



CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

October 2005

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

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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.

EXAMINING ETHICS

By Theresa (Terri) Breining, CMP, CMM

My company puts a great deal of emphasis on ethics and, more specifically, on our responsibility to work ethically. That is demonstrated internally with a responsibility to our fellow coworkers to be honest and respectful and to work as a team. Externally, relationships with our vendors are respectful and fair, and we demonstrate our ethical standards to clients through integrity and hard work.

Because these standards have become an expected and normal way of doing business for us, I am sometimes lulled into the belief that everyone plays by the same rules. This is why I was caught off guard recently by an e-mail from an MPI member who had encountered an organization that was conducting unethical business-at the expense of others. The details are not as important as the potential repercussions to our industry.


And while these business practices may be marginally legal, they are highly unethical. This kind of behavior, while demonstrating a proficiency in bottom feeding, is very frustrating and makes me angry.

Our industry is in a period of transition, and we're making great strides with educational offerings, positive media coverage and a growing understanding of the importance of meetings in business. But unethical practices undermine the entire industry, communicating that meetings are about nothing more than cost, rather than the value they bring to organizations. These practices also show a lack of respect among competitors and that we will steal from one another with a complete disregard for our contractual obligations to others.

These are the kind of practices that will prevent the meeting industry from becoming a widely recognized component of business. And on the heels of some major setbacks- terrorism, a slow economy and SARS-the damage done by unethical practices goes far beyond my own personal disappointment.

What can we, as ethically conscious members of this industry, do? Be vigilant and watch for organizations that find this kind of business practice acceptable. Let people who work for these organizations know that it isn't how we do business; and if they continue, alert others to their presence. We must take action; otherwise, these greedy practices will end up the standard that defines us.

If that happens, I hope I'm long gone. I've worked in this industry for more than 25 years-before it was even considered an industry - and it has been an amazing ride. I have watched us grow from a group of uneducated, unsophisticated, fly-by-the-seat-of-our-pants people into a group of professionals that I am very proud to be associated with. I hate the idea of having all the strides we've made squandered by a few greedy players who don't care about the industry, but only about their own personal gain.

We're better than that, and we have to do what we can to preserve the dignity and professionalism we've attained. 

This article originally appeared in the May 2004 issue of The Meeting Professional, MPI's official monthly magazine. It is reprinted here with the permission of the author and the magazine's editors.

Afterword by Jim Monroe, CMP, CSEP, Vice President of Communication

Sarbanes-Oxley is the direct result of a culture of unethical behavior that developed in several corporations and threatens whole industries. As meeting professionals dealing with the direct impact of SOX it behooves us to consider the greater potential negative impact that development of such a culture within our profession could have on each of our lives and the potential damage to our industry.



TERRI BREINING, CMP, CMM, is the immediate-past chairwoman of the MPI International Board of Directors and a member of the MPI San Diego Chapter. She is president of San Diego, CA - based Concepts Worldwide, which provides quality professional services within the meeting industry.
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President's Memo

When I think about professions that truly **Make a Difference**, my first thoughts are of our military. As the daughter of a retired Air Force Sergeant and the sister and sister-in-law to two Air Force Master Sergeants, I understand and appreciate the true value of our military and the work they are doing. Veteran's Day is November 11, and it's not a day off; it's our heroes' day.



Tamra S. Hughston, CMP
2005-2006 President

Many people confuse Memorial Day with Veteran's Day. Memorial Day is a day for remembering and honoring military personnel who died in the service of his or her country, particularly those who died in battle or as a result of wounds sustained in battle. While those who died are also remembered on Veteran's Day, it's the day set aside to thank and honor **ALL** those who served honorably in the military - in wartime or peacetime. In fact, Veteran's Day is largely intended to thank **LIVING** Veterans for their service, to acknowledge that their contributions to our national security are appreciated, and to underscore the fact that all those who served - not only those who died - have sacrificed and done their duty. I am so proud to live in this country!

