

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

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Mark Your Calendar

D/FW Chapter Meetings
October 23, 2003
The Industry Legal Debate
John Foster & Steven Rudner
11:30 am – 1:30 pm
Radisson Hotel – Dallas North

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 Romie, Ph.D., CAE
11:30 am – 1:30 pm
Crowne Plaza Market Center



by April Marchand
Dallas Marriott Solana Hotel

The Mind of a Meeting Planner

What do Meeting Planners *really* think?

What challenges and resources are important to them? Do they really value supplier relationships? Does credibility and service count more than cost? Why won't they return my phone call?

"The Current" asked several meeting planners to provide answers to questions asked most often by MPI D/FW Chapter suppliers, and according to the respondents, relationships, credibility and response-time are critical elements to success between planner and supplier. Providing these insights into the "Mind of a Meeting Planner" were Bitsy Burns, CMP, former manager of Meetings & Events for HD Vest Financial Services; Emily Hine, vice president of Credit Union Development for the Texas Credit Union League; David Bruce, owner and Managing Director of CMP Meeting Services; and Sandra Bloodworth, president of Any Event, Anywhere, Anytime, Inc.

Current: What is the biggest challenge facing today's meeting planner?

Burns: "Budgets!"

Hine: "Predicting attendee behavior when online booking creates the image that associations have not negotiated the best rate, and the struggle this causes to reconcile actual attendance with contracted room pickup."

Bruce: "I find that it is more difficult than ever to get proposals that are timely, accurate, and complete in today's market. I find that the proposals lack creativity in regards to the bids, and that each proposal looks like it came from the property next door. Instead of properties rising to the challenge of the marketplace, I see them wallowing in it. With our business mostly being from the governmental sector, most properties do not understand that they have one opportunity to bid on business and that we are bound by federal guidelines to present what is sent to us."

Bloodworth: "Booking outside the block. It is all about educating your attendees/members, having a great working relationship with the site, and being creative with registration forms. I have such faith in our industry that it will be solved in time to everyone's advantage."

Continued on page 10

DALLAS/FT. WORTH
CHAPTER



REFINING 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.

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A Message from the President



Melissa Logar, CMP, CMM
2003-2004 President

I had the opportunity to attend WEC in San Francisco along with 87 of our chapter members. International introduced their new strategic direction during the WEC both at the Chapter President's meeting and at the Opening session for all attendees. In our Chapter Presidents meeting we were asked to incorporate International's strategic plan with our Chapter's strategic plan. I immediately got that "Uh Oh" feeling and thoughts and questions flying through my head. Like please, please, please don't let it be way out there. The Chapter's vision and strategic plan are in place and has been well received, I was anxious about trying to add upon it. However, after reviewing the plan I felt very much at ease.

Pathways to Excellence is a visionary strategic plan designed to plot the future of our association for the years ahead. It also affirms the awareness of the strategic importance of meetings by leading the evolution from a method/venue model based primarily on location and accommodations to a value-driven model focused on corporate/organizational ROI, the transfer of valued content/learning, meaningful interactions and strategic benefit.

Pathways to Excellence focus on three clearly defined strategies.

- Create professional development pathways and resources to support evolution toward positions of strategic understanding and importance.
- Increase MPI's influence with senior decision-making executives at corporations, associations and organizations.
- Enhance business opportunities for supplier members.

Once again, I have to say "One Vision" is truly the right vision during my term as President of our Chapter. With the emphasis being we are all saying the same thing from the membership, committee, Board of Directors and International level it is exciting to see we are all moving forward in the same direction.

We are truly being challenged in today's environment. We are experiencing whole meeting planning departments being completely out-sourced, meeting planning departments being restructured under Procurement departments and our industry is continuing to downsize. This evolution is impacting both planners and suppliers on how we do business and how we represent ourselves. I am encouraged by International's direction and their enhanced/new key deliverables designed to enhance our success.

As most of you know Cheryl Beasley, CMP, CMM experienced personally our industry's evolution. During Cheryl's term as President of our Chapter the corporation she was previously employed by restructured the meeting planning department and as a result her position was eliminated. Cheryl has recently left our industry to pursue other opportunities and has resigned from the Chapter's Board of Directors. Betty Garrett has graciously agreed to fill the Immediate Past President's position, again. Please join me in welcoming her back. 

