

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

Inside

President's Message.....2

Current Affairs.....3
Duty First

Advancing Women.....4

Feb. Chapter Meeting.....5

Jan. Meeting Highlights..6

Education News.....8
Technology Series

Education News.....9
Attention Mastery Workshop

KCB Profile.....10

Grapevine.....10

Membership News.....11
Ambassador Profiles

Meeting of the Minds...12

Tee It Up at the MPI D/FW CHAPTER GOLF CLASSIC.

Look inside for sponsor
 and player opportunities
 and mark your calendar:

Event Information
MPI D/FW
Pro-Player Golf Classic
 Thursday, April 17, 2003
 8:00 am - 2:00 pm
 The TPC Course at the
 Four Seasons Resort & Club.



MPI D/FW LOVE STORIES

by April D. Marchand
 Dallas Marriott Solana Hotel



Gene + Betty



Kevin + Nicole

*"Love...exciting and new...
 Come aboard! We're expecting you!"*

On Valentines Day we present to you....stories of Love, both old and new
 MPI couples ready to open their hearts....and show you some of their intimate parts

Betty & Gene Garrett Chemical Dependency

Betty and Gene Garrett describe their relationship as
 "cosmic."

The first sign of fated love placed Gene's father, Bo, as roommate of Betty's uncle, Gene, in a Louisiana nursing home. A friend of Betty's facilitated their first meeting so she could personally hand her resume to Gene, who was a meeting manager at General Dynamics. They soon became good friends.

Nicole & Kevin Jost A Tall Order

Kevin Jost and Nicole Northrop first met at a J&S Audio Visual company holiday party at Prestonwood Country Club. They continued to see one another at MPI D/FW chapter events. Kevin, at 6'7", and Nicole, at 6'2", had no trouble meeting in a crowd.

"We feel like if it weren't for MPI, we might never have been married," says Kevin. "It was because of the numerous times we saw each other at MPI events that our relationship grew into what it is today."

...continued on page 7

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.

President

Cheryl L. Beasley, CMP
Meetings Industry Consultant
682-605-2377

President-Elect

Melissa S. Logar, CMP
PricewaterhouseCoopers LLP
972-724-2258

Immediate Past President

Betty E. Garrett, CMP
Garrett Speakers International, Inc.
972-513-0054

Vice President of Education

Patty Stern Markley, CMP
Dallas Meeting Management, Inc.
972-233-8524

Vice President of Finance

Wendy Foster, CMP
Circle R Ranch
817-430-1561

Vice President of Membership

Tamra S. Hughston, CMP
THE Meeting Planners
214-631-7476

Vice President of Programs

Sherry L. DeLaGarza, CMP
Society of Petroleum Engineers
972-952-9314

Vice President of PR/Marketing

Dvorah A. Evans, CMP
Dallas Black Chamber of Commerce
214-421-5200

BOARD OF DIRECTORS

Director of Administration

Tara L. Judd
Imagine Events, Inc.
972-491-1660

Director of Education

James C. Monroe, CMP, CSEP
James Monroe & Associates
972-296-3336

Director of Finance

Carol L. Benavidez, CMP
HelmsBriscoe
972-396-0423

Dir. Leadership Development & Strategic Partnership Program

P.J. Gonzales, CHSP, CMP
Fort Worth Convention & Visitors Bureau
817-336-8791

Director of Marketing

Keith W. Hickman, CSEP
Cityplace

Director of Membership

Nancy M. Hernandez, CMP
The Adolphus
214-651-3622

Director of Operations

Bruce A. Wolpert, CMP
Independent

Director of Programs

Darryl D. Leavitt, CMP
Houghton Mifflin Company
972-851-5503

A Message from the President

Becoming Great Leaders



Cheryl L. Beasley, CMP
2002-2003 President

A Caring Vision for Our Members

By the time you read this most of the red heart-shaped boxes of candy have been purchased, the very best Hallmark cards are gone and, hopefully, all the reservations for an intimate dinner for two at your favorite restaurant have been made. The focus on those we love, in an environment like today, is a much-welcomed distraction for most of us.

Of course, there are many kinds of love. Caring for our colleagues and professional friends is just one of them. One of the things that has fueled my passion for leadership in this Chapter is the evidence of great caring that is represented in its membership.

The annual mid-year Board of Directors' retreat was a demonstration of the passion and caring your elected leaders have for this Chapter. The Board spent a weekend in early January reporting on their committees' activities and discussing the myriad details required operating the Chapter while achieving its goals. I've been visiting committee meetings during the course of the year to relay our vision and goals. For those of you who are not part of those committees, I'm listing them here:

Vision Statement


To become and to be recognized as a leader in the meetings industry by providing our membership with opportunities for professional growth and community involvement that strengthen us as individuals, as an organization and as an industry.

Goals

- Work effectively together to develop an operational structure for the Chapter that incubates and develops leaders.
- Provide the systems and processes that ensure fiscal responsibility in all areas.
- Develop and implement programs that motivate the membership towards greater participation and involvement; and that increase the potential for new members.

Much of the Board's weekend retreat was spent analyzing the progress we've made thus far towards these goals, and committing again on the course to accomplishing them. On Sunday of the retreat, Association Works partner, John Paul, led the Board through some important exercises on how to work together for the care and benefit of our membership. Our Chapter and the Board benefited greatly from this time given by both Mr. Paul and the Board members.

Please continue to watch for the Board Corner in each issue of the Current, for important updates on operational activities of the Chapter by president-elect, Melissa S. Logar, CMP.

Our February meeting will be another milestone for this Chapter. We will launch our first program on the Multi-Cultural Initiative. This initiative is certainly one that embodies the passion and caring we all share for this industry and all its components. I know how excited I am to be a part of this program. Please join me in welcoming the visitors we will have from other associations and businesses, representing our industry. 



BOARD CORNER

Melissa S. Logar, CMP
President-Elect

The Board of Directors attended the BOD mid-year retreat January 11-12, 2003 at the Knowledge Development Center. The retreat included the December and January monthly BOD meetings. Thank you Joyce for your hospitality and for coming in on your days off to ensure we were well taken care of.

- President Cheryl Beasley presented her mid-year review
- Reviewed mid-year financial status
- Reviewed Committee activities as related to Chapter Goals, Objectives, Mission and Vision Statements
- Ratification of Executive Committee vote on WLI program for March voted and carried. Executive Committee held a special session in order to vote and approve the WLI committee to proceed with securing full sponsorship for proposed speaker's fees and expenses.

Next Board of Director's meeting will be held Feb. 26, 2003.

“CURRENT” AFFAIRS

Duty First - More than Basic Training

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.



Ed Ruggero
ADL Associates

It's seven a.m. on a wintry morning, and Pete Haglin, a college freshman, is not sleeping in. He is in the gymnasium boxing room, taking roll call, checking to ensure everyone is in the right uniform, has the prescribed mouthpiece, has drawn gloves and protective headgear, and is standing at attention for the instructor's entrance at precisely seven ten. If anything is amiss, the boxing coach will let Haglin know it. Loud and clear.

