



CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

January 2005

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

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Mark Your Calendar Now to Attend the 2005 Monthly Programs

February 24, 2005
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.

GETTING FIRED UP!



A Look at the Meetings Industry in 2005 and Beyond

During 2004 we all learned how to work with shorter lead times, smaller staffs and tighter budgets. Whether a planner or supplier, the constraints we've felt are not our preferred way to work while protecting the integrity of the meetings we produce but we adjusted accordingly and have continued moving forward with positive attitudes. Well, get fired up because change is once again in the air!

Welcome to 2005! It's a new year with new meetings, events, conferences and conventions to plan for your company, association or clients and that means it's time for you to be refreshed on industry trends and how they'll affect the way you approach your projects and deliver your programs!

Taking stock of the state of our industry is historically a task that the Dallas/Ft. Worth chapter employs at the beginning of the year, and 2005 is no different. At the January monthly meeting we will focus on three specific trends affecting the meetings industry:

- 1) The regionalization of meetings
- 2) Safety and risk management
- 3) Return on investment

To help guide us in addressing these issues will be a panel of three distinguished leaders.



Laura Miller: A city official who, in her first two years as mayor, led ambitious efforts to expedite the revitalization of downtown Dallas and still is a tireless advocate towards making Dallas an internationally recognized destination city. Laura Miller was elected mayor of the city of Dallas in 2002 and served on the Dallas City Council prior to her election. She understands the needs in our industry, and to further enhance her understanding and support, has invested the time to travel with convention bureau leaders. The goal of her involvement is to help bring meetings to the D/FW area. Laura was an award winning journalist for 18 years before serving on the council.



Camille Keith: The vice president of special marketing for Southwest Airlines Company, Camille Keith brings with her 33 years of tenure and experience in the travel industry. Safety and risk management have been major players in her marketing strategies since 9-11. Camille was also a reporter for WFAA television prior to her Southwest Airlines career. She offers a unique and highly credible approach to this year's trends and how they'll affect the meetings industry.



Frank Poe: He was a central figure in the Dallas convention market for a long time, moved away and returned this past year to great applause from professionals in our industry! As the new Director of Convention and Event Services for the Dallas Convention Center, Frank brings a more hands on and down to earth approach to gauging that necessary ingredient in our industry called "return on investment." To engage in precise execution and implementation of each meeting, large or small, builds the reputation we need, and offers an edge on competition by simply doing it right.

continued on page 4

Chapter Meeting • January 27, 2005 • 11:00 a.m. • The Adam's Mark Hotel Dallas

DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGS™

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A Message from the President

I'm concerned. Today, as we use email as our primary communication tool within our chapter, I see chapter members hiding behind this tool to express their annoyance and frustration to other chapter members. Quite frankly I am appalled at some of the emails I have received personally and on which I have been copied.

This is not how we should act toward each other. We all deserve respect and compassion from each other. This is a volunteer organization and no one deserves to open an email and see communications with bolded sentences, words in caps, vulgarity and even ultimatums. I have to question why some of our members believe this type of communication is appropriate! We need to remember this is a networking organization that encourages "Buy MPI." I can honestly say when I receive this type of communication I am discouraged in using that member's services or making referrals on their behalf. I am also uneasy with individuals who correspond this way working alongside other chapter members. This behavior is not representative of the DFW Chapter.

I know stress levels can rise when we are working on a project. I know we are all trying to fit our volunteer work into our busy schedules. I also have been at fault in using email as my primary communication method. My days are full with conference calls, planning and just trying to get through all of the work at PwC. I have sometimes multi-tasked while on the phone so that I can respond to our chapter members in a timely manner, "firing off" an email without reviewing how the recipient may perceive my response. Earlier this term, a board member sent me an email asking for my blessing on a special project. I was on a conference call and sent back a short response that it was not my decision and to discuss the project with the appropriate VP. I received an email back from them apologizing for making me angry. I immediately responded that there were no emotions included in my email and that I was multi-tasking and should not have responded while distracted. But even with this email apology to the board member, it was not enough and we had to verbally speak about the miscommunication. We both laugh about it now and continue to have a great working relationship. In other situations I have seen this type of communication escalate into animosity, leaving members wondering why they are active in the chapter.

