

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

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Mark Your Calendar

D/FW Chapter Meetings

- November 20, 2003
Doing Business Globally
MPI Multi-Cultural Initiative
6:30 pm – 8:30 pm
Crowne Plaza Dallas Market Center
- December 18, 2003
Holiday Gala
6:30 pm – 8:30 pm
Adam's Mark Hotel
- January 22, 2004
Gov't Issues & State of the Industry
MPI Pres./CEO Colin Ronie, Ph.D., CAE
11:30 am – 1:30 pm
Crowne Plaza Market Center

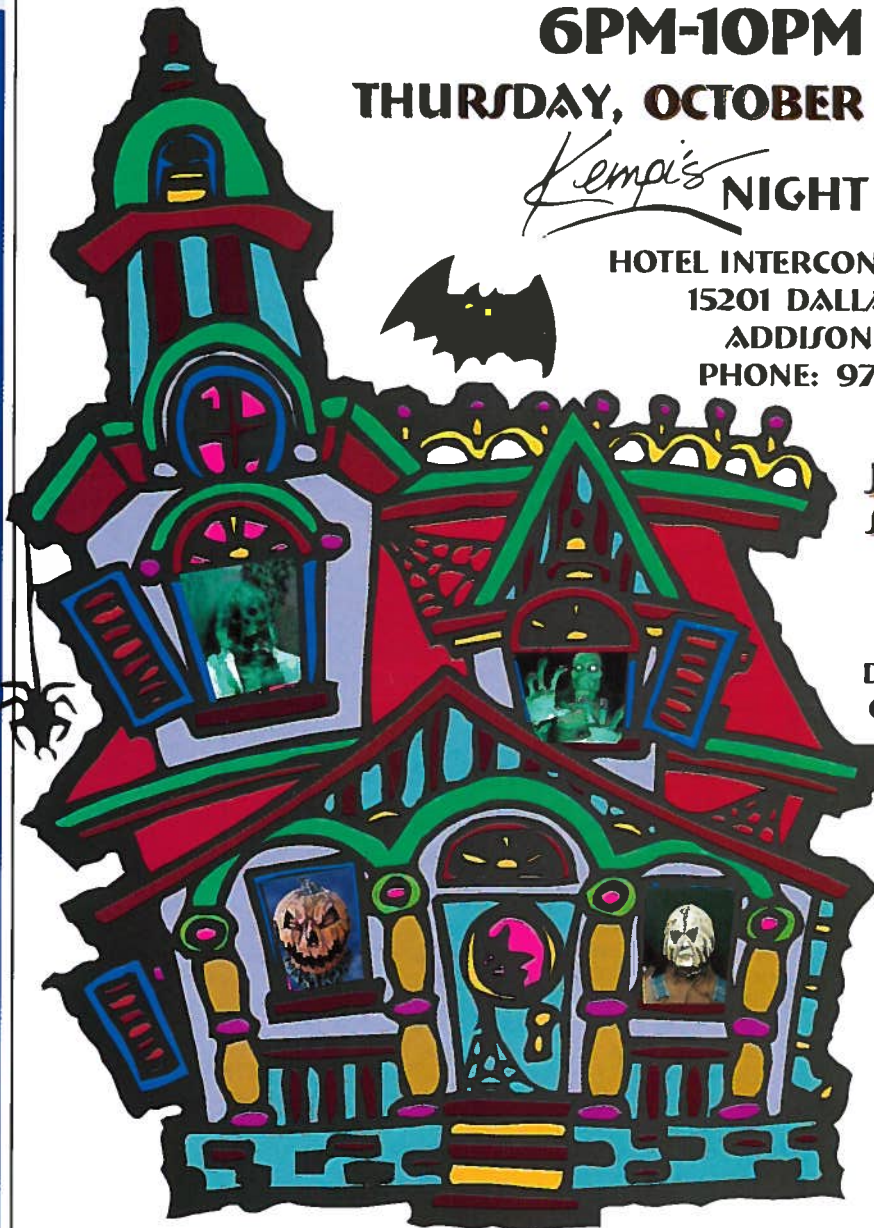
THE MPI D/FW WITCHING HOUR

6PM-10PM

THURSDAY, OCTOBER 30, 2003

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R.S.V.P.: WEBSITE REGISTRATION: WWW.MPIDFW.ORG

BY 2PM, MONDAY, OCTOBER 27, 2003

DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGSM

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.

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Melissa Logar, CMP, CMM
2003-2004 President

A Message from the President

Fall is my favorite time of the year; I love the gentle breeze from the North, the crispness of the air, the clearness of the sky. Today is a good day! I am re-energized even though I am working harder with fewer resources, experiencing ill-timed changes in my department, tolerable changes in my role with my department and painful changes that have taken place in my personal life. One of my favorite quotes is from Margaret Mitchell "Life's under no obligation to give us what we expect." That's for sure.

I know we are all aware that we don't need to fear change, change is inevitable, but now the fear is how fast the changes happen. With the advancement of technology of instant information, able to make changes to a presentation's content minutes prior to the execution of it, shorter-term meetings, attendees waiting to register for events until they know their schedule is clear are just a few examples of how our industry has changed. Has our industry become reactionary versus pro-active? How as planners and suppliers are we coping with

these challenges? Let's see how we are doing?


