

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**

Mark Your Calendar
Thurs., Feb. 27th
Grapevine Convention Ctr.
11:00 a.m.
"Multicultural Initiative"

AND THE SURVEY SAYS...

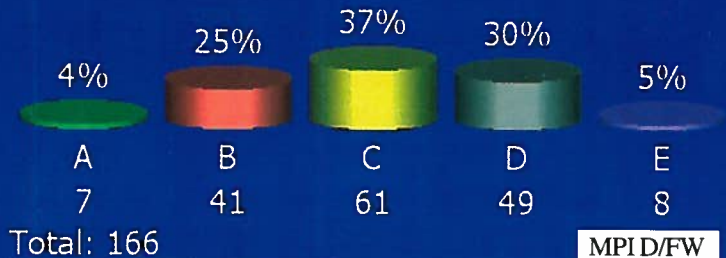
Meeting attendees at the November chapter luncheon, "Planners & Suppliers: Meeting of the Minds," facilitated by SMU adjunct professor Randy Pennington, had the opportunity to participate in an interactive discussion through Audience Response Systems (ARS) provided by Florida-based Extreme Meetings (www.theextremegroup.com). This immediate feedback technology, utilizing keypads to answer multiple-choice questions on topics including marketing/communications, career challenges, life balance, outsourcing, continuing industry education and ethics, provided insights into planner-supplier perspectives on these important industry issues.

Results of the chapter meeting discussion are included in this month's issue of the "Current."

"It's about more than just keypads; it's about unleashing the power of the audience response technology for the success of your meeting," said Trace Kuhn, Vice President of Extreme Meetings. "Our approach to this technology focuses on the meeting's success and client satisfaction, creating interaction between presenters and audience, to increasing interest and retention levels."

There are 168 hours per work (24 x 7). With the national average being 8.25 hours of sleep per day or 57.75 hrs (roughly 1/3 of your life), that leaves 2/3. Do you feel your life is appropriately balanced between your work/work-related activities and your personal life?

- A. Yes, 100% in balance
- B. I feel in balance most of the time
- C. It depends on the day - I'm in balance about half the time
- D. I spend much more time at work than I want
- E. I have a sleeping bag in my office. Does that count?



...see And The Survey Says continued on page 7



IT'S IN THE BAG

Our Annual "Golf & Meetings" Special Section begins on page 13

Mark Your Scorecard!

3rd Annual MPI D/FW Golf Tournament

Thursday, April 17, 2003


FOUR SEASONS RESORT AND CLUB
Dallas at Las Colinas

The TPC Course at the Four Seasons Resort, home of the Byron Nelson Golf Classic
Registration/Information will be featured next month
in the "Current" and on-line at www.mpidfw.org



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A Message from the President

Becoming Great Leaders



Cheryl L. Beasley, CMP
2002-2003 President

New Year's Challenge, Change and CMM!

Here it is a brand new year, again. I gave up setting resolutions a long time ago - realizing that I would likely only manage to keep half, or less, and spend too much valuable time feeling guilty about the ones I didn't manage to keep.

If you attended the Chapter's Holiday Gala, this next bit of information will be old hat to you. If so, please turn the page now!

In December of last year the company for which I had worked for fifteen years, Sabre Inc., made the difficult decision that many in our industry are making today; they implemented a reduction in force of nearly 400 employees. I was one of the employees whose job was eliminated in the process. Fortunately for me, the combination of years of service and my age (only time I can remember being grateful for being over 50) means I have been able to take an early retirement from Sabre. I know how fortunate I am to have this opportunity, when the majority of those laid off in our industry do not have that option. Even though leaving my colleagues and work that I loved is difficult, I understand the company's position and hope that these changes will indeed improve their viability in the marketplace.

I am only one person in a long line of people from our industry who have experienced change and, sometimes, significant loss. It can be challenging to keep up our enthusiasm, to ward off frustration and fear of the unknown. However, this is a terrific industry, filled with wonderful people and countless opportunities. I believe that this change in my life, though not anticipated, may be just the beginning of a brand new adventure - one that I may not have ever tried without this external agent of change.

Capitalizing upon all the great things I learned during my tenure with Sabre, incorporating the leadership lessons I've learned throughout my life, and focusing on the strength and vitality I've found through my association with this Chapter, the future is looking great!

Speaking of looking great! Five Chapter members have been awarded their CMM. Please congratulate Sherri A. Cook, CMP/CMM of Sherri Cook & Associates; Julie A. Johnson, CMP/CMM of Lennox Industries; Anne-Marie E. Taylor, CMM of MPI; Michael D. Lynn, CME/CMP/CMM of L3 Communications and yours truly, Cheryl L. Beasley, CMP/CMM.

Let's continue to press forward, leading our association and our industry in educational programming, membership certifications and high ethical standards. Together we can become great leaders.



Jan Pollard

FROM THE DESK of the JPA SCHOLARSHIP COMMITTEE

A New Year's Resolution! Enhance your Professional Growth in 2003

Jan Pollard, the JPA Scholarship funds' namesake, was a firm believer in education. The Jan Pollard Award for Professional Growth is a living testament to Jan's enthusiasm and dedication to education in the meetings industry.

