

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 Calendars:**

Thursday, Dec. 12, 2002  
Holiday Gala  
Westin Park Central  
6:00p.m. – 10:30p.m.

### Special Event Design

## PLAYING A WINNING HAND IN CHANGING TIMES

**Question:** Has the impact of the past year-and-a-half diminished the "theme concept" so many planners are comfortable with as the predominant component of their events?

That depends on whom you ask. Former Monday Night Football commentator "Dandy Don" Meredith might answer with the song, "Turn Out the Lights, the Party's Over." Others probably could just lament, "It's My Party (and I'll Cry if I Want To)."

Ask the experts and they're singing a medley of change more akin to "Poppa's Got a Brand New Bag!"

William Pry, Vice President of Sales for BBJ Linens, oversees 12 regional offices, and travels the world keeping up with event trends and new sources for linens. A pioneer in specialty linens (among the first event designers to develop the chair cover), Bill has seen trends come and go.

"It's just like clothing and interior design, things go in cycles," says Pry. "One of the fun things about working in the industry today is that there are so many trends, and clients are able to express their personal style - clean, minimal or lavish."

Pry sees stretching budgets to achieve many types of corporate objectives as key to surviving in the new reality of special event planning.

"We work with planners throughout the country on every level and each is trying to achieve something unique for their attendees. We see many people

...continued on page 8



Retro themes are always popular.



Everyone relates to nostalgia.



Dramatic accent lighting conveys the theme.



Bill Pry of BBJ Linens.



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Meeting Professionals International is the world's largest association of meeting professionals with more than 18,000 members in 60 countries and 60 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



Cheryl L. Beasley, CMP  
2002-2003 President

## Becoming Great Leaders

### Volunteering Tests Your Leadership

There is so much to be said for a month that is focused on giving thanks. I imagine many of you have recently been asked to contribute to United Way, as their annual campaign for corporate giving is this time of year. Many religious groups also begin their giving campaigns during this time of year. This focus on "giving" financially generally causes us to reflect on the many areas of our lives that are worthy of giving thanks for, which leads to a more open and generous heart from which we give to others who may not have as much to be thankful for as we do.

I'd like to focus on another area of giving that we are very familiar with at MPI D/FW, and that is the giving of time and talent we witness within our membership. Being in the hospitality industry may predispose a large portion of our membership toward a passion for service and giving to others. While there are no certifications for that disposition, if there were a test to prove the level present in members of our industry, there would likely be high percentages reported.

As an association we rely entirely on that passion for giving to run the "business" of our operations, at both Chapter and International level. We don't generally call it giving; we call it volunteering. Regardless of what we call it, it is the lifeblood of our association.

Our Chapter hasn't mysteriously won Chapter of the Year five times. It has done so on the hard work and dedication of its volunteers. This includes all its volunteers, committee members, committee chairs and members of the Board of Directors. No one volunteer, nor one group of volunteers can claim the credit. Neither can any one volunteer or group of volunteers be blamed for any lack of success. However, given the fact that generally only a small portion of the membership provides this volunteer force, it is much easier to identify those to whom either the glory or gore is due!

As President of the Chapter I have a bird's-eye view of our volunteers. I see how hard they work, how many hours of their professional and personal time they give and how challenging some of the work can be. I also see the scrutiny and judgment that is often levied against them. Occasionally, the scrutiny and judgment identifies a problem that needs fixing and is therefore a good thing; but too often it can be petty and hurtful.


A team of volunteers (committees) can be more challenging than working with a group of colleagues at your business. Volunteers are just people too. That can mean they sometimes take on a job they aren't really up to, or they have their own agenda in volunteering for a particular project. Either of these can create a situation that brings about disappointment to all those involved and even failure of the project undertaken.

