

Chapter of the Year  
1989 ★ 1990 ★ 1994 ★ 1996

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

## PLANNER HORROR STORIES

### Overcoming the Unexpected is All in a Day's Work



MPI D/FW Chapter planners regularly encounter "meeting monsters" and expecting the unexpected is key to handling a horror situation. Pictured, l-r, Julie A. Johnson, CMP (Lennox Industries), Juliann E. Krumbholz, CMP (Accenture) and Tracey B. Smith, CMP (RIA) and ???  
 Photo by Jim Woods.

Want to hear something really scary? Ask a meeting planner.

The horror stories they tell aren't the creepy, camp fire version with tales of vampires, beasts or aliens from outer space. A meeting planner's encounters with the unexpected are more terrifying than legendary creature creations. Their nightmares are real and a monster situation can strike anytime.

**"The Fog"**  
**Meeting Planner: Tracey B. Smith, CMP**  
 It was Halloween night in New Orleans early in my career. We were expecting 500 attendees for a Welcome Reception and, in keeping with the holiday, we decorated the ballroom on the 8th

floor in true Halloween fashion. Frankenstein was there as well as Elvira. The centerpieces were made from dead flowers tied with black ribbon. The look and feel was all there, including Marie Leveau's grave site in the foggy swamps of Louisiana. This creepy entrance was near the elevators so that when guests arrived they were immediately immersed into the experience. What all the event planners didn't realize is that the fog machine producing the dry ice "smoke" was too close to the elevators and it set off the fire alarms for the entire 49-story hotel. All six hotel elevators immediately plunged to the first floor leaving passengers wide-eyed and somewhat queasy. Of course, I had gone to one of the suites  
 Continued on page 12





DEFINING THE POWER OF MEETINGS™

Meeting Professionals International is the world's largest association of meetings professionals with more than 18,000 members in 64 countries and 58 chapters and six clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and non-members alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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# A Message from the President



DALLAS/FORT WORTH CHAPTER



Betty E. Garrett, CMP  
Garrett Speakers International  
Chapter President

This year, MPI D/FW members have been challenged to connect with each other. In this technological world, we are also called to be "Masters of Change". Change is that ability to embrace what is happening, make the transition and move on with a newer perspective than we had prior to the situation. Without change we never grow. Take a look at the changes that have occurred over the last few months regarding our awesome *Current*. Have you noticed the vibrant masthead, new sections featuring Programs, Education, Membership, PR/Marketing, the *Current Affairs* column keeping us abreast as to what is happening in our industry? Yet, all the while, our PR/Marketing Committee is keeping us connected each month by offering human interest stories!

I recently had the opportunity to embrace a "change" in the way I connected with a meeting professional. At the beginning of January, we received an email from a meeting planner seeking suggestions on speakers who would come to Costa Rica and teach negotiations. We answered the meeting planner's questions with suggestions and felt this would never go any further. This dialogue, which began on the Internet, actually resulted in a trip to San Jose, Costa Rica. Oh, the connection power of technology and the meetings industry!

Here are two perfect strangers connected through the Internet doing business thousands of miles away. This technology has revolutionized the way we do business just in the last few years. Necessity is driving innovations faster than ever, forcing us to change the way we connect and do business.

Not only did we participate in this successful international meeting, but also we walked away with a feeling of a major awareness of what we really do for a living. It made me appreciate the professional alliance we have in the United States and reminded me of what I sometimes take for granted; the openness of our meeting partners, the educational opportunities...the chances to connect.

There are planners outside the U.S. who are hungry for information on how to manage a better meeting. They want to know what U.S. trends can be duplicated. Although we went to Costa Rica loaded with materials and suggestions, the information we took does not begin to compare to the education we can access so easily through our chapter. Just look at the learning opportunities our chapter had last month. We heard from Chef Jim Severson on food and beverage trends; we had a discussion with a panel of esteemed professionals discussing surcharges and additional fees, and there was a crash course on Site Selection!

Anne Bruce, co-author of *Motivating Employees* and our keynote speaker for this month's meeting, is going to show us how we must motivate and retain our superstars. She will also discuss the issues of leadership predicted to be the number one business issue concerning organizational leaders worldwide in the next 2-6 years.

Remember, you are a master of change. Embrace this evolution. Continue to shape your future through connections! Contact any of our board members to get involved!





Steven G. Foster, CMP  
Managing Editor

# "CURRENT" AFFAIRS

## In Times of Need There is Strength All Around Us

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

Just a month removed from the catastrophic events in New York, Washington, D.C. and Pennsylvania which devastated the nation, and the pain suffered on September 11, 2001 is still so very real. Many of the same questions remain unanswered, mourning continues for thousands of lives lost and our future appears uncertain still.