Professional Growth is the key in our industry and is the cornerstone of our MPI D/FW Chapter. The JPA Scholarship Fund can provide you the financial assistance for educational opportunities that may help you succeed in today's challenging marketplace.

To be eligible:

- * You must be a member of the MPI D/FW Chapter for the past 12 months
- * You must have attended at least 4 of the MPI D/FW monthly chapter meetings in the past 12 months
- * You have no outstanding monies owed to MPI

For more information log on to website www.mpidfw.org/directory/JPAScholarship2002.asp. Or, contact Carol Benavidez, CMP at 972.396.0423 or cbenavidez@helmsbriscoe.com.

"CURRENT" AFFAIRS

Focus on Your Career

Nominations Process Begins Now

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.



Erin Longley, CMP
XcelEvents

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

The chapter constantly 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 now!

What Are the Benefits of Being a Chapter Leader?

The list of benefits is endless, but here are a few highlights:

Personal & Professional Development: Advance your career/job growth by furthering your education and talent. Grow in areas in which you lack experience by taking on projects out of your comfort zone.

Networking: People do business with those they trust and know - expand your network.

Gain Knowledge and Expertise: Gain hands-on experience by working in areas outside your expertise.

Accomplishment, Service & Recognition: Give something back to your profession and make a difference in the chapter.

Personal and professional growth received through MPI leadership is priceless. You learn so much about yourself and how to lead, especially if you are not in a job in which you have employees working for you. MPI offers an excellent training ground for becoming a leader. You learn to motivate, inspire, make decisions, become knowledgeable in our industry - the list goes on and on - all by being a leader in the Chapter. The

passion and involvement are rewards for a lifetime.

What Attributes Does a Chapter Leader Possess?


Chapter leaders possess myriad valuable attributes, including those listed below and many more. But, of course, not everyone has all of these qualities. If you have even one or two of them, the chapter needs you.

- ❖ Communication Skills
- ❖ Creativity
- ❖ Dependability
- ❖ Enthusiasm
- ❖ Flexibility
- ❖ Initiative/Drive
- ❖ Mentoring Skills
- ❖ Passion & Commitment
- ❖ Team Player
- ❖ Time Management Skills
- ❖ Vision

And the list goes on & on!

Want to Learn More about How YOU Can Get Involved?

The Chapter Leadership Development Committee will present a special **Chapter Leadership Orientation Meeting** immediately prior to the February Chapter monthly meeting on Thursday, February 27, at 11-11:30 AM. Attend this session to learn more about the benefits you can gain through chapter involvement and determine the direction that is right for you. Don't miss this opportunity!

Also, please remember the Board of Directors Candidate Interest Form is due January 20. If you are interested in being on the board for 2003-2004, send in this form today. 

DALLAS/FT. WORTH CHAPTER



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Mission Statement

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

CURRENT

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Chapter Meeting: Thursday, January 23, 2002 • 11:00 a.m.

DFW Airport Executive headlines Government Affairs/Industry Report

Welcome to 2003! It's a "New Year," but many challenges remain from 2002. War with Iraq? Global security concerns? An up-or-down economy? Dramatic change still awaits the \$10.5 billion meeting and events industry.

This month's chapter luncheon meeting, set Thursday, January 23, at Eddie Deen's Ranch in Downtown Dallas and sponsored by the Dallas Convention & Visitors Bureau, is produced as part of MPI D/FW's annual "Government Affairs & Industry Advocacy" campaign, and focuses on the many changes affecting the meetings industry.

Jeffrey P. Fegan, Chief Executive Officer of the Dallas/Fort Worth Airport Board will address recent implementation of federally mandated airport security measures. Fegan has been in the aviation industry since 1978, serving in both the public and private sector. He joined DFW Airport in 1984 as Chief Planner, and served as Director of Planning & Engineering and Deputy Executive Director of Finance & Administration before being appointed CEO in 1994.

He is a past Chairman of the Board of Directors of Airports Council International - North America (ACI-NA), and a member of the American Association of Airport Executives and the American Institute of Certified Planners.

A highlight of each January meeting is MPI D/FW's annual presentation of the Dallas Police Department's "Officer of the Month" Award. This year, the D/FW Chapter will honor Senior Corporal/Detective Donald A. Whitsitt, a 24-year-veteran of the Dallas Police Department, for his overall excellence in police work, commitment to the community and family, and dedication above and beyond the call of duty.



Jeffrey P. Fegan
Dallas/Fort Worth Airport Board



Eddie Deen has grown his catering business to include four companies and over 100 employees. From production, rentals, entertainment, private event facility and catering Eddie has packaged together a full-service event planning operation for any size party, any menu, any place...at any time.

DIRECTIONS

FROM NORTH DALLAS: Take Central Expressway (US 75) southbound to I-30 west. Exit at Ervay to the right, Stay on Ervay as it becomes Griffin. Turn left on Canton Street. Eddie Deen's Ranch is on the right on the corner of Canton and Lamar. Turn right on Lamar there will be parking on your right.