Welcome to Physical Education class, West Point-style.

My book, *Duty First: West Point and the Making of American Leaders*, explores how the academy approaches its mission to develop “leaders of character committed to ... a lifetime of selfless service to the nation.” Tasks assigned to “plebes” like Pete Haglin tend to be well defined and hands-on: take charge of 20 peers for boxing class, clean your rifle, manage your time. For older cadets, the challenges are higher order: how do leaders build a culture that encourages academic achievement and ethical behavior? Escalating challenges are part of the academy's distinctive leadership program remarkably applicable for business leaders.

The basic ingredient is good people. West Point looks for young men and women ready to learn and take on responsibility: the above-average student who is also the team captain, a leader in her church, a volunteer firefighter.

Then come the challenges-and West Point excels at this-that drag cadets out of their comfort zone, forcing them to resolve conflicts and take on new roles. These range from the physical to the purely intellectual; no cadet functions solely in a familiar arena. Football players do gymnastics, women take hand-to-hand combat. To capitalize on these experiences, cadets have tremendous support. Every faculty member is a coach. My boss in the English Department was explicit: develop military leaders, and teach them to write clearly.

Next is assessment. Nearly every aspect of life at West Point is graded, from how cadets lead peers to how neatly they maintain their athletic lockers. Cadets gripe about the nit picking-underwear must

be folded just so, socks go here and not there. They also know that attention to detail is critical when planning, let's say, what weapons and ammunition to bring to war.

Fourth, the model calls for reflection, time for the lessons to sink in. Maturity doesn't come overnight. The final element is the freedom to fail. In a “zero defects” environment, people don't become perfect, just timid, and that's not a good quality in a leader. Giving people room to fail takes courage; those in charge have to abide the inevitable setbacks.

When I started writing *Duty First*, I set out to discover how West Point made Army leaders. In my work with business audiences, I've found that the stories resonate because businesses are looking for similar qualities. For instance in its most critical task, combat, the military practices flexible, decentralized leadership. Even peace-keeping missions call for independent thinking and decision-making for imaginative, inspirational leaders.

West Point builds leaders according to those specifications. Fortunately, it isn't a secret formula.

Ed Ruggero has been studying, practicing and teaching leadership for more than 20 years. He is a co-author of the official US Army manual, Army Leadership and author of Duty First: West Point and the Making of American Leaders. His next book, H Hour will be in book stores later this year. Ed's speeches address leadership and ethics, Leadership Amid Chaos, Leader Development and Building a Winning Culture. For more information on Ed Ruggero contact Michele Lucia at 972-899-3411 and mlucia@ADLassociates.com or visit www.edruggero.com.

**DALLAS/FT. WORTH
CHAPTER**



DEFINING THE POWER OF MEETINGS™



DEFINING THE POWER OF MEETINGS™

Founded in 1972, Meeting Professionals International, with nearly 20,000 members in 60 countries and four chapters in formation, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit www.mpiweb.org.

CURRENT

Managing Editor
Steven G. Foster, CMP

Circle R Ranch
(817) 430-1561

stevenfoster@circranch.org

Assistant Managing Editor

Alainna Palmer, CMP
Comerstone Baptist Church
alainnapalmer@attbi.com

Newsletter Coordinator/Designer

Dana Conley
PDQ Results Printing
(972) 680-9410
pdq-results@prodigy.net

Newsletter Advertising Sales

Cindy Provence
PDQ Results Printing
(214) 686-3121
pdq-results@prodigy.net

Contributing Columnists:

MPI Advancing Women
Dana Nickerson-Rhoden, CMP, CMM
American Heart Association

Grapevine
Alainna Palmer, CMP
Leah Belasco

In Any Event
Paula Bruton, CMP, City Cafe
Tech Talk
Kevin Jost, J&S Audio Visual, Inc.

Contributing Writers:

Carol Benavidez, CMP, Helms Briscoe
Sherry DeLaGarza, CMP, Society of Petroleum Eng
April Marchand, Dallas Marriott Solana Hotel
Marti Fox, CMP, GlobalGoals
Sally Goldsberry, CMP, CMM, Society of Petroleum Eng
M.T. Hickman, CMP, Richland College
Tamra Hughston, CMP, THE Meeting Planners
Patty Stern Markley, CMP, Dallas Meeting Mgmt.

Photographer

Jim Woods
J Woods Custom Photography
(214) 395-5036
jwphoto@msn.com

Dallas/Fort Worth Chapter Office

Dallas/Fort Worth Chapter
PMB 259
7750 North MacArthur Blvd., Suite 120
Irving, TX 75063-7501
www.mpidfw.org

Chapter Administrator

Randie Chames
(972) 869-3836
Fax: (972) 506-7485
rchames@msn.com

MPI D/FW IS NOT RESPONSIBLE FOR THE CONTENT OF ARTICLES SUBMITTED FOR PUBLICATION. ALL ARTICLES ARE SUBJECT FOR EDITING AND/OR REJECTION BASED ON CONTENT.



Sally Goldesberry, CMP, CMM
Society of Petroleum Engineers

Advancing Women

Men & Women in the Workplace

With a greater awareness and understanding of the different communication styles, men and women can improve their workplace environment.


Life in the workplace has become much more diversified as an increased number of women have made their presence felt in many industries. The meetings & hospitality industry well exceeds the average, and MPI's membership is now made up of 76% women.

Women are definitely marching up the corporate ladder full speed ahead. Women used to be much more quiet and passive in the workplace due to the relatively small number of female employees in comparison to males. Today, women have progressed in their positions utilizing intelligence and organization as benchmarks for advancement.

It is time for both men and women to experience the benefits of increased respect and trust in the workplace. Of course, respect in the work place is not a given; it must be *earned*. By gaining the respect of men, women have the power to influence the male-dominated work world to be better and more humane than it has ever been.

By making a few small but significant changes in the way women communicate with men in the office, women have already begun to earn the respect of men. As men's respect for women increases, the conditions of the workplace will change in ways that support a man's emerging need to be more relationship-oriented and to enjoy his life more.

Understanding communication differences empowers men and women to earn each other's respect and trust. We all hope for a world in which there is respect, trust, justice, and prosperity.

The MPI D/FW Chapter's Women's Leadership Initiative will be sponsoring the March 20, 2003 Chapter monthly meeting at the Wyndham Anatole Hotel. The program is scheduled from noon to 1:30 p.m. Register online at www.mpidfw.org by March 17. 



Benchmark and Turtle Bay Resort. It's almost unfair to the competition.

From the open beaches to the lush tropical setting on O'ahu's North Shore, it's no secret why meetings are extraordinary in Hawai'i. And now that Turtle Bay Resort is under the management of Benchmark Hospitality, they'll be even more memorable. For over 20 years, Benchmark has specialized in providing environments that set the industry standard for successful meetings and incentive programs. That experience is now being applied to Turtle Bay Resort, as \$40 million in improvements to the property are nearing completion. In the interim, you can still enjoy the privacy of the North Shore's only conference resort.