Family has sustained me through these terrible weeks. At home, my world still makes sense. On the job, it's a different story. Getting back to business seems inappropriate considering the magnitude of the nation's loss. Our industry has been greatly affected by this tragedy, and of course, we should return to work as a sign of our strength in these dark days. Perhaps now, more than at any other time, we need to move forward. But how?

Hold on to family. Within the MPI D/FW Chapter there are many individuals who can be examples of strength and support for us all. I have thought of several in the past weeks.

In a time when compassion and service are desperately needed, I think of Steve Kemble. He endured the loss of his sister this year, but even in his darkest days, Steve remained involved with all of us. He continued to serve others. He never gave up hope and we must not.

In a time when we must be strong, I think of Mary Lynn Novelli. She knows something about

overcoming obstacles and rebuilding a life. Mary Lynn has a fighter's spirit and a champion's faith. We must be equally as unyielding to despair.

In a time when hearts seek healing, I think of Cindy Hamilton Hartner. She suffered a devastating personal loss. By accepting support from others, Cindy returned comfort to those sharing her grief. Everyone affected experienced grace.

In a time when commitment is our common lifeline, I think of Betty and Gene Garrett. Their dedication to one another stands the test of times, good and bad. It's the best example of what matters most.

In a time when we need to conquer fear, I think of Colleen Rickenbacher. She knows the panic of a startling event. Colleen is a survivor. She lives life and enjoys its rewards fully. We too must look beyond the fear to the good things we all have.

In a time when we need leaders, we're surrounded with great role models-Bill Boyd, Phyllis Firebaugh, Diane Smith, Cheryl Beasley and Gregory Pynes, just to name a few. I'm comforted to know they're willing to serve if we call upon them for guidance.

When next we meet as a chapter, let's remember the strength that's all around us. 




### The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

**The time is NOW! Get ready for exotic trips, fabulous entertainment and the cutest costumed teddy bears ALL in one room. It's all at the 2001 MPI Kids Charity Ball!**

Join us on **Friday, November 2, 2001**, 6:30 p.m. at the International Apparel Mart Great Hall for this year's gala, themed Masquerade "Helping to Unmask the Future." Collectible teddy bears (the Kids Charity Ball Mascot) will be costumed by celebrity designers and offered during the silent auction.

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

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

DALLAS/FT. WORTH  
CHAPTER



DEFINING THE POWER OF MEETINGS

## CURRENT

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# October Chapter Meeting: Thursday, October 25, 2001 • 8:00 a.m.

## Hiring, Motivating and Retaining SuperStar Talent!

Attracting top talent, keeping them fired-up and then retaining them are issues that are HOT! HOT! HOT! and have fast become the most critical performance topics in today's workplace.

Join speaker and best-selling author Anne Bruce for "Hiring, Motivating and Retaining your SuperStar Talent" as she shares valuable tips and tools on the following:

- ◆ Attracting the best of the best, not the best of the worst
- ◆ Using culture as a powerful hiring tool
- ◆ Getting employees fired up and self-motivated
- ◆ Keeping the people who keep you in business



Anne Bruce

Anne Bruce is best known for her highly energetic and entertaining presentation style, as well as her engaging and motivating workshops. She has been a featured presenter for The White House, Harvard and Stanford Law Schools, Sprint, Ben & Jerry's, Southwest Airlines and the prestigious London Institute of Management. Anne is the best selling author of "Motivating Employees," and "Leaders-Start to Finish: A Road Map for Developing and Training Leaders At All Levels." Visit her website at [www.annebruce.com](http://www.annebruce.com).

October MPI D/FW Chapter Meeting

### "Hiring, Motivating and Retaining SuperStar Talent"

with Anne Bruce

### Renaissance Dallas North Hotel

4099 Valley View Lane  
Dallas, TX 75244  
(972) 419-7613

7:15 am Registration  
8:00am-9:30am Breakfast and Program  
9:30am-10:00am Chapter Orientation

Complimentary Parking Available on the North Lot  
Valet Parking Available for \$5.00 per car

Advanced Member: \$17.00  
Advanced Guest: \$22.00  
Onsite Registration: \$25.00

R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, October 22, 2001

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

### Host Facility

### The Renaissance Dallas North Hotel

The Renaissance Dallas North Hotel won the MPI D/FW Chapter's "Meeting Facility of the Year" Award for 2001. Chef Ty Thoren and his staff were a major contributor to the success the hotel enjoys, and the quality of his culinary creations exceeds the highest expectations.