Annie Overconfident Planner, CMP: The September program was an annual meeting which has been held at the same property for the last three years with the same planner for all them. For planning purposes all went well, minimum changes in the planning process, a couple of little bumps...Conference Service Manager had several large groups back to back so getting information and paperwork back to the planner was a little challenging but nothing that couldn't be dealt with. But on-site was completely different this year. Annie had never experienced so many last minute changes that were totally out of her control. The hotel also had two other Fortune 500 groups in house that were also making daily changes. Unfortunately, it was a snowball effect. The hotel kept reiterating they staffed based upon all three companies meeting specs and did not anticipate all of the on-site changes made by the three companies.

Linda Last Minute Planner: Linda is in the midst of planning for her October meeting for five hundred attendees which is three weeks out. The rooming list is due Friday, Linda has checked on registration and only half of her attendees have registered. This program is all electives and meeting rooms can not be assigned until she knows the number of attendees per course and the setups. The Conference Service Manager wants to know when they can expect the rooming list and meeting specs. She doesn't want to submit anything just yet, there will be too many changes and she is concerned she will not be able to capture all of them and communicate them to the facility. She is wondering what's worse - giving information she knows will change or waiting until she has a more accurate picture which will be another week. She is hesitant to talk to her Conference Service Manager about this, but she will make the call this afternoon.

Sam Stressed Sales Manager, CHSP: My client keeps adding room nights prior and back end of their peak arrival. Is this too good to believe? I have to make a call to the client to try and figure what to forecast? Just talked to the client, they are adamant about the no walk clause. Getting pressure from management, I have to stay firm we can not over sell on peak arrival. Oh Criminey, what happens if they don't pickup.

Suzy Short Term Planner: It's October and Suzy has just secured a location for a high profile client meeting for two hundred and fifty attendees for the first week of December. Registration will be launched next week. She is feeling nervous. She has four more meetings to plan before December.

It's still a good day! I guess I have answered my two questions. Yes we are reacting to the changes but we are also pro-acting with the knowledge that our industry has changed and yes we are coping as planners and suppliers to ensure we meet the challenges.

Our chapter members recognize the need for the tools to accept these challenges and I am truly pleased our Programs Department is concentrating on hot topics and trends such as "Terrorism - Preparing for a Changing World or the Unexpected; Hot Technology what's New in the Meeting Industry; What's Hot in Hotel Contracts now: And What You Need to Know about It!" as our chapter monthly programs. I am also excited about the Education Department developing and implementing the Best Practices Great Exchange series. These workshops will help us recognize industry challenges, learn how others have handled challenges, identify improved methods to work more effectively, learn how the other side thinks and build your own network of peers for future issues. I am so there! 

*I am seeking, I am striving, I am in it with all my heart -
Vincent Van Gogh*



BOARD REPORT

By Randie Charnes
MPI D/FW Chapter Administrator

Education: Education Topic Events scheduled for the remaining fiscal year are:

- October: Best Practices - Surviving in a Slow Economy
- November: Making Your Image More Powerful with speaker Linda Thomas (WLI Committee)
- December: Holiday Light Tour - a fun event with emphasis on Transportation logistics
- January: Executive Dine-a-round with use of hotels rather than restaurants
- February: Best Practices - 2nd in the series of 3
- March: Extreme Makeovers MPI Style - WLI committee working with Grand Spa
- April: International Planning - reprieve of program done a few years ago with post 9-11 updates
- May: Best Practices - 3rd in the series of 3
- June: CMP/CMM Breakfast

Finance: The Chapter Trade Show is scheduled, Wednesday, February 18, 2004, Addison Conference and Theatre Centre, 4:30pm-7:30pm

Membership: Spirit Award: To remain in line with One Vision, a beautiful silver kaleidoscope will be this year's Spirit Award. The Award will be engraved with "MPI D/FW Spirit Award 2003-2004 One Vision." The awards were donated by Paul Klipp with Allante Promotions.

“CURRENT” AFFAIRS

The Value of Best Practices

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.



Phyllis Firebaugh, CMP
ADL Associates

The most current information about what you seek to do more effectively comes from the experiences of those in Corporate and Association America. Not even college-level knowledge, with the exception of programs taught by current practitioners, is as up-to-date as ideas you garner from a peer-sharing event. Participants also share what they're reading and learning from the most current books and periodicals in the marketplace.


For professionals committed to ongoing career education and improvement, hearing about successful practices in other organizations might trigger something applicable or useful for brainstorming in your own arena. *This absolutely makes the best use of your time, attention and resources.*

To illustrate this message, here are several Best Practices shared at a recent Client Fam Get-Away. Only planners were invited, but professional issues were shared that can be applicable for suppliers as well.

Planner Issues

- ◆ To help fill contracted hotel room blocks, increase conference registration fee, then offer credit/refund to attendees who utilized contracted hotels.
- ◆ Ask for room keys for rooms underutilized since you'll be charged anyway. There may be a use for the rooms in alignment with strategic goals for the conference, if you have them in hand.
- ◆ Try to negotiate attrition by offering another meeting within the next 12 months. It doesn't completely satisfy the vendor's needs but both parties may be better satisfied with the results of an ongoing relationship.
- ◆ In dealing with problem situations, take issues up the food chain-the powerless only have the power to say “no.”
- ◆ Onsite at a meeting or event, ask to see all invoices daily and ask WHY? By dealing with it as it happens, you'll be assured that you will receive what you're asked to pay for.
- ◆ Try to specify a dollar amount on food and beverage functions, so that if numbers aren't realized before guarantees are due, participants can eat steak & lobster and all parties are better pleased with the results.

