

Chapter of the Year  
1989 ★ 1990 ★ 1994  
1996 ★ 2001

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**For Up-To-Date  
Chapter Information  
& Calendar of Events**

**Log on to  
[www.mpidfw.org](http://www.mpidfw.org)**

**Mark Your Calendar**  
Thurs., Jan. 23rd  
Eddie Deen's Ranch  
11:00 a.m.

## MPI D/FW Holiday Gala

# "Holiday Under the Sea"

Thursday, December 12, 2002 • The Westin Park Central

6:00 pm - 7:00 pm: Registration and Reception  
7:00 pm - 8:30 pm: Dinner and Holiday Program  
8:45 pm - 10:30 pm: Dancing

Sponsored by





MPI D/FW presents "Holiday Under the Sea." Committee members (l-r): Erin Lucia (Studio Movie Grill), Diane Ray (Pearson Education Technologies), VP of Programs Sherry DeLaGarza, CMP, Ben Guerrero (South Padre Island CVB), Chapter President Cheryl Beasley, CMP, Holiday Gala Chair Anna Squire, Bruce Wolpert, CMP (Westin Park Central), Sandra Roberts (The Bahia Mar Resort), Irene Soleymani, CMP (Westin Park Central), Jim Blackwill (Dreamaker Musical Performances), Pam Madewell (Fun Factory Decorations & Special Events), Leah Belasco (Independent), Bill Reeser, CMP, CTS (AVW-TELAV Audio Visual Solutions, Inc.) and Bryan Kennedy (Presentation Services) invite you to Celebrate the Season at this month's Holiday Gala at The Westin Park Central. Expect exotic travel package prizes, magnificent food and fabulous entertainment!

*Photo by Jim Woods*



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# A Message from the President



Cheryl L. Beasley, CMP  
2002-2003 President

## Becoming Great Leaders

### Halfway Home and Happy Holidays

If you're like me you simply cannot believe it is time for the calendar year to end. On the one hand, I think we will all sound a huge collective sigh of relief that we made it. On the other hand, it has gone so quickly that we're not sure just exactly how we made it.

We've had several wonderfully different and beneficial monthly Chapter meetings this fall. Our desire was to provide you with programs that presented new professional development opportunities and to demonstrate the "possibilities" of some unique and useful venues. Trying something new, especially when it requires changing everything you've come to expect, can be risky. It can also be very rewarding. It has been great to read your comments on the monthly evaluations and learn that you have seen them as rewarding. Your flexibility, accommodation and acceptance during this change of format certainly demonstrate the tremendous character of our Chapter.

December also signals the halfway point for our Chapter's fiscal year. It is the month that we provide you with Candidate Interest Forms to gain insight into the vast talents and skills represented in our membership, and to encourage your involvement in the management of our Chapter. Please locate the Interest Form here in the *Current* and let us know what your desires are for leadership.

Hopefully, the early December 12th date of our Holiday Gala will make it possible for you to join in the fun at "Holiday Under the Sea." We've extended an invitation to our hospitality industry colleagues in Dallas and Fort Worth to join us at the Westin Park Central as we celebrate the many traditions of the holidays.

In case I don't have an opportunity to see you between now and the close of the year, have a wonderful Holiday Season. Remember to take some time for yourself and share some special memories with family and friends. Reflect, refresh and start the New Year committed to **Becoming Great Leaders**.

## BOARD CORNER



Melissa S. Logar, CMP  
President-Elect

### We are in the Black

The Finance Committee is proud to report our current financial status is good. The following are the figures from our balance sheet as of 10/31/02:

Operating Account	\$ 22,516.82
JPA Fund:	\$ 2,443.10
Smith Barney Mutual Fund:	\$ 1,788.04
Savings Account:	\$ 15,000.00

Point of Interest: The International by-laws require the D/FW Chapter to maintain 30% of our operating budget in reserve based on the chapter's annual operating budget.

For additional information contact:  
VP of Finance/Administration  
Wendy Foster, CMP @  
[wendyfoster@circlelerranch.org](mailto:wendyfoster@circlelerranch.org)

#### Motions passed by the D/FW Chapter Board of Directors

- Chapter members can apply for JPA Scholarship Funds up to \$250.00 per person, per fiscal year, for Chapter Education Events that offer CEU Credits.
- Chapter members can apply for JPA Grants up to \$500.00 per person, per fiscal year, for WEC, PEC, CMP, and CMM registration fees.
- JPA bank account will maintain a \$2,000.00 min. balance.
- Event income must be turned into the Department VP or designee within 3 working days of the event. Department VP or designee must reconcile and turn in income to Chapter office within 7 working days.
- The December and January BOD meetings will be combined with the BOD Retreat on January 11-12, 2003.