FROM NORTH DALLAS TOLLWAY: Southbound I-35 to I-30 east (Texarkana). Exit at Lamar/Griffin and take the Lamar street exit. Go north (right) on Lamar. Eddie Deen's Ranch is on the right after crossing over I-30.

FROM DFW AIRPORT: Take state highway (I-183) to Stemmons (I-35e) southbound to I-30 east (Texarkana). Exit at Lamar/Griffin and take the Lamar street exit. Turn right on Lamar. Eddie Deen's Ranch is on the right after crossing over I-30.

FROM FORT WORTH: Take I-30 East (Texarkana). Exit at Lamar/Griffin and take the Lamar exit. Turn right on Lamar. Eddie Deen's Ranch is on the right after crossing over I-30.

Annual "Government Affairs" & Industry Advocacy Report

Thursday, January 23, 2003

Sponsored by **Dallas!**
CONVENTION & VISITORS BUREAU

Eddie Deen's Ranch

944 South Lamar • Dallas, TX 75202
214-741-4211

11:00 am Chapter Orientation
11:00 am - 12:00 pm Registration and Reception
12:00 am - 1:30 pm Luncheon and Program

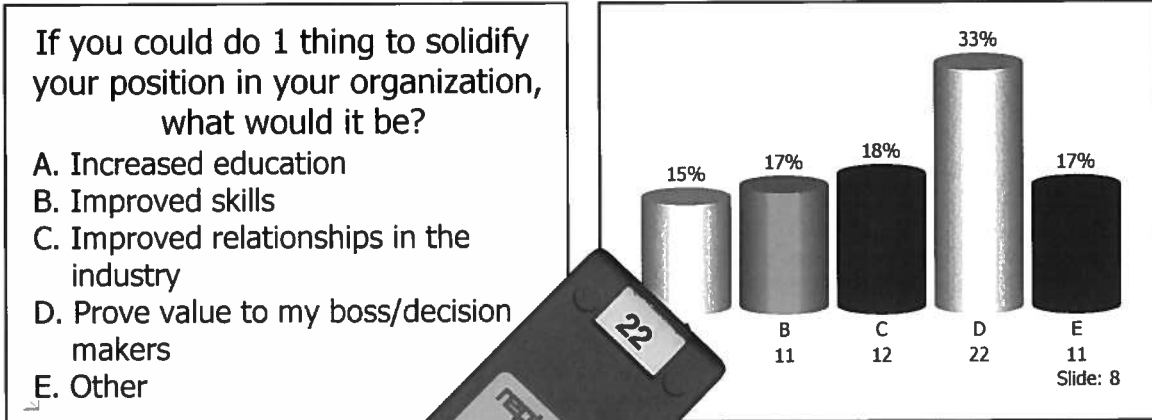
\$5.00 Self Parking in attached parking lot located on Lamar.

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, Jan. 20, 2003
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED
Website Registration: www.mpidfw.org

On November 21st, you revealed your #1 need.



Discover the solution.

Proving your value is easy with Extreme Meetings! Using a combination of our Extreme Results™ and Extreme Education™ services along with our cutting-edge interactive technology, we help you deliver fun and innovative meetings to your clients, while simultaneously creating quantifiable results that help you prove ROI.

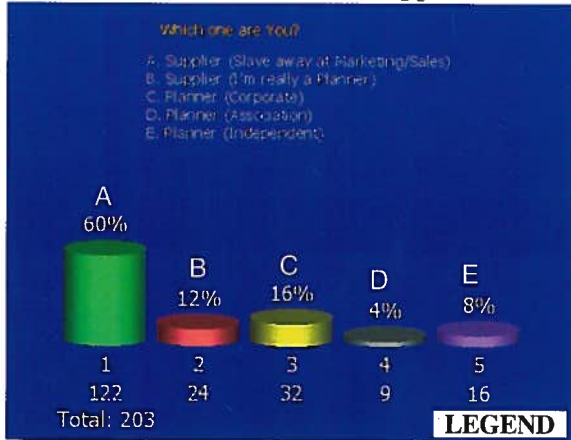
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AND THE SURVEY SAYS... *continued from page 1*

MPI D/FW ARS Planner - Supplier Results



Audience Response was first developed in the 1970's as a tool mostly used in an academic environment. Originally, wired systems were installed in classrooms for testing and immediate feedback. Isolated usage was available for meeting environments, but costly.

The wireless keypad was introduced in the late 1980's and today, a wireless ARS is available through both audio visual companies and specialized companies.