Volunteering is the ultimate test of our leadership abilities. We have learned through the last three month's leadership series that a leader must first be a servant. There is no better model of a servant than that of a volunteer. As you look at your volunteer efforts for this Chapter, consider your motivation. Ask yourself these important questions:

- ~ Am I honoring the commitments I made to this project and the other members of the committee?
- ~ Do I keep the good of the Chapter and its entire membership in mind as I make choices and take actions in this volunteer role?
- ~ Am I demonstrating credibility, compassion and community in the way I go about serving in this position?

In many ways we have as great a responsibility to the people we serve in our volunteer positions as we do in our paid positions. For some, we have even greater influence in our volunteer role, making it an even greater responsibility.

As we enter this time of thanksgiving, I am particularly thankful for the MPI DFW Chapter volunteers. Thank you for giving of your time. We all have the same amount of time, and your choice to give us some of yours is appreciated. Thank you for giving our Chapter the benefit of your expertise. You have gained this expertise through your own dedication and personal sacrifice to education and growth in our industry, and yet you give it freely to us. Thank you for your commitment to leadership in this Chapter. We couldn't do it without you.

Along with my thanks, I want to challenge you to continue, or perhaps begin, your leadership in this Chapter through responsible volunteering. Become a Great Leader - Volunteer! 

# "CURRENT" AFFAIRS

## Your Staff + Your Culture = ?

**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.



**Al Lucia**  
ADL Associates

### The Hiring Game

From time to time we find ourselves needing, even wanting, to hire someone. Then the fun begins. We run an ad or ask for referrals or spend more time talking to people at the vegetable section of the food market and somehow, if we are lucky we hire someone. Then the real fun begins. Dr. Jeckyl turns into Mr. Hyde and we can't believe this is the same person who looked great and performed so well during the interview process.

This initial time period used to be referred to by many as the probationary period and more recently has been called the introductory period. In any case, it is the time when we should be deciding whether this "marriage" is going to work out.

### The Honeymoon is Over

Well if the results are poor during this time period, what do you think is coming next? This is supposed to be the time when a person puts their best foot forward...look out for what is coming next. Let's look at it from the standpoint of personal relationships. You are dating someone who has an irritating habit. It will get better, right? What planet have you been living on? We learn to tolerate it...maybe.

The new employee example is no different. When I speak to audiences and describe this, I get many, many head nods in memory of people who should have been shown the door a long time before they actually were.

If you feel you need to hang on because people are hard to find, ask your staff how they feel about no hands versus aggravating, ineffective, poor-performing, not showing up or being uncooperative when they do, hands.

### When in Doubt...

The simple rule to remember is "when in doubt, throw them out." Too harsh for the politically correct new millennium? Look at it this way; you are going to give this person a chance to find a position that better suits their needs and aspirations at this time in their career. It's like a Hallmark card—care enough to get rid of the very worst. Your staff will celebrate and the person may just learn something about performance and accountability.

### Be Kind

If you are like many people, you want to be seen as a caring person and I applaud that. So to be really kind and caring focus on being that for the people who

work hard and do their jobs well. They deserve to not be dragged down or aggravated by poor performers or uncooperative team members.

Assertiveness in this area will also go a long way toward establishing your standards of behavior and customer service. What you tolerate becomes your culture, whether you want it to or not.

*Al Lucia has spent more than 25 years helping organizations and individuals make the connection between value-driven practices and bottom-line results. He has co-authored four books: "Walk The Talk", "144 Ways To Walk The Talk", "Walking The Talk Together", and "Rock Your Way To Happiness". He can be reached at (972) 899-3411 or [alucia@adlassociates.com](mailto:alucia@adlassociates.com)*

## BOARD CORNER



**Melissa S. Logar, CMP**  
President-Elect

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

- Development of Strategic Partnership Program and Brochure
- Reduce the Subscriber Member income by \$400 and Showcase expenses by \$300 for term 2002-2003 budget.
- The CMP/CMM Recognition Event will be renamed the Fred A Kneiberg Memorial CMP/CMM
- Recognition Event in memory of Fred Kneiberg
- The Director of Chapter Leadership Development position will be filled by P.J. Gonzales

### INTERESTED FUTURE BOARD MEMBERS

Make your interest known in becoming a Chapter Leader by attending The D/FW Meeting Professional International Chapter Board of Directors Monthly Meeting  
Wednesday, November 20, 2002  
5:45 p.m. to 7:30 p.m.