# "CURRENT" AFFAIRS

## Nominations Process Begins Now



**Betty Garrett, CMP**  
Immediate-Past President

**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.

One of the most important functions of the MPI D/FW Chapter begins this month with the forming of the Nominating Committee to seek qualified members for leadership positions as officers and directors for the 2003-2004 chapter year.

This chapter needs YOU. Our chapter is built on conscientious, hard-working passionate volunteers. People like YOU are the reason D/FW is a great chapter and serves as a benchmark for other chapters. Everyone brings valuable, special gifts to this chapter through his/her volunteerism. If you have led in another organization, your community, your workplace or have always wanted to have a leadership role, this is the opportunity to try your skills in a supportive organization.

How does the process work?

**Step 1:** The Nominating Committee is formed with the Immediate Past President, Betty E. Garrett, CMP, serving as chair. The composition of the Nominating Committee is reflected in the Chapter's Policies. The Nominating Committee will be comprised of an equal number of planners and suppliers.

No member of this committee is eligible for election to the board. Both Chapter President Cheryl Beasley, CMP, and President-elect Melissa Logar, CMP, will serve on the committee to provide insight on the coming Board year. And both will serve in 2003-2004, as previously elected.

**Step 2:** The Nominating Committee is to seek the input of the membership through the use of the insert "Candidate Interest Form." The committee uses this data to make an informed decision. Any member wishing to serve must complete the enclosed form and return it as indicated by January 20, 2003.

You can nominate yourself or identify a member you feel has demonstrated involvement and service to the Chapter through a commitment to serve and lead. The Nominating Committee requests your

help in developing a pool of outstanding candidates in order to create a strong slate of officers and board recommendations for the March 2003 elections.

The Board of Directors is made up of 16 chapter members (eight officers: President, President Elect, Immediate Past President, Vice Presidents of Administration/Finance, Education, Membership, PR/Marketing and Programs and eight board members, divided equally between members who are classified as planners and suppliers.) Active chapter members are eligible for 14 of the board positions, as 2002-2003 president Cheryl Beasley, CMP will become Immediate Past President, and President elect, Melissa Logar, CMP will be named 2003-2004 chapter president.

**Step 3:** The proposed slate and ballot will be presented to the membership as an insert in the February issue of the CURRENT along with a call for additional nominations.

**Step 4:** The ballot and slate will be mailed to the membership on March 3; it must be returned by March 17, 2003.

**Step 5:** The new Board will be presented to the membership at the March Chapter meeting.

**Involvement and Commitment:** The Nominations process is so important and your participation is vital. Your active participation in the process will ensure that we can continue to secure qualified members to lead us.

Take the time to consider yourself and other members as potential candidates. Talk to current or past board members for their insight on the commitment needed to serve on the D/FW Board of Directors.

Questions? Contact Betty Garrett, CMP by email: [betty@garrettspeakers.com](mailto:betty@garrettspeakers.com) 

## DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGS™

### Mission Statement

To be the premier organization of meeting professionals serving the Dallas/Fort Worth meetings industry by providing excellence in educational resources, communications, networking opportunities, and recognition; while operating with the highest ethical standards.

## CURRENT

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## MPI D/FW Supports 2002 Komen Dallas Race for the Cure®



MPI D/FW Supports 2002 Komen Dallas Race for the Cure® Despite the rain, almost 29,000 supporters participated in the Oct. 19th Komen Dallas Race for the Cure® and MPI D/FW was there! For the second consecutive year, chapter members helped this important event raise money to fight breast cancer. Our team was moved by the many tributes worn by walkers and runners in honor of and in memory of women of courage. Team members included, (back row, l-r): Sarah White, Lora Brandis, Marlene Koonce, Mary Lynn Novelli and Colin Clayton. (Front row, l-r): Jeanine Powell, Laura Jordan and Linda Sergeant. Team members not pictured were Colleen Rickenbacher, Andrea Lott, Jackie Tolbert, Tanner Jordan, Zoe White, Kelly Schulz, Noelle McDonald and Bruce McDonald.

## Enhanced Listing

"You're # 1!"