Director of Catering Rebecca Mitchell, Banquet Manager Clem Espinosa and the entire hotel staff take personal pride in providing the ultimate guest services.

### DIRECTIONS

Located just west of the intersection of LBJ Freeway and Midway Rd. in North Dallas, at 4099 Valley View Lane, makes the facility accessible from all directions in the Metroplex.

## Meeting Fees Notice

Effective November 1, 2001, there will be an increase in monthly meeting registration fees for "LATE REGISTRATION/ ON-SITE" charges only. The new fees will be charged as follows:

Breakfast Meeting: Late Registration /On site Charge: \$40.00  
Luncheon Meeting: Late Registration /On site Charge: \$55.00  
Dinner Meeting /Gala: Late Registration/On site Charge: \$65.00

Please note the price will not change for Advanced Member Registration, nor for Advanced Guest Registration. This price increase for late registration is due to the increasing number of members who choose not to register by the deadline, and, instead, arrive on-site the day of the meeting. This causes significant problems for the registration process to run smoothly, and it is a hindrance to the property to provide last-minute seating and food/beverage preparation for the program.

The number of on-site seats are limited for each monthly meeting and can vary from month-to-month depending on the size of the venue. Please make every effort to register for each monthly meeting by the deadline as listed on the website, in the newsletter, and via the monthly meeting newflash email.

Thank you for your cooperation.



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Tara Judd  
Imagine Events

# Texas Education Conference 2001 - College Station MPI Chapters to meet "In the Spirit of Education"

TEC is almost here! The annual Texas Education Conference is sponsored in a united effort by the Dallas/Fort Worth, Greater Houston Area, and Texas Hill Country MPI chapters. The conference will be held November 9-11, 2001 at the Hilton College Station Hotel and Conference Center. This year's conference, hosted by the Greater Houston Area chapter will provide an opportunity for planners and suppliers to experience outstanding education and networking right here in Texas.

Whether you are a senior meeting professional, or new to the industry, TEC offers general sessions and workshops geared to provide you with information on hot industry topics including: contracts, liability, attendance building, ethics and more. Don't miss the outstanding networking events at the Messina Hof Winery and George Bush Presidential Library and Museum. TEC welcomes dynamic speakers including Tony Carey, CMM, David M. Rich, Dr. Ben Welch, Roy Aplanalp, Annie Carter and Colleen Rickenbacher, CMP, to provide you with the latest industry information and tools.

Put TEC on your calendar and join us! The cost is only \$95 for MPI members. A special rate of \$73.00 Single and \$77 Double has been negotiated at the Hilton College Station Hotel and Conference Center. Please call the hotel direct at

(979) 693-7500 to make your reservations and specify that you are attending TEC.

For registration, sponsorship or exhibitor information, please contact Tara Judd at (972) 964-5044 or email tarajudd@imagineevents.com. We hope to see you in November!

## TEC 2001

### In the Spirit of Education November 9-11, 2001

The Hilton Hotel and Conference Center  
College Station, Texas

#### Friday, November 9, 2001

- 12:00 p.m. Registration
- 8:00 a.m. Exhibitor Set Up
- 2:00 p.m. Opening General Session
- 3:30 p.m. Trade Show
- 6:30 p.m. Messina Hof Winery: Wine tasting & reception


#### Saturday, November 10, 2001

- 8:30 a.m. Opening General Session: Ethics Panel
- 10:00 a.m. Break
- 10:15 a.m. General Session II
- 12:00 p.m. Lunch and Speaker: Special Events
- 1:30 p.m. Workshops
- 3:00 p.m. Break
- 3:15 p.m. Closing General Session
- 6:00 p.m. Reception at the George Bush Presidential Library and Museum

#### Sunday, November 11, 2001

- 8:00 a.m. Breakfast Event (TBD)


For information on TEC please contact  
Tara Judd (972) 964-5044 or Email: tarajudd@imagineevents.com



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## September Meeting Chapter Partners

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

### Host Facility

Westin Galleria  
Erica Manning  
Cindy Kniff  
Mike Ehmann

### Speakers

Jim Severson and Jimmy Fell  
Sevy's Grill

### Entertainment

Richard Pollack  
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### September Program Committee

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## MPI D/FW Dines with "Sevy"

Chef Jim "Sevy" Severson and partner Jimmy Fell of Sevy's Restaurant entertained chapter members at the September luncheon hosted by the Westin Galleria Hotel. Three unique dining experiences were created for the event with a Q&A session on restaurant trends and meal planning.