I truly believe we are in this fine association to learn, network and have fun through camaraderie with our peers. Think about that before sending and copying everyone on a terse communication. What is the other person's motivation for their reaction? What did they really mean? You may be unaware of a member's personal situation. Or, it just might be a bad day to send out a communication. Pick up the phone and let the other person hear your passion and emotion. I guarantee you it will eliminate days of "firing off" emails, festering emotions and hindering committee involvement. You have my commitment as your President that this will start at the top beginning with a Mid-Year Board Retreat agenda that will include Email Etiquette.

Let's all make a New Year's resolution to each other. Let's agree to disagree respectfully with each other, put our best face forward so that we can ensure "Buy MPI" is successful, work as a team-not individuals-to positively evolve this chapter into the success that other MPI chapters use as their benchmark and have some fun! 🌐

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



Melissa S. Logar, CMP
2004-2005 President



Tom Noonan

“CURRENT” AFFAIRS

Big D - A City of Even Bigger (Unexpected) Delights

By Tom Noonan
Dallas Convention and Visitors Bureau

“Live Large. Think Big.” Dallas’ new slogan describes the essence of a city that was founded by a pioneer with big dreams and continues to be fueled by those who blaze new trails, nurture big ideas and prove all things are possible.

Now the nation’s ninth-largest city, Dallas has turned many of those big ideas into big results, such as the largest urban arts district in the nation; Fair Park, home to eight museums, the largest collection of art deco buildings nationwide and, each fall, the country’s largest state fair; a new sculpture museum and garden showcasing one of the foremost privately owned collections of modern and contemporary art in the world; and one of the fastest-growing light rail systems in the nation.

As we shared with you in December at the monthly program, many projects, either completed or underway, will enhance the visitor’s experience to Dallas:

- Main Street - Anchored by Neiman Marcus’ flagship store and the historic Adolphus and Magnolia Hotels and just blocks from the Dallas Convention Center, this historic entertainment district is bustling. Stone Street Gardens, restaurants, clubs, retail and seasonal concerts on Pegasus Plaza - it’s all part of the new Dallas urban lifestyle.

- Ten entertainment districts within three miles of downtown - West End, Deep Ellum, Knox-Henderson, Uptown, West Village, Victory, Greenville Avenue and others bring their unique flavor, history and ambience to the entertainment scene.

- New Hotels - Known for its stellar hotels, the city will soon welcome the Grand Hyatt at DFW International Airport (July 2005); the W Dallas Victory Hotel in Uptown (May 2006); a luxury Ritz-Carlton in Uptown (2007); the full-service boutique Joule under construction on Main Street; and newly announced hotels at NorthPark Center and Mockingbird Station.

- Center for Performing Arts - The Margot and Bill Winspear Opera House and the Charles and Dee Wylie Theatre are two of five venues that will comprise the Dallas Center for the Performing Arts in the heart of Dallas’ Arts District, to be completed in 2009. The estimated \$275 million project - the largest public/private cultural initiative ever undertaken in the North Texas region - will offer world-class settings for opera, musical theater, classic and experimental theater, ballet and other forms of dance and first-run Broadway productions.

- Trinity River - Three magnificent bridges designed by internationally renowned architect Santiago Calatrava are planned, showcasing the Trinity River’s upcoming transformation into a downtown destination featuring a meandering waterway, hike-bike trails and a forest larger than New York City’s Central Park.

- DFW International Airport -The largest capital development plan in DFW International Airport’s history (\$2.7 billion) is underway, doubling its capacity to 250 gates, adding a new 1.8 million square-foot international Terminal D and providing a new, efficient SkyLink Automated People Mover System designed to deliver end-to-end terminal connection in eight minutes.

- Latino Cultural Center - Diversity, a Dallas hallmark, is brought to bold new life in the brilliant shape and form of the new Latino Cultural Center, designed by celebrated Mexican architect Ricardo Legorreta as a catalyst for the preservation, development and promotion of Latino and Hispanic arts and culture.

- New Festivals and Exhibits - Savor Dallas international food and wine event (February 18-20) and CityArts Celebration in the Dallas Arts District (June 10-12) are just two of the lineup of new, not-to-be-missed annual events in Dallas capitalizing on performing, visual and culinary arts.

For more information about Dallas venues and events, visit www.visitdallas.com.