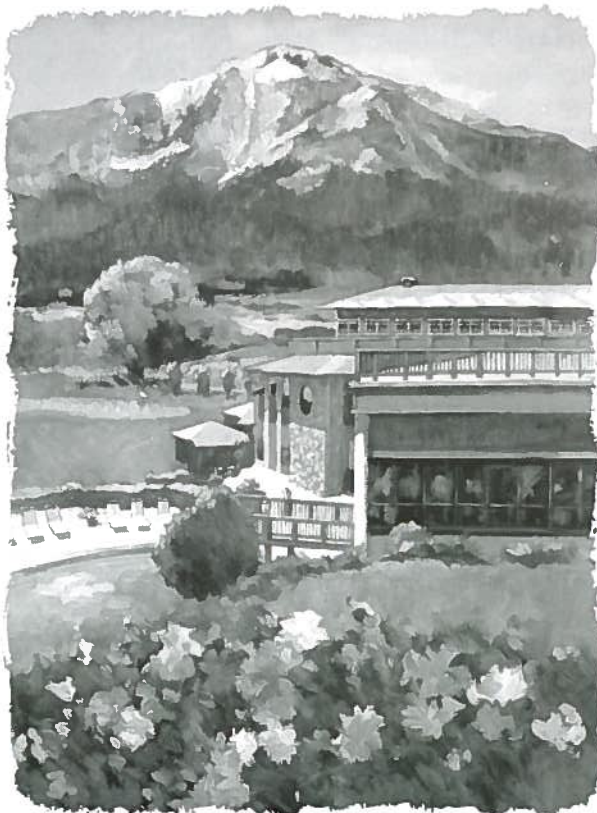


### MPI D/FW Chapter Supplier Members

Do you want more exposure for your product or service? For only \$10 a month (\$120 a year), you can get it! Just sign-up for an Enhanced Listing on the MPI D/FW website.

How does it work? The first three members to purchase an Enhanced listing within each category (e.g. Hotel, CVB, Venue, etc.) will appear first each time a member searches that listing - regardless of the alphabetical order! So, even if your last name starts with a "Z," you will appear first! Additionally, the Enhanced Listing will display a 25-word description of your product or service and hyperlinks to both your e-mail and your web site addresses.

For more info and to sign-up, please visit the MPI D/FW Chapter web site [www.mpidfw.org](http://www.mpidfw.org) and click on Directory. Or, call Sandi Galloway 940-321-3458!



## In the shadow of Pikes Peak, meetings climb to new heights.

In the Colorado Rockies, you'll find a meeting destination that stands far above the competition. The reason is simple: unequalled focus and expertise. The Cheyenne Mountain Resort is a superbly equipped facility featuring 316 spacious guest rooms with balconies, 40,000 square feet of dedicated meeting space, an enhanced Media and Business Center and a highly professional staff. And it's all in a self-contained setting designed to keep your meeting free of distractions. But afterwards, there's the 18-hole championship Pete Dye golf course, two swimming pools, racket sports, and a 35-acre recreational lake. So come up to the mountains where we'll help you really get down to business.

*The true measure of meetings.*



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1 hour from Denver,  
15 minutes from Colorado Springs Airport.

# Chapter Meeting: Thursday, December 12, 2002 • 6:00 p.m.



## MPI D/FW Chapter Holiday Gala “Holiday Under the Sea”



The Little Mermaid said it best:

“Under the sea ....

We’ve got no troubles, life is the bubbles, under the sea

Since life is sweet here, we got the beat here, naturally-ee-ee-ee

We’ve got the spirit, you’ve got to hear it Under the Sea”

### Dive into the Holiday Season

Exotic trips! Magnificent food! Fabulous entertainment!

South Padre Island Convention and Visitors Bureau is returning for the second year as the gala sponsor, and they are donating the following vacation packages to two lucky winners:



**Bahia Mar South Padre Getaway** - Certificate for a three night stay at *The Bahia Mar Resort* and a dinner for two. One round of golf for two, with cart, at South Padre Island Golf Club. Two passes for Deep Sea fishing. Two round trip tickets on Southwest Airlines to Harlingen/South Padre Island.



**Sheraton Fiesta South Padre Getaway** - Certificate for a three night stay at the *The Sheraton Fiesta South Padre Island Resort* and a dinner for two. One round of golf for two, with cart, at South Padre Island Golf Club. Two passes for Deep Sea fishing. Two round trip tickets on Southwest Airlines to Harlingen/South Padre Island.

### Holiday Gala Partners



**Dreamaker Musical Performance**

Fulfilling Dreams of a Lifetime™



HOST FACILITY

### The Westin Park Central

The Westin Park Central is located in North Dallas in the Park Central area, with easy access to shopping and corporate centers. Custom-made furnishings grace each of the 536 guest rooms and suites at The Westin Park Central, and each room provides everything from voice mail to data ports.

After your meetings, work out in the on-site fitness center, take advantage of nearby jogging trails, or just unwind in their Heavenly Beds.

#### DIRECTIONS

**FROM DOWNTOWN DALLAS** ~ Take I-75 North and exit Coit Road. Proceed on Coit and go through 2 stoplights to Banner. Turn left on Banner and go one block to Merit. Turn right on Merit. The hotel will be on the right.

**FROM NORTH DALLAS** ~ Take I-75 South and exit Coit Road. Turn left on Coit and proceed through 2 stoplights to Banner. Turn right on Banner and go one block to Merit. Turn right on Merit. The hotel will be on the right.