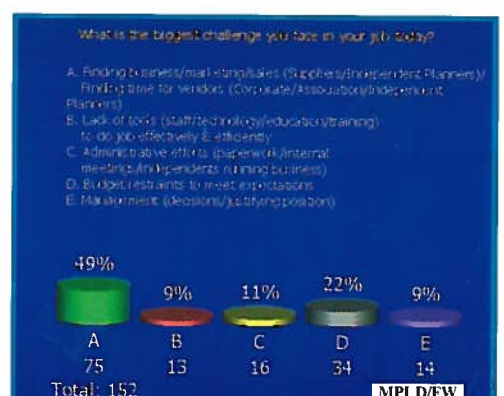
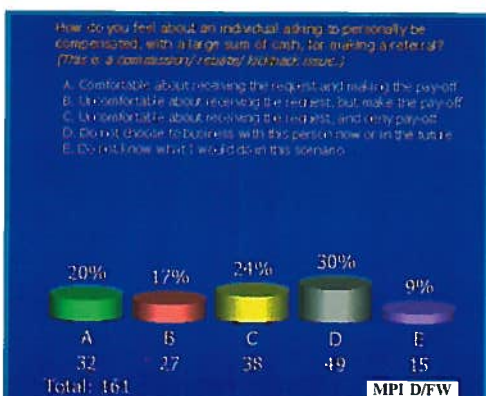
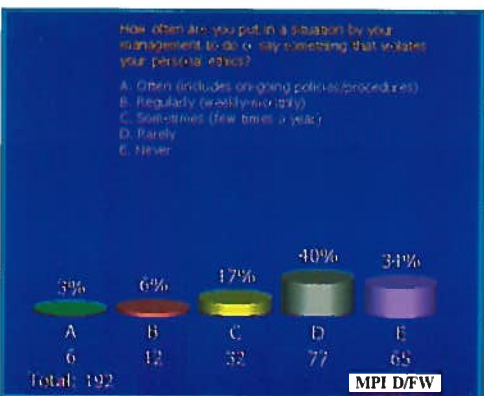
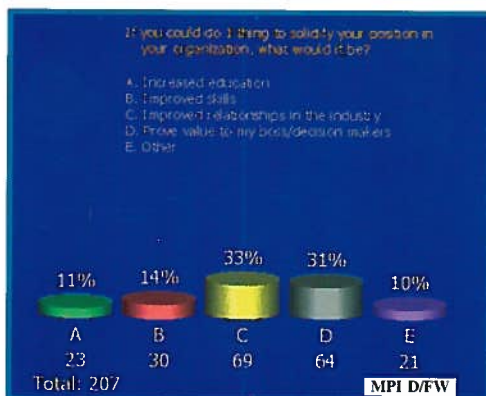
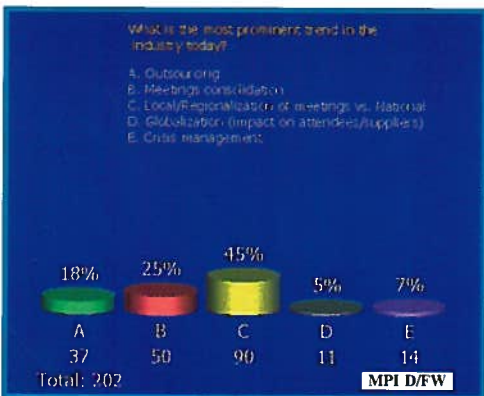
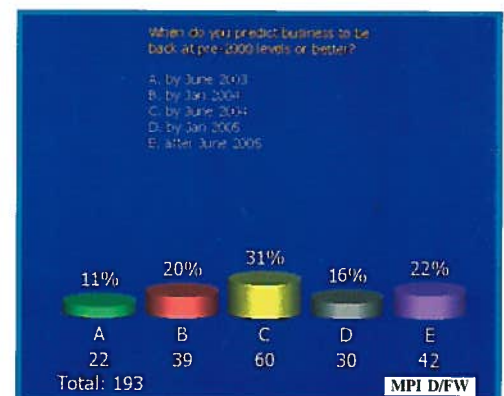
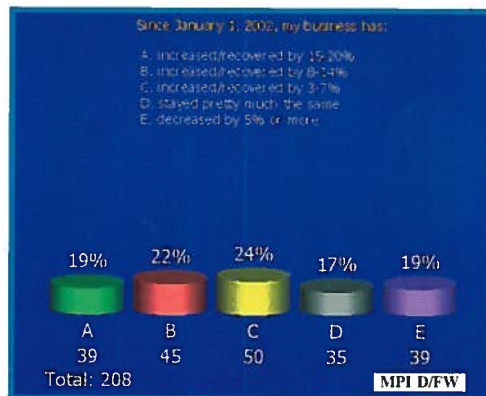
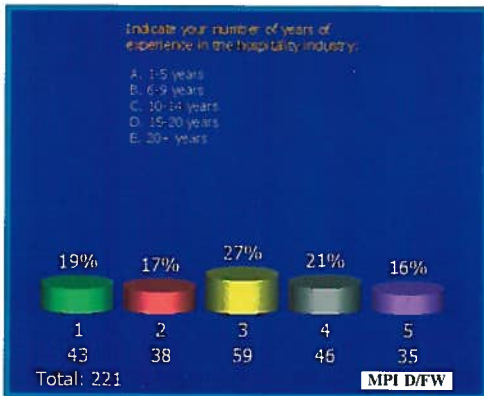
How can a meeting utilize audience response?

Measure ROI and Effectiveness. Once a presentation is over, how do you know if the information presented was understood and/or retained? Would it be better to know this BEFORE they leave the presentation? Why not test the audience? It is important to ensure the message of any presentation is received and retained.