The true measure of meetings.



Turtle Bay Resort
true hawai'i
57-091 Kamehameha Highway
Kahuku, O'ahu, Hawai'i 96731
tel 808.293.8811 • fax 808.293.9147
www.turtlebayresort.com
BENCHMARK  HOSPITALITY

Located on the tropical North Shore of O'ahu. 45 minutes from Honolulu International Airport.

Chapter Meeting: Thursday, February 27, 2003 • 11:00 a.m.

Bridging the Gap - The MPI Multicultural Initiative

by Dvorah A. Evans, CMP
Dallas Black Chamber of Commerce



Hattie Hill



Karen Garcia, CMP



Cheryl Beasley,
CMP, CMM



Ron Melton



P.J. Gonzales,
CHSP, CMP

The MPI D/FW Chapter inaugurates the MPI Multicultural Initiative at this month's chapter meeting, Thursday, Feb. 27, 2003 entitled "Bridging the Gap: The MPI Multicultural Initiative," at the Grapevine Convention Center. The luncheon meeting will focus on educating chapter members on the Multicultural Initiative, the unique opportunities available within the ethnic markets and how MPI and the meetings industry can benefit from them. Following the meeting, the chapter will host a "Meet & Greet" reception and networking opportunity with invited local business and community leaders.

Program participants will include MIC Committee Chair and MPI Founding Chancellor, Hattie Hill. MIC Managing Director, Karen Garcia, CMP, MPI D/FW President, Cheryl Beasley, CMP, CMM, Dallas Convention and Visitors Bureau Senior VP, Ron Melton and MPI D/FW Board Member, P.J. Gonzales, Director of Convention Sales with the Fort Worth Convention and Visitors Bureau.

In its continued effort to address the "global" business practices of the meetings industry, Meeting Professionals International established the Multicultural Initiative Program geared towards addressing the needs of multicultural groups in the industry. The Dallas/Fort Worth Chapter has been chosen from among 60 MPI chapters as the model for this pilot program.

February Committee members are: Education Chair, Dvorah A. Evans, CMP, Dallas Black Chamber of Commerce; Program Chair, Gloria Ford, CMP, Radisson Hotel-Richardson; Jim Monroe, CMP, CSEP, James Monroe & Associates; Bill Reeser, CMP, CTS, Show Services Manager, AVW-TELAV Audio Visual Solutions, Inc.

Catapult Your MPI Career: Get Involved in the MPI/DFW Chapter!

Want to make the most of your MPI Membership? Get involved in the D/FW Chapter! Members who serve their chapter as leaders build strong relationships within the industry and gain experience to advance their careers. Catapult your career. Strengthen your industry network and build relationships with planners and suppliers you do business with. Give back to your industry and learn new skills for yourself at the same time. Get involved!

Plan now to attend a special Chapter Leadership Orientation immediately prior to the February Chapter meeting on Thursday, February 27, from 11:00-11:30 a.m. Presented by the Chapter Leadership Development Committee, this session will share the benefits of chapter involvement and help you determine the direction that is right for your career in MPI. Don't miss this opportunity!

Chapter Leadership Orientation Session

Thursday, February 27

11:00-11:30 a.m. Immediately prior to the monthly Chapter meeting

The chapter always needs new leaders - leaders at ALL LEVELS, not just as presidents. Whatever your interest and time availability, whether you are a new member or have been around a long time, there are many opportunities for you to participate. Join a committee and start reaping the benefits of your chapter membership now!

DIRECTIONS

FROM DALLAS: take Hwy 114 west to the Main Street exit. Turn right (north) and go to Vine Street, take a right (east) and you will see the Convention Center on your right (only 21 miles northwest of downtown Dallas)

FROM FORT WORTH: take Hwy 121 to 114 and exit Main Street. Turn left (north) and go to Vine Street, take a right (east) and you will see the Convention Center on your right (only 19 miles Northeast of downtown Fort Worth).

Bridging the Gap - The MPI Multicultural Initiative

Thursday, February 27, 2003

Grapevine Convention Center

1209 South Main • Grapevine, Texas
(817) 410-3459

Complimentary Parking

11:00 am	Chapter Orientation
11:30 am	Registration and Reception
12:00 am	Luncheon and Program
1:30 pm	MPI D/FW Meet & Greet Reception

Advanced Member Price: \$27.00

Advanced Guest Price: \$32.00

Onsite Price: \$40.00

*R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, Feb. 24, 2003
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED

Website Registration: www.mpidfw.org
or rcharnes@msn.com

January Meeting Chapter Partners

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

Host Facility

Eddie Deen's Ranch
Mr. Eddie Deen
Steven Flores
Georgiann Harpe

Speaker

Jeff Fegan
DFW International Airport

Meeting Sponsor

Dallas!

Dallas Convention and Visitors Bureau
Dick Martinez
Cheryl Lewis
Greg Elam

Entertainment

Fun Factory Decorations & Special Events
Pam Madewell

The Sparks Agency
Jerry Guyer, The Magician

Original Butt Sketch

Krandel Newton Willie Murphy
Takiyah Murphy Arthur Anguiano

GoVision
Mike Godwin

Audio/Visual Services

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

Photography

JWoods Photography
Jim Woods

MARCH PROGRAM COMMITTEE

Carol Benavidez, CMP
HelmsBriscoe

Tracie Mihaila, CMP
Crowne Plaza Market Center

Thomas White
Dallas County Coach & Limousine

Jackie Devine
Marriott International, Inc.

Miranda Brown
DoubleTree Hotel & Executive Meeting Center
Dallas/Plano * Legacy Town Center

Marlene Garrett
American Fire Sprinkler Association

MPI D/FW Chapter January Meeting Highlights



January Program Committee members were (l-r): Miranda Brown, DoubleTree Hotel & Executive Meeting Center-Dallas/Plano/Legacy Town Center; Marlene Garrett, American Fire Sprinkler Association; Carol Benavidez, CMP, HelmsBriscoe; Thomas White, Dallas County Coach & Limousines; Tracie Mihaila, CMP, Crowne Plaza Market Center and Jackie Devine, Marriott International, Inc.



Valerie Neeley (AVW-TELAV Audio Visual Solutions, Inc.), Bitsy Burns, CMP (HD Vest Financial Services) and Brooke Hayes (AVW-TELAV Audio Visual Solutions, Inc.) braved the January cold snap outside to take a close-up look at the Go-Vision Big-Screen.



Facility Hosts from Eddie Deen's Ranch, featured on the Go-Vision Big-Screen, were Steven Flores, Dir. of Sales & Marketing and Eddie Deen.



Each year, MPI D/FW and the Dallas Convention & Visitors Bureau recognizes an outstanding Dallas Police Officer. This year's honoree, Senior Corporal Donald Whitsett, is a 24-year veteran of the DPD. Attending the chapter meeting to participate in the ceremony were, (at left): Greg Elam, CMP, VP of Communications for the DCVB; (third from left) Cheryl Lewis, VP of Public Relations for the DCVB; Sr. Corporal Whitsett (center) and members of the Dallas Police Awards Committee and officers from the Dallas Police Department.