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

“CURRENT” AFFAIRS

MPI D/FW Chapter at WEC



Members of MPI D/FW gathered for a group photo prior to the Opening General Session at the Moscone Center in San Francisco.

photos by Tara Judd
Imagine Events



VP of Programs Sherri Cook, CMP, CMM (Sherri Cook & Associates) kept an eye on reserved seating for chapter members who were directed to the area by a sign-waving David Gisler (Freeman Decorating).



MT Hickman, CMP (Richland College) got into the “San Francisco Spirit” by ringing a traditional Chinese gong during the Closing Night Dinner.



The Society of Petroleum Engineers was well represented at WEC. Pictured (l-r) are Senior Manager of Meetings Sally Goldesberry, CMP, CMM and Meeting Coordinator Chris Torsy, CMM.



DALLAS/FORT WORTH CHAPTER



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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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C1-BW2

Chapter Meeting: Thursday, September 25, 2003 • 11:00 a.m.

Hot Technology - What's New in the Meeting Industry

by Laura Moore
Lennox Industries Inc.

Sure, we all know about on-line registration but what about connecting your hotel with on-line registration to ensure everyone books in your block? Or suppose you have a message to communicate to multiple locations and a short turn-around, do you know your options...web casting, videoconferencing, teleconferencing, costs involved and how to set up? Some of the latest technological advances in the meetings industry include: Instant Messaging (IM), conference agendas (booklets including trade show) and Audio Response Systems (ARS) all through your attendees PDA's, or conducting "virtual meetings." Confused by all the terms? Curiosity peaked? Come join Jeff Rasco, known as one of the foremost technological meetings industry gurus, as he leads us through the amazing world of updated technology available to us.

Jeffrey W. Rasco, CMP, president of Attendee Management, Inc. (AMi) is a 20-year veteran meeting professional with a career-long interest in technology and its applications to the meeting process. He has gained an industry-wide reputation as a meetings technology evangelist and consultant, and is a frequent industry speaker and writer, including a monthly column in The Meeting Professional magazine.



Jeff Rasco, CMP
Attendee
Management Inc.

Krisam Group & Global Events Partners will sponsor the September Chapter Meeting. Representing the sponsors will be Pat McCain, CMP, Vice President and Camille Gilmore, Director of Sales.

September 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), Peg Wolshon, CTP (Independent) and Paul Klipp (Allante Promotions).

Technology Workshop & Hands On Training

facilitated by Jeff Rasco with Expert Panel

September 25, 2003

1:45 - 5:00 p.m.

Workshop Fee - \$30 per person

Plan ahead and keep your afternoon open for a powerful, in-depth interactive technological post meeting session with hands-on training facilitated by Jeff Rasco. Roundtables will cover in-depth all of the topics briefly introduced during the main meeting and more. The session will be three hours with a break, and each participant will discuss topics including Virtual Meetings/applications, Wireless Technology / PDA's, and On-Line Systems. Groups will be given 30 minutes to discuss ideas, issues, share best practices, etc. which will be filtered to the facilitator and panel for discussion and Q&A. You cannot get this type of information and training for this cost anywhere else...only through MPI and our chapter!

Website registration: www.mpidfw.org by 2:00 p.m., Monday, September 22, 2003

Program Committee Meeting

Hotel Inter-Continental
Thursday, September 18, 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

Hotel InterContinental

The Hotel InterContinental Dallas is located in the heart of North Dallas in Addison, just minutes away from both DFW and Love Field airports, as well as Addison Airport. It offers over 100,000 square feet of meeting space, and 529 beautifully decorated rooms, 31 of which are our spacious suites. Our Club Floor level guests enjoy a complimentary continental breakfast each morning, and happy hour each evening with hors d'oeuvres on the house.

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From Fort Worth:

Take Interstate 20 or 30 East to Interstate 35E North. Take Interstate 35E North to the North Dallas Tollway North. Take the North Dallas Tollway North to the Beltline/Arapaho Rd. exit. Exit to Service Road and stay on Service Road to the 2nd traffic light (Arapaho Road). U-Turn at 2nd light (Arapaho Road). Hotel is 2nd building on the right side.