September Program Committee members were, l-r, Carol Benavidez, CMP (HelmsBriscoe), MPI D/FW VP of Programs Anna Squire, Jane Richards (Stonebriar Country Club), Peg Wolschon, CMP, CTP (Production Transport) and Todd Quigley (Designs Behind the Scenes). Guitarist Armando Castellanos was one of many entertainers provided to the September meeting by Richard Pollak of Rainbow Entertainment.



Hosts from the Westin Galleria Hotel included, seated bottom to top, Jennifer Brown, Senior Sales Manager; Andrea Sorenson, Director of Catering & Convention Services; Erika Manning, Catering Sales Manager; and Terri Sweet Ribble, Group Sales Manager.



Chapter Orientation is offered at each monthly meeting as a service of the Membership Committee. Cecilia Daddio, CMP (Lennox Industries) facilitated the program in September, which offers useful insights into getting the most out of involvement in MPI D/FW.



Restaurateurs Jim "Sevy" Severson (in chef's garb) and Jimmy Fell of Sevy's Restaurant were the featured speakers in September. The duo presented tips on selecting the best food & beverage facility for an event, as well as information of catering trends and customer service.



Rainbow Entertainment provided a variety of featured entertainers at the Sept. meeting, including a magician, pianist, violinist and guitarist. Attendees were treated to these specialties during the reception.

Photos by Jim Woods



# D/FW Wins Big at Event Solutions 2001 Spotlight Awards

Three of Dallas/Fort Worth's event professionals received top industry honors at the Event Solutions 2001 Spotlight Awards held recently in St. Louis, MO. Pictured, left to right, John Jakob of Abbey Party Rents was named Technical Producer of the Year; Steve Kemble, owner of Steve Kemble Event Design, received the Samaritan Service Award; and Steven G. Foster, CMP of Circle R Ranch was named Event Site Professional of the Year. The Spotlight Awards are voted by the readers of Event Solutions magazine and were presented as part of the Event Solutions Expo 2001.

Photo by MH Concepts.



## MPI D/FW Calendar Information

### OCTOBER

10/18/2001	Program Committee	5:30pm - 6:30pm	Renaissance North Dallas
10/24/2001	Board of Directors	5:45pm - 7:00pm	TBD
10/25/2001	Monthly Chapter Meeting	7:30am - 10:00am	Renaissance North Dallas
10/30/2001	Community Service Committee	5:30pm - 6:30pm	Doubletree Lincoln Centre

### NOVEMBER

11/2/2001	MPI Kids Charity Ball	6:30pm - 11:00pm	International Apparel Mart
11/8/2001	Program Committee	5:30pm - 6:30pm	Embassy Suites - Bass Pro
11/13/2001	Membership Committee	TBD	TBD
11/13/2001	P/R-Marketing Committee	TBD	TBD
11/14/2001	Education Committee	TBD	TBD
11/14/2001	Board of Directors	5:45pm - 7:00pm	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
12/8/2001	Community Service Committee	5:30pm - 6:30pm	Doubletree Lincoln Centre
12/11/2001	Membership Committee	TBD	TBD
12/11/2001	P/R-Marketing Committee	TBD	TBD
12/12/2001	Education Committee	TBD	TBD
12/12/2001	Board of Directors	5:45pm - 7:00pm	TBD
12/13/2001	Holiday Gala	6:00pm - 10:30pm	Omni Mandalay Hotel

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CMP Study Group: Marti Fox, CMP @ <a href="mailto:GlobalGoals@aol.com">GlobalGoals@aol.com</a>	MPI Kids Charity Ball: <a href="http://www.mpidfw.org">www.mpidfw.org</a> (Events Section)



# TECH TALK

## Manipulating the Media

An important aspect to remember when facilitating an event or meeting is to determine what medias are going to be used to convey the information. Today, video and computer are widely used throughout our industry, but the signals from these sources are inherently different.

Computer signals harbor much more information and are more detailed than that of a video signal. Most projectors accept both computer and video signals but do not like switching back and forth between the two sources due to the different scan rates, thus creating a glitch. To solve the problem, a scan converter or scaler may be incorporated into the projection system.

A scan converter or scaler adjusts one of the signals to match that of the other source, sending the same signal rate to the projector. Most commonly, the computer signal is converted down to a video signal. For a PowerPoint presentation that has mostly large text and light graphics, the image loss is difficult to notice. For a presentation with very detailed information or graphics, it is better to convert the signal up to match the computer signal. To do this, more components must be integrated into the projection system, raising the cost, but not compromising the integrity of the image.