▲ Jeffrey P. Fegan, Chief Executive Officer of the Dallas/Fort Worth Airport Board, was welcomed by MPI D/FW VP of Programs Sherry DeLaGarza, CMP (Society of Petroleum Engineers). Mr. Fegan updated the membership on travel and security concerns as part of the annual "Government Affairs & Industry Advocacy Report."

Photos by
Jim Woods

MPI D/FW LOVE STORIES from page 1

Betty & Gene Garrett

Chemical Dependency...continued

Later, Gene asked Betty to bring back a set of "Noddy" books for him from overseas. Her mother suspected a relationship was blossoming, but Betty considered it a great friendship. The second sign of fate had Betty finding the collection of books Gene wanted at the first place she looked!

The First Kiss: They met up at the Omni Mandalay (site of their first meeting) to exchange the books. Gene kissed Betty.

The Turning Point: While attending a seminar in New York City together, Gene began to experience some chest pain. He had to undergo quadruple bypass surgery, and recovered at Betty's home for five weeks. A few weeks later, they moved in together permanently.

Marriage? Betty was uncertain. Gene wasn't. With no plans, he obtained a marriage license valid for 30 days. They married on May 13, 1989-one day before the license expired-in an open-air chapel overlooking the lake at her parents home in Farmerville, Louisiana.

They honeymooned twice, two nights in Shreveport immediately after the wedding and six months later in Hawaii. In 1993, they incorporated and formed Garrett Speakers International. Working together, they've managed both a successful personal and professional partnership.

Advice for dating in MPI: "It makes good sense to date and marry within your industry rather than outside," says Betty. "The more your partner knows about what you do, the better off you will be."

Best relationship advice: "Communicate, leave the baggage behind and understand your differences."

Nicole & Kevin Jost

A Tall Order...continued

The couple set their wedding in Baltimore. Nicole and Kevin hosted a pre-wedding party that included a dinner serving Maryland crabs (a new experience for the Texas contingent) and a baseball game at Camden Yards between the Baltimore Orioles and the Texas Rangers (which the Rangers won).

On the night of the rehearsal dinner, Nicole presented a surprise video she produced showing her receiving various marriage proposals, including one from Kevin's brother, his best friend, his uncle and an Addison police officer!

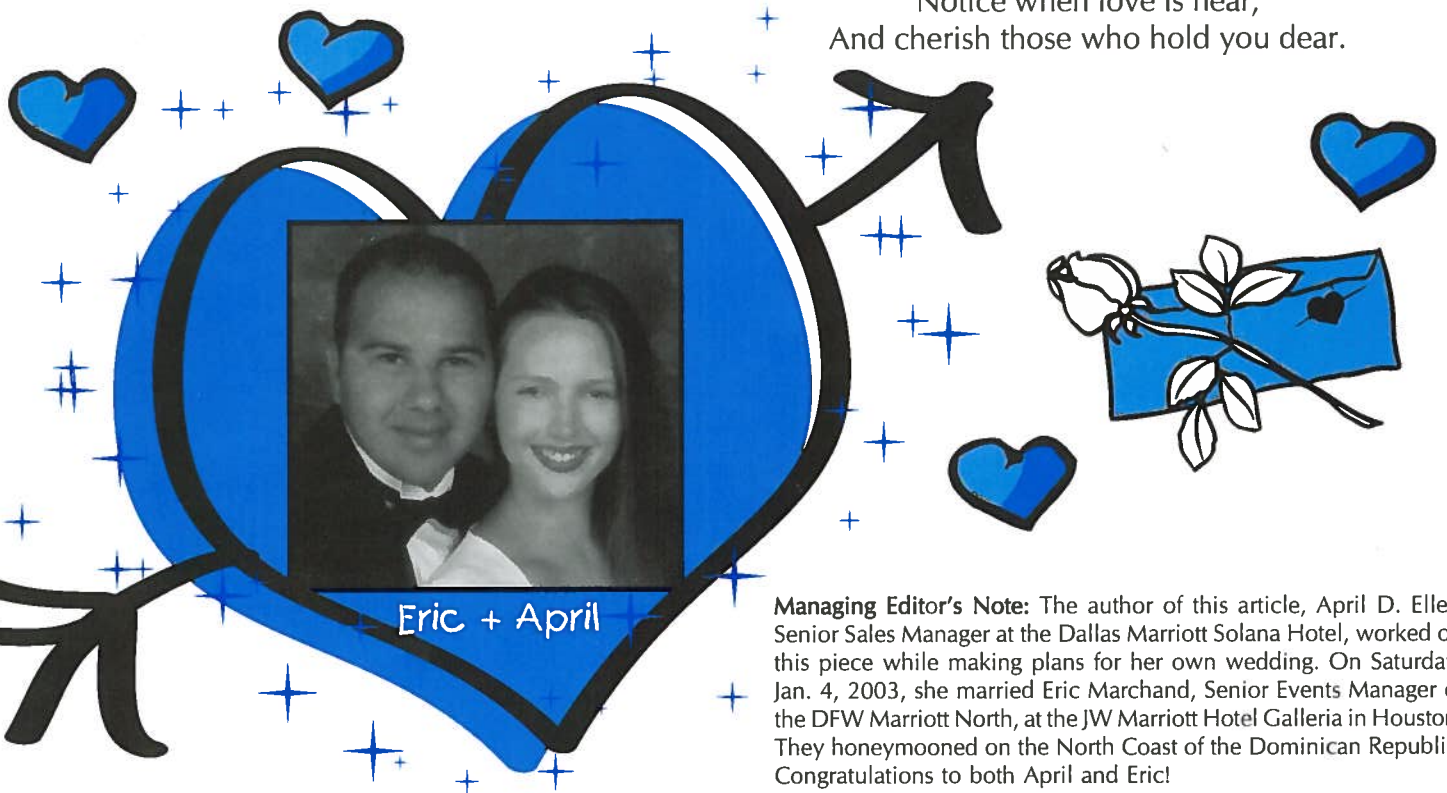
They married on September 7, 2002 at the Baltimore Marriott Waterfront. The ceremony was followed by a cocktail reception and dinner with a sunset toast overlooking the harbor.

Wedding Planning Discoveries: "Planning a wedding takes much more than I expected," says Nicole. "Matching your expectations to a budget is quite a feat. I have a new respect for event planners."

They newlyweds then honeymooned at The Four Seasons Resort in Maui. Kevin describes the first three days as "Beach Bum Royalty Treatment." The rest of the time they spent sunset sailing, snorkeling and playing golf.

Nicole and Kevin's "Just Married" Wedding Advice: "Enjoy the experience and don't let the small details get in the way of enjoying the event."

These love stories have been fun,
But don't think the tales are done.
Make a wish, and learn from this.
Notice when love is near,
And cherish those who hold you dear.