Growing Professionally (could be implemented by planners or suppliers)

- ◆ Network with purpose rather than sitting with friends at meetings and events.
- ◆ Use commonalities and ask help from your peers - tell them what you need.
- ◆ Build relationships with people you admire for certain traits - you'll learn more about how they do the things you want to do more of.
- ◆ Strategize on how to have a larger presence within your organization and educate others internally on what you do to build greater value.
- ◆ Invite a manager/team leader to your meetings/events, but first give a heads-up to your supporters who might seek an opportunity to mention your strengths to that person. They'll also see, in person, the success you create for them and for the organization. 



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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.

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Chapter Meeting: Thursday, October 23, 2003 • 11:00 a.m.

“Hotel Contracts: The Legal Debate” by Linda Vest, CMP State Farm Insurance

What's Hot: trends & consequences, legal tips you absolutely must understand. Do you have the answers to the legal requirements of a contract? This is the session for you! Witness this legal debate, between legal eagles John Foster, Esq., the planner's counsel, and Steven Rudner, Esq. representing suppliers, and facilitated by Steven G. Foster, CMP (Circle R Ranch). The experts will debate hotel contract challenges, provide information on enforcement, penalties vs. damages, what you need to know about cancellation vs. termination clauses and the proper elements of an attrition clause. Planner vs. supplier listens to both sides as these legal minds go to court, Thursday Oct. 23 for a luncheon meeting at the Radisson Hotel Dallas North at Richardson.



John Foster



Steven Rudner

John Foster, Esq. CHME, is an attorney and counsel specializing in the legal aspects of meetings, conventions, trade shows & special events. He is an associate or general counsel for over three hundred national and regional associations and companies and has been named as one of the 25 most influential people in the meetings industry by Meeting News.

Steven Rudner, Esq. has been recognized as one of the “top legal minds” in the hospitality industry. A founding member of the Academy of Hospitality Industry Attorneys, Steven represents hotels and resorts across the nation. His approach to legal issues has made him a popular speaker on legal issues within the hospitality industry.

Mexico Tourism, and its participating partners, Acapulco Tourism Bureau, Aeromexico Airlines, Camino Real Hotels & Resorts, Fiesta Americana Hotels & Resorts, Mexico Tourism Board, Palace Resorts and Tropical Incentives, sponsor the meeting.

October Program Committee members: Mary Sanger, Chair (Blue Mesa Grill), Gary Peto, (Shag Carpet Entertainment), Monty Rutledge, (Student), Gloria Ford, (DOC, Radisson Hotel Dallas, Steven Flores (Eddie Deen), Carrie Elder (Texas Society of CPA's), Linda Vest, CMP, (State Farm Insurance), Julie Johnson, (Lennox Industries), Cecilia Daddio (Lemnox Industries), Scott Silvia (Plano CVB), Peg Wolschon, CTP (independent)

“Negotiating the Legal Battle”

October 23, 2003

1:45 - 4:00 p.m.

Post Session Forum - No Additional Fee

An in-depth educational forum following our Chapter meeting:

You will further your “savvy” and the “state of the industry” in:

- * Contracts
- * Liabilities
- * Negotiations
- * Cancellation Clauses i.e. Mitigated Damages -vs.- Liquidated Damages
- * Attrition Clauses

It's your one and only chance to heed advice from top industry experts, Steven Rudner, Esq. and John Foster, Esq.. Engage in round table discussions as planners and suppliers where you can get the issues and concerns from both sides.

Program Committee Meeting

Radisson Hotel Dallas North

Thursday, Oct. 16, 2003 5:30 - 7:00 pm

The Program Committee meets the Third Thursday of each month (Second Nov./Dec.) at the Host Facility for that month's Chapter Meeting.

Host Facility

Radisson Hotel Dallas North

Enjoy 294 Texas-sized guest rooms that have been remodeled with executive style decor and upgraded amenities including oversized work desks (complete with office supplies), two telephones with speaker and dataport features, in-room irons and ironing boards, clock radios and coffee makers. Services and Amenities include atrium enclosed indoor/outdoor heated pool and saunas. Complimentary business center furnished with a fax modem, copy machines and computers. Complimentary access to Bally Total Fitness, adjacent to the hotel.

Other complimentary services: shoe shine, newspapers, morning coffee and muffins, and evening Champagne Reception. American Airlines counter in lobby. Complimentary shuttle service to area businesses within a five mile radius.

DIRECTIONS

On Central Expressway (US 75) just two miles North of I-635. Convenient access to DFW International Airport, Downtown Dallas and several North Dallas suburbs including Plano, Garland and Addison. Exit US 75 at Campbell Road (Exit #26).

“HOTEL CONTRACTS: THE LEGAL DEBATE”

JOHN S. FOSTER, ESQ. CHME
AND STEVEN RUDNER, ESQ.

