her own company and move into the speaking world.

**Bruce Wolpert, CMP** has left *Hilton Sales Worldwide* to pursue other interests.

**Paula Fenner** has joined the *Westin Stonebriar*. She was formerly with *Hotel Intercontinental*.

To submit member news and information, please contact  
Alainna Palmer, CMP  
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apalmer@highwirepromotions.com



## From The Heart



Suzanne Silver  
Hampton Inn-WestEnd

The Community Service Committee will be collecting donations of Towels, Sheets and Blankets at the upcoming November 15th monthly chapter meeting. The donations will benefit the Housing Crisis Center.

The Housing Crisis Center is a private, nonprofit organization. Its purpose is to prevent homelessness by stabilizing families in decent, affordable, permanent housing and empowering them to solve their own housing

problems in the future. They achieve this by providing counseling, education, legal and rental assistance and by operating up to 80 units of housing for those who are already homeless.

The Housing Crisis Center needs your help. It is not a government agency. It has no endowment. It exists because people understand that without housing, the safety and health and sometimes the very lives of families are at risk. Many people give of their time and their money to help make life a little better for families who need the foundation of stable housing.

If you have any further questions, please feel free to contact the Towels, Sheet and Blankets Event Chair Bethani Blair at [beblair@theguestlodge.com](mailto:beblair@theguestlodge.com) or phone 972-490-9159 or Cynthia Steele with The Housing Crisis Center at 214-828-4244.

Looking ahead, we will be assisting the Love 4 Kids program being held at Circle R Ranch on December 8th. The event begins at 8:00 a.m. and ends at approximately 2:30 p.m. and consists of great fun and games for children including crafts, horseback riding and other activities. We are in need of volunteers to assist with crafts or activities. Everyone is asked to help clean up after the children leave and then lunch with entertainment will be hosted by Circle R Ranch.

For further details and to volunteer, please contact the MPI Chair of this program, Sherry DeLaGarza at [sherrydelagarza@hotmail.com](mailto:sherrydelagarza@hotmail.com) or phone 214-631-8775. 🌐



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# International News

## Plan Now to Attend MPI's PEC-North America in Hawaii

Register now for the 2002 Professional Education Conference-North America to be held January 20-22 in Honolulu, and take advantage of early bird pricing. Members who register by December 14 can attend the conference for \$550. Compare that to \$950 for those who register late!

Featuring more than 70 customized workshops and forums tailored for MPI members' varying levels of experience, the conference will provide many valuable educational and networking opportunities. Gain industry knowledge and share experiences that will enhance your skills, build your career and broaden your professional contacts.

Visit [www.mpiweb.org](http://www.mpiweb.org) or call 972-702-3051 for more information.



Hattie Hill  
Hattie Hill Enterprises, Inc.

# Advancing Women

MPI D/FW 2001-2002

## Women Take the Lead

Second in a series of issues that impact women (it's not for women only)

Were you excited to hear about this new MPI Women's Leadership Initiative? I really like the sound of it. And those three words all have a lot of meaning behind them!

First, there are women. A generation has passed since "women's lib" was trendy, but women still have a long way to go. You know the saying "A woman has to work twice as hard as a man to get half the credit?" There are more women in the workforce than 30 or 40 years ago, but statistics still show women earn only about 70 percent of what men earn in similar positions. And numbers of women in leadership positions are sadly disproportionate.

Women entrepreneurs are increasing. Some women think that making their own way can be easier than bumping against the "glass ceiling" or struggling within the "good ole boy" network.

Now, I know and love some of those good ole boys. Some of them are very nice guys. And some even wake up when their daughters reach career age! But some are still using the same M.O. their daddies did.

Well, now, here's an idea: How about we teach women what it takes to get a little more credit for all they do, a little more recognition for the great things they accomplish?

And next there's that word "leadership." A few decades ago, it was the women who had led church committees, charity fund-raisers or PTAs who were looking for a chance to prove they could be effective in the workforce. Today, it's the sales manager in the hotel who has done a great job, built relationships and earned a CMP but still needs to understand how to translate her success into becoming the regional sales director or whatever position will help her move up the ladder.

Leaders often pay a price - increased responsibilities and more time invested in a career. Some of these things have kept women who could be great leaders from getting onto the leadership track, where they could also reap rewards like improved opportunities, more compensation and more say in what gets done and how. There are some natural-born leaders, but I believe leadership skills can be learned and women who want to be leaders can master them.

"Initiative" is a great word, too. Initiative means you're not just sitting there waiting for something to come to you. You're making it happen. You're not just dreaming. You've got a plan. You're not just sitting behind your desk wondering why nobody gives you credit. You're keeping track of your contributions for the record. The women who had the "light bulb" idea for this new program are initiators. And when they saw the scope of their ideas, they turned to MPI for help. Now MPI is showing initiative in giving support to the idea of making women into leaders and putting together a group of women who will take the initiative to carry the idea through.

The Women's Leadership Initiatives committee needs your input. Get involved and learn to become the best leader you can be. The WLI is forming monthly networking programs; some informal, some formal that will be dedicated to a specific topic for discussion in an open forum to discuss issues for women. If you are a woman, a father of daughters, employ women or simply work with us, get involved. Contact chairperson, Dana Nickerson Rhoden, CMP, CMM, American Heart Association, for more information at 214-706-1420 or [dana.nickerson@heart.org](mailto:dana.nickerson@heart.org). The committee meets the 2nd Tuesday of each month.