Managing Editor's Note: The author of this article, April D. Elles, Senior Sales Manager at the Dallas Marriott Solana Hotel, worked on this piece while making plans for her own wedding. On Saturday, Jan. 4, 2003, she married Eric Marchand, Senior Events Manager of the DFW Marriott North, at the JW Marriott Hotel Galleria in Houston. They honeymooned on the North Coast of the Dominican Republic. Congratulations to both April and Eric!

Education News

Professional Development Technology Series: Powerpoint and Excel

Does your company have high expectations of you being well versed in Excel and PowerPoint skills to “get the job done” efficiently and professionally? Would you feel more empowered in your position with impressive computer skills? When you watch someone give a smashing PowerPoint presentation, do you ask yourself “how did they create that?”

Whether you’re a Planner or Supplier, you’ll be called upon to work with spreadsheets and/or give visual presentations that require a snazzy look and cohesive content. Don’t miss these programs and watch your prowess expand.

New Horizons Computer Learning Center is offering MPI D/FW members a special opportunity for professional development. The “Overview Courses” have been custom-designed to mix different levels of instruction attractive for both beginners and intermediate users who want a “refresher” course to pick up some new shortcuts.

If you want to master basic skills, then plan to attend the day- long class on Excel. You will learn to apply new skills enabling you to use the most popular functions in Excel in your daily work.

Course Information

Course #1 - Overview of PowerPoint 2000

Date: Tuesday, February 11, 2003 (Registration deadline February 4, 2003)

Time: 5:30 pm - 8:30 pm

Cost: \$50.00 Members and Guests (JPA Funds available for members only.

Application and approval are required.)

This course will help you develop PowerPoint presentations that stand out and give you a competitive edge. If you’re “familiar” with Power Point, this course is for you. Beginner topics covered are: Creating slide shows, adding transitions and animation to a slide show, running a manual and an automatic slide show, using the AutoContent wizard and saving presentations for internet delivery. Advanced topics covered in this course: Creating templates, working with a design template; inserting/formatting graphics, animation and multimedia, inserting and timing.

Includes: Course manual and/or customized printed material plus computer equipment and high-speed internet access.

Course #2 - Overview of Excel 2000

Date: Tuesday, February 18, 2003 (Registration deadline February 11, 2003)

Time: 5:30 pm - 8:30 pm

Cost: \$50.00 Members and Guests (JPA Funds available for members only.

Application and approval are required.)

This course is designed for those with a working knowledge of Excel. In this course you will learn tips and shortcuts that help you become more efficient in using Excel. Topics include: Entering and modifying data, using formulas, navigation and movement techniques, working with ranges, working with functions, and printing large worksheets.

Includes: Course manual and/or customized printed material plus computer equipment.

Course #3 - Excel 2000 Level 1 (Full comprehensive for beginners and intermediate skill level)

Date: Wednesday, March 5, 2003 (Registration deadline February 28, 2003)

Time: 9:00 am - 5:00 pm

Cost: \$100.00 Members and Guests (JPA Funds available for members only.

Application and approval are required.)

This course will assist you in learning and applying the fundamentals of Excel plus advanced lessons in Filtering Data. Includes: Course manuals, computer equipment, high-speed internet access, a dedicated instructor, free course retake for 6 months and 6 months worth of “Online Anytime” learning access, which includes all levels of the course.

- ❖ Learn more details about the programs and register online at www.mpidfw.org
- ❖ All programs held at the New Horizons Computer Learning Center located at 5151 Beltline Road, 5th Floor, Dallas, TX 75240. (Located on the NE Corner of Belt Line and the Dallas North Tollway.)

For additional information please contact Patty Markley, CMP, VP of Education at 972-233-8524 or patty@dallasmeetingmanagement.com



TECH TALK

Overcoming AV Venue Challenges

Due to acoustical challenges, technology and audiovisual enhancements are critical for a large venue or auditorium, such as a performance/lecture hall or sports arena. In a large room, it is more difficult for the audience to hear or see a presenter or performer. Therefore, at a basic level, larger venues often require speech reinforcement and video-projection systems to ensure the audience can hear and see what they came for. In some cases, the acoustical design of the space can supplant the need for an electronic speech-reinforcement system. In order to overcome the challenges that come along with using large spaces for your event, be sure to get input from an audiovisual expert in the following areas:

- * Shape of the space for acoustics
- * Construction material review for noise control
- * Seating layouts and floor slope for sight lines
- * Ceiling heights for accommodating screens
- * Lighting for visibility needs
- * Power distribution for equipment connections

Education News

MPI D/FW Chapter Education Workshop

“Attention Mastery - The Ultimate Competitive Advantage for Leaders”

Special Guest Speaker: Rand Stagen

Date: Friday, February 21, 2003

Location: Cityplace Conference Center

Program Schedule:

8:00am-8:30am-Registration • 8:30am-9:00am-Breakfast • 9:00am-Noon-Program

Cost: \$40.00 Members / \$50.00 Guests

(JPA Funds available for members only. Advance application and approval are required.)



Rand Stagen
Stagen Leadership
Institute, Inc.

In today's high-velocity marketplace of continuous change and constant distractions - how do you manage your organization's most precious resource? We're not talking about money or time...we're talking about ATTENTION!

Harnessing, focusing and managing attention is the essence of leadership, and the ultimate competitive advantage. In this workshop you will learn focusing techniques of great business leaders and world-class athletes. Mastering attention-both yours and your colleagues-will dramatically increase your ability to drive innovation and change in your organization.

Learn how to break free from the quicksand of reactive crisis management and move into the proactive realm of strategic excellence. You will walk away with ten specific effectiveness enhancing and productivity-boosting tactics and a whole new perspective of how to focus on important matters.

Program content includes the following:

- * Learn state-of-the-art time and attention management techniques specifically designed for the fast-pace lifestyle of today's successful business leaders.
- * Learn why new research from Accenture's Thought-Lab suggests that you should outlaw multi-tasking in your office if you're serious about high productivity.
- * Learn to identify and eliminate reactive crisis-mode thinking and make your organization more proactive and strategic.
- * Learn focusing techniques that reduce stress while increasing mental performance.
- * Truly grasp the concept of "Corporate ADD" (Corporate Attention Deficit Disorder).

Rand Stagen is President of the Stagen Leadership Institute, Inc., a Dallas think tank and consulting firm providing leaders the training, tools, and support needed to build visionary companies. The Institute specializes in human performance, leadership development, and corporate culture enhancement for both public and private companies - including Sprint, Brinker International, and Southwest Airlines.

Register online at www.mpidfw.org. Registration deadline is Monday, February 17th at Noon. For additional information please contact Patty Markley, CMP, VP of Education at 972-233-8524 or patty@dallasmeetingmanagement.com.

C.M.P. may stand for

**CRZY,
MOTIVATED
Planner!**

So you want to earn your Certified Meeting Professional (CMP) designation?

Please be sure to register for the Study Group Sessions held during Spring 2003 in preparation of taking the exam in July 2003.

2003 Spring CMP Program Calendar

February - Fill-out CMP Application & review your draft with a CMP friend.