Surveying. You have a captured audience! The response rate for paper surveys is dismal. Web and e-mail surveying is better, but still low.

Game Shows. These can be used for fun or business. It is an excellent way to summarize a training session or just to have some fun at awards shows or banquets.

Market Research. You can ask the audience questions and use the data for marketing research. This is widely used in customer meetings, physician meetings and tradeshow.



December Meeting Chapter Partners

Please salute the following companies and individuals for their contributions to the 'Under the Sea' Holiday Gala.

Facility, Reception and Dinner

Westin Park Central Hotel
Ray Hammer, General Manager
Bari Provost, Director of Sales and Marketing
Irene Soleymani, CMP, Dir. of Catering/Conv. Services
Kristen Schweizer, Catering Sales Manager

December Program Sponsor



Ben Guerrero, National Sales Manager

South Padres Island CVB Partners



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Sheraton Fiesta
South Padre Island

AV Services and Production

Presentation Services
Bryan Kennedy, Director, Audio Visual Services
Westin Park Central Hotel

Audio Visual Headquarters
Mark Lee, Director, Rental Services
Chuck Ashby, Account Executive

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Chair Covers and Ties & Centerpieces

Lilands Special Events
Delene Bell

Entertainment

Dreammaker Musical Performances
James Blackwill

BRAVO! Entertainment
Debbie Meyers, CMP, CSEP



MPI D/FW Chapter Holiday "Holiday Under the Sea"

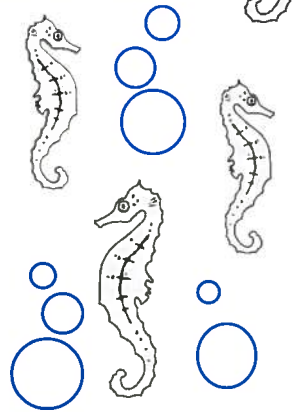


Holiday Gala Chair Anna Squire (at left) rounded up a group of South Padre Islanders and a Beach Claus for a "Holiday Under the Sea" group photo including (l-r) Shirley Todd, Sales Manager Radisson Resort; Laura Calderon, Director of Sales for the Sheraton Fiesta Resort; Diana Hite Manager for the Sheraton Fiesta Resort; Fatima Garcia, Sales Manager for the Bahia Mar Resort; Henson, Owner of Scampi's Restaurant & Bar; Connie Ledbetter, CHS, CHSP, Director of Sales for Padre Island CVB; Dan Quandt, CAE Executive Director for South Padre Island CVB; Judy Mar, Sales Manager for the Holiday Inn SunSpree Resort and Ben Guerrero, National Sales Manager for Padre Island CVB's.



Seasons Greetings from the MPI D/FW Board of Directors. Seated (l-r): Immediate Past President Betty Garrett, CMP; Chapter President Cheryl L. Beasley, CMP, CMM; an President-Elect Melissa Logar, CMP. Board members (l-r): VP of Education Patty Stern-Markley, CMP; Director of Administration Tara Judd, CMP; Director of Leadership Development Strategic Partnership P.J. Gonzales, CHSP, CMP; VP of Finance Wendy Foster, CMP; Director of Marketing Keith Hickman, CSEP; VP of PR/Marketing Dvorah Evans, CMP; VP of Program Sherri DeLaGarza, CMP; and Director of Education Jim Monroe, CMP, CSEP.

ala
Sea”



HOLIDAY GALA COMMITTEE

- Holiday Gala Chair
Anna Squire
Squire and Associates
- Leah Belasco
Independent
- James Blackwill
Dreamaker Musical Performances
- Ben Guerrero
South Padre Island CVB
- Erin Lucia
Studio Movie Grill
- Pam Madewell
Fun Factory Decorations & Special Events
- Diane Ray
Pearson Education Technologies
- Bill Reeser, CMP, CTS
AVW-TELAV Audio Visual Solutions, Inc.
- Marsha Singer
The Dallas Directory



▲ Holiday Gala Committee members were (l-r) Leah Belasco, Independent; Bill Reeser, CMP, CTS, AVW-TELAV Audio Visual Solutions, Inc.; Anna Squire, Squire and Associates; Ben Guerrero, South Padre Island CVB; Ariel the Mermaid and King Neptune, Pam Madewell, Fun Factory Decorations & Special Events; Erin Lucia, Studio Movie Grill; James Blackwill, Dreamaker Musical Performances and Diane Ray, Pearson Education Technologies. Not pictured: Marsha Singer, The Dallas Directory.

Photos by Jim Woods

Holiday Under the Sea was produced in cooperation with Debbie Meyers, CMP, CSEP of BRAVO! Entertainment, pictured here with a Pirate Combo greeting arriving guests.



The "Gotta Dance" troupe, sponsored by BRAVO! Entertainment, performed during dinner and led "Conga Line" to close out the evening's festivities.



Westin Park Central facility hosts from the Westin Park Central were (l-r): Irene Soleymani, CMP, Director of Catering & Convention Services; Vince Bogard, CMP, Sales Manager; Bari Provost, Director of Sales & Marketing; Kristen Schweizer, Convention Service Manager; Ashley Marting, Sales Manager and Ray Hammer, Hotel General Manager.