Once again, America has been challenged with a disaster, and now my thoughts turn to the doctors, nurses, fireman, police, and paramedics that **Make a Difference** every day in their professions. After two hurricanes hit the Gulf Coast, many cities opened their arms to thousands upon thousands of evacuees. I am proud to say that the hospitality industry has also become one of those professions to truly **Make a Difference** in this crisis.

Prior to the hurricanes striking land, people all over the world were praying for the safety of strangers. Since the devastation, those "strangers" have become our neighbors, families that we support with our donations of clothes, food and funds, and industry colleagues that we are consoling. It is in times like these that America shows her true colors.

So, on this upcoming Veteran's Day, remember the sacrifices that each of our servicemen and women are making to our country. Also remember those who have survived the devastation of losing their homes, those seeking shelter, searching for a new job, and building a new life. Know that no matter how great or small your contribution has been in assisting these victims in their time of need, it **ALL** matters. We have so much to be thankful for. Please take time to not only thank those who serve in the military but to appreciate those unsung heroes who offer themselves so willingly to others.

Making A Difference!
2005-2006



BOARD BULLETS

Submitted by Sally Goldesberry, CMP/CMM
2005-2006 President-Elect

The Board of Directors will be conducting target surveys to our chapter members. Feedback from our members is important to evaluate our programs, and develop education to fit the needs of our members. Watch for surveys and please respond. We need to hear from you the member.

The Chapter Charities Relations Committee is in place and developing opportunities for chapter members to reach out to charitable organizations. For additional information, contact Michael Clarke, VP Finance, mclarke@pra.com.

Linda Thornton

Celebrating the Life of a Dear Friend

By Sheri Pizitz, CMP, CSEP

It is with great sadness they we say goodbye to our friend Linda Thornton. Linda was the definition of celebration and we should celebrate her life, her family and her spirit.

Family was the most important element in Linda's life, her husband, soul mate and love of her life Ken, her mother Sandy, her son Chad and his wife Vanessa, and her son Jeremy and wife Casey. Linda's grandchildren Taylor, Cristen, Madison and Jackson, were one of the greatest blessings in her life. Her business family, each and every one of the coworkers of Fun Factory, held a special place in Linda's heart.

One cannot celebrate Linda's life without enumerating some her accomplishments. From raising two incredible children, to building a successful event company and winning numerous awards, Linda is recognized as a true leader in the industry.

When I think of Linda, I can't help but smile. I think of the many times we were head to head planning, strategizing and brainstorming an event, and celebrating the successes. I think of the many, many long discussions both business and personal. I think of her generosity, from donating to MPI's Kids Charity ball year after year, to Ronald McDonald House and Operation Kindness. Later, giving everything she could to Gilda's Club of North Texas and the National Ovarian Cancer Coalition, numerous industry events and meetings, she was generosity with her time, love and spirit.

And, I think of the time Ken and Linda came to my home for dinner and I asked them to bring a couple of chairs. They did - along with gold lame' chair covers!!!

Her close friend, Steve Kemble says "Linda's remarkable spirit will be with us every time Fun Factory Decorations and Special Events does a job...she will be there with that beautiful smile as she has been from the beginning ensuring that every element is to perfection."

Linda, we will miss you very much, dear friend. Your friendship and love will be with us always.

To talk about Current Affairs, contact Patty Markley, CMP @ 972.789.5530 or email patty@groupdmm.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.

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Advancing Women

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

Judith Gausnell

From Contact to Connection

By Judith Gausnell, JG Performance Partners

It was a dynamic, diverse group of women that attended the year's first meeting of the Women's Leadership Initiative at City Café. Although the lively group had a variety of opinions on key topics to be addressed, most agreed on the importance of effective networking and committed mentoring.

At first glance, they seem like separate issues, but the best formula is a combination of the two - I call it from contact to connection.