Editors Note: *At the December monthly program, the DCVB energetically related many exciting projects that are underway in Dallas that will refresh our city and enhance our quality of life. What the DCVB shared was so exciting, we wanted to recap the information for the members who were unable to attend the December program.*

Stay tuned...since we have multiple CVB’s in our chapter, this month will mark the first in a series of articles from representative CVB’s within the Dallas/Fort Worth chapter to ensure we “share the wealth” of information available to us.

Our goal is to increase your knowledge of what’s happening in various cities plus introduce you to new ideas and new resources.



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

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DALLAS/FORT WORTH CHAPTER

GETTING FIRED UP! *continued from page 1*



Colleen Rickenbacher, CMP, CSEP (Facilitator): Who better to lead three respected government, professional and civic leaders in their discussion with our chapter members than one of our own? Always candid and direct as a "solutions-oriented" professional, you can count on her asking some leading questions of her own to our esteemed group of speakers.

Colleen is a 20 year veteran of MPI with a history and knowledge of the industry that will give her an edge in steering this tremendous panel into stimulating discussions on the trends you need to know.

We've all been anxiously waiting for this upswing, and the results of the polls are in! The good times are back! According to a recent study by Peter Yeasawich, chairman of Yeasawich, Pepperdine, Brown and Russell, "we have the reversal of a stagnant meetings market trend that has persisted since September 11th." Their survey revealed that 19% of meeting professionals expect to book more meetings in the year ahead.

YPB&R Research

Survey of North American Meeting Planners, November 22, 2004

A new survey of North American meeting planners reveals that fully 19 percent expect to book more off-site meetings in the year ahead. The optimistic findings of the survey offer good news to the lodging industry and, in particular, destinations, hotels and resorts that rely on meetings and conventions as an important part of their visitor mix.

"For travel service providers who cater to this highly important segment of travel demand, this translates into good news and the reversal of a stagnant meetings market trend that has persisted since the events of September 11," said Peter Yeasawich, chairman and CEO of Yeasawich, Pepperdine,

Brown & Russell (YPB&R), the Orlando-based firm that conducted the study of professional meeting planners.

The new Portrait of North American Meeting Planners survey authored by YPB&R was conducted with 904 pre-qualified meeting planners who, on average, had over 10 years of experience in planning and booking off-site meetings. The results of the study are nationally projectible.

Highlights of the survey findings include:

- One in five (19%) meeting planners expects to book more off-site meetings in the year ahead (16% of association meeting planners, and 23% of corporate meeting planners).
- The number one concern expressed by both corporate and association meeting planners was "making the meeting agenda relevant." Planners cited the cost of lodging accommodations as the second most important concern.
- Although 23% of corporate meeting planners expect to book more off-site meetings in the year ahead, they also indicated they were likely to shorten the length of those meetings and replace larger meetings with one or more smaller meetings.
- All planners rated "site inspections" as the most important source of new information on both destinations and lodging accommodations, and planners expressed a clear preference to work directly with the host hotel and/or resort sales personnel when negotiating and booking meetings.

Information about the Portrait of North American Meeting Planners is available under the "Publications" section of www.ypbr.com.

Yeasawich, Pepperdine, Brown & Russell is America's leading marketing, advertising and public relations agency serving travel, leisure and lifestyle clients. Headquartered in Orlando, Florida, the agency maintains additional offices across the United States and affiliated offices in Europe and Latin America.

Express Yourself!

Chapter Gathering Sign Decorating Contest and Brunch

Sunday, January 23, 2005

11:30 a.m. –
12:30 p.m.



Please join us before the opening general session of MPI-PEC for brunch and bright ideas! Unleash your inner artist (or advertiser) and work together with your fellow members to create a sign that represents the individuality of your chapter. How will your chapter showcase itself? Prizes will be awarded based on the following criteria:

Best Theme

- represents the best qualities of a chapter
- clearly demonstrates a chapter's creativity
- conveys an effective message specific to a chapter's business

Most Unique

- demonstrates a chapter's distinctive approach to this task
- makes people want to learn more about a chapter

Best Overall

- effectively differentiates one chapter from the rest
- showcases creativity, ingenuity and chapter individuality

It's hard to be exceptional on an empty stomach, so brunch will be served. Sign paper and posts will be provided, along with tape, glue, scissors and construction paper. Chapter leaders may bring additional materials.

Good luck!



Chapter Meeting: Thursday, January 27, 2005 • 11:00 a.m.

Industry Issues 2005

Meetings Are Back!