Thursday, October 23, 2003

Radisson Hotel Dallas North

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1:45 pm - 4:00 pm	Post Session Forum (no additional fee)

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R.S.V.P. to Randie Charnes
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MPI D/FW SECURITY BULLETIN

On September 10, 2003 the OracleWorld event being held at the Moscone Center in San Francisco, California sustained a bomb threat emergency. The police ordered a building evacuation at 2:45 p.m. and attendees were evacuated out of the center. Numerous presentations were interrupted and some attendees left the site all together!

Would you have been ready to handle this incident if it had been your event? Would you and your staff be familiar with the Center's Emergency Management Plan? How would you recover from the lost time and lack of audience attendance at key presentations? Are you conducting safe and secure meetings and events? How do you decide what type of security you need and how much of it is realistic for your event?

The meetings industry is a major economic engine for the United States and since the terrorist groups at hand have targeted our economy, we must do our share to protect the existence and viability of the industry. With these questions in mind, the following seven steps are suggested to address the basic security needs of any meeting or event. More detailed information on each one of the listed points will be provided in future issues of the newsletter.

1. Determine the value of your event. How much will it cost you or your client if the event is cancelled due to a security breach? What is the long-range impact of the meeting going on as scheduled in the first place? If the meeting is a sales and marketing event and the failure of the attendees to participate in the meeting could result in long-range losses to the company, what are those actual losses? Will the company lose market share from an incident? Once you know what the true value of conducting your meeting is, it is much easier to justify time and money spent on security to ensure that the meeting takes place.

2. Conduct a threat assessment for your meeting/event. Determine what type of safety and security threats are realistic and what the motivation might be to impact your meeting. Determine if there are any other organizations in the immediate area during your event that might draw unwanted motivation

towards your program as well as theirs. Assess what the real exposures are and what types of incidents could result if a threat actually occurred.

3. Select a safe and secure site that can facilitate your level of required security. The better the facility is designed and equipped, the less you will have to compensate with extra personnel and police. Always know up front what the facility can and cannot do to provide safety and security services to your event.

4. Determine the level of security services required for your event. Are you just looking for people to check name badges at the door or do you expect them to conduct preventive patrols and intercede on your behalf to stop criminal acts from occurring? The requirement of action (determined by the security plan) will greatly change the type of personnel you will need to secure your event.

5. Develop the Emergency Management Plan (the security plan should be a part of the EMP) for the event.

6. Design and develop the access control system and security officer post orders for your event and make sure that all security personnel and staff are aware of them.

7. Supervise your security force, either with a member of your staff or via a hired Director of Security for the event. This is a 24/7 job during the conduct of an event and it should not fall upon the shoulders of the least experienced planner who already has twenty other jobs! The key to a successful security program is the supervision of the security officers.

Kevin D. Mellott is president of ERASE Enterprises. ERASE provides executive protection, special investigation, and counter-terrorism services for both government and private sector organizations. ERASE provides Meeting and Event security services on an international basis. Kevin has served as the Director of Security for many premier events including the White House Conference on Travel and Tourism. www.erase.com

September Meeting Chapter Partners

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

Featured Speaker
Jeff Rasco, CMP, President
Attendee Management Inc.
164 Augusta Dr.
Wimberley, TX 78676
216-741-9600

Program Monthly Sponsors
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Pam Madewell

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John Acker

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JWoods Custom Photography
Jim Woods

Meeting Materials
Kinkos Inc.
Liz Stelchek

September Chapter Meeting Highlights



Krisam Group and Global Events Partners sponsored the September luncheon and were represented by (l-r), Pat McCain, CMP, Mark White and Camille Gilmore.



Tara Judd Imagine Event chapter's upcoming "Wit fundraiser includes a Casir surprises.



Producing the September meeting were Program Committee members Chair, Pam Madewell (Fun Factory Decorations & Special Events), Mentor Chair, Pat McCain (Krisam Group), Jodi Adcock (RIA), Jim Blackwill (Dreamaker Musical Performances), Camille Gilmore (Krisam Group), Gary Hammond (Texas Society of CPAs), , Laura Moore (Lennox Industries Inc.), Patti O'Neil (AdvoCare International), Gary Peto (Shag Carpet Productions), and Peg Wolshon, CTP (Independent).

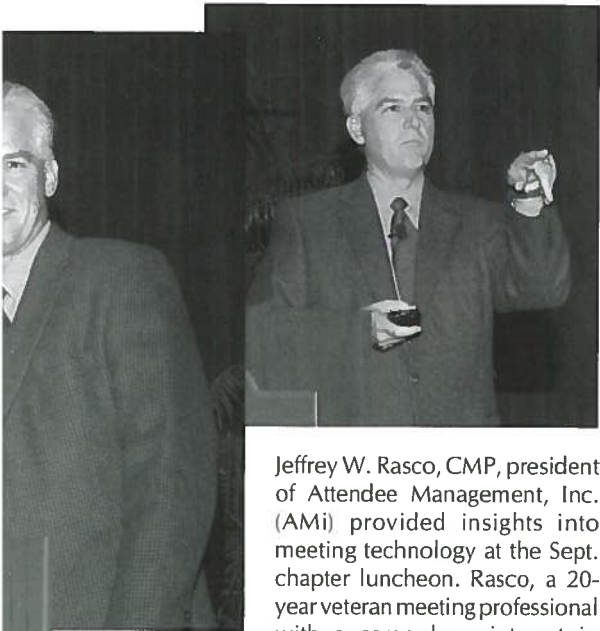




casts a “witchy” spell over guests as she promotes the “Halloween Hour” Event, set Thursday, Oct. 30 at Kempinski’s. The event features an costume contest, food, beverages and lots of Halloween-themed activities.