HOT NEW TECHNOLOGY IN THE MEETING INDUSTRY

Thursday, September 25, 2003

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9:30 am - 10:45 am	Career Connection The Metroplex Room
11:00 am - 11:30 am	Chapter Orientation The Metroplex Room
11:00 am - 11:30 am	Leadership Orientation The Cosmopolitan Room
11:00 am - 12:00 pm	Registration and Reception
12:00 pm - 1:30 pm	Luncheon and Program Garden Court
1:45 pm - 5:00 pm	Post Workshop/Training Session (additional \$30)

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R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, Sept. 22, 2003
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ON-LINE REGISTRATION PREFERRED

Select Lunch Only or Both Sessions
Go to the "Events" section at www.mpidfw.org

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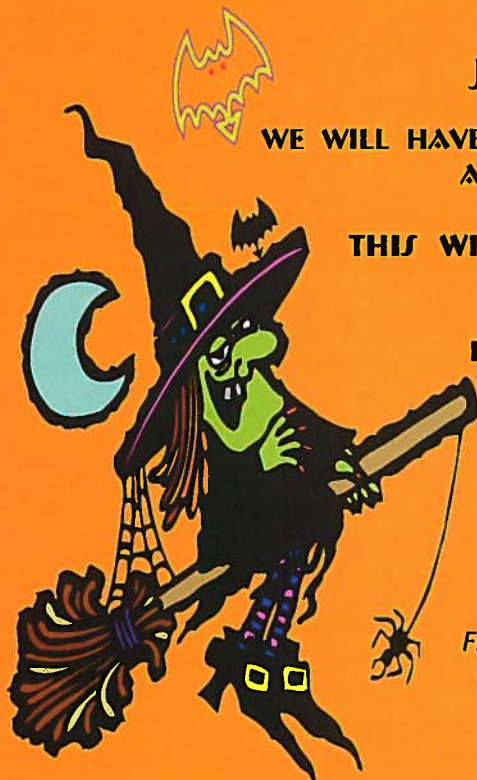
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From the Desk of the VP of Finance/Administration, Carol Benavidez, CMP

I am thrilled to announce our first MPI D/FW Chapter Fundraiser, a Halloween Party!
Throughout this year, we'll be hosting several Special Fundraising Events designed
for our members to network and become better acquainted socially.

Come join the fun!

August Meeting Chapter Partners

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

Featured Speaker

ERASE Enterprises
Mr. Kevin Mellott, President

Meeting Sponsor



Ms. Mayline Menendez, Director of Sales

Facility, Reception & Luncheon

Renaissance Dallas North Hotel
John Yeung, General Manager
Betty Bann, Social/Catering Manager
Ty Thoren, Executive Chef

Décor / Centerpieces

Eddie Deen's Ranch @ Downtown Dallas
Steven Flores, Director of Sales & Marketing

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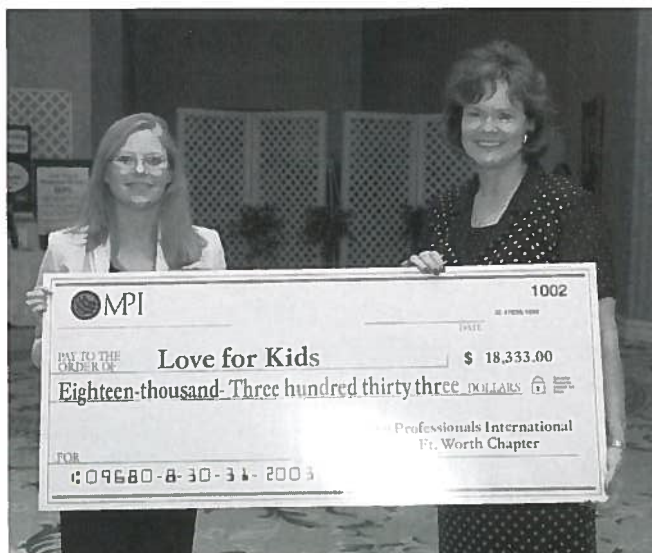
August Chapter Meeting Highlights



The Renaissance Dallas North Hotel, a past winner of MPI D/FW's "Meeting Facility of the Year Award," was represented by (l-r) Banquet Manager, Clem Espinosa; Social/Catering Manager, Betty Bann; Executive Chef, Ty Thoren and General Manager, John Yeung, CHA.