Knowledge Development Centers  
Granite Plaza of Las Colinas  
7301 N. State Highway 161, Suite 100 S  
Irving, TX 75039  
972-910-9450

Take the mystery out of taking the next step in becoming a Chapter Leader  
All of your questions will be answered in this introduction to the operations of the Board

DALLAS/FT. WORTH  
CHAPTER



DEFINING THE POWER OF MEETINGS™

## CURRENT

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# Chapter Meeting: Thursday, November 21, 2002 • 11:00 a.m.

## Interactive Planner-Supplier Meeting of the Minds to Feature ARS



**Randy Pennington**  
Pennington Performance  
Group

The MPI D/FW Chapter invites you to Reap the Benefits of what fellow members have harvested. This is the "Don't Miss Event of the Year!"

"Planners & Suppliers: Meeting of the Minds" is the theme of this month's chapter luncheon meeting, Thursday, Nov. 21, at The Movie Studios at Las Colinas. The different perspectives of Planners and Suppliers will be highlighted during a discussion on issues important to the existing industry business climate. Topics will include Marketing/Communications, Job Challenges (satisfaction and compensation), Life Balance, Outsourcing and Ethics.

This interactive discussion will be facilitated by Randy Pennington ([www.penningtongroup.com](http://www.penningtongroup.com)), a nationally recognized expert in leadership, change management, and values-based performance. An adjunct instructor in the Cox Business Leadership Center at Southern Methodist University, Pennington's industry experience includes facilitating the Convention Industry Council's first national state-of-the-industry meeting in 2001, facilitating and keynoting the MPI-PCMA Foundation Tomorrow's Solutions conference in 2001 and co-creating the MPI Executive Track program.

Pennington has been featured in industry publications such as "The Meeting Professional," "Successful Meetings," and "Meetings & Conventions." His ideas and comments have appeared in the Wall Street Journal, CNN, PBS, Fox News, and the ABC Radio Network. His first book, "On My Honor, I Will," received endorsements from former President Gerald Ford

and authors/speakers Zig Ziglar and Stephen Covey.

Meeting participants will generate information and immediate feedback through electronic audience response systems provided by Florida-based Extreme Meetings ([www.theextremegroup.com](http://www.theextremegroup.com)). Their unique approach to this technology focuses on the meeting's overall success and client satisfaction. Their system creates interactivity between presenters and audience, increasing interest and retention levels.

"It's about more than just keypads; it's about unleashing the power of the audience response technology for the success of your meeting," says Trace Kuhn, Vice President of Extreme Meetings.

The November meeting is sponsored by Camino Real Hotels & Resorts ([www.camino-real.com](http://www.camino-real.com)), represented by Jorge Bravo, VP of International Sales, and Teresa Sevilla, Director of Sales-Groups & Incentives. Camino Real offers a distinctive portfolio of Hotels & Resorts in Mexico's top business and vacation destinations.

### HOST FACILITY

## The Movie Studios @ Las Colinas

In the tradition of Hollywood style and flair, we introduce you to the most unique party facility in the DFW Metroplex, located in the heart of the Texas Film Industry.

The Studios is not just another party facility. Our unique setting, in a working movie studio location, combined with the attractions offered at The Studios, can turn your next event into one with all the magic of the movies.

We offer you full service for your event needs from themed events, conference packages, corporate events, awards banquets, bar and bat mitzvahs and weddings. We also have an excellent on-site catering and production company for your food and beverage needs and they also have a wide variety of props and décor to help enhance your event.