**FROM D/FW AIRPORT** ~ Take I-635 East and exit Coit Road (18 miles from airport). Turn right on Merit. Go one block to hotel on left.



**Your Holiday Gala Hosts** are Bruce Wolpert, CMP, Director of Sales & Marketing, The Westin Park Central; Anna Squire, Principal, Squire & Associates; Cheryl Beasley, CMP, Director of Event Marketing, Sabre; and Ben Guerrero, National Sales Manager, South Padre Island CVB.

## “Holiday Under the Sea”

Thursday, December 12, 2002

Sponsored by



### The Westin Park Central

12720 Merit Drive • Dallas, Texas 75251  
972-385-3000

Chapter Holiday Gala  
6:00 p.m. Registration / Reception  
7:00 p.m. Dinner / Dancing

Discount Valet Parking: \$5.00  
Garage Self Parking: \$3.00

Complimentary Parking at Sheraton Park Central across Merit Drive

*Special Overnight Guest Room Accommodations: \$49.00*  
Refer to MPI Gala when making reservations.

Advanced Member Price: \$42.00  
Advanced Guest Price: \$42.00  
Onsite Price: \$50.00

*R.S.V.P. to Randie Charnes*  
*by 2:00 p.m., Monday, Dec. 9, 2002*  
*email: rcharnes@msn.com • fax: 972-506-7485*

#### ON-LINE REGISTRATION PREFERRED

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

## November Meeting Chapter Partners

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

**Audio Response System**  
Trace Kuhn



**Program Sponsor**



Jorge Bravo - VP of International Sales  
Teresa Sevilla - Director of Sales Grp/Incen

**Featured Speaker**  
Randy Pennington

*Pennington Performance Group*

### Facility

Cathy Bullard - Director of Special Events  
*The Movie Studios @ Las Colinas*

**Reception, Luncheon & Decor**  
Don Ross Nabb

*Don Ross Nabb Production Companies*  
Executive Chef Michael Carroll

### AV Services and Production

Bill Reeser, CMP, CTS - Show Service Mgr.  
*AVW-TELAV*

### Photography

Jim Woods  
*JWoods Custom Photography*

### PROGRAM COMMITTEE

#### Program Chair

Sherri Cook, CMP  
*Sherri Cook & Associates*

#### Program Members

Cathy Bullard  
*The Movie Studios @ Las Colinas*

Steven G. Foster, CMP  
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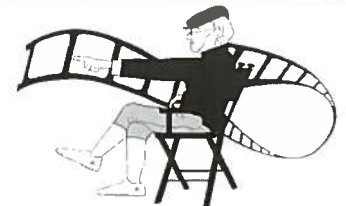
## MPI D/FW Chapter November Meeting Highlights

Photos by Jim Woods



**Hail to the Chief!** The Oval Office set from the movie, "JFK," allowed the November Program Committee to have some fun. Speaker Randy Pennington secured a spot behind the presidential lectern and was joined (front row, l-r) by Program Chair Sherri Cook, CMP (Sherri Cook & Associates), VP of Programs Sherry DeLaGarza, CMP (Society of Petroleum Engineers) and Cathy Bullard (The Movie Studios @ Las Colinas). Standing, l-r: Steven G. Foster, CMP (Circle R Ranch), Trace Kuhn (Extreme Meetings), Jim Monroe, CMP, CSEP (James C. Monroe & Associates), Bill Reeser, CMP, CTS (AVW-TELAV), Peg Wolschon, CTP, CMP (Production Transport, Inc.) and Kim Hentges (Society of Petroleum Engineers).

Camino Real Hotels & Resorts sponsored the November meeting and got into the Western spirit with performers from Creative Concepts. Seated, l-r: Teresa G. Sevilla, Director of Group Sales and Daysi Houellemont, Wholesale Division Assistant. Standing, l-r: Jorge Bravo, VP of International Sales; David Sous, Groups Coordinator and Ruben Gerardo Guevara, Senior Sales Manager-Wholesale Division.



**May the Force Be with You!** Facility Hosts from the Movie Studios @ Las Colinas included Don Ross Nabb, Owner, (Don Ross Nabb Production Companies); Cathy Bullard, Director of Special Events, (The Movie Studios @ Las Colinas) and Noel Pearce, Owner, (Creative Concepts Entertainment).

## Education News

# Workshop: "Marketing for an Audience of One"

by **Patty Stern Markley, CMP**  
VP of Education

How do you market to reach your desired audience and what kind of response do you experience? One of the highest rated requests gathered from this year's chapter needs assessment is that you want to learn more about how to market and promote Conferences and Events. The goal? To reach sold out capacity and deliver focused content to ensure each participant's objectives are met successfully.

People are besieged with information - postcards, catalogues, letters and emails! What are the solutions as people experience "information overload" and may not pay attention to your message?