August's chapter of Sales Mayline (Starwood Hotels) and discussed th



The MPI Kids Charity Ball beneficiaries were on hand to accept contributions from the chapter's annual charity gala. President Melissa Logar, CMP (PricewaterhouseCoopers, LLP) presented checks to Love for Kids Executive Director Beverly Nalley, and to Wipe Out Kids Cancer board members Mary Dowling and Greg Nieberding.

Photos by
Jim Woods



The MPI Kids Charity B


Produced by Meeting Professionals Internatio
Dallas/Fort Worth Chapter



ting sponsor was the Puerto Rico Convention Bureau. Director Menendez greeted chapter members Stephanie Schroeder (Resorts) and Nicole Northrop-Jost, CMP (Four Seasons Resort) any new opportunities available in Puerto Rico.



August Program Committee members were, l-r: Carrie Elder (Texas Society of CPA's), Steven Flores (Eddie Deen's Ranch at Downtown Dallas), Elizabeth Chandler (The Meadows Foundation), Bill Reeser, CMP (AVW-TELAV), Jan Gillin (Independent), Peg Wolschon, CMP, CTP (Independent), Leah Belasco (Independent) and O.D. O'Donnell (Nightlife Talent/Panache)



Meeting Evaluation

Comments By Suppliers

- Excellent food from the hotel, awesome presentation – my vote for facility of the year.
- This program exceeded my expectations.
- Even though we don't like the information, we need to hear it and be prepared.
- Great presentation – intelligent background discussion – very valuable information
- Chef Ty always delivers – Good program - Bar none. The best program I've ever attended.
- This is information that no one wants to hear, but everyone needs to hear! Great job!

Comments By Planners

- Oh my gosh – I think I'll be processing this one for quite a while. I am so glad I came.
- Very interesting and informative – scary – excellent speaker – great passion.
- Would like to know more about how terrorism effects our business – need to hear more of Kevin – bring him back.
- Loved the networking activity.
- It would be great to have a 1/2 or full day workshop on preparing/maintaining an emergency action plan.
- Very interesting, good questions.

Comments By Guests

- Today's meeting was great and I loved the topic and content.
- Very interesting speaker. Gave pointers in security that most of us don't think about. We are never completely safe.
- If the programs continue to be this excellent, I will join very soon.
- Excellent – a lot to digest – shock value was high – would like to see some suggestive solutions available via a web site.
- Great program!



Kevin Mellott, President of ERASE Enterprises, presented realistic steps that facility managers, meeting, event or incentive planners can do during site inspections, logistical preparation and on-site to minimize potential risks and maximize recovery efforts in the event of a crisis. Mellott has over 28 years of experience in public safety services including law enforcement, private security, fire fighting, emergency medical services, special rescue operations, hazardous materials, and counter terrorism.

The Mind of a Meeting Planner.....continued from page 1

Current: What mistake do you often see suppliers make?

Burns: "Newbie' suppliers should do their homework before calling on clients, respond to requests on or before noted deadlines and stay within requested budgets."

Hine: "A sense of inflexibility of suppliers to work out solutions for planners because contracts were negotiated years ago and do not necessarily reflect the current landscape."

Bruce: "I think this answer is three-fold... one, the average supplier does not answer the RFPs exactly, they are so used to using their forms that are pre-made that they don't take the time to read the RFP and answer the questions or issues posed in it. The Second is the time element factor in the RFP, when we forward one to the property we need to have answers within a specific time, over 30% of the proposals from the properties arrive after the date needed. The third is the lack of creativity in the proposals, since price is usually not a factor anymore due to the low cost of hotels, it now comes down to concessions and creativity."

Bloodworth: "Pushing too hard for a contract or an appointment, just being overly assertive. This style reflects poorly on the company represented and is a total turn off."

Current: What resource is most helpful to you?