The detail of your medium and its importance will determine which way to go. It is up to you and your client or presenter to conclude if the additional cost is worth the image quality. 🌐

# SPIRIT OF MPI

How can you receive kudos for your chapter involvement?  
BE the Spirit of MPI!

Who can be the "Spirit of MPI?" You can! Nominations are taken on a monthly basis. The membership committee will make recommendations to the Board, who will then make the final decision. This award is for "everyday" members just like you! Get involved, join a committee and help our chapter be the VERY BEST!

### Criteria:

- \* Must be a member in good standing
- \* Must be working actively on at least one chapter committee (not a current board member)
- \* Must have cheerful can-do attitude working for the good of the entire membership
- \* Team player and decision-maker displaying visionary leadership.

Do YOU know someone that should be the Spirit of MPI?

Send your nomination via:

- \* monthly meeting evaluation form
- \* email to [nhernandez@adolphus.com](mailto:nhernandez@adolphus.com)
- \* web page: [www.mpidfw.org](http://www.mpidfw.org), guestbook comments section

Tell us why your nominee should be awarded this prestigious honor... a short paragraph will do just fine. Awards will be given out after nominations are approved. At the next monthly meeting, the recipient and his or her boss will be seated at the President's table and given recognition. 🌐

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Lynn E. Lewis, CMP  
Jenkins & Gilchrist

# MEMBERS MAKING CONNECTIONS

## Planner Profile: Lynn E. Lewis, CMP

Lynn E. Lewis, CMP spent three years on the MPI D/FW Board of Directors, serving as Vice President of Administration/Finance during the 1999-2000 and 2000-2001 terms. She continues to be active within the chapter on the PR/Marketing committee.

**Personal:** Born Sept. 1967 in Dallas, TX. She grew up in Garland, lived in Charleston, SC for several years and now lives in Lewisville. Trained as a dancer since the age of four, she still attends dance class every week, unless she gets the "let's grab a beer and pizza" call.

**Professional:** National Events Manager for Jenkins & Gilchrist, a national law firm. Lynn manages the events and meetings for all 8 offices. This includes the annual 700 attorney retreat, practice group retreats, staff meetings and all client events. Lynn has been a meeting planner for 7 years. Prior to this she worked on the hotel side for 7 years.

**What would you do if you were not in the meetings industry?**  
I would be a pilot or own a children's book store.

**What do you like BEST and WORST about your job?**  
The worst thing about my job is the commute! I have learned to love books-on-tape. The best thing about my job is the constant learning process and never ending challenges.

**What is something people don't know about you?**  
Most people don't know that I once danced professionally for NCL cruise line. I also danced in several shows in the US, Mexico and Canada.

**What do you like to do in your free time?**  
So many things, I love being with family and friends, flying, reading, and exploring.

**What is your favorite vacation and/or travel spot?**  
I love Colorado in the summer time and Hawaii in the winter.

**What advice would you offer to someone starting out in this business?**  
Ethics and morals will go along way - Remember, you take your reputation with you. When starting out you should network, network, network. The people in this industry will be your best supporters.



## New Kids on the Block Welcome to Our Newest Members!

- Jennifer T. Ainsworth, Trade Show Manager
- Diana Alvarez, Student
- Kristen A. Bujol, Pi Sigma Epsilon
- Denise Caballero, Student
- Carrie G. Elder, Texas Society of CPAs
- Kelley A. Ervin, Stationery by Design
- Marisol Escobedo, Student
- Amber N. George, Dallas Fan Fares
- Kiki Dee Greenwell, The Barrington Group
- Ken Griffith, ProMotion Productions Inc.
- Barbara A. Heineman, Fort Worth Convention Center
- Joan R. Henderson, On The Mark
- R. S. Hensell, Dinosaur Valley Inn and Suites
- Claudia S. Herrmann, Servicio de Traducción Empresarial
- Kim Himes, Prime Golf Group LLC/Garden Valley
- Neil Hudfauer, Main Event Entertainment
- Tacey R. Ikenberry, Dallas Marriott Quorum
- Pam Landgraf, III Forks
- Waynetta R. Little, Harcourt College Publishers
- Sheila M. McGuire, JC Penney Company Inc.
- Areva Moore, Student
- Angela C. Murray, Student
- Faviola Nuno, Student
- Judy B. Obinwa, The Meeting Event
- Stephanie L. Palazzi, Omni Park West Hotel
- Sergio Rodriguez, Student
- Lezlie L. Rube, Tangelwood Resort Hotel
- Barbara J. Ruggles, Abbey Party Rents
- Marie K. Shatto, Yellow Rose Touring & Special Events
- Scott Silvia, Plano CVB
- Jennifer Smith, Discover U Leadership Training
- Lachelle Villanueva, Agency Limousine & Coach
- Dawn K. Weeks-Spalding, NextStage Entertainment