MPI Kids Charity Ball Beneficiary Profile:

Love for Kids Knows All Kids Count

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



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

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.mpidfw.org/kidscharityball/index.asp.

In this and next month's issue of "The Current," learn how these two organizations help the Dallas and Fort Worth area's needier population. Then be sure to register to attend the MPI Kids Charity Ball to Give Kids a Chance to Play...On Their Field of Dreams.

Love for Kids was established in 1975 by Bill Barrett, CEO of Willow Distributors, Inc., and Alan Powdermaker, CEO of Circle R Ranch. The focus of the charity is to enrich the quality of life of the young and young-at-heart within the Dallas/Fort Worth community who are in need of benevolent services. Bill and Alan wanted to have a special Christmas party for approximately 200 of the Asian children that were sent here from Southeast Asia after the Vietnam War and other local disadvantaged children. Their objective was to show these children what a real Texas Christmas was like. That party was a tremendous success and the founders decided to make it an annual event and include other disadvantaged children. It has grown every year since 1975.

Currently, Love for Kids hosts nearly 4,000 children from all ethnic groups at the largest Christmas Party for underprivileged children in Texas, held each year at Circle R Ranch. The party is by invitation only and groups are invited through local recreation centers, schools and other agencies. Children ages 6 to 12 enjoy a day of entertainment, horseback riding, outdoor games, hay rides, bubble bounce, carnival games, food and prizes. Each child is also given a brand new toy furnished by guests of the Dallas Margarita Ball. Additional toys are solicited for this event as well as to distribute to dozens of local agencies through Christmas week.

Love for Kids also sponsors an annual senior citizens party, "Spring Fling." More than 1,000 seniors attend this festive event that includes dancing, contests and prizes, lunch and special favors at the end of the party. Love for Kids also sponsors the "All Kids Count" summer picnic at Circle R Ranch for chronically ill and medically fragile children and their families. More than 1,000 children with disabilities and their siblings, parents, grandparents, and caregivers attend this event.

The "Dallas Toy Library" is another program sponsored by the charity. Toys are placed in agencies/centers and checked out by children, much like a book library. This program has been expanded each year with hopes to have a total of 15 locations by the end of 2002. Smaller outings offered each year include trips to the Dallas Zoo, Mesquite Rodeo, Ranger Baseball, Shrine Circus, etc., depending on the availability of tickets donated to the organization. They also donate toys, clothing, school supplies and other items to local centers and agencies. Some of the 100 groups served include Anita Martinez Center, Martin L. King Center, Trinity Works, Children's Medical Center, Boys & Girls Clubs, YWCA's and many more. In addition to the two founders, there is a part-time, paid Executive Director.

The organization is governed by an all-volunteer, twenty-five member Board of Directors. Funding is provided through contributions from individuals, corporations and fundraisers sponsored by groups such as Meeting Professionals International D/FW Chapter, Dallas Margarita Society, Capital One, Sabre Inc., Singles Charity Council, Dallas Chapter of CPA's, and The Freeman Companies.



Holiday Cheer was the order of the day at the annual Love for Kids Christmas Party at Circle R Ranch last month. Pictured, l-r: Jason Roberts, Circle R Ranch Director of Event Operations; Alan Powdermaker, Circle R Ranch owner and co-founder of Love for Kids; Tracey B. Smith, CMP, 2003 Chair of the MPI Kids Charity Ball; Bill Barrett, co-founder of Love for Kids and Sandy Huffman of Love for Kids.

corporations and fundraisers sponsored by groups such as Meeting Professionals International D/FW Chapter, Dallas Margarita Society, Capital One, Sabre Inc., Singles Charity Council, Dallas Chapter of CPA's, and The Freeman Companies.

Education News

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SO HOW DO I BEGIN?

Find out about the CMP Certification process or how you can build your aspiring CMP portfolio at the CMP Intro Class on February 10. This is a hands-on review of the CMP process and the current CMP Application requirements.

FOR INFORMATION ABOUT THE CMP STUDY GROUP, CONTACT:

Marti Fox, CTC, CMP
Chair, CMP Study Group

Telephone: 972-417-7232 • Facsimile: 972-418-9486
GlobalGoals@aol.com

2003 Spring CMP Program Calendar

February 10 - MPI D/FW Chapter CMP Intro Class

Date: Monday, February 10

Place: Hyatt Regency Reunion Center, Windsor Room

Time: 6:00 PM - 8:30 PM

March 3 - MPI D/FW Chapter 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

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 and payments are due.

June-July - Informal mini-study groups begin meeting.

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

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 World Education Conference (WEC) San Francisco and a Dallas location

Time: 8:15 AM - 12:30PM (doors are locked at 9:00 AM)

Cost: Prepaid to CIC prior to May 27



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Job Search Support Network

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

Job Search 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.

Welcome to Our Newest Members!

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



Heard it through the Grapevine!