Effectively marketing a meeting or event is a recurring challenge. In today's changing marketplace, it is critical that we become "smarter marketers." From selecting the right vehicles (electronic versus print) to working with smaller budgets, we must learn how to increase attendance and justify our programs.

We can make a positive difference by learning how to create integrated marketing campaigns that use today's latest technology for both print and electronic requirements. Print marketing will always be important. How can you improve the results of print marketing? Where does print fit into the overall marketing strategy when the budget has been cut? What's the best way to integrate the electronic marketing component so that your program is "branded" for instant recognition? Do you really know enough about electronic marketing? In the long run, is electronic marketing really less expensive than print marketing?

Leave this workshop feeling more empowered to sell your management team on new strategies for marketing your events and impress them with new found knowledge of the today's important marketing trend: Customer Relationship Management (CRM).

Don't miss "Marketing for an Audience of One." In this special half-day seminar you will learn how the latest techniques for print and electronic marketing can increase the effectiveness of your marketing efforts. Plenty of visuals will be shown throughout the workshop as go through the process of what a successful print & electronic campaign looks like.

Charlie Martin, former vice president of advertising and marketing for Haggard Clothing Company and Lorraine Haugen, president of Lorraine and Associates, will lead the workshop.

With more than 25 years' experience marketing a national brand, Charlie will address how to generate breakthrough creative by working with personal database information and today's latest print technology. Lorraine will share more than 20 years' experience in print and electronic marketing, working with clients such as the Dallas Convention Center. She'll lead us on a journey in electronic marketing that will teach us how to break through the clutter of email to generate a positive call to action.



**Charlie Martin**



**Lorraine Haugen**

### MARK YOUR CALENDAR

Thursday, January 16, 2003

Williamson Printing Corporation

(Located across from Love Field Airport off Denton Drive)

7:30 am-8:00 am: Registration and Breakfast

8:00am-12:00 noon: Workshop

Cost: \$40.00 Members \$50.00 Guests

REGISTER ONLINE AT [www.mpidfw.org](http://www.mpidfw.org)



**Sally Goldesberry, CMP, CMM**  
Society of Petroleum Engineers

## Advancing Women

MPI D/FW Women's Leadership Initiative Committee Announces

### MONDAY NIGHT WLI

(Last Monday of each month)

November 25, 2002

6:00 pm-8:00 pm

Addison Blue Mesa Restaurant

Time Flies so Save the Dates

December 11, 2002 (special date due to holidays)

January 27, 2003 • February 24, 2003

Please join us for an informal gathering of MPI members and friends to discuss topics of interest relating to professional and personal development.

- No Registration Fees
- No RSVP
- Complimentary Appetizers
- Cash Bar





**Paula Bruton, CMP**  
City Café & City Café To Go

# n Any Event

## “A PASTA COURSE!”

Pasta is rarely served as a main course in Italy. It’s a component of the meal, an early course, a small taste of an overall dining experience. Pasta is so versatile; one could eat it every day for a year and not duplicate a recipe.

Keep in mind, however, pasta is a general term. There are hundreds of pasta shapes, many of them with tongue-twisting names. In addition, many flavor their noodles with sun-dried tomatoes, squid ink, spinach, lemon, pumpkin and more. Although pastas have a distinctive Italian origin, their ability to take on global flavors makes them one of the world’s most versatile dishes.

Enhance your Holiday Event by adding a fourth course to your meal - A Pasta Course! This course will add a dramatic effect to your Holiday Dinner and should be served as a plated appetizer or after the soup/salad course.

Here are a couple of ideas . . .

Black Lobster Ravioli - Black Pasta stuffed with Lobster Mousse in a Saffron-Champagne Cream Sauce

Spinach & Ricotta Gnocchi - With brown sage butter and shaved Parmesan

Dungeness Crab & Shitake Mushroom Lasagna - Fresh pasta layered with crab, mushrooms and Ricotta-Mozzarella-Provolone cheeses, Baked and served with Marinara, Béchamel or Pesto Sauce

Or, try using pasta as a salad or dessert option to dress up your holiday party and offer a sorbet intermezzo . . .

Spinach Ravioli - Stuffed with Pheasant, Mascarpone and walnuts served with Apple-Fennel salad, Tossed in balsamic brown butter and topped with grilled North Carolina Quail

Cinnamon Crème Ravioli - Tossed with cinnamon-sugar and quick fried, drizzled with honey and served with Homemade Cinnamon Gelato

Source: *Restaurant Hospitality* 2002

- I want  a meeting room that combines the best of the past and the future
- a person who is equally adept at finalizing plans and changing them
- enough frequent flyer miles to take a vacation when it’s all over



Imagine meeting in the same spectacular setting where past presidents have met for over a century, while at the same time enjoying modern technology that even the smartest of those presidents couldn’t have imagined. That’s exactly what you get at a Wyndham Historic Hotel. Now when you book 100 room nights you also get a reward. A Palm™ m500, 25,000 frequent flyer miles, a \$500 credit toward your bill, a Herman Miller Aeron® chair or a donation of \$500 in your name to The Susan G. Komen Breast Cancer Foundation. You decide. Call us or your travel agent.