*HATTIE HILL is chief executive officer of Hattie Hill Enterprises Inc., a training consulting firm, and the author of Smart Women, Smart Choices. A popular speaker, Hattie can be reached at 1-469-374-0444 or via e-mail at [hhe@hattiehill.com](mailto:hhe@hattiehill.com).*

### D/FW Chapter Area July 2001 CMP Graduates

- Gina C. Adams.....Hilton Reservations Worldwide
- Cortney C. Carroll.....Electrolux
- Melissa Carol Clouch.....KFC National Mgmt
- Robert Glenn Darden.....Darden & Company
- Misty Renee Franks.....Independent
- Michele Geller-Randel.....Hotel InterContinental Dallas
- Nalini Gupta.....Hyatt Regency DFW
- Shannon N. Hopkins.....Achieva International
- Dianne Louise Hughes.....The Speedway Club
- Laura C. Jordan.....Wyndham International
- Miki Kibe-Gulati.....Hilton Hotels
- Kathryn J. Maguire.....DFW Airport Marriott
- Lori A. Prestwood.....Renaissance Worthington Hotel
- Richard Aaron Robichaud.....MPI
- Patricia Stern Markley.....Dallas Meeting Mgmt
- Bethany A. Whiteacre.....Galactic Marketing, Inc.
- Beverly Jane Witt.....State Farm Insurance
- Peg A. Wolschon.....The Pegasus Group Int'l

### 2001-2002 CMP Study Group Calendar

**November - December, 2001**  
Mini Study Groups meet

**November 12, 2001**  
Due: CIC's CMP Exam Request Form  
\$325 fee submitted to the CIC  
in order to sit for the exam on January 19, 2002  
[www.conventionindustry.org](http://www.conventionindustry.org)

**January 5, 6, & 12, 2002**  
MPI D/FW sponsored CMP University  
Exam Dress Rehearsal  
Omni Mandalay  
Cost: \$125 MPI members  
\$150 for non-members

**January 19, 2002**  
CMP Exam in Dallas & Hawaii  
[www.conventionindustry.org](http://www.conventionindustry.org)

**February 11, 2002**  
MPI D/FW sponsored CMP Intro Class  
Cost: \$25

**March 10, 2002**  
Due: CIC's CMP Application  
\$150 fee  
[www.conventionindustry.org](http://www.conventionindustry.org)

**March - Early May 2002**  
CMP Study Group sessions begin  
Place: TBD possibly North Dallas area  
Cost: \$55 MPI members  
\$75 non-members

**July 19, 2002**  
CMP Exam in Dallas & Hawaii  
[www.conventionindustry.org](http://www.conventionindustry.org)

For Further information on the CMP certification program  
Contact: Marti Fox, CTC, CMP  
GlobalGoals, Inc.  
Day: 972-417-7232  
Eve: 972-418-9776  
[GlobalGoals@aol.com](mailto:GlobalGoals@aol.com)








# TECH TALK

## Document Cameras

Meetings come in two flavors: the organized presentation and the collaborative, sprawling meeting. A PowerPoint presentation streamed through a projector is a wonderful meeting tool if you have time to prepare and aren't looking for a lot of feedback. However, as soon as a meeting becomes collaborative, as soon as you need to react to the demands of your audience, you are likely to need something more. That's when you might need a document camera.

Part overhead projector, part video camera, a document camera captures and sends video images of a document, 3-dimensional (3D) object, or whatever is placed on its viewing platform to a projector or monitor for display.

While document cameras excel in off-the-cuff presentations, their ability to project 3D objects such as the detail on an architectural model, for example, or a new gear for a machine, makes them unique in the presentation technology field. If your subject matter or object is something other than a computer-generated image, a document camera is sometimes the best way to get that subject matter displayed and into the digital pipeline. 

## The "Art" of Saying Thank You: *from page 12*

There are so many ways to say "Thank you!"

Write a letter of commendation to the deserving person's manager...and send copies to the person and the General Manager of the property. Sometimes this is even better than money! - Carol Boyd, Independent Meeting Planner

Items geared to helping lower income employees to obtain needed services in their community such as grocery store gift certificates, or bus/rail passes, etc. Themed-edible goodies with a note of appreciation for each shift that serviced your group - Wayne Wallgren, Worldwide Incentives, Inc.

Large gift for a drawing - TV, boom box, etc. - Tony Cummins, CMP, Wynnwood

Plaque or certificate to acknowledge an outstanding person at a facility - Tracey Smith, CMP, RIA

At the end of your program, distribute overage of give-aways, shirts, etc. brought for conference attendees. It is something useful and the person would definitely remember who it came from! - Keri Hall, CMP, Keri Hall Meetings & Events.

A boom box with CD's for the housemen to use when turning a room in the middle of the night; a well-deserved massage for the Convention, Catering or Banquet Managers to use post-event; or a donation of some kind to a charity of choice picked by the facility staff - Michele Geller-Randel, Hotel Inter-Continental

Sometimes it is more personal, as well as meaningful, to remember something that person admires and give that as the gift. It expresses to that individual that they have been elevated from a business relationship to that of a friend. Obviously, we customize these gifts to the person as well as situation, since some hotels and companies monitor the types and gift amounts. - Charlotte Davis, Event Source Professionals

This article was created from the 2000 T.E.C. presentation by: Tony Cummins, CMP, Marti Fox, CTC, CMP and Karen Coughlin, CMP 

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

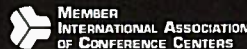


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