Representing the Hotel InterContinental were Michael Lorra, Director of Catering; Christi Baron, Director of Convention Services; Chad Enloe, Director of Group Sales; Martin Schoenrock, Executive Assistant Manager; Ilsa Murff, Sales Manager and Lisa Light, Sales Manager.



Jeffrey W. Rasco, CMP, president of Attendee Management, Inc. (AMi) provided insights into meeting technology at the Sept. chapter luncheon. Rasco, a 20-year veteran meeting professional with a career-long interest in

meeting technology and its applications to the meeting process, has gained an industry-wide reputation as a meetings technology evangelist and consultant.

**Photos by Jim Woods
JWoods Custom Photography**



Meeting Evaluation

Comments By Suppliers

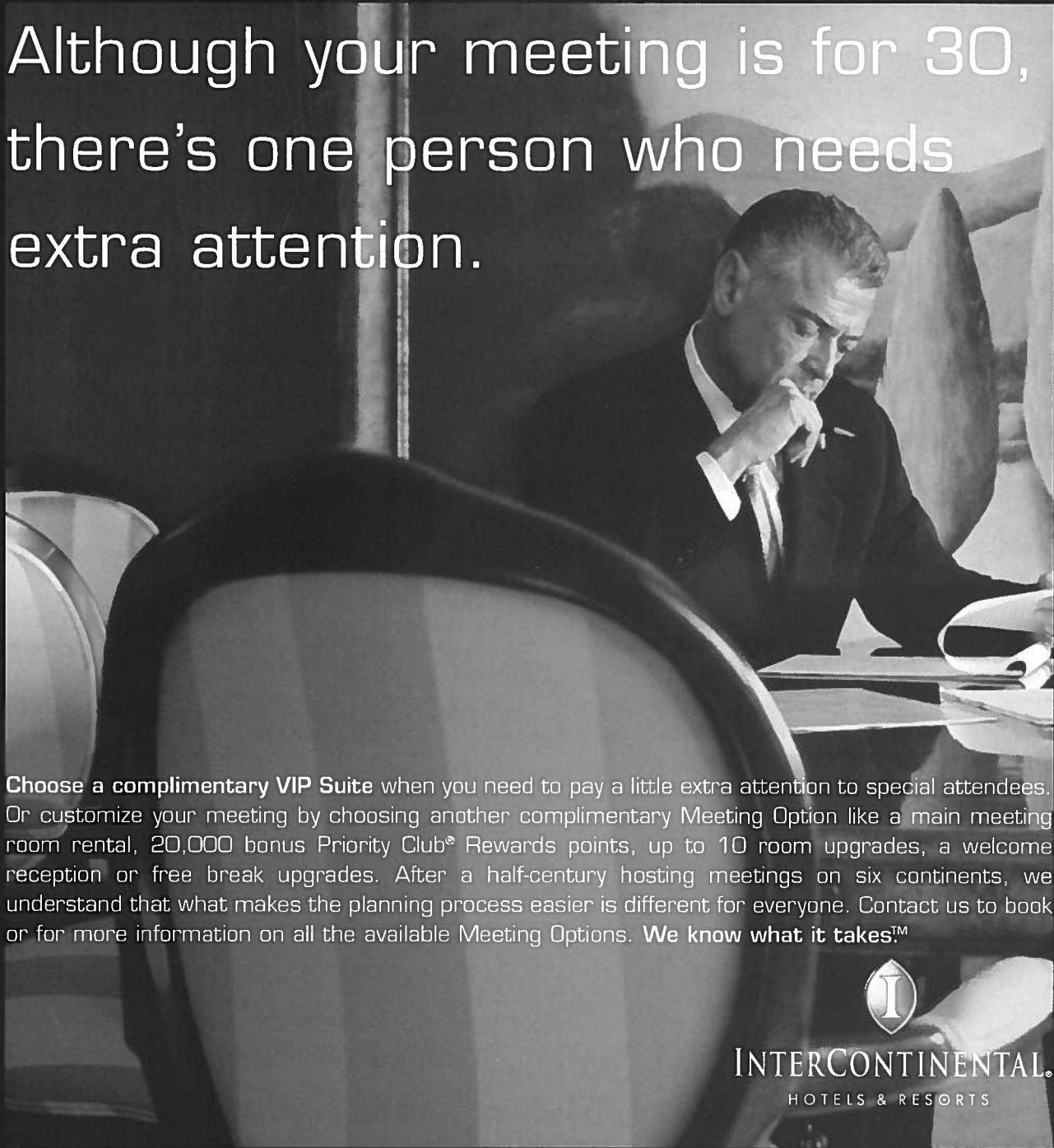
- Jeff obviously knows about technology. I’d like to see his topic presented with specific communications - why and when to use one versus another.
- Well-organized, excellent speaker, good educational value.
- Great program, good food service - follow-up session a good idea.