1.800.WYNDHAM | [www.wyndham.com](http://www.wyndham.com)



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THE TREMONT HOUSE – A WYNDHAM HISTORIC HOTEL  
GALVESTON ISLAND 409-763-0300

Meetings must be booked by 12/31/02. Does not apply to previously booked meetings or cancellations. The selected offer (miles, chair, cash credit, Palm™ m500 or donation) will be delivered about 4





## Heard it through the Grapevine!

Alaina Palmer, CMP  
'Grapevine' Columnist

**Keith Hickman, CSEP**, former manager of group sales & events at *The Sixth Floor Museum at Dealey Plaza*, has joined the *Cityplace Conference Center* as sales manager.

**Michael Karr**, vice president of sales & marketing for *Hotel Group Marketing* has added *The Peninsula Hotels* in Hong Kong, Bangkok and Beijing to their portfolio of International hotels.

**Carrie Riney**, a four year veteran of the premium promotional business has joined *Inman Promotional Group (IPG)*. She was formerly with *Peak Promotions*.

**Cissy Horton** has opened the doors to her new company, *C Horton Productions*, a meeting and event services company. She was formerly with *Yellow Rose Touring & Special Events*.

**Bethani Blair** has started her own business...calligraphy for weddings and corporate events. She was formerly with *The Guest Lodge at Cooper Aerobics Center*.

**Bruce Wolpert, CMP** is the new director of sales & marketing for the *Westin Park Central Hotel* and the *Sheraton Park Central Hotel*. The Sheraton will be reopening in March 2003. He was formerly with *Dolce International* at the *American Airlines Training & Conference Center*.

To submit member news and information, please contact  
Alaina Palmer, CMP at HIGHWIRE  
214-387-8634 • Fax: 972-377-8730 • [alainnapalmer@attbi.com](mailto:alainnapalmer@attbi.com)



## TECH TALK

### Getting the Most from Your AV Company

If you want to get the most for your money out of your audiovisual company, it is important to follow some simple guidelines.

- 1. Get Them Involved Early** - A good full-service audiovisual company will serve as "communications consultants" and add value from planning through the actual event, acting as your advocate with the venue, and looking out for the best interests of both you and your meeting audience.
- 2. Share Your Needs and Priorities with Them** - By doing so, they can offer creative options that both enhance communication and help "brand" the event. Regular meetings or conference calls encourage creative collaboration, reduce redundancy, and keep the entire team on track throughout the production process.
- 3. Include Them at Site Surveys** - A good audiovisual company evaluates a venue with an eye to giving both the people on stage and in the seats the best experience possible. They are trained to look for and ask questions about things that might not be apparent to the meeting planner.
- 4. Include Them at Production Meetings with Venue Representatives** - They can help coordinate venue-provided technical services such as power and rigging, point out hidden surcharges and add-ons, avoid costly room turnovers, and schedule labor cost-effectively.



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**Dana Nickerson-Rhoden,**  
**CMP, CMM**  
*American Heart Association*

# Advancing Women

## What Women Need to Know to Succeed in International Business

North American women are entering the international business world more than ever. How do women survive in lands where males dominate in business? Here are some survival tips to help you navigate and do business worldwide.

### Punctuality:

When invited to an event in the U.S. or Canada it is acceptable to be 15 minutes late; however in other countries it is viewed differently. In Northern Europe you should arrive precisely on time. However in Southern Europe they are more relaxed about your arrival time. In Latin American & Asian countries they are very relaxed and an hour late is acceptable. However promptness is expected in Canada, Australia, France and the U.S.

### Business Cards:

Stock up on business cards. You should be more liberal about passing out business cards worldwide. There is a special protocol for exchanging cards. When presenting place it in both hands between your thumb and forefinger and present the card facing the recipient. Dip your head and bow. Accept cards the same way and keep it in front of you until you depart. Do not write on the card. In the Middle East and Southeast Asia present your card with the right hand, never the left.

### Greetings:

Throughout Europe, women shake hands more frequently than in the U.S. In social situations men make take your hand and kiss it, don't be alarmed. In Japan and Saudi Arabia businessmen are unaccustomed to greeting women. They may have done some homework and may realize they should offer their hands - North American style. However, if your hosts makes no motion to shake your hand, it is not a slight. Get some advice from others who have visited or lived in these areas to know how to react and what to expect.