As a speaker devoted to enhancing performance, I am often asked by women's groups to teach networking. It always surprises me because women are natural pros at networking - they do it all the time in their personal lives, helping friends find nannies, gardeners, pediatricians and hairdressers. What happens is that women often discount their inherent abilities because of misconceptions about what networking really is. Networking is not being a wolf in sheep's clothing, hoping to take advantage of someone else, but is all about helping others make connections and find solutions to issues important to them.

So, when you go to an event with networking opportunities, do not celebrate if you collect a stack of business cards. Instead, celebrate when you find a few significant opportunities to connect people who can have positive impact on one another, in either a business or a personal way. The old maxim, "What goes around comes around", holds true in networking when you look for ways to support another professional.

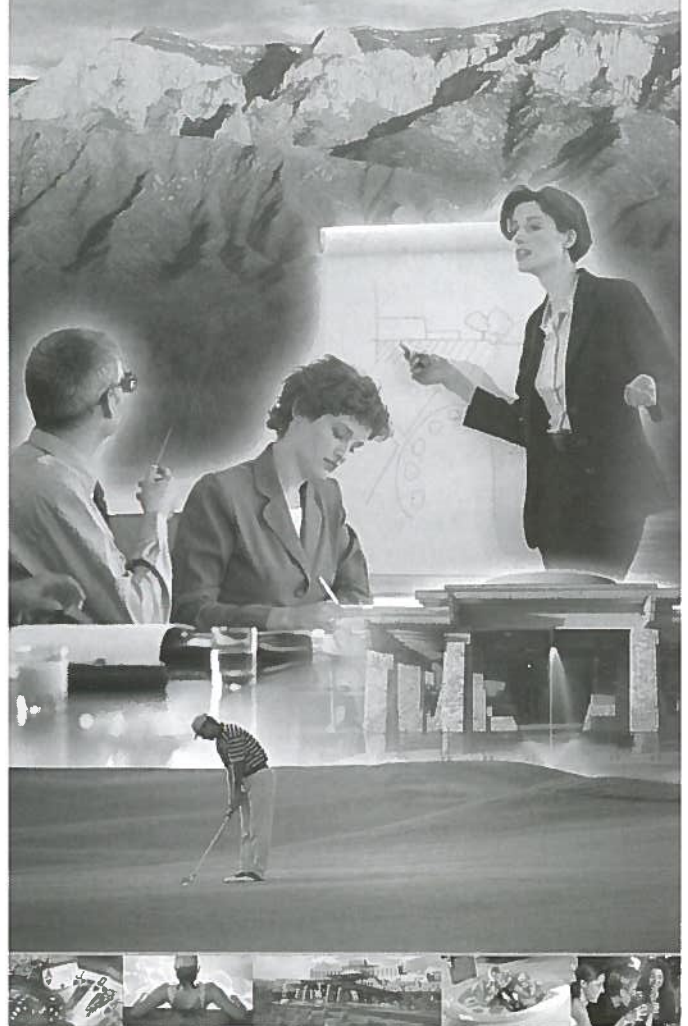
Other significant tips are: **Really listen** to the person you are meeting by hearing and responding. Don't get distracted by looking for a more interesting prospect. **Be curious** by digging deeper, asking open-ended questions to see how you can be of service. **Truly follow-up** by doing what you say you will do; if you say, "Let's have lunch", make the call. **Then do more**, by making valuable introductions or suggesting favorite helpful websites. **Ask for help** in a succinct, focused way. **Be courageous** about attending events, and meet new people rather than clinging to your buddies. **Be courteous**, but also **be interesting** by talking about things other than business and having a few well rehearsed stories that relate to interests of the people you will encounter. **Then, establish goals.** Meetings have agendas; trips have itineraries; a plan and some research about potential new contacts will turn willy nilly networking efforts into successful efforts.

The next step in turning contacts into true connections will ultimately result into mentoring situations - mentors to support you and mentoring opportunities for you to support others. It is a widely known fact that those who have successfully navigated a career path have had help from a more experienced person. Women, with their multi-tasking skills and collaborative tendencies, can learn from any number of mentors, while also mentoring others. The vital ingredient is a commitment to the relationship, developing structure to both the strategy and the expected results.