March 3 - D/FW Chapter sponsored formal CMP Study Group begins

Dates: Mondays, March 3 - May 19 (breaks - 3/24 & 4/21)

Place: TBD

Time: 6:00 PM - 8:30 PM

(June-July - Informal Mini-study groups begin meeting)

Cost: \$55 MPI members / \$75 non-members

March 15 - Mail CMP Application to CIC

March 24 (CIC) - CMP Application deadline

April - MPI D/FW Chapter sponsored formal Study Group continues to meet.

May 27 (CIC) - Request to sit for the August 2003 CMP Exam is due

June 21 & 22 and July 12 - MPI D/FW Chapter sponsored CMP University

Cost: \$125 MPI members / \$150 for non-members

August 1 - MPI offers a "boot camp" experience

Place: MPI's World Education Conference (WEC) in San Francisco

August 2 (CIC) - The CMP Examination

Place: MPI's WEC (San Francisco), Dallas and other US sites United States

Time: 8:15am - 12:30pm (doors are locked at 9:00 am)

Cost: Prepaid to CIC prior to May 27

Everything about the Convention Industry Council, the CMP certification process, and the CMP Application request can be found at: www.conventionindustry.org or www.mpidfw.org

For additional information please contact Marti Fox, CMP, Chair of CMP Study Group, at 972-417-7232 or email at GlobalGoals@aol.com





MPI Kids Charity Ball Beneficiary Profile:

WOKC Brings Hope to Kids

The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

by Tracey B. Smith, CMP
2003 MPI KCB Gala Chair

Proceeds from the MPI Kids Charity Ball benefit local children's charities each year. Because of our ongoing relationships with them, we are very pleased the 2003 MPI Kids Charity Ball will again benefit Love for Kids and Wipe Out Kids' Cancer. The chapter's annual fundraiser is scheduled for April 5, 2003 at Southfork Ranch Event and Conference Center. Register online at www.mpidf.org/kidscharityball/index.asp.

Wipe Out Kids' Cancer (formerly A Weekend to Wipe Out Cancer) is a non-profit organization whose mission is to wipe out kids' cancer through innovative research, education and treatment, while providing hope to children affected with cancer. Founded in 1980 by Cindy Brinker Simmons in memory of her mother, tennis champion Maureen "Little Mo" Connolly Brinker, Wipe Out Kids' Cancer (WOKC) has raised approximately \$2 million in the crusade against pediatric cancer. Wipe Out Kids' Cancer partners with Children's Medical Center of Dallas and raises funds for several programs.

Ambassador Program

WOKC serves as a support group for the annually selected Ambassadors - children currently undergoing cancer treatment at Children's Medical Center. The primary purpose of the program is to allow the children a chance to just be kids and forget about their cancer treatments.


WOKC volunteers spend a great deal of time encouraging the Ambassadors and their families during their cancer treatments and aftercare. Ambassadors and their families attend functions held in their honor throughout the year.

Research

Each year, the medical staff at Children's requests support from WOKC to fund a specific research project. For 2003, the monies raised will go to support research in identifying improved treatments for children with bone tumors. Several of the top cancer initiatives at Children's Medical Center are internationally recognized and are programs WOKC has supported over the years.

Money raised at the MPI Kids Charity Ball will be used to further the research and Ambassador programs. Unfortunately, children are still losing their battle with cancer. In fact, in 2002, two ambassadors lost their battles. With the money raised, we hope that children are one day free of the threat of cancer.

Jon is a six-year-old boy who was diagnosed with Acute Lymphocytic Leukemia (ALL) at the age of three. Jon was one of WOKC's 2002 Ambassadors. Jon's type of cancer is one of the most common and most curable forms of pediatric cancer with nearly a 90% survival rate. And although that survival rate has doubled in 20 years, chemotherapy is a very rough treatment. In October 2002, Jon celebrated the end of his chemotherapy with a "no more chemo" party.

Current research is finding not only cures for other types of cancer; it is also finding better treatments with fewer side effects. If we can increase the survival rate to 90% for all forms of pediatric cancer with research studies, and improve the quality of life of patients that undergo treatment, we will be well on our way to eliminating pediatric cancer. 



Caleb is just one of the many children who benefit each year from Wipe Out Kids' Cancer (WOKC) and its life-saving efforts through innovative research, education and treatment. WOKC has raised \$2 million in the crusade against pediatric cancer.



Alaina Palmer, CMP
'Grapevine' Columnist

Heard it through the Grapevine!

LaQuinta Corporation has completed some restructuring of its sales department. With that, **Toni Bonnette-Verdi** has been promoted to national sales manager.

Karen R. Pipkin, CMP has joined the staff of the *International Association for Exhibition Management (IAEM)* as convention manager. She was formerly with the *Society of Petroleum Engineers*.

Suzy Morse has left *Sambucca Jazz Café* for an exciting position with *Southfork Ranch and Conference Center* as national sales manager.

Jane Richards, formerly with *Stonebriar Country Club*, has joined the *Westin Stonebriar Resort* as sales manager.

As for me, your columnist **Alaina Palmer, CMP**...I have taken a new turn...the year ended by closing the doors of *Highwire* and I have joined my church staff (*Cornerstone Baptist Church*) as the assistant to the senior pastor and event coordinator. It's exciting to be giving back to the One who makes all things possible! Contact information below is current, so keep the grapevine news coming!

To submit member news and information, please contact
Alaina Palmer, CMP

Fax: 972-377-8730 • alainnapalmer@attbi.com

Membership News

Meet Your Chapter 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, our 11 Ambassadors bring a wealth of knowledge to this new program. If you are interested in being connected with an Ambassador, please attend this month's Orientation prior to the monthly meeting or e-mail cecilia.daddio@lennoxind.com or wingej@avwtelav.com.

Meet this month's Ambassadors:

Phyllis Firebaugh, CMP - MPI member since 1985 and a strong supporter of MPI as President in 1995-96, Supplier of the Year in 1992, Recipient of the Colleen Rickenbacher Leadership Award in 2001, plus serving on several International committees. Both my daughters are happily married, living in the area and have each blessed me with the new delights in my life, my two grandchildren!



Phyllis Firebaugh, CMP



Sandi Galloway

Sandi Galloway - MPI member since 1992, has served on the 2001-2002 Board of Directors, Education Committee, Membership Committee, Mentor Program, Star of the Month Committee, Kids Charity Ball, Program Committee, Buddy Committee and Chapter Liaison for WEC & PEC. On the International level, Sandi has served on the Ethics Task Force and helped to write the MPI Principles of Professionalism. Sandi also served on the Green Meetings Task Force, the Exhibit Advisory Group and the 2002 PEC Advisory Committee. Sandi has been designated as the Canadian Tourism Commissions' official representative for MPI.