Comments By Planners

- More speaker time - too many prizes and recognition ceremonies cut into the presentation time which usually is the reason we are here.
- Food was great - presentation was interesting.
- Timely topic, great teamwork getting room ready.

Comments By Guests

- Today’s meeting was great and I loved the topic and content
- I learned some new things
- Great! Thanks!



Although your meeting is for 30,
there's one person who needs
extra attention.

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MEMBERSHIP NEWS

2003 Suzi Fiveash Award Winner



Diane Ray

One of MPI D/FW Chapter's most prized individual honors is its membership recruitment award - The Suzi Fiveash Award - which is presented at the annual Awards Gala. The 2003 prize went to a newcomer, Diane Ray, who has been an MPI member for just three years.

"I'm truly honored to have won the 2003 Suzi Fiveash Award, and yet I feel surprised to be rewarded for doing what comes naturally: telling people about MPI and the benefits and joys awaiting them if they join," says Ray who utilizes

Diane Ray
Digital Information Network

her experience in trade show support, customer seminars, and mass mailing in a sales role with Digital Information Network.

"MPI has been a great experience for me, and I sincerely believe that anyone who is involved in the meetings industry would benefit from becoming a member."

Diane backed into the meetings industry when she was an office manager for BP Chemicals, setting up customer events and entertaining executives and their families when they visited the United States. She joined MPI in the fall of 2000 while working in the marketing department for Nortel Networks where she was responsible for internal sales training sessions for the Wireless Internet. When the downturn hit the telecommunications industry, she took a position as an events coordinator, supporting customer lunch and learns, hospitality events, and trade show setups for NCS Learn, an educational curriculum software developer.

When applying for her current position, part of the interview process was to ensure that any new employer would support her involvement with MPI.

"I don't think that fact can be stressed enough. I've served on both the Community Relations Committee and the Programs Committee and have enjoyed both tremendously. MPI has always given me back more than I've put in. When I was looking for a job after the telecom layoffs, a fellow member of the Community Relations Committee gave me the lead for my next position. When my position changed and I was no longer getting exposure to the meetings industry necessary for my professional development, my service on the Programs Committee continued to provide training and experience in that area."

SUZI FIVEASH AWARD

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

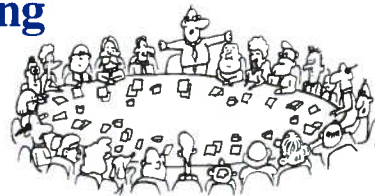
"She always wanted to know where she could help," recalls friend O.D. O'Donnell. "When she took a responsibility upon herself, you knew it would be done and done well. She was committed to values that last beyond our days on earth - love, respect, and service to others."

Suzi Fiveash Award Winners

1988-1989	Norb Dettman
1989-1990	Alice Riggins
1990-1991	Alice Riggins
1991-1992	Alice Riggins
1992-1993	O.D. O'Donnell
1993-1994	Jennifer Winget
1994-1995	O.D. O'Donnell
1995-1996	O.D. O'Donnell
1996-1997	O.D. O'Donnell
1997-1998	O.D. O'Donnell
1998-1999	O.D. O'Donnell
1999-2000	O.D. O'Donnell
2000-2001	Stephanie S Schroeder

Career Connection Meeting

Career Connection Meeting
Join us,
Thursday, October 23, 2003
9:30 a.m.-10:45 a.m.



Career Connection is held prior to the MPI D/FW Chapter Monthly Luncheon. You do not have to be registered to attend the luncheon in order to attend Career Connection.

Welcome Aboard the MemberSHIP!

These members are cruising for the opportunity to win a weekend get-away to South Padre. YOU could be here too. Contest rules can be picked up at the Membership table prior to each monthly meeting

- Lori Boccaccio
- Dvorah Evans, CMP
- Sue Fry
- Nan Stone



New Kids on the Block

Welcome to Our Newest Members!



We are delighted to welcome our newest chapter 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.

- Sarah McCoy.....
- Kay Burke.....
- Niccole Stadler.....Asterix
- Amanda Gambrell.....Hotel ZaZa Uptown Dallas
- Judy Brown.....IAEM
- Dora Moreno.....Mary Kay
- Julie Clifford.....Medical World Conferences
- Sharla McPherrin.....Omni Mandalay Hotel
- Patty Heath.....Rosewood Hotels & Resorts
- Joan Corpuz.....Student-University of Texas at Dallas



Jim Monroe

James C. Monroe & Assoc.

MPI D/FW MIC - A Whole New Bunch of Letters!

Behind all those letters are lot of exciting business possibilities in the latest initiative from the MPI Foundation. The **Multicultural Initiative** is following in the footsteps of the very successful Women's Leadership Initiative, and our chapter is the first to form a steering committee. Chaired by Jim Monroe, CMP, CSEP, the Multicultural Initiative Committee (MIC) plans to meet monthly at various locations around D/FW and invites interested members to join this cutting-edge initiative. Help shape the future of multiculturalism in our chapter and promote multicultural business opportunities within the profession.