### DIRECTIONS

**From Dallas** - Take Interstate 35E North. Travel over 4 miles and turn left and take the Hwy. 183/114 DFW Airport split. Drive about 2 1/2 miles and turn right at Texas Stadium and take the Hwy. 114 North Airport split. Go about 3 miles and Exit O'Connor Blvd. Turn right onto N. O'Connor Blvd. Travel just over 2 miles. You will see the Studios complex coming up on your left. Turn left into the parking lot (Not onto the tree lined road). Zig around to the right of the landscaped area. Zag back left, drive straight ahead and park. The Studios building is the tall building on the left. There is a neon "Soundstage" sign over the door and a big black camera outside our door.

**From Fort Worth** - Take 121 North to 183 East and follow to 121 North again over to 114 East towards Dallas. Take the Northwest Highway exit (left side exit) and follow to the stop light which is O'Conner Blvd. Take a left onto O'Conner and follow approx. 1 mile to the Studios at Las Colinas. Take a left into the Studios parking lot just before the corner of Royal and O'Conner.

## Planners & Suppliers Meeting of the Minds

Thursday, November 21, 2002

Sponsored by



CAMINO REAL

## The Movie Studios @ Las Colinas

6301 North O'Connor, Bldg 1 • Irving, TX 75039

972-869-7702

Parking is available in the lots that are north and east of the building.

11:00 am - 11:30 am

Orientation - Soundstage C

11:00 am - 11:50 pm

Registration & Reception -

Atrium Hallway

12:00 Noon - 1:30 pm

Program - Soundstage A

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R.S.V.P. to Randie Charnes

by 2:00 p.m., Monday, Nov. 18, 2002

email: [rcharnes@msn.com](mailto:rcharnes@msn.com) • fax: 972-506-7485

### ON-LINE REGISTRATION PREFERRED

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

## October Meeting Chapter Partners

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

### Featured Speaker

Ellen Castro  
sponsored by  
Garrett Speakers International

### Facility & Reception

Cinemark IMAX Theatre  
Shane Melvin, Corporate Sales  
Wanda Digler, National Sales Director

### Catering

Jason's Deli  
David Erkel, Event Marketing Specialist

### AV Services and Production

AVW-TELAV Audio Visual Solutions, Inc.  
Bill Reeser, CMP, CTS

### Entertainment

Sandy Wilson as "Marilyn Monroe"

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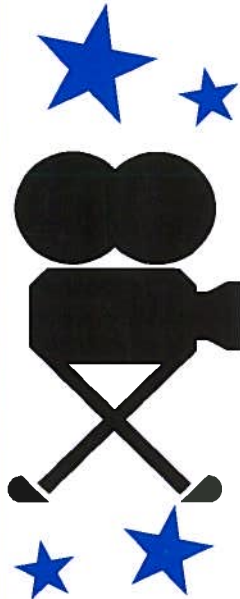
Bill Reeser, CMP, CTS  
AVW-TELAV Audio Visual Solutions, Inc.

## MPI D/FW Chapter October Meeting Highlights

Photos by Steven G. Foster



Leadership Series speaker Ellen Castro joined MPI D/FW Chapter President Cheryl Beasley, CMP for their moment "Behind the Scenes."



October Program Committee members Thomas White, Peg Wolschon, CTP and Carol Benavidez, CMP directed this month's meeting with help from Ellen Castro and Sandy Wilson as "Marilyn Monroe."



Working the concession stand were P.J. Gonzales, CHSP, CMP (Fort Worth CVB), Dawn Del Vecchio (Holiday Inn Fort Worth South Conference Center) and representing the host facility, Shane Melvin of Cinemark.



Jason's Deli provided the lunches for October. Pictured, l-r: Lee Greer, Marketing Director; Leslie Estes, Community Partners Programs; David Erkel, Event Marketing Specialist; Steve Cherry, Richardson Store GM and Monica O'Connor, Regional Marketing Supervisor.



## Education News

# MPI D/FW Chapter Scholarships Awarded to TEMM Students



**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.

**MT Hickman, CMP**  
TEMM Program Coordinator

The MPI D/FW Chapter Board of Directors voted in June to donate \$4,800 in scholarships for students enrolled in the Travel, Exposition and Meeting Management (TEM) program at Richland.