## Membership FAQ:

### Our Eyes are on YOU!

You ask - we'll answer! Introducing the monthly Membership Frequently Asked Questions Corner. Each month we will provide a commonly asked question, along with the answer. This month's question:

**Q: I meet a lot of people during the week that I'd like to see join MPI/DFW. How do I go about that process?**

**A: Choose the option that works best for you and the prospective new member:**

- ♦ **Option 1** Pick up several membership applications from the Member Services table at monthly Chapter meetings, and have them handy to give these people when you see them.
- ♦ **Option 2** Advise them to print an application via the link from [www.mpiweb.org](http://www.mpiweb.org).
- ♦ **Option 3** Email a request to have an application and Current Newsletter sent to them: [echandler@mfi.org](mailto:echandler@mfi.org).

On the front page of the application, in the **Chapter Affiliation** section be sure to include:  
D/FW Chapter and your name.

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

## PLANNER HORROR STORIES: *from page 1*

on an errand and heard the alarm. I was stuck there until the fire department could clear the situation. The party finally got underway and there were no injuries to speak of.

*Lesson Learned:* Ask a million questions about any kind of decor involving machinery of any kind to hopefully discover the potential catastrophes. In this case, placement was the problem. Then, always carry a walkie-talkie or cell phone with you if you have to leave the area during an event.

### "Attack of the Creepy Crickets"

**Meeting Planner: Juliann E. Krumbholz, CMP**

*In August of 1998, I planned an office-wide meeting for 1,200 attendees to be held in a movie theater. When producing a meeting of this size at a movie theater, there is not enough single space to accommodate a seated meal, so we constructed a large tent in the parking lot with air-conditioning to combat the 104-degree Texas heat. We could not access the theater for move-in until midnight prior to our meeting, at which time A/V, rigging and equipment rental crews began scurrying about like ants at a picnic.*

*We had seven hours to turn the movie theater into a state-of-the-art conference center. The meeting started promptly at 8:00 a.m. and everything was moving along as planned. At 11:00 a.m. we checked the tent set-up and temperature one last time. Flinging open the tent flap, a burst of cold air hit us in the face, and to our horror, there were thousands of black crickets jumping around and across the white tables, chairs and floor. It was like a plague. The crickets had taken refuge in the cool air. We were in shock, but with only one hour remaining before guests arrived, there wasn't time to waste.*

*Staff was dispatched to purchase bug spray, theater workers retrieved brooms and dustpans, and the rest of us shook off the linens. Crickets were flying everywhere. Everyone began to jump about with 'cricket crunches' under our feet. As soon as we would squish them, the brooms would sweep to collect the carcasses. We picked up the tempo of our 'cricket dance,' the bug spray arrived and the cleanup continued at a chaotic pace.*

*The last cricket was swept away and the perimeter of the tent dowsed in bug spray as the first attendees arrived. Not one of them realized how close they were to dining among the insects.*

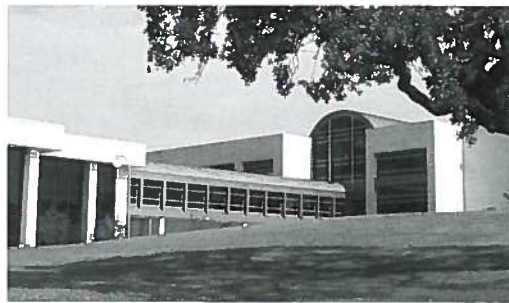
*Continued on page 13*

## SOMETIMES YOU JUST NEED TO BE AWAY FROM THE OFFICE.

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## Heard it through the Grapevine!

Alainna Palmer, CMP  
Highwire  
'Grapevine' Columnist

Congratulations, **Phyllis Firebaugh, CMP**. She has celebrated becoming a proud grandmother. Hunter Phillip was born on August 9th, weighing 8 pounds, 3 ounces, and was 20 inches long.

**Mark Thompson** with *Southfork Ranch* has completed his Master's Degree from Southern Methodist University (with a grade point average of 3.951!!).

*Events Unlimited, Inc.* is pleased to announce the addition of **Kate Brightwell** as sales manager. She was formerly with Pyrotex.

