



CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

February 2005

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

Inside

Presidents Message.....	2
Showcase Exhibitors.....	3
Chapter Partners.....	4
Feb. Chapter Meeting....	5
Golf Tournament.....	6
January Highlights.....	7
WLI Symposium.....	9
Networking Event.....	10
Membership News.....	11
Grapevine.....	11

Mark Your Calendar Now to Attend the 2005 Monthly Programs

March 24, 2005
April 28, 2005
May 26, 2005

Vision Statement

To be the pivotal force in positioning meetings and events as key strategic components of an organization's success.

Mission Statement

To be recognized as the leading global membership community to shaping and defining the meeting and event industry.

Pursuit of Passionate Purpose: Success Strategies for a Rewarding Personal and Business Life

By Erin Longley, CMP
Xcel Events

Are you living a good life or a great life? What is the secret for getting all that you want in work and life? Sharing success strategies gained from taking her company from \$0 to \$40 million in six years and from an extensive research study, Theresa Szczurek will help planners and suppliers ignite passion and pursue meaningful work while having fun along the way. Based on a proven formula from the new book Pursuit of Passionate Purpose, this high-content and entertaining session provides planners and suppliers with real tested and practical approaches for attaining their life goals.

Compelling Reasons to Attend for Planners and Suppliers alike:

- ♦ If Theresa Szczurek could take a company to \$40 million in six years, so can you. Come learn how she did it and how to apply these secrets to your life and work.
- ♦ Life is short. Now is the time, in the beginning of this year, to get on course to live a life with more passion, more purpose, and more success. Learn how to facilitate your own forward movement, achieve meaning in your work and bring real rewards to your life.
- ♦ Walk away with a proven process that most successful people and organizations use to guide their pursuits to deliver extraordinary results.
- ♦ Identify key strategies that lead to real rewards of life—meaning, balance, peak performance, and financial results. We will explore one of these strategies and how to apply it to your situation.



Come join others in our Industry ready to define the concept of Meaningful Work for themselves through tested and practical approaches that have created richly rewarding Passionate Purpose for many others.

Presenter: **Theresa M. Szczurek, Ph.D.**

Theresa M. Szczurek, Ph.D. helps organizations and individuals succeed by aligning their passions with purpose. Offering success strategies used in taking her company to over \$40 million in six years and in transforming a small non-profit into an endowed foundation, Szczurek works with emerging and established organizations worldwide in marketing, strategic planning, and organization development to re-energize workforces and produce extraordinary results. An award-winning business leader and speaker featured in Fortune and other publications, her audiences have included AT&T, Polish Chamber of Commerce, and Brown University.

Chapter Meeting • February 24, 2005 • 11:00 a.m. • Lone Star Park at Grand Prairie

DALLAS/FT. WORTH
CHAPTER



DEFINING THE POWER OF MEETINGS®

President

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

President-Elect

Tamra Hughston, CMP
Home Interiors & Gifts Inc
972-695-1361

Vice President of Education

Sue Fry
Absolute Solutions LLC
817-310-3311

Vice President of Finance

Sherry De La Garza, CMP
MAC Meetings & Events LLC
469-255-6410

Vice President of Communications

Patty Stern Markley, CMP
DMM Group Meetings & Events
972-789-5530

Vice President of Membership

Tony Cummins, CMP
Westin Park Central
972-851-2094

BOARD OF DIRECTORS

Director of Monthly Programs

Jodi Adcock, CMP
RIA
972-250-8657

Director of Leadership Development

Carol Benavidez, CMP
Helms Briscoe
972-396-0423

Director of Recruitment

Ruth Gallenberg
Embassy Suites LoveField
214-358-6905

Director of Professional Development

Nichole Hahn
Southwest Securities, Inc.
214-859-1850

Director of Public Relations

Sandi Galloway
Canadian Tourism Commission
940-321-3458

Director of Strategic Alliances

Nancey Hernandez, CMP
The Adolphus
214-651-3622

Director of Advertising

Debi Kensell
PRSM Association
972-231-9810

Director of Member Care

Carol Mozingo
Derse Exhibits
972-393-9046

A Message from the President

Goodness, I can not believe we are over halfway through the 2004/2005 term. I am so delighted our chapter's membership has increased to 770 members and member retention has reached 72.60%. We have not seen this high a percentage since our industry went into a slump in 2001/2002. Our monthly program evaluations are averaging an increase to 4.85 over 4.48 during the same period last term. My thanks to each of you who have contributed your time and services, enabling this chapter to positively move forward in the right direction.



Melissa S. Logar, CMP
2004-2005 President

At the halfway mark of the chapter's term your Board of Directors had the opportunity to meet for a two-day retreat to assess where we are in achieving the chapter's goals and objectives which we identified at our 2004/2005 Board of Director's retreat in June 2004. The meeting in January at the Westin Park Central was very positive and extremely strategic. We also discussed the important transition from this administration to that of President-Elect Tamra Hughston, CMP, who has an exciting vision for the chapter in 2005-2006.

The following week we were off to PEC-NA in San Diego, where on Saturday I participated in a special President and President-Elect Forum. The overall objectives for the special forum were 1) communicate the current state of MPI and it's chapters, 2) begin the process of determining how chapters should be structured, and 3) better equip those who lead chapters with tools that can be put into practice immediately. We defined chapter issues and drivers emerging from current trends. This forum gave me resources I will be sharing with your Chapter Board of Directors in February.