Throughout the years MPI D/FW Chapter members have generously supported Richland College and the TEMM Program. As program coordinator I get to watch the students who have continued their education and accepted jobs in the industry. These students all share a deep appreciation for MPI D/FW and how the members helped them fulfil their goals. Recently I spoke to a few of these students.

Diana Castillo graduated two years ago. After an internship with AVW Telav, she was offered a job full-time job as an Exhibitor Sales & Services Admin. Assistant. "Having the opportunity to take advantage of the MPI scholarship and TEMM program has enabled me to obtain a position in a growing industry, and the opportunity to work with my mentor and boss, Judy Owen. It is a great program; without it I wouldn't be where I am today. I am really thankful to the program contributors, because it has helped me greatly in my career," says Castillo.

After completing her TEMM degree Brenda Mariscal, began working for the Sheraton Dallas Brookhollow. In just two years she has had three promotions and is now the Convention Services Manager. "The MPI D/FW scholarship not only helped me financially, it gave me the opportunity to learn more about the meetings industry, the many jobs people have and the value of networking."

In May 2003, Maricella Ruiz will earn her BS Degree in Hospitality Management from the University of North Texas. She is the first MPI D/FW scholarship recipient to complete her BS degree. "Without the MPI D/FW scholarship, I could not have afforded to go to college. My mentor Pat

Smith was so supportive and encouraged me to get involved with MPI. I helped out with the MPI Kids Charity Ball and other events. MPI D/FW helped me succeed."


Currently, six students are receiving funding through the MPI D/FW Chapter scholarships. These students are the future. When you meet them, realize how hard they are working to be part of the industry. Take a moment to welcome them and share your story.

- Christina Suarez is a graduate from Townview High School. Fall 2002 will be Christina's first semester at Richland and in college.
- Teresa Lovich is taking two classes per semester. Teresa is a single parent, working 40 hours a week and raising a family.
- Jackie Tolbert is a current student working 20 hours a week with Rainmaker Advertising. In addition to work and school, Jackie is a mother of three children. She plans to graduate fall 2002 and hopes to secure her first position with a hotel in convention services.
- Areva Moore currently works with the Automotive Oil Change Association and is taking two classes each semester. She recently won the PCMA scholarship to attend the PCMA annual conference. She plans to graduate spring 2003 and to continue working as a meeting planner in an association.
- Alfiya Bikmuhametova is an international student from Kazakhstan. Alfiya plans to graduate spring 2003 and to continue her studies at a four-year college. She recently won the IAEM scholarship to attend the IAEM annual conference, and has been active in many MPI D/FW events.
- Anir Joshi is an international student from Nepal. Anir plans to graduate fall 2002 then continue his education at a four-year college.



Richland College TEMM student recipients of MPI D/FW Scholarships

To qualify for the MPI D/FW scholarship, students must have a 2.8 GPA or above, provide two letters of recommendation, submit an application and write a 500-word essay explaining why they are interested in working in the travel, exposition and meeting planning industry. A scholarship committee reviews applications and winners are contacted. Once a student accepts the scholarship they are expected to maintain their GPA and participate in MPI D/FW Chapter events. Look for them at future events.

Richland College is the only college in the Metroplex to offer courses specifically designed for meeting management. By providing financial help, these students are able to learn about the meetings industry and fulfill their dreams of working in this industry. In addition to tuition, the MPI D/FW scholarship includes student membership to MPI D/FW Chapter. Through membership in the Chapter students can begin networking with members to learn more about the many aspects of this industry. We appreciate all the support from MPI D/FW members and look forward to continuing working with the MPI D/FW Chapter. 

## Special Event Design **PLAYING A WINNING HAND IN CHANGING TIMES**....Continued from page 1

developing unique themes specific to their industry or conference, and wanting to carry that theme throughout every aspect of a meeting or event. In many cases, they also are just trying to put a new twist on a tried and true theme."