**Kristi Carter** is leaving *Del Lago Waterfront Conference Center* to work with her husband, Billy, at *SuperShuttle*. Together, they have purchased the Austin location, and Kristi will focus on the sales and marketing efforts of the business, while Billy will continue to manage the operation.

Congratulations are in order for **Keri Hall, CMP**, with *Keri Hall Meetings and Events*, who gave birth to a baby boy on July 24th. Jared Ross weighed 7 pounds, 13 ounces, and was 20 1/2 inches long.

Three cheers for our fellow ISES members who were recognized at the ISES Annual Conference for Professional Development:

- \* Esprit Award for "Entertainment Production with a budget under \$25,000" went to **Debbie Meyers, CSEP** with *Bravo! Entertainment*
- \* "International Volunteer of the Year" was awarded to **Steve Kemble** of *Steve Kemble Event Design*

**Dorrit Turner, DMCP** with *Yellow Rose Touring and Special Events Company* was recently designated as the first DMCP (Destination Management Company Professional) in the Dallas/Fort Worth area. For two years, Dorrit has been involved in developing a plan, designing a certification modeled after the standards of the CMP designation and assisting in writing "A Guide to Successful Destination Management."

To submit your "gossip," please contact  
Alainna Palmer, CMP  
Highwire  
(214) 387-8634  
(972) 377-8730 (fax)  
apalmer@highwirepromotions.com

## PLANNER HORROR STORIES: from page 12

*Lesson Learned: Expect the unexpected. No matter how much you plan and how organized you are, there will be things that occur which you could have never imagined. It is like live theater where anything can happen as opposed to an edited movie.*

### "Fright Night"

**Meeting Planner: Julie Johnson, CMP**

*I was in the middle of back-to-back customer incentive trips to San Jose, Costa Rica with two groups. On the fourth day there, a stationary storm system blanketed the island and our final night dinner event was scheduled at an outdoor rodeo venue.*

*I went with my DMC to advance things at the rodeo location. The rains were torrential and the wind was fierce. Tents covering a patio area for the dinner were being blown all over and rain was coming in, wetting everything. There was no way our large group was going to stay dry or even dine in comfort. The only back-up space available could be set for around 60 people. I had no idea what I was going to do with the additional 220 folks.*

*I asked my DMC contact to call and find a suitable venue that could take at least a portion of the group last minute. I then called the travel staff at the hotel to tell them to hold the buses until we figured out a new plan. We located a restaurant willing to accommodate the remainder of the group, but only in two waves. The DMC then drove me to the restaurant.*

*Some of the roads weren't paved and water filled huge potholes. We bounced over every one and I was feeling queasy by the time we arrived at the restaurant. Back at the hotel those waiting in the buses were getting restless—who could blame them—and some even returned to their hotel rooms, frustrated and calling it an evening. Eventually, we accommodated 60 guests at the rodeo area under secured tents and the restaurant handled the remaining group in two waves. Meanwhile, the storms continued as I spent the evening driving between the two locations.*

*I arrived back at the hotel that evening, still drenched, cold, wet and muddy, to learn that most of the folks who ate at the rodeo got sick on their way home. Just when I thought it couldn't get any worse, I faced another problem.*



*A couple arriving as part of the second group discovered their luggage sat on the tarmac prior to departure in Miami and was soaked from a downpour there. The suitcase was so wet that the dye of the lining had run onto their clothes. Everything was ruined. They were both upset. I finally got them calmed down, arranged an emergency shopping trip the next day for a few items and assisted helping file a claim with the airline.*

*Lesson Learned: Don't panic!  
You're dead if you do. 🌐*



Dana Nickerson-Rhoden,  
CMP, CMM  
American Heart Association

# Advancing Women

MPI D/FW 2001-2002

## Women's Leadership Initiatives

First in a series of issues that impact women (and the men in their lives)

Women must address many issues in their journey in becoming effective leaders. One important issue is good health. In observance of National Breast Cancer Awareness Month in October, women 30 years or older should consider getting a mammogram.

Each year, more than 180,000 women in this country learn they have breast cancer. From these women, we learn the importance of practicing breast self-exams and to schedule an annual mammogram and clinical breast exams. The good news is since 1990, in part due to early detection, the death rate due to breast cancer continues to decline. More women are surviving breast cancer today due to early detection and treatment. Mammograms are very important because they can identify breast abnormalities that may be cancerous at an early stage before a physical symptom, such as a lump, develops. Studies have shown that early detection increases your treatment options and your chances of surviving breast cancer.