PEC-NA had a record 3,000+ registered with about 120 Dallas/Fort Worth members represented. We were all in a buzz about the future World Education Congress that will be held in Dallas in July 2006. If you are interested in volunteering on one of the many committees which will help showcase our area to premier meeting professionals, please contact Steven Foster, CMP or Colleen Rickenbacher, CMP, CSEP.

You will note we are honoring our chapter partners in this issue. Without their valuable support of the chapter we would not be able offer so many benefits to our members. Please join me in thanking each of our chapter partners for their continued support and whenever possible "Buy MPI."

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

Thank You to Tradeshow Exhibitors

The MPI D/FW Chapter appreciates the support and involvement of the following companies who exhibited at the "EQUIPPED TO EXCEL" Showcase 2005 on February 10, 2005! (Companies as of January 29, 2005)

AAA Rainbow Entertainment/Special Event Services	www.rainbowentertainment.com
Adam's Mark Hotel Dallas	www.adamsmark.com
ADL Associates	www.adlassociates.com
Albuquerque CVB	www.itsatrip.org
Amelia Island Plantation	www.aipfl.com
America Limos & Transportation	www.americanlimos.net
Barton Creek Resort	www.bartoncreek.com
Boston Coach	www.bostoncoach.com
Camino Real Hotel	www.caminoreal.com
Cayman Islands Dept of Tourism	www.caymanislands.ky
Circle R Ranch	www.circrerranch.org
Collin County Community College	www.ccccd.edu/hospitality
Dallas CVB	www.visitdallas.com
Dallas Marriott Las Colinas	www.marriott.com/dalcl
DFW Airport Marriott South	www.whihotels.com/ebrouchures/dallas
Doubletree Guest Suites Houston Galleria	www.houstonsuites.doubletree.com
Fabulous Las Vegas Casino Parties	www.fabulouscasinoparties.com
Farmer Branch CVB	www.farmersbranch.info
Fort Worth Convention Center	www.fortworthconventioncenter.com
Four Day Weekend	www.fourdayweekend.com
Gail Flannigan Associates	www.gfahotels.com
Gilley's Dallas	www.gilleysdallas.com
Gladney & Associates	www.dgladney.com
GoMembers Inc	www.gomembers.com
Grapevine CVB	www.grapevinetexasusa.com
Hilton DFW Lakes/Austin Ranch	www.austinranch.net
Holiday Inn Intercontinental Houston	www.holiday-inn.com
Holiday Inn Select North Dallas	www.hoteldallastexas.com
Hotel Nikko-San Francisco	www.hotelnikkosf.com
Hyatt Regency San Antonio	www.sanantonio:regency.hyatt.com
Irving CVB	www.irvingtexas.com
J&S Audio Visual Inc	www.jsav.com
JW Marriott Star Pass Resort & Spa	www.jwmarriottstarrpass.com
Krisam Group & GEP	www.krisam.com
Lakeway Inn Conference Resort	www.lakewayinn.com
L'Mansion del Rio/Watermark Hotel & Spa	www.lamansion.com/www.watermarkhotel.com
Marriott Caribbean & Mexico Resorts	www.paradise.by.marriott.com
Marriott Dallas/Plano @ Legacy Town Center	www.marriott.com/dalpt
Medieval Times Dallas	www.medievaltimes.com
Musical Motivator Productions	www.musicalmotivator.com
Omni Hotels	www.omnihotels.com
Palace Resorts	www.palaceresorts.com
Palm Springs Desert Resorts CVA	www.palmspringsusa.com
Park 'N Fly Inc	www.pnf.com
Peabody Hotel Group	www.peabodyhotels.com
PRA Destination Management Dallas/Fort Worth	www.pra.com
Premiere Global Services	http://datacomm.premiereglobal.com/us/en/
Renaissance Dallas Richardson	www.renaissancehotels.com/dalrd
Richland College	www.rlc.dcccd.edu/travel/meeting.htm
RIO All Suite Hotel & Harrah's Las Vegas	www.riomeetings.com
San Diego Convention & Visitors Bureau	www.sandiego.org
Savoya	www.savoya.com
Seadream Yacht Club	www.seadreamyachtclub.com
Shangri-La Hotel & Resorts	www.shangri-la.com
South Padre Island CVB	www.sopadre.com
Springfield Missouri CVB	www.meet-me-in-springfield.com
SRS-World Hotels	www.srs-worldhotels.com
Superior One Transportation	www.superiorone.net
The Adolphus	www.hoteladolphus.com
The Broadmoor	www.broadmoor.com
The Greenbrier	www.greenbrier.com
The Peaks Resort & Golden Door Spa	www.thepeaksresort.com
The San Luis Resort	www.sanluisresort.com
The Venetian Resort & Hotel Casino	www.venetian.com
The Westin Stonebriar Resort	www.westinstonebriar.com
The Woodlands Resort & Conference Center	www.woodlandsresort.com
Tourisme Quebec	www.bonjourquebec.com
Tropical Incentives DMC in Mexico	www.tropicalincentives.com
Walt Disney Parks & Resorts	www.disneymeetings.com
Walt Disney World Swan & Dolphin Resorts	www.swandolphinmeetings.com
Wyndham Anatole Hotel	www.wyndhamanatole.com
Wyndham Dallas North by the Galleria	www.wyndhamnorthdallas.com
Wynne Sedan & Limousine Group	www.golimo.com