January historically has been a time of taking count on the state of our industry. Join us as we explore the airline industry's issues and how they will affect business and group travel for 2005 as well as learn the critical trends in the meetings arena that everyone must prepare for.

We have a very special group of speakers for January and you won't want to miss hearing what they have to share about the status of the Meetings Industry in 2005...and beyond!!

Speakers: **Laura Miller**, Dallas Mayor; **Camille Keith**, VP Special Marketing, Southwest Airlines; **Frank Poe**, Director of Convention & Event Services, Dallas Convention Center; **Colleen Rickenbacher**, CMP, CSEP, Colleen Rickenbacher, Inc. (Facilitator)



Colleen Rickenbacher,
CMP, CSEP
Facilitator



Laura Miller
Dallas Mayor



Frank Poe
Dallas Convention
Center



Camille Keith
Southwest Airlines

Our Luncheon is currently scheduled in the Austin Ballroom on the 2nd Floor of the Hotel with the reception and registration in the pre-function space. As always, please double check the reader boards on arrival in case of a change in space.

January 2005 MPI/DFW Program Committee: Hattie Hill - *Hattie Hill Enterprises Inc.* (Chair); Sherri Cook, CMP, CMM - *Sherri Cook & Associates*; Betty Garrett, CMP - *Garrett Speakers International*; Tiffany Garrett, CMP - *Dallas Fan Fares*; Judy R. Johnson, CMP - *Rx Worldwide Meetings*; Gail Lemaire - *Independent*; Bill Reeser, CMP/CTS - *AVW-TELAV*; Jan Gillin - *PRSM Association*.

Host Facility

The Adam's Mark Hotel Dallas

The Adam's Mark Hotel Dallas was built BIG with one purpose: To provide everything needed for productive meetings, first-class events and large gatherings from one site. No event is too small or too large for our expert in-house catering, audiovisual, floral and convention service departments. Our portfolio of flexible meeting rooms and ballrooms is among the largest in the Lone Star State. Guests of the Adam's Mark will also enjoy a wide spectrum of dining and entertainment options ranging from Players Sports Bar to Bagels on Bryan coffeehouse to Pearl Street Café and Chaparral, our signature restaurant, serving artistically presented New-World specialties and some of Dallas' best steaks in the surrounds of spectacular city views. A full service health club and sauna as well as indoor and outdoor pools, complement our other excellent amenities designed to make your stay at the Adam's Mark remarkable. From intimate gathers to large-scale events, the Adam's Mark is your best choice for a successful event and satisfied attendees in Dallas or anywhere in Texas for that matter.

The Adam's Mark has 1,840 rooms including 208 suites, 1,500 committable rooms, 5 Ballrooms (largest 41,000 SF) and 63 breakouts 30 minutes from D/FW Airport; 15 minutes from Love Field.

DIRECTIONS

DALLAS NORTH TOLLWAY VIA US 75 - CENTRAL EXPRESSWAY

Go through the last Toll Plaza. Follow US 75 South. Follow the Downtown / Harry Hines Boulevard signs. Take the Downtown / Live Oak Exit (left hand exit). Turn left on Pearl Street. The first stoplight is Live Oak; turn right. Go south (straight) on Pearl Street to Live Oak, turn right onto Live Oak. The second light is Olive; turn right. You will be in front of the Hotel.

VIA I-35 STEMMONS FRWY / ARLINGTON AND FT. WORTH VIA I-30

I-35 Stemmons Freeway South (From Denton/Carrollton). Follow I-30 East to the Downtown Central Expwy. Exit at US 75 / I-45 to Houston. The first stoplight is Harwood; turn left. The second exit will be Pearl Street, merge onto Pearl. About 8 blocks up Harwood, Harwood becomes Olive. Go straight on Pearl about 4 blocks to Live Oak; turn right. The Hotel is on the side of Olive at the corner of Live Oak. Take an immediate right on Olive, the hotel is on the right.

Industry Issues 2005

Thursday, January 27, 2005

The Adam's Mark Hotel Dallas

400 N. Olive Street • Dallas, TX 75201
214-922-8000

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

COMPLIMENTARY SELF PARKING is in the hotel's parking garage across from the hotel, connected to their Convention Center
VALET PARKING is \$18.00

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, January 24th
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED

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



Camille Gilmore
The Krisam Group &
Global Events Partners

Feel the Energy!

That's the focus of the D/FW Chapter's newly formed "Monthly Program Evaluation Task Force."