### Entertainment:


Women should be cautious in participating in evening entertainment anywhere in the world. You will be not be viewed as "one of the boys." You are traveling with a male counterpart and when greeted by your International host, don't be alarmed if they greet you as the "wife" of your counterpart, it happens to many women. If this happens, plan ahead and have your male counterpart correct it with your host by introducing you to avoid embarrassing your host. In the Middle East you and your male colleague are invited to your host's home. Don't be surprised if you are placed in another room with the women and children to be entertained versus doing business with the men. Relax and enjoy, this is not the time to make a statement.

### Clothing:

Be prepared and plan ahead. Middle Eastern countries may expect you to wear a veil or covering over your head. Be prepared or you may be barred from your business transactions.

### Doing Business:

Many times you will encounter men who will interrupt, question your information, and want to call your home office to verify your facts. They are testing you and you must realize you need to gain their respect and earn your credibility. Regroup, get your facts together and be more prepared for your next meeting.

From meeting protocol to sexual harassment to dining and gift-giving, the rules for conducting business worldwide is dramatically different from the U.S. and vary from country to country. Do your research and be prepared. A good resource is the book "Do's and Taboos Around the World for Women in Business" by Roger E. Axtell. 



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## Membership News

# 2002-2003 MPI D/FW Chapter Membership Ambassadors

The Ambassador program was formed by this year's Membership Committee to help promote attendance, committee involvement and education to all members. With varied backgrounds and tenure in MPI, each Ambassador brings a wealth of knowledge to this new program.

During our monthly Orientation, Ambassadors will be paired with new or current members and will continue to communicate with them over a three-month period. Ambassadors will offer encouragement to attend meetings and become involved in committee work along with guidance to help our members be more familiar with the Chapter and the industry.

Those interested in being connected to an Ambassador should attend this month's Orientation prior to the monthly meeting or e-mail [cecilia.daddio@lennoxind.com](mailto:cecilia.daddio@lennoxind.com) or [wingej@avwtelav.com](mailto:wingej@avwtelav.com)

Each month, the "Current" will profile two Ambassadors.

### Meet This Month's Ambassadors!



**Dana Nickerson-Rhoden, CMP, CMM**  
*American Heart Association*

**Dana Nickerson-Rhoden, CMP, CMM** - Dana has more than 17 years in the meeting industry. She has been a CMP for over 10 years and received her CMM in 2000. A former independent meeting professional and corporate planner, Dana is Senior Manager of Scientific Sessions for the American Heart Association. She has been a member since 1990, served on the D/FW Chapter Board of Directors, was named MPI 2001 International Planner of the Year, MPI D/FW Chapter Planner of the Year in 1998 and chaired the Chapter Management Forum. She has also served on the MPI International Leadership committee and the International Awards committee. She is married and the mom to four dogs, and is active in animal welfare issues.



**Elizabeth Chandler**  
*The Meadows Foundation*

**Elizabeth Chandler** - MPI Member since 1989, currently works as the Facility & Meeting Manager at The Meadows Foundation. Elizabeth has served as POD Chair and Board Member. She has worked as a volunteer for the Education, Program and Membership committees. Elizabeth is married with two stepsons, and currently serves as Precinct Chairman/Election Judge.

The Membership Committee meets the 2nd Thursday of each month. Please visit the chapter website at [www.mpidfw.org](http://www.mpidfw.org) and double click Education & Events for more details.



## Job Search Support Network

Whether you are currently unemployed, searching for a new job prospect or interested in brushing up on your interviewing skills the D/FW Chapter of MPI has a new monthly program for you. The Job Support Network meeting will be held the second Tuesday of each month and is a benefit of membership at no additional cost.

### Job Support Network Meeting

Second Tuesday of each month  
8:30 am - 10:30 am

Hosted by Marriott Quorum Hotel  
14901 North Dallas Parkway  
Dallas, TX 75254

Educational topics courtesy of Challenger, Gray & Christmas, Inc.

RSVP to Nancey Hernandez, CMP  
Director of Membership at 214/651-3622 or  
[nhernandez@adolphus.com](mailto:nhernandez@adolphus.com)  
by the Friday before the meeting.  
Walk-ins also welcome.

## New Kids on the Block

### Welcome to Our Newest Members!



We invite you all to attend our monthly chapter meetings in an effort to help further your desire for education and networking. For more information on chapter events, please visit our website at [www.mpidfw.org](http://www.mpidfw.org).