DEFINING THE POWER OF MEETINGS™

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

CURRENT

Managing Editor
Patty Markley, CMP, DMM Group
(972) 789-5530
patty@groupdmm.com

Assistant Managing Editor
Alaina Palmer, CMP
Stepping Stones
alainapalmer@comcast.net

Copy Editor
Laura Moore, CMP
Lennox Industries, Inc.
laura.moore@lennoxind.com

Newsletter Coordinator/Designer
Dana Conley
PDQ Results Printing

Newsletter Advertising Sales
Matthew Massengale
Ultimate Ventures
972-732-8433
matthew@ultimateventures.com

Contributing Columnists
Heard It Through the Grapevine
Leah Belasco

Tech Talk
Kevin Jost, J&S Audio Visual, Inc.

MPI Advancing Women
Dana Nickerson-Rhoden, CMP, CMM
Southwest Veterinary Symposium

Contributing Writers
Carol Benavidez, CMP, HelmsBriscoe
Marti Fox, CMP, GlobalGoals

James Monroe, CMP, CSEP
James Monroe & Assoc.

Photographer
Jim Woods
J Woods Custom Photography

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

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

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

MPI 2004-2005 Chapter Partners (July - December 2004)

Throughout the year, the following companies step in to help our chapter by providing their services, products and time to ensure we're able to produce top-notch monthly programs, special events and educational offerings! We can't do it without you and appreciate your generosity. Thank you!

Diamond Level Sponsors (\$10,000 +)

ADL Associates Adolphus Hotel

Gold Level Sponsors (\$5,000 +)

Renaissance Dallas Hotel
Four Day Weekend
Outstanding Productions
Rainbow Productions
J&S AudioVisual
Gil's Elegant Catering

Silver Level Sponsors (\$2,500 +)

Embassy Suites Outdoor World
Circle R Ranch
Omni Hotel National Sales Office
Omni San Diego
Westin Park Central
The Women's Museum
Fiesta Americana Hotels/Posadas USA
Freeman
J Woods Custom Photography
Presentation Services

Krisam Group & GEP
AVI Sheraton
Starwood Hotels of the SW
AVW-TELAV
J&S AudioVisual
Dallas CVB
Frontiers of Flight Museum
Food Glorious Food
The Classic Gourmet
Two Sisters Catering

Bronze Level Sponsors (\$1,000 - \$2,500)

Lilands Special Events
Chandler's Cuisine
Fedex Kinko's
Design Group
Lilands Special Event Productions
Silver Tray Catering
Omni Mandalay Hotel

Friends of the Chapter (up to \$1,000)

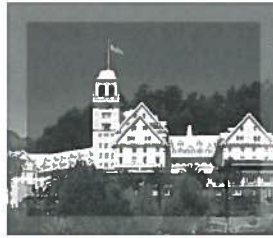
pc/nametag
David Dubois
James C. Monroe & Associates
Dallas Stage Right
Wynne Sedan & Limousine Grp.
Blue Mesa
Celebration Restaurant
City Café to go

Desperados
Su Vino Winery
Gaylord Texan Resort
Grapevine CVB
Maggiano's Little Italy
Smith & Wollensky
The Basket Tree
Addison CVB

Arlington CVB
Hyatt Regency Dallas at Reunion
Irving CVB
Loews Ventana Canyon Resort Tuscon
Palm Restaurant
Abacus Restaurant
Loews Don Cesar Beach Resort Florida
Intercontinental Dallas

Loews Santa Monica Beach Hotel
Loews Vanderbilt Hotel Nashville
The Grand America Hotel, Salt Lake City
The Woodlands Resort & Conference Ctr.
Wyndham Anatole Hotel

THREE PERFECT SOLUTIONS



One Extraordinary Place

Right here, in the Bay Area, is a destination for all your meeting needs. With 30,000 square feet of revitalized function space and all the amenities you would expect from a AAA Four Diamond rated resort, the Claremont is perfect for teambuilding, incentives or even an annual meeting of 500.

ROOM RATES INCLUDE

High-Speed Internet Access ■ Access to Club at the Claremont & Fitness Classes ■ Starbucks Coffee In-Room ■ Complimentary Newspaper & 800 Calls

ROOMS FROM

\$175*

800-551-7266 ■ claremontresort.com ■ or contact your travel professional



*Rate valid through 03/31/05 with a minimum 10 rooms required on a peak night. Subject to availability. Rate does not include tax or parking.

THE KSL RESORTS COLLECTION ■ KSLRESORTS.COM

ARIZONA BILTMORE RESORT & SPA* ■ DORAL* GOLF RESORT AND SPA ■ LA COSTA RESORT AND SPA* ■ GRAND WAILEA RESORT HOTEL & SPA*
LA QUINTA RESORT & CLUB* ■ PGA WEST* ■ HOTEL DEL CORONADO* ■ CLAREMONT RESORT & SPA* ■ EMERALD POINTE RESORT*

Chapter Meeting: Thursday, February 24, 2005 • 11:00 a.m.