The Catering Executives Club recently named Pry its "Man of the Year" for his lifetime contributions to the hospitality industry. BBJ Linens, celebrating its 20th anniversary in February, is a major contributor to the MPI D/FW Chapter, donating products to enhance monthly meetings and the Kids Charity Ball.

Another multi-award-winning event designer, Steve Kemble, has noticed the changes his clients have requested for theme concepts in the past year. "Clients may still utilize a theme for their event, but the whimsical aspect of the theme is not as predominant as it used to be. For many of the themed events that I have done lately, we are conveying the message (the theme) through the use of dramatic lighting, luxurious linen, fabulous florals, excellent entertainment and exquisite food and wine. This is not to say clients are spending any less money, we are just professionally restyling events to meet the times in which we live."

Kemble says big, blow-out bashes are out. "Those events are not going to happen at the level which we have grown accustomed to. If we show our clients that they can still have an event that accomplishes their goals, our professional services will be utilized monetarily as in the past. Beautifully styled and sophisticated events using the aforementioned elements are in."

Linda Sergeant, Sales Consultant at Bill Reed Decorations, Inc., agrees - the party isn't over, but it has changed.


"I am being asked to create warm fuzzies, comfort and fun when it comes to decor. I believe this is an affirmation of how people want their special events to make up for whatever is missing in their daily lives. The changes and instability of the marketplace are causing a lot of stress and fear, and it's up to us, the suppliers, to redirect our clients' energies, to accept a role of heightened responsibility."

Among the themes most requested, according to Sergeant, are events highlighting personal values, dreams and patriotism. "I'd say the hottest trend today in decor, born out of chaos, is the desire to attain serenity and beauty, at least for a few hours."

Retro as a theme is always popular. Shag Carpet Themed Events & Décor, local specialists in 70s parties, has the disco ball, Saturday Night Fever lighted dance floor and neon centerpieces that are in such demand.

"I believe that the 70s is such a hot theme because so many of the event attendees these days relate to that time period - even those who didn't live through it are fascinated by that time period," says Shag Carpet President Gary Peto. "Everyone has nostalgia from their childhood, their adolescence, or their college days."

No matter what theme, budget, or décor style is popular at a given time, Kemble says the successful special event designer must be willing to communicate as well as create.

"I feel strongly that it is our job as event professionals to educate our clients to the this new style of event. It is my opinion, the individuals and companies that go in and educate their clients to this new style of themed event will survive in the new world in which we now live." 

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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 weeks after completion of meeting. Other restrictions apply. ©2002 Wyndham Hotels & Resorts™



## Membership Committee Welcomes 10 Volunteers to New Ambassador Program

The Ambassador program was formed by this year's Membership Committee to help promote attendance, committee involvement and education to our new members. Our Membership Committee has welcomed 10 volunteers to the Ambassador Program! 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 members and will continue to communicate with them over the following three-month period, encouraging them to attend meetings and become involved in committee work.



Chapter Ambassadors are: Standing, l-r: Nancey Hernandez, CMP; Cecilia Daddio, CMP; Dana Nickerson-Rhoden, CMP, CMM; Elizabeth Chandler, Jennifer Winget, CHME, CMP; Ricky Robichaud, CMP and Tamra Hughston, CMP. Seated, l-r: Nicole Christofilis, CMP, Sandi Galloway, Lynn Lewis, CMP; Phyllis Firebaugh, CMP; Pat McCain, CMP and Peg Wolschon, CTP, CMP.

Thank you again to our Ambassadors who have committed their time and energy to this valuable program!

### 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).

Claire A. Billingsley.....	FASTSIGNS Intl Inc
Lori Boccaccio.....	Adams Mark
Michele G. Burk.....	Crowne Plaza Dallas Near the Galleria
David Cegelski.....	
Sandra R. Cohen.....	Globelinx
Michael G. Gongre.....	Hotel ZaZa
Jacquelyn L. Haucke.....	
Mark Parker.....	Doubletree Lincoln Centre
Johnna S. Pollan.....	Spear 1 Productions Inc
Martha H. Rutledge.....	
Nancy I. Simonieg.....	Hyatt Regency Dallas at Reunion
Laura D. Smith.....	Kimberly Clark Corporation
Sherri D. Starr.....	MTZ Meetings Axxcent LLC
Gretchen P. Stofer.....	Hotel ZaZa
Mike Taylor.....	ConferenceDirect



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## Heard it through the Grapevine!