Burns: "MPI!"

Hine: "Relationships with suppliers working proactively to combat issues."

Bruce: "The national sales offices for the chains, they are far more valuable than all the bureaus in the whole. They know our business and can react far faster with their properties than the bureau can in most cases."

Bloodworth: "Without doubt, the people in this industry. I can pick up a phone, email, write or have lunch with anyone in this industry and they will share their knowledge and experience. And, they do this sincerely, with the utmost support. I feel blessed and grateful to have such contacts."

Current: What's your industry prediction for the next six months?

Burns: "Get back to basics with suppliers and planners willing to take the time and effort to build stronger relationships and work together. The result will be strengthening of our industry to meet goals and objectives - successful meetings and better profits."

Hine: "Technology will continue to redefine the industry. There will be more challenges and more requests for on-demand service at a lower price."

Bruce: "Shorter-term meetings with more availability at better properties."

Bloodworth: "The economy will get better, then fall back for a while and then slowly improve for a long period of time unless unforeseen circumstances intervene. The Industry will become more strategic."

Bitsy Burns directed the HD Vest Financial Services' conferences, seminars, workshops, symposiums and events for the past 16 years. Emily Hine has more than six years experience in the meetings industry and conducts more than 85 educational programs annually for credit unions in the Southwest. David Bruce's primary focus is on the government meetings market and his firm is one of a few federally contracted schedule providers in the country. Sandra Bloodworth has more than 15 years experience in the industry as an association planner and recently finished a three-year term on the MPI International Board of Directors.

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MEMBERSHIP NEWS

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.

Jennifer Ainsworth.....Uniden American
Charles Barry.....Big Dog Productions LLC
Liz Bremond.....NORTHSTAR Travel Media-M&C Magazine
Jo Chandler.....Consolidated Restaurant Operations
Kendra Clark.....Crowne Plaza Dallas Near the Galleria
Jessica Clements.....Omni Mandalay Hotel
Carolyn Colon.....CYC & Associates
Ian Dockrill.....ANE Global Management
LaChelle Evans.....Adam's Mark Hotel
G. Geddes.....Frontiers of Flight Museum
Allison Grasseti, CMP.....Copper Mountain Resort
Quin Greaves.....Looking Glass Partners
Cara Harting.....Shapiro & Company
Debra Lakin, CMP.....Evangelical Development Ministry
Donna Lee.....Longview Convention and Visitors Bureau
George Lewis.....BostonCoach
Maria Lineaz.....Munsch Hardt Kopf & Harr, P.C.
Lana Marker.....Aviall
Lacy McGough.....Belo Mansion-Culiniare International
Robert McPherrin.....Gaylord Opryland Texas
Kristen Moore.....Kinko's Field Office
Ellen Moreland.....A2Z Transportation
Donald Offill.....American Golf
Mohamed Rafik.....Denver Marriott Tech Center
Hope Valentine.....Convention Planning Services (CPS)
James Walters.....Wyndham International
Catherine Wolff.....Hilton Direct USA-Worldwide Group Sales

Career Connection Meeting

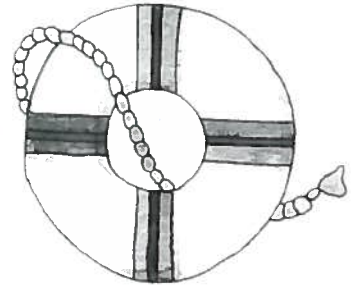
Career Connection Meeting
Join us,
Thursday, August 28, 2003
9:30 a.m.-10:45 a.m.



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

Thank You

The Membership Committee would like to extend a special Thank You to M&M The Special Events Company for donating the wonderful nautical props for our booth set up during the July Monthly Meeting.



DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGSSM

Take a little trip on the MemberSHIP!

Bring your friends and colleagues aboard the MPI D/FW Chapter's MemberSHIP and earn a chance to win a weekend getaway package. For each new "shipmate" you bring on board you will earn points. The person with the most points wins an awesome weekend getaway package compliments of South Padre Island CVB.

New Supplier Members = 1 point New Planner Members = 2 points

Contest runs from July 1 until November 30, 2003. Prize will be presented during the December Holiday Gala.