Theresa M. Szcurek, Ph.D.

Pursuit of Passionate Purpose: Success Strategies for a Rewarding Personal and Business Life

Practical Productivity Pointer.

Theresa M. Szcurek, our February keynote speaker and author of the new book *Pursuit of Passionate Purpose: Success Strategies for a Rewarding Personal and Business Life*, shares, "When you find your passion and align it with a worthwhile purpose, you are more productive."

FOCUS is key.

There are many things you must say NO to in order to say YES to a worthwhile goal.

Here are five practical pointers:

1. Place a "Say No!" message on your PC screen, phone, and palm pilot.
 2. Make a list of all the good reasons to say no.
 3. Repeat the mantra, 'Focus, finish and fly.'
 4. Practice saying no on the easy, unimportant things.
 5. Divide and conquer a big goal by focusing on a sub-piece until it is accomplished.
- This is less overwhelming, builds confidence, and provides a sense of progress.

(More information at www.PursuitofPassionatePurpose.com and at our February meeting.)

Host Facility

Lone Star Park at Grand Prairie

Located midway between Dallas and Fort Worth on approximately 315 acres on Belt Line Road just north of Interstate-30, the \$96 million project encompasses a seven-story, approximately 280,000-square foot Grandstand, a 36,000-square foot simulcast facility, a Saddling Paddock/Jockey Quarters, Barn Area, Track Surfaces, Parking Area and other amenities catered to family fun entertainment. The Grandstand is glass-enclosed, air-conditioned, approximately 280,000-square foot structure with a seating capacity of approximately 8,000 seats on multiple levels including two levels of Suites. The fourth-floor Clubhouse level features 1,000 seats for terraced dining, a Jockey Club and a Paddock Lounge for 125 people overlooking the saddling paddock area. Located adjacent to the Grandstand is Lone Star Park at Grand Prairie's 36,000-square foot simulcast facility, the Post Time Pavilion. This modern, state-of-the-art building is open year-round and is highlighted by a Las Vegas-style racebook, a sports bar and a casual dining area, featuring live horse racing via simulcast from top tracks across the country.

DIRECTIONS

From the Central Dallas area: Travel Westbound on Interstate 30, exit Belt Line Road Northbound. Proceed 1/4 mile and choose Gate 5 for complimentary parking.

From the North Dallas area: Travel southbound on Interstate 35 to Hwy 183 Westbound to Belt Line Road and proceed south 5 miles and choose Gate 5 for complimentary parking.

From Ft. Worth or Arlington: Travel Eastbound on Interstate 30 to Belt Line Road Northbound. Proceed 1/4 mile north and choose Gate 5 for complimentary parking.

SHUTTLE TRANSPORTATION:

Shuttle transportation will be available leaving the Westin Galleria main outside entrance (facing Tollway) at 10:15am and returning approximately 2:15pm. Special thanks to Bedford Wynne, Wynne Sedan & Limousine Group, for providing shuttle transportation to and from Lone Star Park. Please be sure to register for the transportation when you register online to attend the meeting. We recommend that you arrive at the Westin and park 10 minutes in advance of the departure time to allow plenty of time for boarding.

Pursuit of Passionate Purpose

Thursday, February 24, 2005

Lone Star Park at Grand Prairie

1000 Lone Star Parkway • Grand Prairie, TX 75050
972-263-RACE

Sponsored by: Mexico Tourism Board/MPI Mexico Chapter

MEXICO

MEXICO
CHAPTER
MPI

DEFINING THE POWER OF MEETINGS®



11:00 am - 11:30 am	Chapter Orientation
11:00 am - 12:00 pm	Mexico Tradeshow Registration & Networking
12:00 pm - 1:30 pm	Lunch and Program
1:30 pm - 2:30 pm	Mexico Tradeshow Continues

Advanced Member Price	\$30.00
Advanced Guest Price	\$35.00
Onsite Price	\$40.00

(Walk-ins will be placed on a wait list on-site. Seating is not guaranteed after the guarantee cut-off - Monday 2:00 p.m.)

*R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, February 21st
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED

Go to the "Events" section at www.mpidfw.org

MPI D/FW Chapter Spring Golf Outing! Thursday, April 7, 2005



The Annual MPI D/FW Chapter Golf Outing is open to players of all skill levels: Scratch Golfers, Occasional Duffers and First-Timers, too!

Tesoro means "treasure" and this course is a jewel located right in our own backyard!

Our host facility, Doral Tesoro Hotel & Golf Club, offers a newly remodeled course originally designed by Greg Norman. The course is challenging enough for the most experienced player yet offers a lovely atmosphere for the "social golfer" to enjoy as well.

Slots will fill up fast so don't delay putting your team together.

Plan now to schedule April 7th away from the office and enjoy the start of springtime playing golf with industry colleagues and clients on a course you may not have experienced yet!

EVENT LOCATION

Doral TesoroSM

Doral Tesoro Resort and Golf Club

3300 Championship Parkway

Fort Worth, Texas 76177

817-961-0800

(Less than 20 minutes from DFW Airport)

GOLF DETAILS:

- FEE PER PLAYER: \$125.00
- GOLF FORMAT: 4-Player Scramble-Best Ball
- ATTIRE: Collared Golf Shirt, Golf Shorts or Slacks. Soft-spikes only.