Debbie Frazier.....ETC Group  
Mireya Galvan.....Embassy Suites  
Mitchel W. Godwin.....Go Vision  
Danielle S. Jury.....Westin Galleria Dallas  
Kristin E. Mompho.....Embassy Suites  
C Mark Parker.....DoubleTree Hotel  
Patricia Payne.....Kinko's  
Carmen D. Phillips.....REALM Business Solutions  
Jorge Rivas.....National Society of Hispanic MBAS  
Norma A. Ventra.....Radisson Hotel



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## 2002 Suzi Fiveash Award

### O.D. O'Donnell Wins & Builds a Strong Chapter

Mention one honor presented by the MPI D/FW Chapter - the Suzi Fiveash Award - and one name will immediately be mentioned - O.D. O'Donnell. The owner of Nightlife Talent & Management Agency/Panache has won the chapter's award for member recruitment an amazing 8 times - including a string of six-in-a-row from 1994-2000.

During his 16 years with MPI, O.D. has recruited more than 200 members to the D/FW chapter. How does he do it?

"It's really quite simple," says O'Donnell. "I always have membership applications with me. In the course of everyday business as I'm talking to various people I bring up the subject of MPI. I find that most folks become interested after I show them the virtues and benefits of belonging to the chapter. "I like to equate this procedure to baseball. You can't get a hit without a bat on your shoulder, so if you want to recruit, you must always have a supply of MPI membership applications on hand."

O'Donnell, who will be 74 in May, is passionate about MPI.

"I have often been asked why I've remained so active all of these years. When I first joined the MPI DFW chapter we had a little over 200 members and during my tenure as VP of Membership in 2000-2001 we actually achieved a record membership of 977. I've seen a lot of changes in the industry since I first joined. Being active in the chapter has produced opportunities that I would never have had were it not for my involvement with the MPI DFW chapter. The friendships and business relationships that I have made while a member of MPI cannot be measured."

**O.D.'s advice to new members:** "Research the various committees within the chapter. Talk to the various V.P.'s and committee chairs, all the while keeping your eyes and ears open for an opportunity to add your input. Like I often say "belonging to an organization is like having a bank account, If you don't put anything in you can't take anything out."

**His proudest accomplishment as a chapter member:** I've served on a number of committees and chaired my share of them. During this time I feel that I have mentored quite a few of our members including several who have gone on to serve as president of this chapter."



O.D. O'Donnell

### SUZI FIVEASH AWARD

MPI D/FW established the Suzi Fiveash Award for Member Recruitment in 1988. It was named in honor of chapter Suzi Fiveash. MPI/DFW meant a lot to her. She attended nearly every monthly meeting. She brought her bosses and friends with her. She worked hard to bring new members into the chapter, chairing the New Member Receptions.

"She always wanted to know where she could help," recalls friend O.D. O'Donnell. "When she took a responsibility upon herself, you knew it would be done and done well. She was committed to values that last beyond our days on earth - love, respect, and service to others.

#### Suzi Fiveash Award Winners

1988-89 Norb Dettman	1992-93 O.D. O'Donnell	1996-97 O.D. O'Donnell	2000-01 Stephanie S Schroeder
1989-90 Alice Riggins	1993-94 Jennifer Winget	1997-98 O.D. O'Donnell	2001-02 O.D. O'Donnell
1990-91 Alice Riggins	1994-95 O.D. O'Donnell	1998-99 O.D. O'Donnell	
1991-92 Alice Riggins	1995-96 O.D. O'Donnell	1999-00 O.D. O'Donnell	



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## MPI D/FW CHAPTER 2003-2004 CANDIDATE INTEREST FORM

*By submitting this form, you are stating your intention to be considered as a Chapter Director or Officer of Meeting Professionals International (MPI) D/FW Chapter. Please complete this form fully as this information will be used by the Nominations Committee for consideration of the slate of candidates.*

Mail or fax the completed form by January 20, 2003 to:

Betty E. Garrett, CMP, Immediate Past President and Chair, Nominations Committee  
MPI D/FW Chapter  
7750 N. MacArthur Blvd., Suite 120-259  
Irving, TX 75063-7501  
Fax: 972-506-7485

MPI Member # \_\_\_\_\_ Member Since: \_\_\_\_\_  Planner  Supplier

(Please Print Clearly)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I am applying for the following position on the 2003-2004 MPI Dallas/Fort Worth Chapter Board of Directors:  
(check one)

- President-Elect                       VP of Admin./Finance                       VP of Education
- VP of Membership                       VP of Programs                       VP of PR/Marketing
- Planner or Supplier Board Member

If the Nominations Committee does not place you on the slate in the position for which you are applying, would like to be considered for another available position?

- YES                       NO

If YES, please indicate other area of possible interest:

Please answer the following questions. Attach additional pages as needed.

1. Please describe your professional leadership strengths or areas of expertise that will enhance your value as a volunteer leader.
2. What do you feel are the most important goals of MPI D/FW, now and for the future?
3. Please list your past leadership positions within MPI D/FW and the year(s) those positions were held. Note any special achievements made during this time.
4. Please list other meeting industry leadership positions you have held.
5. Please share any other information that you believe may help the Nominations Committee determine your qualifications for the position for which you are applying.