Alaina Palmer, CMP
 'Grapevine' Columnist

Karen Coughlin, CMP has accepted a promotion to general manager of the *Homewood Suites* in Plano which is managed by Hilton. She was most recently director of sales & marketing with the *Embassy Suites Dallas Park Central*.

Patty Phelps has joined *Outstanding Productions*. She was formerly with PGI of Dallas.

Linda Swindling, J.D., owner of *Passports to Success*, was awarded the Outstanding Speaker of the Year by the Dallas chapter of the HSMAI (Hospitality Sales & Marketing Association International). This is the second time she has received this honor. Linda is currently serving as the national chair of the Meetings Industry Council for the National Speakers Association. Congratulations on a most-deserved award!

Richard S. Pollack of *Rainbow Entertainment* was featured on the front page of the *Dallas Morning News* on November 24th detailing how they have increased sales/profits since 9/11. See...there IS hope!

Congratulations to our new CMM's...

Sherri A. Cook, CMP/CMM of *Sherri Cook & Associates*; **Julie A. Johnson, CMP/CMM** of *Lennox Industries*; **Anne-Marie E. Taylor, CMM** of *MPI*; **Michael D. Lynn, CME/CMP/CMM** of *L3 Communications* and **Cheryl L. Beasley, CMP/CMM**.

To submit member news and information, please contact
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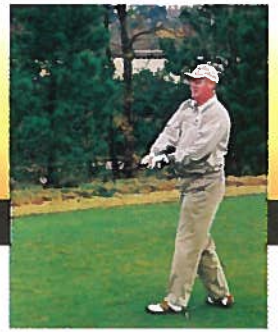


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Meetings must be booked by 12/31/03. Does not apply to previously booked meetings or cancellations. The selected offer (miles, chair, cash credit, Palm™ m500 or donation) will be delivered about 4 weeks after completion of meeting. Other restrictions apply. ©2003 Wyndham Hotels & Resorts



GOLF & MEETINGS SPECIAL SECTION



Dallas/Fort Worth Chapter

January 2003

For the second consecutive year, the "Current" features a "Golf & Meetings" section as part of the January issue. Our sponsors, Del Lago Resort & Conference Center and South Shore Harbour Resort & Conference Center, are among the best golf and meeting venues in Texas. Check them out.

Two planners of golf events have contributed educational articles. Lynn Lewis, CMP (Premier Meeting & Events Management) writes on "Planning Tips for Tournament Sponsorship" and Jane Richards (Stonebriar Country Club) advises how "Food and Fun are Recipes for Golf Success."

To "tee off" the section, I asked chapter members who play and plan golf events to contribute their tips on enjoying the game, from both player and tournament planner perspectives. They include humor and insights that capture the fun of the game, as well as useful ideas to ensure the success of your next golf event. So read on, enjoy and "Let the Big Dog Hunt!"

Steven G. Foster, CMP
Managing Editor & Golfer

Tee It Up Tips from the Pros



Michelle Carter, CMP, CHSP, Gaylord Opryland Texas Resort & Convention Center: "For years I resisted the opportunity to play golf thinking that I would get bored on the course. In reality it is a great way to spend quality time with clients and enjoy being outdoors vs. in an office. Golf can be a very challenging game, so I would urge anyone that plans to take up the game to find a group or partner with whom you can regularly go to the practice range to hit balls."

Dean Conwell, Amlink Technologies, LTD: "The driving range is where you should take golf lessons, not on the golf course. Choose a course that is not too difficult. Make sure it is wide open and not too long, so it is difficult to lose golf balls. Play the forward tees and see if the golf superintendent will place the pins where they are easily accessible."
Editor's Note: Dean Conwell had his first "hole-in-one" this year.

David Dubois, Meeting Professionals International: "Stay patient and remember that golf is just a game. When planning a golf tournament, remember to analyze the type and quality of golfers that will be playing. Decide upon the format of play based upon the level of golfers. Like everything else we do, customize the format of play to the audience and participants."

Jimmy Eanes, CMP, Accor North America: "Make sure you know how scoring is done on your tournament. Some people take scoring seriously, so, make sure it is clear to your players. If the course you use manages your scoring, make them explain how they score the handicap. My favorite tournaments are those that allow me to interact with vendors/suppliers at each hole. The more creative the better. I still remember properties because of their creative approach to a hole sponsorship. I figure if they can be creative out in the middle of a golf course, they must be great on site."

Lisa Parman, CMP, San Diego CVB: Best Tournament Tip: "Drink a Bloody Mary at the first tee for good luck and remember it is just a game!"



Gene Garrett, Garrett Speakers International: Golf Memorable Moment: "While playing in a scramble at Kiawah Island, South Carolina, the foursome I was in noticed several big logs up in the fairway about 10-15 yards from the lake and commented that there must have been quite a bit of rain to wash that much trash up on the fairway. As we approached, the pile of logs they began to move and it was then that we realized those "logs" were four alligators each about 5-6 feet long. Thankfully, they were as much afraid of us as we were of them and they went back into the water." Favorite Local Course: "The TPC at the Four Seasons Resort, site of the GTE Byron Nelson Tournament. Being a private course, it's not easy to get the chance to play, but from the member tees it's a fair test of one's golfing skills without being intimidating."