MPI Chairman's Challenge

Have fun and reap the rewards by accepting the 2002-2003 Chairman's Challenge! The new Chairman's Challenge program was created to renew MPI's focus on new member recruitment through an innovative year-round recognition program that instills a sense of enthusiasm and excitement for new member marketing at the grassroots level. This new initiative will deliver better, more frequent rewards and recognition for your new member recruiting. In addition to the recognition and rewards offered by MPI International the D/FW Chapter has added to the list of prizes. Pick up a detailed flier showcasing your prize opportunities at the membership table during the monthly luncheon.

D/FW Chapter members who have already accepted the Challenge by bringing in at least one new member are:

Ken Beaulieu	Rebecca Halloran	Lee Ann Norton
Carol Benavidez	Nancey Hernandez	O.D. O'Donnell
Thomas Chevins	David Johnson	Carrie Riney
Nicole Christofilis	Darryl Leavitt	Garrett Schwab
Wendy Foster	Lynn Lewis	Anna Squire
Sandi Galloway	Nancy Lucas	
P. J. Gonzales	Valerie Neeley	

Two New Members

Bitsy Burns

Three New Members

Diane Ray



Job 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

Marriott Quorum Hotel

14901 North Dallas Parkway

Dallas, TX 75254

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

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

Making a Move or Change?

Be sure to contact our chapter office to update your file with the proper contact information. This is the information, which is printed in our annual Membership Resource Handbook. Send your changes or updates to rcharnes@msn.com. You may also wish to update your records with MPI International on-line at www.mpiweb.org.

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.

Phillip Capers.....	Noble Coaches 1st Executive
Kristi A. Conway.....	Student
Kim N. Dillon.....	Lewisville CVB
Mary T. Fallon-Scheff.....	Yellow Checker Shuttle
Lovetta F. Ferrante.....	Deloitte Consulting
Suzanne C. Martinez.....	Westin Galleria at Westin Oaks
Jim L. Murdock.....	Doubletree Hotel & Exec. Meeting Ctr
Dorothy L. Nickell.....	Dave & Busters
Gina G. Patrick.....	OMO Events
Sarah W. Spencer...Renaissance Vinoy Resort & Golf Club	
Christina Suarez.....	Student
Erna Victorian.....	Dallas Marriott Suites Market Center
Diane P. Willingham.....	Eight-O-Management



www.mpidfw.org

Dallas/Fort Worth Chapter
PMB 259
7750 North MacArthur Blvd.
Suite 120
Irving, TX 75063-7501

PRE-SORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
DALLAS, TX
PERMIT NO. 1930



Sherri Cook, CMP, CMM

Planners & SUPPLIERS: *A Meeting of the Minds*

In an effort to facilitate a continuing discussion between planner and supplier members, this column is dedicated to sharing knowledge, concerns and perspectives of MPI D/FW chapter members. This exchange will facilitate better understanding of respective jobs and challenges we face as planners and suppliers.

Each month a new question will be posed with responses from both planners and suppliers. Members are encouraged to submit responses to the monthly question as well as pertinent industry questions you would like addressed. Questions and responses will be selected based on interest, knowledge, value and appropriateness to the entire membership.

Topics to be featured will cover a wide-range of interests, including Contracts and Negotiation, Marketing & Promotion, Authority & Decision-Making, Outsourcing, Working with 3rd Parties, Business Ethics, Business Trends, Life Balance, Industry Pet Peeves, Technology, Crisis Management, Working from Home, ROI, Proving your Value to Your Organization, and Compensation Methods.

Representing the two sides of "Meeting of the Minds" each month will be contributors Sherri Cook, CMP, CMM (Planner) and - Gail LeMaire (Supplier).

Sherri has more than 20 years experience in the meeting industry as an association convention & trade show manager, corporate, and incentive planner, She formed her own independent planning company, Sherri Cook & Associates, in 1992. She hires other independent planners, on a contract basis, for large meetings, conventions, tradeshow and incentive programs. A member of MPI since 1992, she has served on the D/FW Chapter Board of Directors and was named the 1st Tomorrow's Leader of MPI in 1995.

Gail is Director of Corporate Group Sales at The Adolphus Hotel. She literally grew up in the hotel industry, raised as a child in the Willard Hotel in Washington D.C. with a mother who worked in food & beverage. She has more than 20 years experience in the meetings industry, working for The Americana Hotel in San Juan, Puerto Rico and The Inter-Continental Hotels Corporation in the Caribbean, New York, Houston and Dallas. She began her career with the Adolphus in 1991. A member of MPI since 1988, she has served on the DFW Board of Directors.

March Topic: Contracts Negotiation - What impact, if any, did 9/11/01 have on facility contract attrition and cancellation clauses for 2003 and beyond contracts? Are these clauses the same as pre 9/11 or not? If not, what changes are you seeing?

Please send your responses to this question and your "hot questions" for future months consideration to: Sherri Cook, CMP, CMM, at sherricook@mindspring.com.

MPI D/FW

PRO-PLAYER GOLF CLASSIC

TIGER, JACK, PHIL, SERGIO AND YOU!

Team-up with the Dallas/Fort Worth Chapter of Meeting Professionals International and the Four Seasons Resort and Club on the most fun golf outing you'll play this year.

The tournament will be played on the TPC Course, site of the annual Byron Nelson Championship, and is open to all skill levels - scratch golfers, occasional duffers and first-timers. Enjoy great prizes, unique contests and FUN activities on the course made famous by PGA Professionals.



DALLAS/FT. WORTH
CHAPTER
MPI

DEFINING THE POWER OF MEETINGS®

Event Information

MPI D/FW Pro-Player Golf Classic
Thursday, April 17, 2003
8:00 am - 2:00 pm

The TPC Course at the Four Seasons Resort & Club
4150 N. MacArthur Blvd. • Irving, TX.
(972) 717-2530

Tournament Format: 4-Player Scramble-Best Ball
Attire: Collared Golf Shirt, Golf Shorts or Slacks.
The TPC Course is a soft-spike facility

Grand Prize

MPI D/FW "PGA GOLFERS GETAWAY"
sponsored by



Irving Convention and Visitors Bureau



The Tribute



DALLAS COUNTY
~ Coach & Limousine ~

Schedule of Events

- 7:00 am - 7:45 am: Player Registration and Sponsor Check-in
Putting Contest and Practice Range
Continental Breakfast in Byron's Clubhouse
- 8:00 am - 1:00 pm: Shotgun Start
MPI D/FW Pro-Player Golf Classic
- 12:30 pm - 1:30 pm: Lunch and Award Presentation

All participants (players and sponsors) will be entered in a drawing to win a VIP Golf Getaway Package, including:

- Limousine transfers to and from the 2003 EDS Byron Nelson Championship
- (4) Admissions (one-day passes) to the 2003 EDS Byron Nelson Championship
- (1) VIP Irving CVB/Byron Nelson gift basket
- (4) Rounds of Golf at The Tribute

Mail Player and Sponsor Registration Forms to:

Randie Charnes, MPI D/FW Chapter Administrator
PMB 259
7750 N. MacArthur Blvd., Suite # 120
Irving, TX 75063

INSTRUCTIONS: Please complete this form to participate in MPI D/FW Pro-Player Golf Classic. **Registration form must be accompanied by payment.** Checks, payable in U.S. dollars, should be made to MPI D/FW Chapter. **YOUR CANCELED CHECK OR CREDIT CARD RECEIPT IS YOUR CONFIRMATION.** The deadline for participation is Friday, April 4, 2003. No refunds/exchanges made unless the event is canceled.