Here's how it works...

In the past two months, a diverse group of planners and suppliers have been tasked to take the monthly evaluation responses and pore through them one by one to discover what the common threads are as communicated by the members in attendance at the monthly meeting. After this step, the group randomly interviews and converses with different individuals that attended a singular meeting. Based on all the findings, the task force then synthesizes the overall value of the monthly program that was offered.

Sample questions asked are:

1. Are we on target with subject matter?
2. Did we offer industry value?
3. Are we giving enough variety to satisfy the diverse spectrum of the current membership?

Already the task force is coming back with comprehensive, highly useful information! For instance, we discovered that the October meeting was the highest rated meeting that we have had in over a year - scoring a 4.99 out of 5!!

That's as close to perfect as we've come in a long time so we felt it was the perfect time to launch the task force and help the Program Committee in their aspirations of attaining 4.99 scores over and over again!

What are the elements of the October meeting that hit home for those in attendance? How can we continue to offer this level of education? Subsequently, the November meeting provided our members a condensed look into a more complex topic that is beginning to affect our industry. The task force again studied the evaluations and we learned that members prefer more specific information versus generalized information.

Feeling that *Energy*? Then come join us for just one of the wonderful MPI D/FW chapter meetings and discover for yourself why we are successful or not! The monthly programs offer great opportunities for furthering your knowledge. When someone asks your opinion about the program, give an honest assessment that will assist in future planning. Don't be surprised to see yourself quoted in the "Energy" column! We won't use your name, but we will use your feedback! We all know that the D/FW chapter is very successful-and it doesn't happen without member input.

You can count on MPI D/FW monthly chapter meetings to consistently offer Great Networking, Great Education and Great Value...but not without your input!

Let us know what you're thinking, offer to join our taskforce, but first and foremost, attend the meetings. Join us ... "Feel the Energy!"

Sponsorship Opportunity Still Available!

One special opportunity left for one special company...

Looking for a cost-effective way to reach over 350 meeting planners? Look no further! Our chapter has the opportunity for your company to showcase its services to over 800 members of the five-time winner of the MPI "Chapter of the Year Award."

We have 1 Monthly Program Sponsorship opportunity available for April 2005. The April monthly meeting will take place at The Omni Mandalay Hotel in Las Colinas.

Don't delay! For information on how you can become the April Monthly Meeting Sponsor, please contact Nancey Hernandez, CMP at nhernandez@adolphus.com or 214-651-3622.

Newly Re-formed Charity Relations Committee is Looking for Volunteers.

Are you looking for a way to contribute to your local community? The Charity Relations Committee is seeking volunteers to join this valuable committee. Our goal is to support the local D/FW community with services and goods through monthly programs such as a toiletry drive, clothes drive and shoes for orphans.

Contact Kim Reynolds at 972-348-5265, kim.reynolds@alldata.net or Denise Howieson at 214-217-7700 dhowieson@zoom7.com for more information.

December Meeting Chapter Partners

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

Featured Entertainment

Four-Day Weekend
David Wilks and Frank Ford

Program Monthly Sponsor



Dallas Convention and Visitors Bureau
Tom Noonan

Host Facility

Adolphus Hotel
Nancey Hernandez, CMP

Decor

Outstanding Productions
Patty Phelps

Design Group
Tim Jacobs

James C. Monroe & Associates
Jim Monroe, CMP, CSEP

Outrageous Adventures
Rebecca May

Audio Visual

J & S Audio Visual

Reception Entertainment

Rainbow Entertainment
Richard Pollack

Photography

JWoods Custom Photography
Jim Woods

Monthly Meeting Copies

Kinko's Inc.
Liz Stelchek

December Meeting Highlights



The Dallas Convention & Visitors Bureau, our December monthly program Sponsor, was brilliantly represented by Tom Noonan as he enthusiastically informed us about the many exciting projects on the horizon for Dallas, Texas!



December Program Committee (left to right): Leah Belasco (Independent), Patty Phelps (Outstanding Productions), Rebecca May (Outrageous Adventures), Jayna Monroe (JC Monroe & Associates), Patty Markley, CMP (DMM Group), and Kelli Finglass (Dallas Cowboys).