Seize the moment, wherever you are...take the risk, make the contact and develop it into a meaningful connection.

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

SOX: To Wear or To Be Aware?

By Jodi Adcock, CMP - Lexxus International



Patricia S. Eyres, JD, CSP

Over the past 50 years, many pieces of legislation such as Brown vs. The Board of Education, the Family Medical and Leave Act, the Americans with Disabilities Act and even the local Wright Amendment have impacted our personal and professional lives. However, as meeting planners and suppliers, we are being impacted by a piece of legislation that most of us are unaware of.

So, what is SOX? The Sarbanes Oxley Corporate Accountability Act outlines requirements that will impact everything from procurement procedures to controls and record keeping. During this session, our highly sought-after speaker, Patricia S. Eyres, JD, CSP, will discuss how the Sarbanes Oxley legislation impacts especially the meeting planner's role in controlling and documenting the way meeting space, hotel rooms, airline tickets, food and beverage and other services are selected and contracted. It will also help attendees establish policies to determine what portion of travel or offsite meeting-related expenses a company will pay and what it will not, to recognize the due diligence required of meeting planners to assure the safety of a meeting destination and venue; and implement the specific requirements for documenting measures to ensure the safety of meeting attendees. Planners and suppliers alike will benefit from attending this session which was "sold out" during MPI's WEC in July!

Speaker: Patricia S. Eyres, JD, CSP, Litigation Management & Training Services, Inc.

As founder and President of Litigation Management & Training Services, Inc., Patricia S. Eyres speaks internationally, consults with organizations on developing and enforcing effective policies, and trains managers to lead within legal limits. Her workshops focus on methods for preventing costly lawsuits or minimizing disruption when avoidable claims occur. Her public sector clients include the U.S. Departments of the Navy and Energy, the States of California and Texas, five cities, 15 community colleges and three universities. Private industry clients include Pacific Life Insurance Company, Nissan North America, Texaco Manufacturing & Marketing, Inc., Century Bank, PacifiCare and George S. May International Company. As a consultant, she also works with employers to establish and enforce e-mail and Internet abuse policies, and protect their intellectual property rights in the electronic environment. She serves as an expert witness, independent harassment/discrimination investigator, and trains HR professionals to conduct misconduct investigations. Ms. Eyres is the author of *The Legal Handbook for Trainers, Speakers and Consultants: The Essential Guide to Keeping Your Company and Clients Out of Court* (McGraw-Hill 1998). She has over 200 articles in print in trade, professional and association journals. She teaches HR & the Law, Managing Effectively Within Legal Limits and The Law and the Company at the University of California at Irvine. Prior to founding Litigation Management & Training Services, Inc., Ms. Eyres was supervising partner of a law firm civil litigation department. Ms. Eyres earned her B.A. with Distinction from Stanford University (1974) and was elected to the Stanford Chapter of Phi Beta Kappa. She received her J.D. Cum Laude from Loyola Law School (1977) where she was Chief Note & Comment Editor of the Law Review and a National Moot Court finalist.

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DIRECTIONS

From North Dallas - Take the Dallas North Tollway South. Exit I-35E South when the Tollway Ends. As you approach downtown Dallas, you'll see landmark Reunion Tower, which is connected to the hotel. Exit I-35 at exit #428E, which is the Reunion Blvd/Commerce East exit. As you circle down to street level, immediately turn right on the service road between the freeway, and go to the stop sign at Reunion Blvd. Turn left onto Reunion Blvd. and continue through the traffic light following the curve around to the traffic light at Hyatt Regency Hotel Dr. Turn left going up the incline to the front drive for hotel valet parking. For self-parking, continue past the front drive through the traffic light to the self-parking area.