SCHEDULE:

- 11:30am-12:30pm: Player registration, Sponsor Check-In, Boxed Lunch and Practice Range
- 1:30pm: Shotgun Start!
- 6:00pm-8:00pm: Golf Awards and Networking Reception

REGISTRATION FORMS: Available online at www.mpidfw.org

SPONSORSHIP OPPORTUNITIES!

We are seeking Hole/Tee Box, Contest and Beverage Cart Sponsors as well as donations for prizes. Visit the chapter website at www.mpidfw.org for additional information or contact Sponsor Chair Gina Whetsel to join in!

Telephone: 972-346-3113

Email: awhetsel@loewshotels.com



EVENT BENEFACTOR:

Love for Kids touches the lives of thousands of disadvantaged children each year. Children from over 100 area agencies including day care centers, women's shelters and various boys and girls clubs are supported through this organization. *Love for Kids* hosts outings to the zoo, circus, rodeo, baseball games and other area events.

Funds raised through this event will benefit *Love for Kids* to help defray the expense of these outings.

January Meeting Chapter Partners

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

Featured Speakers

Mayor Laura Miller
City of Dallas

Camille Keith
Southwest Airlines

Frank Poe
Dallas Convention Center

Facilitator
Colleen Rickenbacher, CMP, CSEP

Facility, Luncheon
Adams Mark Hotel

Décor
Adams Mark Hotel

AV Equipment
Adams Mark Hotel

AV Services and Production
AVW-TELAV

PROGRAM COMMITTEE

Program Chair
Hattie Hill

Betty Garrett, CMP
Sherri Cook, CMP, CMM
Tiffany Garrett, CMP
Gail Lemaire
Jan Gillin
Bill Reeser, CMP, CTS

January Meeting Highlights

A Look at the Meetings Industry in 2005 and Beyond
Colleen A. Rickenbacher, CMP, CSEP

Regional meetings, the safety of meetings in our area, and what is the return on investment that we give an organization if they bring their meeting to the DFW area? Our three panelists answered those questions and provided timely insight into our meetings industry.

Dallas Mayor Laura Miller, Frank Poe, Director of the Dallas Convention Center and Camille Keith, Vice President of Special Marketing for Southwest Airlines Company, kept our packed audience in their seats as they explained the top three reasons why conventions should come to Dallas, the marketing plans of the Dallas Convention Center and why Southwest Airlines has been so successful for 34 years.

Audience questions were limited due to a condensed schedule, but they addressed the areas of competition, collaboration of the entire region, bi-lingual needs of our area (being considered), getting involved to promote and sell the DFW area and some very specific questions. Our panelists explained that Orlando and Las Vegas were big competitors for us, but we had a great packet and Dallas was trying to regain its "sizzle." Several other questions involved specific events as the Summer Olympics and how you could help sell the Dallas/Fort Area. At the moment there are no plans to bid on the Olympics for the immediate future, but as we all know, that can change. To become involved, call your local convention & visitors bureaus. They can inform you of various programs and events that will help you sell the "sizzle" of our region. 🌐



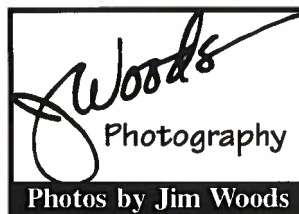
Once again we applauded the efforts of members from the Dallas Police Department during the January program. Pictured are: Detective Martha Sanders and Assistant Chief Waldrop.



Speakers: Frank Poe (*Dallas Convention Center*), Colleen Rickenbacher, CMP, CSEP (*Colleen Rickenbacher, Inc.*), Camille Keith (*Southwest Airlines*), and Mayor Laura Miller also shown below on stage.



Facility representatives: Michael Spamer (General Manager), Chef Uwe Rudnick (Executive Chef) and Phillip Jannetto (Banquet Director) of the Adams Mark Hotel.



Photos by Jim Woods



Kudos to a stellar planning Committee for a very successful January program. From left to right: Tiffany Garrett, CMP (*Dallas Fanfares*), Betty Garrett, CMP (*Garrett Speakers International*), Hattie Hill (*Hattie Hill Enterprises*), Gail LeMaire (*Independent*), Jan Gillin (*PRSM*), Sherri Cook, CMP, CMM (*Sherri Cook & Associates*), and Bill Reeser, CMP (*AVW Telav*).





Dean Lindsay

An Excerpt from Dean's new book:
Cracking the Networking CODE
4 Steps to Priceless Business Relationships

Earning Trust with 'The 24 Hour Follow-Up'

By Speaker and Author Dean Lindsay

After you have met someone and made a solid first impression, get that second solid impression in quick!! Follow up by e-mail, snail mail, or phone within 24 hours. You want to get the second positive impression in quick to build on the momentum of the first. The longer you wait, the harder it is and the more likelihood that the buzz of meeting you will have waned. Include in your follow-up something specific to the conversation you had with the contact.

Most people do not follow up because they have nothing to say that builds on the conversation - *because there was no real conversation!* They did not learn anything that they can use to build on. A good follow-up that builds on the first conversation and offers *progress* sets you apart from the rest. It is strategic communication that begins to solidify your relationship.