Event Evaluation Recap from the Monthly Program Task Force:

The MPI Holiday Event was held at the Adolphus Hotel, Thursday, December 16th. Your program task force was there hard at work evaluating your thoughts on the event! The Adolphus did a wonderful job for this event! Granted, we all know anytime we have a meeting downtown, parking will always be an issue. While guests noticed that the ballroom seating appeared tight, we learned from the hotel that this was due to the oversized stage requirements. The networking reception was a good time to say hello to friends and colleagues. An overwhelming majority of attendees are in favor of keeping the Holiday event a Luncheon instead of a Dinner event. We were entertained by a comedy improv group called Four Day Weekend, that was well received, but there were some mixed reviews on the choice of

entertainment, some like comedy some don't. Everyone was very excited to hear from the Dallas CVB. The Dallas CVB shared a new short film featuring everything that is happening in Dallas and announced that Dallas would be represented in a "big" way on the giant jumbotron in Times Square on New Year's Eve! How's that for Big D? Thanks to the Dallas CVB for sponsoring the December event.



Entertainment troupe Four Day Weekend had the room rocking with laughter from the moment they took the stage! Run, Cowardly Lion, run!



Thank you to our friends at the Adolphus Hotel for hosting a wonderful holiday luncheon! Pictured from left to right are: Jesh Batra, Michael Gongre, Jamie Noonan, Paula Fenner, CPCE, Nancey Hernandez, CMP and Lionel Cooley.





REGISTER TODAY FOR THE MPI D/FW CHAPTER ANNUAL SUPPLIER SHOWCASE “EQUIPPED TO EXCEL”

Are you searching for a hotel to accommodate your upcoming meeting, a special event firm to create that spectacular event, or a restaurant or caterer to feed the staff at your next sales team meeting? This is the place to make those valuable connections and build your future as a meeting professional - all under one roof.

We are proud to bring you an exciting mapping plan that will help you construct a winning future with suppliers at the showcase! What better way to get to know about suppliers of services and venues that will equip you to excel and stay abreast of new resources in the market.

Don't delay - register now for the chapter's annual Supplier Showcase.



Date: Thursday, February 10, 2005
Location: Stadium Club at Texas Stadium
 (Home of the Dallas Cowboys Football Club)
 2401 E. Airport Freeway
 Irving, TX 75062
 972-785-4040
Time: 5:30-8:30pm
Cost: Complimentary



NOTE: Planners, this is an ideal opportunity to bring your whole department and honor our suppliers.

Plenty of Free Parking!

R.S.V.P. at www.mpidfw.org by 12:00 pm on Monday, February 7, 2005

Mark your Calendar and Plan NOW to join the fun!

Sponsored by The Texas Stadium Corporation, Dallas Cowboys Football Club, Ltd., and Ducky Bob's Party & Tent Rentals

EXHIBITORS: Last year's showcase sold out so don't get left out this year! The deadline to purchase a booth is February 3, 2005. Go to www.mpidfw.org and download an exhibitor application. Space is assigned on a first-come, first-serve basis. For more information, contact Becky Halloran, CMP, Showcase Chair at halloran@spearone.com or 972-715-2453.

Directions to Texas Stadium:

The Club is on the Southwest side of the stadium. Use the Blue Lot Parking at Gate 1.

From Downtown Dallas:

Take I-35 North to Hwy. 183 West, Exit Loop 12 North for Blue Lots

From Fort Worth or MidCities:

Take Hwy. 183 East to Dallas, Exit Loop 12 North, exit Hwy. 114 for Blue Lots

From North Dallas:

Take LBJ (635) West to I-35 South to Loop 12 South, exit Hwy. 114, Turn left at second traffic signal for Blue Lots

From DFW Airport:

Take Hwy. 114 East, Exit Hwy. 183 West for Blue Lots

From Love Field Airport:

Take Mockingbird Lane West to Hwy. 183 West, Exit Loop 12 North for Blue Lots

From Southwest Dallas:

Take Loop 12 North, Exit Hwy. 114 for Blue Lots



EDUCATION NEWS

CMP Study Group

*My New Year's Resolution is...
...to do something for myself and my
professional life!*

We all make New Year resolutions with the best of intentions. Make the CMP certification promise to yourself and let us help you make this a reality by July 2005! We won't let you drift away from your goal and neither will your fellow aspiring CMPs!

Join us on January 31st to learn all about the CMP Certification and how we help you achieve this next level of professionalism.