The early meetings have been designated Steering Committee meetings, as we are determining the goals and objectives of our chapter's initiative. Following are areas we are investigating:

- * What exactly do we mean by multicultural business? Is it international business or is it regional business between people from different cultures?
- * Are we going to focus on regional multicultural business, international business or attempt to develop and serve both?
- * What are the best practices for promoting and serving multicultural business?

We plan to hold future meetings in restaurants and establishments catering to different cultures and host a number of programs that will draw from representatives from the more than 1600 various culturally identified associations in (35% immigrant citizen) North Texas.

Further information on the MPI Multicultural Initiative at the International level is available at the Multicultural Initiative web site: www.mpiweb.org/resources/mci/. For further information on the DFW Chapter Multicultural Initiative, contact Jim Monroe via email: jim@jcmonroe.com, or phone: 972-296-3336.

Thank You



To Our MPI Family

"We wish to extend our heartfelt thanks for everyone's prayers, thoughts, cards and generosity during Gene's bout with cancer. Because of your continued support of us, we are on the road to recovery. The MPI/DFW chapter members are the greatest!"

-Betty and Gene Garrett

"WE WANT YOU!"

INVITATION TO SERVICE

Members are invited to attend a "Leadership/Continued Volunteerism" Orientation prior to the October Monthly Meeting at the Radisson Hotel Dallas North at 11:00 am.

Attend this session and learn a great deal more about the career benefits of continued volunteerism within the D/FW MPI Chapter.

For more information please contact Wendy Foster, CMP, Director of Leadership Development at 817-430-1561 or email to wendyfoster@circlerranch.org



EDUCATION NEWS



Dana Nickerson-Rhoden,
CMP, CMM
American Heart Association

Advancing Women

Women's Leadership Initiatives - Women and Safety

The Women's Leadership Initiative is the premier source of research, education, mentoring and networking focused on women in the meetings industry. The Initiative is an agent of change, leading the industry in the career development and organizational advocacy for women aspiring to leadership.

Safety is an issue for all of us. Women especially can be vulnerable. We also try to please people, don't want to be rude and it is at our own safety at times. The following safety tips may save your life. Share with your meeting attendees, employees, family and friends. And men, if you love your mothers, wives, sisters and daughters, please share this with them as well. A candle is not dimmed by lighting another candle.

- The elbow is the strongest point on your body. If you are close enough to use it, do!
- If approached by a mugger/robber and they ask for your wallet or purse - DO NOT HAND IT TO HIM. Toss it away from you, chances are that he is more interested in your wallet and/or purse than you and he will go for the wallet/purse. Run like crazy in the other direction.
- If you are ever thrown into the trunk of a car: Kick out the back taillights and stick your arm out the hole and start waving like crazy. The driver won't see you but everybody else will. This has saved many lives.
- Women have a tendency to get into their cars after shopping, eating, or working, and just sit doing their checkbook, making a list, etc. DON'T DO THIS! The predator will be watching you, and this is the perfect opportunity for him to get in on the passenger side, put a gun to your head and tell you where to go. AS SOON AS YOU GET INTO YOUR CAR, LOCK THE DOORS AND LEAVE.
- When getting into your car in a parking lot or parking garage, be aware. Look around you, look into your car at the passenger-side floor and in the back seat.
- If you are parked next to a big van on your driver side, enter your car from the passenger door. Most serial killers attack their victims by pulling them into their vans while the women are attempting to get into their cars.
- Look at the cars parked on the driver's side of your vehicle and on the passenger side. If a male is sitting alone in the seat nearest your car, you may want to walk back into the mall or work, and get a guard/policeman to walk

you back out. It is always better to be safe than sorry (better paranoid than dead).

- Always take the elevator instead of the stairs. It might be better exercise but stairwells are not safe to be alone in and provide a perfect crime spot. Use your best judgment.
- If the predator has a gun and you are not under his control, ALWAYS RUN! The predator can hit you (a running target) only 4 in 100 times. Even then, it most likely WILL NOT be a vital organ. RUN!
- As women, we are always trying to be sympathetic. STOP! It may get you raped or killed. Ted Bundy, the serial killer, was a good-looking, well-educated man who always played on the sympathies of unsuspecting women. He walked with a cane or a limp and often asked "for help" into his vehicle or with his vehicle, which is when he abducted his next victim.

Remember to be aware-ALWAYS. 

MPI D/FW Book Club



Join the D/FW MPI Chapter "Book Club". Visit the web site, www.mpidfw.org for more information and be eligible for the \$100 cash drawing.



TECH TALK

The Video Revolution

In the audiovisual rental and staging industry, the key rumors right now aren't the ones that make projection brighter, sharper, or smaller. The key buzz is about those potential technologies that replace projection altogether, liberating staging from the "dark ages" of the entire mindset of projector and screen.

The LCD or plasma flat panel has changed the small-screen part of rental and staging. It's given us images of a reasonable size with no projection cone and little depth requirement for the display. However, both have limitations in size, brightness, cost and configuration.

Segmented LED walls have filled a niche in creating a larger, flatter display for staging but are, even at their best, cumbersome, bulky, and tricky to work with. New technologies in flat panel displays, the OLED (organic light emitting diode) and FED (field emission display), promise to make flat panel displays larger, brighter, and cheaper, are being shown now in prototype form, just as plasma was only a few years ago. At this rate, maybe someday we'll have fastfold screens that have video inputs and won't require projectors at all.