From Fort Worth - Take I-30 East to Dallas. Take Exit 44B, Industrial Blvd, as it exits to the left and goes under the freeway. Take a right on Reunion Blvd and a left onto Hyatt Regency Hotel Dr. The hotel has valet parking in the front drive, or continue past the front drive through the traffic light to the self-parking area.

"SOX: To Wear or To Be Aware?"

Thursday, October 27, 2005

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11:00 am - 11:30 am Chapter Orientation

11:00 am - 12:00 pm Registration & Networking

12:00 pm - 1:30 pm Lunch and Program

Advanced Member Price \$30.00

Advanced Guest Price \$35.00

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(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, October 24th

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ON-LINE REGISTRATION PREFERRED

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

August Meeting Chapter Partners

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

Featured Speakers

Jean Hammer
Uniquely Kneaded

Jeremy Stubbs
GetThere

Kathleen Gilbey
Sheraton Suites Market Center

Grant Stinchfield
Channel 5, KXAS

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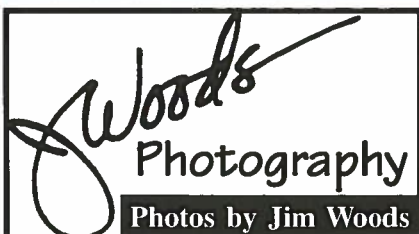
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Kim Hentges, CMP
Society of Petroleum Engineers

Jayna Monroe
James C. Monroe & Associates

Andree Taylor
Sheraton Suites - Market Center

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August Highlights

By Jayna Monroe

DON'T carry your social security card with you. **DO** make a copy of it to carry, blocking out the last 4 digits.

DON'T put the red flag up on your mailbox, inviting identity thieves to check inside. **DO** buy a mailbox that locks.

DON'T put whole documents in your trash — especially bills that may have your credit card information on them. **DO** get a shredder & use it.

AND, MOST IMPORTANT, DO CHECK YOUR CREDIT REPORT AT LEAST ONCE A YEAR. Go to this website — annualcreditreport.com — to obtain a FREE report.

These are just a few of the many tips learned by those who attended the August luncheon and the educational seminar that proceeded it.

Here's some important advice for meeting planners from Jeremy Stubbs of GetThere, which provides online registration services for corporations:

DON'T store information on a laptop. Store on your company's network. **DO** password protect and encrypt sensitive data. You can find tools for encryption on Pretty Good Privacy (PGP) and WinZip.

There are urban myths out there. Judd Rousseau dispelled the popular story that hotel key cards can be used by thieves because hotel guests' personal information is stored on them.

Jean Hammer of Uniquely Kneaded, Jeremy Stubbs of GetThere and Judd Rousseau of Identity Theft 911, LLC each gave a presentation at the morning seminar. All three are experts in the field of identity theft. They discussed the myriad ways one's identity can be stolen, why people do it (including organized crime), how we need to change our habits in order to protect ourselves and finally, what steps to take when we are victimized.

1. File a police report.
2. Create an accurate fraud report and have it notarized.
3. Get your credit reports from all three credit bureaus.
4. Get the fraudulent items removed from your report.

The monthly meeting and luncheon followed the informative seminar. Our panelists were joined by Kathleen Gilbey, general manager of Sheraton Suites, and moderated by Grant Stinchfield, an investigative reporter for Channel 5, KXAS. We heard stories from MPI members of identity theft and credit card fraud. Also present as a special guest was Ed Donovan, Dallas Field Agent of the Secret Service, who gave the law enforcement prospective. Fully one-third of those present at the luncheon identified themselves as having been victims of this crime.

The audience at the luncheon was so eager to share their stories that the meeting ran into overtime with many questions and topics still uncovered. Here are some additional points for meeting professionals:

1. Always safeguard meeting attendee information you are entrusted with. If traveling with attendees' sensitive information, on an incentive trip, for example, clearly label binders/files with your name and contact information in case they are lost or misplaced.
2. When providing a credit card by fax, also provide an acknowledgment form for recipient to sign indicating receipt of sensitive information and authorization of one time use of credit card.
3. While traveling, do not access sensitive information while using wireless hotspots or in hotel rooms. Do not leave laptops overnight in hotel rooms.
4. Maintain, and test, security level of online registration sites.