Here are the three major follow-up methods for Solid Second Impressions:

The Follow-up Phone Call

Making follow-up phone calls is good, but you will probably end up in voice mail. When you do (and you will), start and end your message with your name and phone number. If you are given the opportunity to listen to your voice message and redo it, take it.

Say your name and number slowly and distinctly, without "swallowing" any words or syllables. Assume that the person listening remembers you, enjoyed your time together, and wants to write your number down and get in contact with you. Include a compliment or a statement that refers back to the conversation you shared.

The Follow-up E-mail

There is no doubt that e-mail is a powerful, inexpensive, and widely used means of communication today. I like e-mail. It provides you with access that the phone and snail mail do not. The same people who ignore phone messages may well respond to e-mail. The secret is to create e-mails that are personal and focus on the relationship you have started with them - not on what your company does.

The subject line of your e-mails needs to encourage the receiver to open it. Create a signature file that includes your full name, e-mail address, and phone number so it will be easy for them to contact you. Include in your signature file a brief but powerful statement of how you empower progress. And make sure all your e-mails include the address to your own or your company's Web site. *Don't have one? Get one, a good one.*

People often will check out your Web site just because you make it easy for them by including it in your correspondence. Most people are curious and your Web presence can serve as another positive impression that builds trust. Your Web site must have up-to-date info, be attractive and easy to navigate, and be chock-full of testimonials from your thrilled customers and clients.

The Follow-up Note

Sending a follow-up note is a solid way to build a new relationship. Short, upbeat, and handwritten would be ideal (as long as your writing is legible!). It would also be ideal to send one to everyone you meet (tough to pull off, but ideal).

Again, begin with a compliment or a statement that refers back to the conversation you shared. Keep the tone upbeat and end by suggesting that the two of you get together for breakfast or lunch. Many feel that a follow-up written thank-you note is better than a follow-up e-mail. A real signature in ink on real notepaper may take a couple of days to get to them, but it has the potential of being much more memorable than an e-mail!

Metroplex based Business Speaker and Author, Dean Lindsay's new book Cracking the Networking CODE - 4 Steps to Priceless Business Relationships has been endorsed by a Who's Who of Business Leaders and performance experts including Ken Blanchard - author of The One Minute Manager, Brian Tracy and Frank Bracken, the President and COO of Hagggar Clothing Co. Jay Conrad Levinson - the author of Guerrilla Marketing, thought so much of Cracking the Networking CODE that he wrote the book's foreword. Contact Dean Lindsay directly at: 1-877-479-5323.

Advancing Women

The MPI D/FW Chapter Women's Leadership Initiative Committee Presents

STRATEGIC PLANNING FOR YOUR LIFE, YOUR CAREER, YOUR SUCCESS

Life Strategy Symposium with guest speaker Jane Sanders

Presented by D/FW Chapter WLI Committee Speaker Sponsored by: InterContinental Hotel Group

March 11, 2005 8:00 a.m.- 4:00 p.m.

Embassy Suites Hotel Dallas - Near the Galleria

\$50.00 for members (JPA Funds are available)

\$60 for guests and \$30 for students

- Are you stuck in one or more areas of your life?
- Do you sometimes feel overwhelmed?
- Would you like more control over your career path?
- Are you facing a big transition such as divorce or job change?
- Or would you simply like to feel more content and fulfilled?

In this full-day version of Jane's sold-out 2004 PEC session, you will complete many activities designed to identify your values, passions, natural talents, and dreams. You will receive eye-opening insights and privately discover both productive and limiting behavioral patterns. You will then learn how to evolve these findings into goals and action plans for key life areas - especially career, but also family/relationships, finances, health/leisure, service, and spirituality. This workshop can change your life!

Learning Outcomes:

- Achieve greater clarity on your true passions, skills, and priorities
- Identify goals for key life areas of career, family/relationships, finances, health/leisure, spirituality, and service/contribution
- Increase control over your life, decisions, and unexpected transitions

Thursday, March 10

6:00 - 9:00 p.m. Welcome reception and Clothing Exchange!
Hosted by Embassy Suites Hotel-Near the Galleria
Bring items of clothing (on hangers) or shoes and accessories to exchange. For every item you bring you can exchange with others to select an item of your choice. Items not selected will be donated to Attitudes and Attire, helping less fortunate women.

Overnight accommodations are available at an additional cost.

Friday, March 11

6:00 - 7:00 a.m. Yoga/stretching class (optional)
7:00 - 8:00 a.m. Breakfast
8:00 a.m. - 12 Noon Strategic Planning Workshop
12 Noon - 1:00 p.m. Lunch with roundtable discussions
1:00 - 4:00 p.m. Workshop continues

Hotel rooms (suites) will be available at a special room rate of \$89.00.

To make reservations call: 972-364-3640 (Please identify yourself as part of the MPI D/FW Chapter group.)

Register online at www.mpidfw.org • For additional information, please contact Peg Wolschon, CMP, Chair, WLI • Telephone: 214-532-8799



About our Speaker: JANE SANDERS

With Fortune 500 clients nationwide, Jane Sanders is a powerful and respected speaker, trainer, and consultant with 17 years of corporate experience in sales and marketing and 11 years as president of her own successful company. Her academic background is in business, communication, and psychology, including an MBA from Loyola Marymount University in Los Angeles.