What are the known risks of breast cancer? Just being a woman puts you at risk. No one can know who will get breast cancer, but consistent examinations and screening for risk factors provides you and your doctor with valuable information. Mammograms will be available at the Race for the Cure on Saturday, October 20, at NorthPark Mall. Call 1-800-422-9567 for more details.

Race for the Cure, an annual run/walk benefiting the Susan G. Komen Breast Cancer Foundation is scheduled for Saturday, October 20, 2001 at NorthPark Mall in Dallas. Join your fellow MPI D/FW Chapter members in forming a team to walk/run. The race starts at 6:30 a.m. at NorthPark and the fee is \$ 20.00 per person. If you are interested in walking with your fellow MPI members contact Dana Nickerson-Rhoden at [dana.nickerson@heart.org](mailto:dana.nickerson@heart.org) or register on-line at [www.komen-dallas.org](http://www.komen-dallas.org).

The Women's Leadership Initiatives committee needs your help. Get involved and learn to become the best leader you can be. Contact chairperson Dana Nickerson Rhoden, CMP, CMM for more information at 214-706-1420 or [dana.nickerson@heart.org](mailto:dana.nickerson@heart.org).

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## Dear "Current" Meeting Professional



"Current Meeting Professional"

**Q:** I am new to the industry as well as to MPI. How can I gain more knowledge and expertise in my field?  
Cordially,  
Hungry for More

**A:** Well, you've definitely come to the right place in MPI! First, I would like to say, "get involved." There are good hands-on experiences and every day planning applications within this organization. By being involved in various aspects of the organization such as meeting/event planning, marketing/communications, registration, administration, education, etc., the chapter becomes your playing field. Not only will you gain experience, you will meet many other planners and suppliers who will welcome you with open arms (we're a hugging kind of group), and take you under their wing. Speaking of which, our chapter also offers a mentor program. By taking part, you will develop your skills and knowledge and take it to new heights with the help of a seasoned professional.

Richland College also offers some in-depth courses for our industry, and they have evening courses available. In addition, there are other meeting/hospitality organizations you can join or at least attend a meeting. Check out International Special Events Society (ISES), Professional Convention Management Association (PCMA) and Hospitality Sales and Marketing Association International (HSMAI).

In conclusion, be sure to attend our monthly chapter meetings and educational programs. They provide a wealth of information for both the new and experienced professional.

To submit a question to Dear CMP, contact  
Alainna Palmer, CMP • Highwire • (214) 387-8634 • (972) 377-8730 (fax) • [apalmer@highwirepromotions.com](mailto:apalmer@highwirepromotions.com)





Melissa S. Logar, CMP  
VP of Finance/Administration

## STATE OF CONDITION

The chapter operates on a July 1st through June 30th fiscal year. I am pleased to report the Chapter's financial position for the 2000/2001 term.

Chapter Operating Account: \$26,150.01

This is the chapter's checking account through which monthly income and expenses are processed. Income and Expenses are derived from but not limited to monthly programs, educational programs, newsletter, administrative costs and Strategic Partnership sponsorships.


Jan Pollard Awards for Professional Growth: \$3,143.97

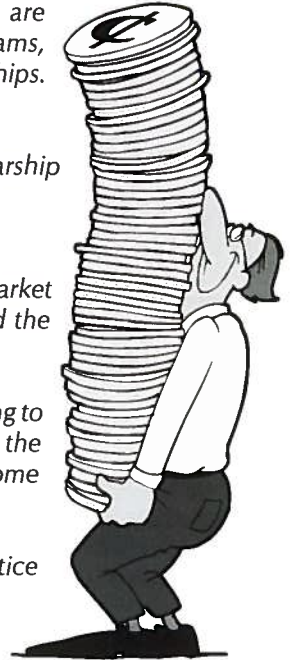
This is the Jan Pollard Award fund. The money is contributed by chapter members and is used to provide scholarship funds to chapter members in good standing for reimbursable education programs they have attended.

Solomon Smith Barney: \$18,895.61

This is the chapter's reserve fund which provides the Chapter additional financial protection. It is a money market account which has a set amount drawn monthly from the Chapter's Operating Account for investment, and the earnings are automatically reinvested. My emphasis for this year is to increase the reserve fund.

With the economic turmoil of this year the fund has been relatively stable. The Chapter is benefiting by continuing to purchase at low pricing during this downturn. Our Solomon Smith Barney financial representative attended the September 26, 2001 Board Meeting to discuss the Chapter's Reserve Fund in depth. Chapter members are welcome to attend any of the Board Meetings.

A "State of Condition" monthly report is provided at each Board of Directors meeting and I will continue the practice of quarterly newsletter updates of the Chapter's financial status. 



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



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