Alaina Palmer, CMP  
*'Grapevine' Columnist*

"Names & Faces"...this was the title which captured a feature story on Steven Foster, CMP, Dana Nickerson-Rhoden, CMP, CMM and Dvorah Evans, CMP in the September 2002 issue of *Texas Technology*. They, as well as the MPI D/FW Chapter, were recognized as "making history with three out of four 2002 MPI Awards" at the MPI World Education Conference in Toronto this past July. We are so proud of these awesome leaders of our industry!

Jim Monroe, CMP, CSEP has started his own special event design and production firm, *James C. Monroe & Associates*. Several other members of the *Gale Sliger Productions* staff will be joining Jim in a strategic partnership as Gale Sliger closes her doors after the first of the year.

Suzanne Silver is relocating to the *Doubletree Campbell Centre* as director of sales & marketing. She was formerly with the *Hampton Inn-West End*, which is soon to be a Doubletree Hotel.

*Yellow Rose Touring & Special Events* has recently closed its doors. We will sure miss their presence in our industry.

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

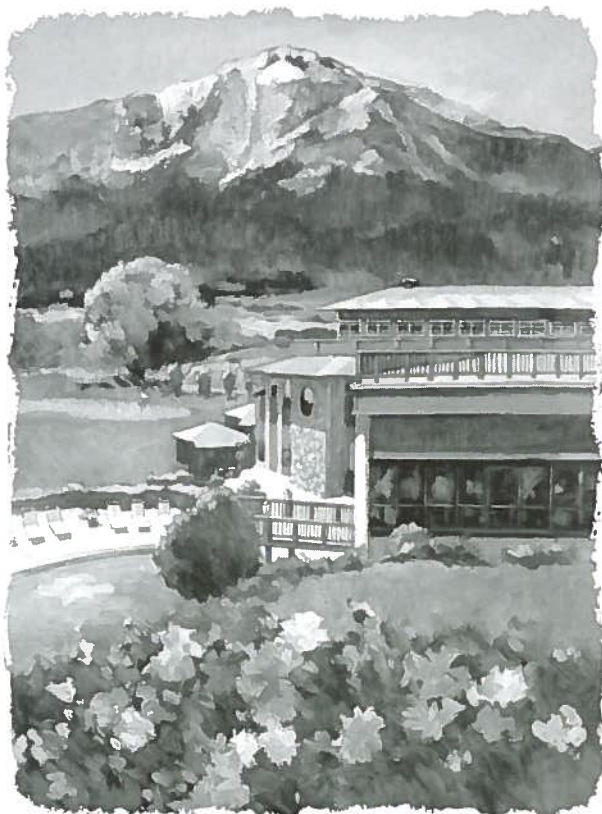


## TECH TALK

### Holographic Screens

One of the latest and greatest introductions into the rental and staging market is the holographic screen. Holographic screens provide a dramatic visual image anywhere you need to convey visual information in an eye-catching manner. It is particularly useful in stopping people in their tracks, grabbing the spotlight at trade shows.

Early versions of the holographic screen received mixed feedback due to the presence of a highly visible matrix pattern. But now, the holographic screens being produced are virtually transparent, allowing the viewer to look through the screen even when it's in use. The holographic screens can be mounted on a floor stand or suspended from wires or cables so the projected image appears to be floating in space. They are compatible with any single-lens projector that has digital keystone correction placed at any angle up to 36 degrees off perpendicular from the plane of the screen.



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## In Any Event

### “CONFUSED ABOUT WATER?”

U.S. bottled water consumption has grown from \$3.8 million in 1992 to an \$11.5 million dollar business in 2001. Many meeting facilities, hotels and restaurants offer “sparkling,” “flat” or “tap” water for your guests. By offering these three options at your event, you’re sure to please all.