Alainna Palmer, CMP
'Grapevine' Columnist

Heard it through the Grapevine!



Leah Belasco
'Grapevine' Columnist

Kay Burke, CMP has joined *JCPenney* as meetings administrator. Kay has been an independent planner for the past two years. She replaced **Sheila McGuire** who recently got married and moved to Biddeford, Maine.

Cathy Bullard has joined *Canyon Lake Ranch* as a sales associate. She was director of events for *The Move Studios at Las Colinas*.

D Magazine has selected *Encore Productions Entertainment*, owned by **Luana Stoutmeyer**, as the best entertainment agency in Dallas! The "Best of Big D" is in the August issue, now on news stands.

Erin Lucia missed the pizza and popcorn! So, she returned to the *Studio Movie Grill* as special events manager after a short stay with *Lukemia & Lymphoma Society*, as reported in the July issue.

Patty Marriott has left *Frito-Lay* to pursue other interests, including traveling to events & presentations with her husband Darryl Beeson, "The Wine Guy."

Lisa Moore has joined the new *Smith & Wollensky Upscale Steak House* on North Dallas Parkway as sales manager. She was previously with *Aramark* and worked five years with Stephen Pyles at *Star Canyon*.

Steven G. Foster, CMP of *Circle R Ranch* has accepted an appointment to the *Dallas Convention & Visitors Bureau* Board of Directors. He will chair the Member Services Committee.

To submit your member information, please contact:
Alainna Palmer, CMP • alainnapalmer@comcast.net • Fax 469-287-0329
or Leah Belasco • 972-818-4811

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WYNDHAM GARDEN - LAS COLINAS
THE TREMONT HOUSE -
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WYNDHAM DALLAS NORTH
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Events must be booked by 12/31/03. Does not apply to previously booked events or cancellations. The selected offer (miles, chair, cash credit, Palm m515 or donation) will be delivered about 6 to 8 weeks after completion of event.

Strategies for the Marketplace: Price vs. Quality

by Sharon F. Bock, CMP
Leadership Dimensions

When was the last time you paid attention to the relationship between what you paid for an item and your perception of its quality? It probably isn't too hard to remember, is it? Each time we shop, we weigh the dollars we spend against our judgement of the quality of the product.

With tangible items, this is fairly straightforward. If you are buying a new shirt, you can examine it and assess the quality of the workmanship. You aren't likely to pay top dollar for something that you think will fall apart the first time you get caught in the rain.

But most of us in the meetings industry are not in the business of selling shirts or shoes or skillets. An association planner, when promoting a conference, is selling personal or professional benefits to the prospective guest. Hotel sales staff who sell "tangible" space also sell intangibles that extend beyond square footage. The independent planner faces a singular challenge. He or she is selling talent, knowledge and skills when convincing a prospective client to enter into a contract.

The perceptual relationship between the price of a product or service and the quality of the product or service can be analyzed in this simple table.

	<i>\$\$\$ High Price</i>	<i>\$\$ Medium Price</i>	<i>\$ Low Price</i>
<i>High Quality</i>	Premium	Penetration	Super Bargain
<i>Medium Quality</i>	Over-Priced	Average	Bargain
<i>Low Quality</i>	"Hit and Run"	Shoddy	Cheap

Pricing strategies are created and adjusted for many different reasons. How does this analysis affect an independent planner?


We expect to pay a **high price** for **high quality** and every independent planner I know believes that his or her services reflect only the highest quality. One would think that every independent planner could always draw top dollar for his or her services. Some do, but not all.

There are, however, times to expand on the strategy and look beyond the high quality/high price model. For example, to penetrate a market, an independent planner may be willing to charge a **medium price** for the **high quality** services. This is likely to bring new clients which the planner hopes will become repeat clients even if the price is higher for a subsequent project. When a client is not just satisfied, but delighted with the planner's services, he or she is unlikely to question a gradual price increase.

Cyclical trends also effect the pricing strategy. We see the hotel industry using high, low and shoulder season prices. There also may be times when planners will want to offer their **high quality** services for a **lower price**. When business is slow or there is a lot of competition, it is tempting to underbid. A buyer sees this proposal as a super bargain and is eager to contract with the planner. In the short term, this approach generates income, but it can be risky. A client is more readily moved from a medium price to a higher price, but it may be much more difficult to break out of the low price arena if you establish yourself in the "bargain basement."

Many other factors affect your ability to establish a pricing structure for your services as an independent planner. These range from local norms to professional experience and credentials. These elements and several others affect your overall price range and may affect the client's perception of the quality of service for dollars paid.

Take time to consider your pricing strategy very carefully before you prepare your next cost proposal. By remaining alert to marketplace perceptions and by providing only the highest quality of service, you can successfully grow your business into a profitable enterprise.

Sharon Bock, CMP is owner/President of Leadership Dimensions and a past president of the Sacramento Chapter of MPI. To contact her about strategies to position, price and promote your independent meeting planning business, email: sfbock@att.net with PPP 2003 in the Subject line to add your name to the email notification list. 

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