Clients and audiences alike describe Jane as highly results-oriented, inspirational, down-to-earth, fun, and passionate about her topics.

Jane's areas of expertise include the GenderSmart® system of Communication, Selling to Women, and Recruiting & Retention of Women; Life Planning, Presentation Skills, Authentic Leadership Confidence for Women, and Facilitation. She conducts workshops for many companies including MassMutual, Prudential, CIGNA, Ford Motor Co., Toyota USA, Chevron, PBS, Anheuser-Busch, Ralston Purina, Xerox, Nestlé, Boeing, and many more. Her association clients are many and involve several different industries. Jane also facilitates strategic planning sessions and retreats.

Jane is author of GenderSmart®: Solving The Communication Puzzle Between Men and Women, and has appeared on television and radio programs to discuss her topics. Jane can be reached at 877-343-2150 or jane@janesanders.com. Her website is www.janesanders.com.



**MARK YOUR CALENDAR!
CHAPTER NETWORKING EVENT**

Doral TesoroSM

Date: Thursday, April 7, 2005
Location: Tesoro Hotel & Golf Club
Time: 6:00pm-8:00pm
Cost: Complimentary!

Whether you live/work in the Dallas or Fort Worth area, it takes no time at all to arrive at the Doral Tesoro Hotel & Golf Club! Located directly across from The Texas Motor Speedway, the location is easy to reach whether you're traveling on I35 or 114!

Don't miss this great opportunity to relax and catch up with industry friends! Bring co-workers along to make new contacts, enjoy an early spring evening under the breathtaking Texas sky and celebrate with the participants during the Golf Awards!

Register online at www.mpidfw.org

...And if you like to golf, don't forget to register for the Golf Outing!

"Get in the Game"

THE RACE IS ON!

Recruit the most members from NOW until May 31, 2005 and win 4 tickets to the Frisco RoughRiders.

- If you're the WINNER, your package includes the following:
- Two weekend night stays at the new Embassy Suites Frisco opening in spring 2005
 - Four tickets to a Frisco RoughRiders game in 2005
 - Complimentary gift pack



*Opening this Winter:
Trilogy Spa!*

The Village at Squaw Valley USA:

Where you will find luxurious slopeside accommodations, gourmet dining, unique shops, exhilarating surroundings and impressive conference facilities. Details:

- ◆ 5000 square feet of customizable meeting space to accommodate everything from trade shows to intimate workshops
- ◆ Unparalleled service, first-class catering
- ◆ Fantastic on- and off-site team-building activities
- ◆ Just minutes from Lake Tahoe and only 45 minutes from Reno Tahoe International Airport
- ◆ Coming soon to The Village: Trilogy Spa
- ◆ High speed Internet in all guest rooms and meeting space



Make your next meeting, conference or event one to remember at The Village at Squaw Valley USA.

Book your event with us today!



877-846-2541
www.thevillageatsquaw.com

MEMBERSHIP NEWS

“So...what is a Subscriber Membership?”



Ruth Gallenberg
Dir. of Recruitment

Have you been seeing some new faces at our Chapter meetings lately? We have quite a few new members that have joined within the last year or two, and the Membership Committee would like to inform chapter members of an additional way we can all assist with recruitment of new members-the “Subscriber” members!

Who qualifies for this type of membership?

A Subscriber Membership is available to members of MPI from other cities that would also like to join the Dallas/Fort Worth Chapter for additional networking opportunities. For instance, if a member of the Georgia Chapter would also like to become a member of the Dallas/Fort Worth Chapter, they would fill out a Subscriber Application and send \$100 to our chapter to receive additional benefits of belonging to both. Subscriber member benefits include: 1) Chapter newsletter, the Current, 2) Access to the Dallas/Fort Worth Chapter Directory, 3) The member rate to attend chapter meetings, educational programs and special events, and 4) The opportunity to advertise in the Current.

If you happen to do business or come in contact with MPI members from other cities that may frequent Dallas and would benefit from a Subscriber membership, please pass the word along about Subscriber Memberships.

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.

Louise Boll.....Freeman
Daniel Hoffend.....Freeman
Carolyn Smith.....Rockwall Wedding Chapel, Inc.
Jim Murdock.....ConferenceDirect
Ty Watson.....Wyndham Hotels and Resorts
Jeremy Stubbs.....Getthere
DeeDee Bailey.....Society of Petroleum Engineers
Kelley Hire.....ABCO, Inc.
Michael Gongre.....The Adolphus
Shawn Quish.....Richland College
Patricia Davis.....Thomson RIA
Andrea Peterson.....GE Commercial Finance Real Estate
Cathy Bullard.....Gilley's Dallas
Ronnelle Martin.....Wyndham Anatole
Frances Rodriguez.....Nelrod Company
Jerri Greene.....Lodgistica
Emilea Dean.....Marriott Dallas/Plano at Legacy Town Center
Mark Walsh.....Westin City Center Dallas
Cathy Jacobson.....Orlando/Orange County CVB



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Carole May has joined *Galactic LTD* in Arlington, Texas as National Account Executive. Carole previously was with *Sunbelt Motivation*.