Where: Crowne Plaza Hotel in Addison

When: 6:00 PM - 8:30 PM

Fee: \$25 per person

Preparing for the Summer 2005 Exam

Jan. 31 - MPI D/FW CMP Intro Class

(at Crowne Plaza Addison)

Feb 21 - May 9 - CMP Study Group Sessions

(at Crowne Plaza Addison)

March 7, 2005 - Submit Application

with \$175 (US) Fee

May 2, 2005 - Submit Exam Registration

with \$375 (US) Fee

June 11 & 12 - MPI D/FW CMP University

June 25 - MPI D/FW CMP University (continued)

July 9, 2005 - Examination

Winter 2006 Exam Information

Sept. 12, 2005 - Submit Application

with \$175 (US) Fee

Nov. 14, 2005 - Submit Exam Registration

with \$375 (US) Fee

Jan. 21, 2006 - Examination

To Register - Please Contact:

Marti Fox, CTC, CMP, *GlobalGoals, Inc.*

P.O. Box 702562 • Dallas, TX 75370

972-417-7232 • email: GlobalGoals@aol.com

or

Latrelle Smart, CMP, *AMS Users Group, Inc.*

8615 Freeport Pkway #250 • Irving, TX 75063

972-929-8803 • email: latrelles@amsug.org

Advancing Women

The Women's Leadership Initiative



Sally Goldesberry,
CMP, CMM
WLI International



Julie Johnson,
CMP, CMM
WLI International

WLI: Where We Are and Where We Are Going!

Heard of WLI and not sure why it exists and how it can be important to you? Below is the new mission statement and vision of WLI and how it is part of MPI as a whole.

What IS the WLI?

The Women's Leadership Initiative focuses on helping women advance professionally in an industry where they are the great majority, but the minority in leadership. The WLI provides, research, advocacy, education and resources for interested women, men, corporations or organizations.

What Does the WLI Committee Do?

The Women's Leadership Initiative Committee is responsible for assisting in the development and evaluation of the WLI Strategic Plan and its alignment with the overall MPI Strategic Plan. The members provide input on programs, products and/or services, advise on interpretation or responses to research, and act as ambassadors for women and the Initiative in professional networks.

Why is it important to me as a meeting professional?

Leadership issues impact both men and women and the meetings industry as a whole. With over 80% of the MPI membership and most of the industry female it is important that women have a voice in their industry. Issues range from fair salary, discrimination and the life/career balance that impacts us all. If you're an employer or co-worker with women WLI helps you to understand how these issues could impact productivity and you as a professional. If you're a father of a daughter it's important they have a fair business environment to work in. Women need to develop their leadership skills to be better meeting professional, mothers, wives, employers and partners in life.

What Do We Mean by Research, Advocacy, Education and Resources?

RESEARCH

The WLI directs or collaborates on original research and identifies relevant outside research significant to women in the meetings industry.

ADVOCACY

The WLI acts as an advocate and resource to organizational decision makers, other women's organizations and industry groups.

EDUCATION

The WLI provides educational opportunities and scholarships for women and/or men.

RESOURCES

The WLI offers opportunities and resources for Career Enhancement, Health & Work/Life Balance, and Business Networking.

WLI VISION & MISSION STATEMENT

The Women's Leadership Initiative is the leading source for research, advocacy, education and resources for and about women in the meetings industry.

For future information please contact WLI Chairperson, Peg Wolschon, CMP, CTP at (214) 532-8799.

MPI D/FW Chapter Loves Kids!!

Love
for
Kids



By Sandi Galloway
Director of Public Relations
MPI D/FW Chapter

On Saturday, December 11, 2004, a group of MPI D/FW Chapter members joined in to donate time at the Love for Kids event at Circle R Ranch!

Now in its 30th year, the Annual Love for Kids Holiday Party provided a day of fun-filled activities and visits with Santa for over 2,800 inner city children. MPI volunteers and their family members

assisted with arts & crafts, horseback rides, the petting zoo, greeting the kids when they arrived and many other activities.