James Hardman, Adam's Mark Dallas Hotel: "Remember to have fun. Golf is a game to all but the few that make a living at the game. Whether you are a scratch golfer or have a 130 handicap, if you don't have fun why play the game? One will find that if they concentrate on having fun that their score will improve because they will remember the shots that went well instead the ones that went bad."

Linda Vest, CMP, State Farm: Favorite Local Course: "The Tribute. The course is challenging, resembling Scottish golf elements, but kind to the beginner with its wide greens. The greatest element is the meeting space with overnight accommodations, richly decorated. A great spot for a weekend outing or a meeting with an afternoon activity, all in one location." Best Tournament Tip: "We're not competing for the gold. We're there to enjoy the networking opportunity and the sport of the game."

Bruce Wolpert, CMP, Independent: "Take just a moment to talk with every tournament sponsor. Many times, I see golfers not talking to the sponsors or hole sponsors and it is important to get to meet everybody and have some fun. Be sure to thank the sponsors."
Editor's Note: In a tournament at the Blue Monster in Florida, Bruce lost eight golf balls in water hazards. His playing partners nicknamed him "Señor Agua."



Jane Richards
Director of Golf Events
Stonebriar Country Club

Food and Fun are Recipes for Golf Success

Golf outings have become one of the most popular arenas for doing business, whether it be to close that important business deal, spend four uninterrupted hours interviewing a potential employee or to say thank you to all your customers who have done business with you in the last year.

Golf courses are taking the place of the corporate boardroom. To enhance the golfing experience, why not utilize the facilities at the course for meetings before or after the round? With casual dress being the choice at most companies, the transition from meeting to the first tee is effortless. Most private country clubs as well as high-end public facilities welcome outside meetings and food and beverage business. Half-day and full-day meeting packages are available that include golf. Video conferencing is also available at select clubs as well full Internet access.

Another fun idea instead of playing 18 holes of golf is a clinic. You may have a group with varied golfing experience so working with the head professional putting together a mini golf clinic would be more fitting after the clinic if the group would like to get in nine holes they could. Most golf professionals work by the hour so you could organize a clinic with the golf pro for an hour and then take them to the course for nine holes to apply what they have learned. For the larger customer appreciation outings you don't want to try to do too much in one day. In that case I would suggest a morning or afternoon shotgun start.

For the morning event, start out with a continental breakfast and buffet lunch after golf. For the afternoon shotgun, I recommend a box lunch and then a hearty buffet dinner after golf. Another idea that is becoming more popular is an hors d'ouerves reception following play. This is especially effective if you want to include your non-golfing customers for just the reception.

I recommend three or four passed hors d'ouerves and one or two stations such as a pasta station, taco or fajita bar. This works well for diverse groups and gives everyone the freedom to move around, mingle and network.



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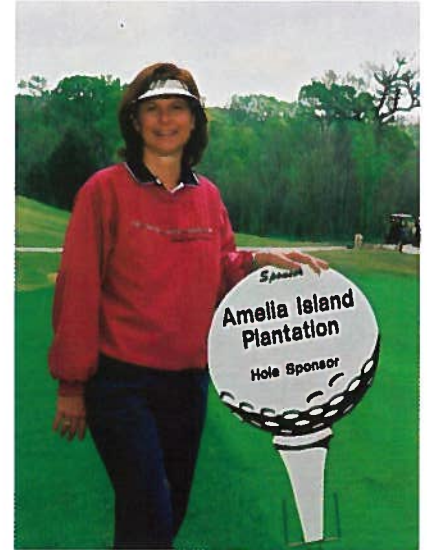
Lynn Lewis, CMP
Premier Meeting & Event Management

Tournament Tips for Sponsored Holes

Here are some tips that will help while planning a tournament with sponsored holes.

- Establish the objectives and purpose of the tournament. Work your pricing, structure and marketing around your objectives.
- Work with the tournament director at the course to determine what can and cannot be done.
- If some holes are better or more sought out, design a program that will support this. (These holes at a higher price, these holes to the premier sponsor, etc.)
- Determine what comes with the sponsorship: One foursome or maybe just one golfer, any equipment (chairs, tables, etc.), early registration for other golfers, etc.

- Let sponsors know what hole they will be sponsoring so they can send out materials ahead of time if they wish.
- Publish to the sponsors what is allowed, what can be rented through the course, what is prohibited, and who to call for questions.
- If you're feeling generous, publish some contact names and numbers for your sponsors for signs, give-away's, etc.
- Publish what time all sponsors must be at their holes and what time they need to stay till. Stress to them the importance of staying till the last foursome comes through. Nothing is worse than having your sponsors tear down while you have groups playing.
- Monitor ahead of time what will be taking place. Let your sponsors know that you will have this information. It will be beneficial to both the company and the sponsor to know if they are duplicating something that someone else is doing.
- After all, this is a networking opportunity so publish who is at each hole for the golfers as well as who is golfing for the sponsors.



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Please take time to say "thank you" to these MPI D/FW Chapter Partners for their contributions during the first half of this fiscal year:

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