Here are some definitions:

Artesian Well Water	From a well that taps water above rock or sand
Mineral Water	Contains dissolved minerals
Sparkling Water	Water with carbon dioxide
Spring Water	From an underground spring

Be sure to check the brand and pricing before including in your banquet. Bottled water should be chilled and served without cubes. For fun you can even have your logo put on the bottles for your event.

Source: *Restaurant Hospitality* 2002

## Invitation:



Corbin Ball, CMP  
Corbin Ball Associates

Online Meeting Services and Amlink Technologies invite MPI D/FW Chapter members to a free seminar presented by Corbin Ball, CMP, Corbin Ball Associates, and Trevor Gardiner, Managing Director & CEO, Amlink Technologies.

The event is

**Tuesday, November 12, 2002**

**at the Marriott Las Colinas**

**223 West Las Colinas Blvd. • Irving, Texas**

**The all-day event features three sessions.**

Corbin Ball, CMP has 20 years’ experience running international technology meetings and recently was named MPI’s 2002 International Supplier of the Year. Trevor Gardiner has more than 15 years’ experience in conference management and implementing technology in the meetings industry.

For further information, contact Rick Tantlinger or Dean Conwell (Amlink Technologies/Online Meeting Services) at 214-350-4769.



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# Advancing Women

Women's Leadership Initiatives Program

## Set the Standard — Avoiding Sexual Harassment

The D/FW Chapter WLI program offered valuable information at a program held November 1, hosted by the Wyndham Anatole Hotel. Linda Swindling (Passports to Success) shared important knowledge regarding sexual harassment to chapter members.

Allowing sexual harassment to continue is illogical for a number of reasons. To begin with employees who do not feel comfortable at work are not as likely to produce the kind of results of which they are capable. In addition, an employee who doesn't feel safe or valued is more likely to leave early, show up late and call in sick. Also, fighting harassment claims can be expensive. Company time and funds can be eaten up with attorney fees, unproductive document retrieval and preparation for government responses or lawsuits.

There are two important things to remember when dealing with sexual harassment. First, take it as your personal responsibility to prevent it. Second, there are actions you can take if you experience harassing behavior.

### Personal Responsibility

What do you do if you find out about sexual harassment? You tell someone who can investigate or who understands how to handle the situation. Ideally, this person is in human resources. If you have any type of management authority, you MUST let the proper person know. Whether you were informed by the victim or through another source, report the behavior...even if the complaining party asks you to keep silent. Under the current case law, the company may now be considered being placed "on notice" of the harassment simply because someone in a management role has learned of the behavior.

Even if you do not lead others, report the harassing behavior if you learn about it. You don't want others to work in an environment where they do not feel comfortable. People who experience sexual harassment often describe it as a nightmare. From a purely selfish standpoint, you do not want to do the work of someone who is not operating at full capacity and, in some cases, you may be the next victim. Also, most employees would prefer that company funds be used on employee benefits instead of fighting government claims and lawsuits that could have been prevented.

### You Can Take Action

If you are the victim of sexual harassment, there are several things you can do. Stay cool, calm and in control. Inform the person that the behavior is not welcomed. Believe it or not, many times a complainant will not tell the alleged harasser that a joke, language or behavior is not desired. Let your feelings be known before things get more unmanageable.

If things do not get better, get help. When someone is making you miserable, it is not a problem that can be avoided or managed. Typically, top-level management or a human resources department can take action to greatly improve the situation. If you can't get relief, start looking for a new job. Companies that are willing to tolerate discriminatory actions instead of supporting their people may be making other bad decisions as well. Many of those organizations that refuse to act find themselves in legal battles or on the news. Avoid those workplaces like the plague.

All sexual harassment can't be eliminated. However, harassment should not be tolerated. Remember to set the standard as a professional and continue to meet the challenge in preventing this offensive conduct.

*Editor's Note: Nothing herein should be taken as legal advice.*