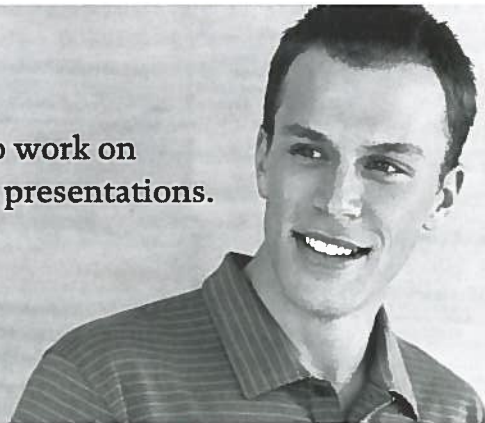
Surprisingly, many of the children had never seen an animal other than a dog or a cat so we chose to spend some time volunteering at the petting zoo. I, along with MPI colleagues, experienced the joy of introducing hundreds of children to a "llama with attitude" named JD, a friendly pot bellied pig named Matthew and Henry the Jerusalem donkey (we convinced many of the children that this donkey was in fact "Donkey" from Shrek!)

It was a day that will live in our hearts for years to come and I genuinely thank all the MPI D/FW Chapter members who came out to help and appreciate the efforts of Denise Howieson, CMP and Kim Reynolds in helping us coordinate this project!

Love for Kids was co-founded almost 30 years ago by former MPI D/FW chapter member Alan Powdermaker. Their mission is "to enrich the quality of life for the young and the young-at-heart within the Dallas/Ft. Worth community who are in need of benevolent services." By the time this event was over, the children were not the only ones that had an enriching experience!



I want the attendees to work on their tans as much as their presentations.



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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.

Lisa Lingo.....Premiere Conferencing
 Christopher Maloney.....CM Planners
 Elizabeth Westbrook.....ECCHO
 Gina Patrick, CMP.....Houghton Mifflin Company
 Heather Carter.....State Farm Mutual Automobile Ins Co.
 Christine Ward.....Double Diamond Resorts
 Kevin Shively.....Park 'N Fly
 Peggy Naas.....Xpedite Systems, Inc.
 Colin Rorrie, Ph. D, CAE.....Meeting Professionals International
 Alexandra Matthies.....Grand Wailea Resort Hotel & Spa
 Shannon Favole.....Breakers Resort



Tony Cummins, CMP
 VP, Membership

WHAT? NO MORE SKITS??

For many years, the Chapter's July monthly meeting has been known as the Annual Natural Resources Meeting, aka "Involvement through Service." It's our first big gathering of the new MPI year and the focus is on recruiting new committee members. The incoming Board of Directors is charged with developing a series of exciting skits designed to motivate you right out of your chair and onto a committee for the rest of the year. In turn, you get the opportunity to sit through each and every one of them!

A change of plans for 2005?...Yes!

The Chapter Board of Directors recently supported a proposal by the Membership Committee to recognize the tenure of Chapter members at the July 2005 meeting. At that time, members will be awarded service pins for their years of service...5, 10, 15, 20, 25, and so on. You might recall that this recognition ceremony has historically taken place at the June Awards Gala. However, in recent years, service pins have been mailed to members along with a personalized letter of recognition.

We think it's important to recognize the tenure of our members at a formal gathering of our Chapter so others can be present to share in the reward of your accomplishment. If you have recently reached 5 or more years of membership, or will have by July 31, 2005, we'll hope to see you in July so we can recognize your contribution to the MPI D/FW Chapter. 🌐



Lanay Stokes

Announcing the WINNER of the Fall Recruitment Drive!

Lanay Stokes, National Sales Director for Cinemark USA won the tickets to the Cowboy Game, the room at Marriott Las Colinas and Transportation by American Limos and Transportation.



Leah Belasco
 'Grapevine' Columnist

Heard it through the Grapevine!

Happy New Year!

Accolades once again to more award-winning members in our chapter! Recently the HSMIAI D/FW Chapter held its annual Awards Event where the following MPI D/FW Chapter members were recognized:

The Adolphus Hotel: Facility of the Year

Irving Convention and Visitors Bureau: Distinguished Employer of the Year

Erin Price: Formerly with *Lone Star Park*, she was presented the Horizon Award (equivalent to the MPI D/FW Chapter Rising Star Award)

Congratulations to each of you!!

Kerri McKewin has relocated to Atlanta, Georgia with her husband and is working for the *Kellen Company*, a trade association management firm. She is the Account Executive managing the International Inflight Food Service Association. Kerri was formerly the Senior Director of Events for *VarTec Telecom* in Dallas.

Well, everyone, it's the start of a new year and with that lots of changes! Remember to keep us informed of your job changes and promotions, tell us about industry recognitions and share the milestones in your life with us.

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

"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





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