DALLAS/FT. WORTH
CHAPTER
MPI

PRO-PLAYER GOLF CLASSIC

Thursday, April 17, 2003

The TPC Course at The Four Seasons Resort & Club

8:00 am - 2:00 pm



NAME of REGISTRANT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE/COUNTRY: _____ ZIP: _____

DAYTIME PHONE: _____ EMAIL: _____

CHECK ENCLOSED: _____ or TOTAL AMOUNT DUE \$ _____

CHARGE TO MY: MasterCard Visa Amex

CARD NUMBER: _____ EXPIRATION DATE: _____

SIGNATURE: _____

Player Payment

() Player(s) x \$150.00 each = \$ _____

() Foursome(s) x \$600.00 each = \$ _____

**Tournament is
limited to 120 players.**

Sponsor Payment

- () Goodie Bag Sponsor x no charge:
Donate an approved golf-related item
- () Hole Sponsor x \$300.00
- () Contest Hole Sponsor x \$400.00
- () Putting Contest Sponsor x \$500.00
- () Beverage Cart Sponsor x \$800.00
- () "Par Bar" Sponsor x \$1,000.00
- () "Golfer's Spa" Sponsor x \$1,000.00
- () Awards Sponsor x \$2,000.00

(Log on to chapter web site - www.mpidfw.org - for updated sponsorship availability and tournament information or to download a copy of this brochure.

Player and Team Registration:

Individual Golfers: _____ Individual(s) _____ x \$150.00 = \$ _____

*Team Host Name: _____ Foursome(s) _____ x \$600.00 = \$ _____

*All players registered as part of a "Team Foursome" will be entered in a drawing to win a "Stay and Play" Package at The Tribute - (1) night's stay in a guest suite and a round of golf for two.



Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Sponsor Registration:

(Check the chapter web site - www.mpidfw.org - for sponsorship availability and updates)

Name: _____ Company: _____

Phone: _____ Fax: _____

Email: _____

Name of Representative(s) at Tournament _____

(Refer to Sponsorship Opportunities for number of representatives allowed on the course)

- | | |
|--|---|
| <input type="checkbox"/> Goodie Bag Sponsor | Item: _____ |
| <input type="checkbox"/> Hole Sponsor | Giveaway: _____ |
| <input type="checkbox"/> Contest Sponsor | *Contests & Holes awarded on first-come basis |
| <input type="checkbox"/> Par 3 - Closest to Pin | Prize: _____ |
| <input type="checkbox"/> Par 5 - Long Drive | Prize: _____ |
| <input type="checkbox"/> Par 5 - Closest to Pin/3rd shot | Prize: _____ |
| <input type="checkbox"/> Putting Contest Sponsor | Prize: _____ |
| <input type="checkbox"/> Beverage Cart Sponsor | Prize: N/A (sponsor may provide a raffle prize) |
| <input type="checkbox"/> "Par Bar" Sponsor | Prize: N/A (sponsor may provide a raffle prize) |
| <input type="checkbox"/> "Golfer's Spa" Sponsor | Prize: N/A (sponsor may provide a raffle prize) |
| <input type="checkbox"/> Awards Sponsor | Prize: N/A (sponsor may provide a raffle prize) |

SPONSORSHIP OPPORTUNITIES

(All sponsors must be in place by 7:45 am SHARP! prior to start of tournament)

Goodie Bag Sponsor: (Limit of 8 items)

Donate item (quantity 120) for golf goodie bags. Sponsor entitled to (1) representative at awards lunch. Listing on tournament signage. Cost: Donate item. Item must be approved by tournament sponsorship committee and must be golf related.

Hole Sponsor: (12) Available

Sponsorship of (1) golf hole with (1) representative at hole and awards lunch. Sponsor to provide give-ways at the hole available to approximately 120 players. Sponsor will receive tee box signage, tournament signage (sponsor to provide color company logo in "jpeg" format), and (1) MPI D/FW mailing list. Cost: \$300.00

Contest Hole Sponsor: (6) Available

Sponsorship of (1) contest hole with (1) representative at hole and awards lunch. Sponsor to provide prizes for (2) contest winners (men's & women's). Sponsor will receive (1) tournament player spot, tee box signage, tournament signage (sponsor to provide color company logo in "jpeg" format), and (1) MPI D/FW mailing list. Cost: \$400.00

Putting Contest Sponsor: (1) Available

Sponsorship of pre-tournament putting contest with (2) representatives at practice putting green and awards lunch. Sponsor to provide prize for (1) contest winner. Sponsor will receive (1) tournament player spot, putting green signage (sponsor to provide color company logo in "jpeg" format), tournament signage and (1) MPI D/FW mailing list. Cost: \$500.00

Beverage Cart Sponsor: (2) Available

Sponsorship of (1) beverage cart with (2) representatives on the course to offer refreshments to the players and at awards lunch. Sponsor representatives will be allowed to follow alongside the beverage cart. Sponsor will receive (1) tournament player spot, beverage cart signage (sponsor to provide color company logo in "jpeg" format), tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$800.00

"Par Bar" Sponsor: (1) Available

Sponsorship of exclusive "Par Bar" area with (2) representatives on the course to offer refreshments to the players and attendance at awards lunch. Prime location on course where specialty beverages including Bloody Marys and Champagne Mimosas will be served. Sponsor will receive (2) tournament player spots, logo placement on banner sign at "Par Bar" (sponsor to provide color company logo in "jpeg" format), tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$1,000.00

"Golfer's Spa" Sponsor: (1) Available

Sponsorship of exclusive "Golfer's Spa" area with (2) representatives on the course to offer healthy refreshments to the players and attendance at awards lunch. On course location includes cold, scented "refresher" towels & bottled water. Sponsorship opportunity continues at the awards lunch with massage station for players. Sponsor will receive (2) tournament player spots, logo placement on banner sign at "Golfer's Spa" (sponsor to provide color company logo in "jpeg" format), tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$1,000.00

Awards Sponsor: (1) Available

Sponsorship of Awards Lunch (in Clubhouse following the tournament). Sponsor will receive (4) tournament player spots, named title sponsorship and participation in Lunch/Awards program, (sponsor to provide color company logo in "jpeg" format), tournament signage, (2) enhanced listings on MPI D/FW web site, (2) MPI D/FW mailing lists and (1) full-page ad in chapter newsletter. Cost: \$2,000.00

Note: In addition to individual benefits of tournament sponsorship level, sponsors also will be recognized in Final Chapter Partners listing in the June 2003 chapter newsletter and at the June 2003 Chapter Awards Gala.

DALLAS/FT. WORTH
CHAPTER



DEFINING THE POWER OF MEETINGS™