Jane Ito, CMP has joined *The Shelton Group* as Vice President of Marketing Services.

Our heartfelt condolences go out to **Steven Foster, CMP** and his family for the recent loss of his sister.

Congratulations to **Lisa Maxwell**, formerly with *Nick & Sam's and Medici*, on her recent engagement to **Tom Langley** (with *Coors Brewing Company*). They have moved to Arvada, Colorado and will be marrying soon!

Welcome to **Sarah Long**, who replaces Lisa Maxwell as the new Sales & Marketing Manager at *Nick & Sam's and Medici*. Sarah previously was with *Cru Wine Bar* in The West Village.

Bill Boyd, CMP, CMM, CITE, President & CEO of *Sunbelt Motivation & Travel* announces the opening of *PRA Dallas/Fort Worth Destination Management Company*. *PRA (Patti Roscoe Associates)* is headquartered in San Diego. The D/FW office is a new franchise owned by **Bill Boyd, Jim Myers, CMP** and **Joe Cortina**. *PRA* will operate as a separate company from *Sunbelt*, but the opening of the office presently is within *Sunbelt's* Las Colinas office.

Welcome to the *PRA D/FW* Management Team: **Michael Clarke**, Managing Director; **Byron Frazier**, Account Executive; **Brian Parman**, Account Executive; and **Erica Hesley**, Operations Manager. They were all formerly with *PGI*, which closed its Dallas office at the end of December.

The **D/FW Chapter of NACE** recently held its Annual Awards Dinner and once again, a number of the recipients are members of the MPI D/FW Chapter that we'd like to recognize including:

Best Culinary Presentation
Marie Gabrielle Restaurant & Gardens - **Lynda Rexrode, CPCE**

Best Entertainment Production
Rainbow Entertainment - **Richard Pollak**

Facility of the Year
Marie Gabrielle Restaurant & Gardens - **Lynda Rexrode, CPCE** and **Lisa Yarbro**

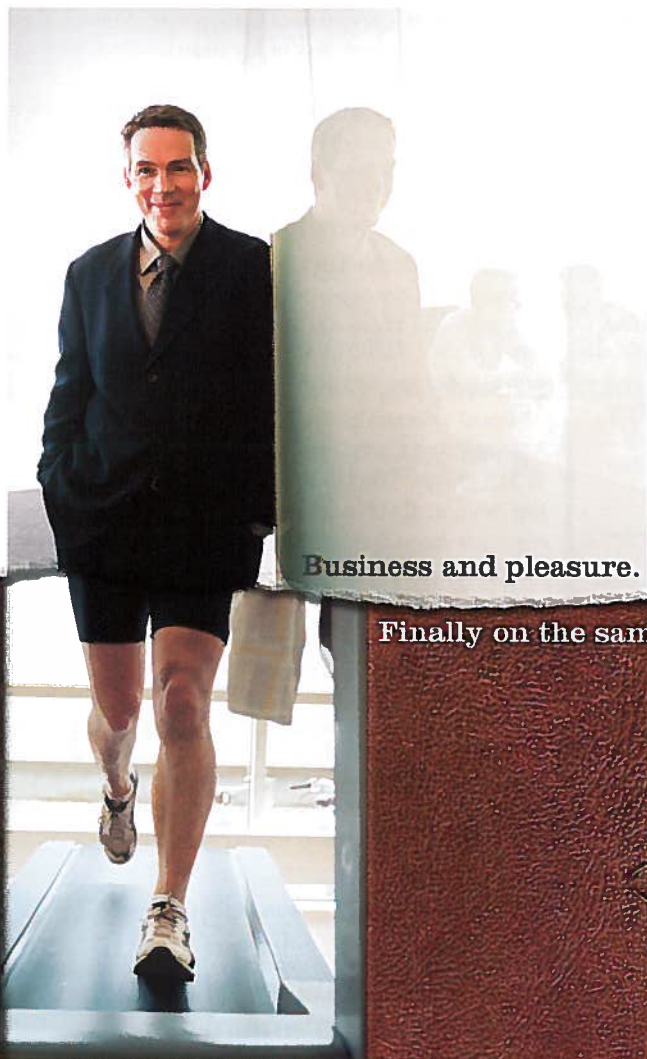
Meeting of the Year
Cityplace Conference Center - Sex in the Cityplace - **Keith Hickman, CSEP**

Caterer of the Year
Aramark at Dallas Market Center - **Lynda Rexrode, CPCE**

To submit member news and information, please contact:
Leah Belasco • 972-818-4811

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

RETURN SERVICE REQUESTED



Business and pleasure.

Finally on the same page.

L'auberge
 du Lac

CASINO & GOLF RESORT
 LAKE CHARLES

A great meeting and a great time have never been closer.

When it comes to successful meetings, we strike the perfect balance. It is everything your clients expect in a world-class resort from high-end meeting facilities and a Tom Fazio-designed championship golf course to relaxed dining and Vegas-style gaming. Only a lot more convenient to travel to. Because we're right here in Lake Charles, Louisiana. 337.475.2900, ask for Sales or log onto LDLCASINO.COM.

©2005 Pinnacle Entertainment, Inc. All rights reserved. Gambling Problem? Please call 1.800.522.4700. Must be 21 to enter casino.

OPENING SPRING 2005