Rules: Simply share the benefits of membership with anyone in the industry who is not yet a member and present them with a Membership Application. Fill in your name under the section "Name the Member that recruited you" to earn your credit. New members may also complete the application on-line at www.mpidfw.org under the Membership section.

Package includes:

- Air travel for two with Southwest Airlines, provided by South Padre Island CVB
- A two-night stay at the Sheraton South Padre Island Beach Hotel & Condominiums (breakfast included)
- A five-hour excursion on the Texas Treasures Casino Cruise SHIP (dinner included)

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Prize package courtesy of the
South Padre Island CVB
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For additional information please contact Tamra Hughston, CMP
MPI D/FW Chapter Volunteer, VP Membership
e-mail: tamra@hrsouthwest.com
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EDUCATION NEWS



Dana Nickerson-Rhoden,
CMP, CMM
American Heart Association

Advancing Women

DFW Women's Leadership Initiative - GET INVOLVED!

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.

Why get involved? If you are a woman, work with women or have daughters or sisters, you need to be aware of the issues that impact the meetings industry and women specifically. Over 72% of the industry is women, only 9% are in leadership roles. Leadership roles can mean many things. It doesn't mean you have to be the CEO, but if that's your goal, that's okay too! We all need to be the leaders in our industry and especially within our organizations. We need to "have a seat at the table." We need to be valued and respected within our organization. We need to have the tools and education to get what we need and want to make our work and personal lives the best they can be.

At the recent WEC held in San Francisco, a white paper was presented that embodied the valuable research done over the past two years in the meetings industry as it pertains to women. The research is eye opening. The white paper is available complimentary to all MPI members. Go to the mpiweb.org website, click on WLI and request it.

This past year has brought some fascinating changes in the Women's Leadership Initiative program. Our chapter is leading the way in leadership and we are continuing to address women's issues this coming year. Please join us to learn how you can create and develop workshops to learn more about finance, life-balance of family and work, career development, health issues, image, and communication to name a few.

Please contact: Dana Nickerson-Rhoden, CMP, CMM, American Heart Association for more details at 214-706-1420 or dana.nickerson@heart.org.



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TECH TALK

Tips for Longer Projector Lamp Life

Many of you have been a victim of a lamp going out during the middle of a presentation. Although all lamps will eventually burn out, there are several things you can do to prolong the lamp life. Here are some tips:

- Once the projector is on, wait at least five minutes before turning it off to allow the fan to properly cool the unit.
- Do not obstruct the air intake or exhaust vent. Paper should not be placed on top of a projector or where vents are located.
- Keep the exhaust vent at least 2 feet from any object. Clean the projector's air intake filter every three to six months based on your operating environment.
- Do not move your projector until the lamp has cooled (about five minutes).



Alainna Palmer, CMP
'Grapevine' Columnist



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Chad Enloe, formerly with the *Dallas Convention & Visitors Bureau*, has joined *Hotel Intercontinental* as director of sales with **Patty Cipoletti**, director of marketing.

Gregory Pynes has left *Renaissance Meetings & Incentives* and has joined *Physicians' Education Resource* as the senior meetings manager with focus on oncology.

Tracy Dunlap has moved to Minneapolis due to her husband's relocation. She was formerly with *Lone Star Park of Grand Prairie*. Tracy...you'll be missed!

Jim Murdock has relocated to the *Doubletree Lincoln Centre* as senior sales manager.

Lynn Lewis, CMP, with *Premier Meeting and Event Management*, has become engaged to Peter Bjostad. They met 3 1/2 years ago when they both worked at *Ernst & Young*. She has a ready-made family with three boys ages 16, 14 and 9. Congratulations!

Stephanie Palazzi, formerly with *Omni Park West*, is sales manager at the *Westin Stonebriar Resort*.

Lisa Moore has been named Private Dining Manager at the newly opened *Smith & Wollensky* in North Dallas.

Rainbow Entertainment was awarded the Texas Festival and Events Association Supplier Marketing Award of the Year! At the 2003 conference, they were selected for the Lennox Industries Corporate Racing Charity Fundraising Event.

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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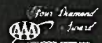
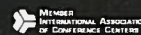
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