All identity theft incidents, no matter how small the financial impact, should be reported to the Federal Trade Commission. Even the smallest tips can lead to identifying thieves. To file a report, contact the FTC hotline at 877-IDTHEFT (438-4338).

For those that have further questions on this topic, we suggest checking the MPI D/FW website for helpful sites.



L to R, Grant Stinchfield, Jean Hammer, Judd Rousseau, Kathleen Gilbey, Jeremy Stubbs, Ed Donovan.



L to R, Ruth Gallenberg, Andree Taylor, Stephanie Schroeder, Jayna Monroe, Jane Ito, Kim Hentges, Gloria Ford. Committee members Gina Whetsel and chair Sherry DeLaGarza not shown.

September Meeting Chapter Partners

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

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Sherri Cook, CMP, CMM (Co-Chair)
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Colin Clayton, CMP - Embassy Suites
Jan Gillin - PRSM

September Highlights

At the September monthly program, MPI members enjoyed the newest hotel venue in Frisco - the Embassy Suites Dallas-Frisco which is attached to the Frisco Conference Center and enjoyed a great speaker as well!

Gerry Roberts performed his signature presentation while making a grand entrance riding a Harley Davidson up the stage. Gerry used the Harley as a metaphor for how you can have the best year of your life.

Gerry is a best selling author, columnist, speaker and consultant operating both a global training firm and a book publishing company called LifeSuccess Publishing with operations throughout North America, Asia and Australia.

Planners and suppliers learned how they can associate a common mode of transportation and transform it to realize positive goals and create the mindset of high achievement.

Gerry shared his useful information to us as a group by relating how MPI members have common beliefs, motivation, goals, balance, sales, attitude, leadership, communication and teamwork skills!



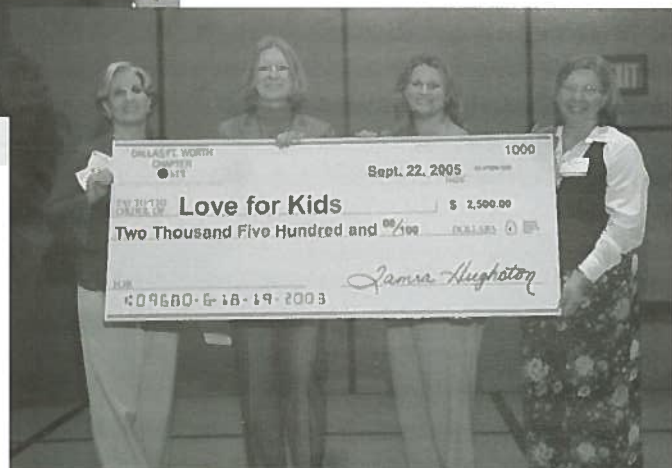
Mr. Gerry Robert, Program Guest speaker



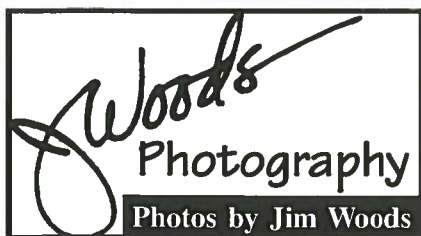
▲ L to R: Colin Clayton, CMP, Embassy Suites Frisco, Jan Gillin, PRSM, Sherri Cook, CMP, CMM, Sherri Cook & Associates, Shawn Beck, Frisco CVB, program sponsor



▲ L to R: Shawn Beck, Frisco CVB, program sponsor, Deuce, Frisco RoughRiders mascot, Maher Maso (Mayor ProTem / City of Frisco)



L to R: Sherry DeLaGarza, CMP, MAC Meetings & Events LLC (2004-2005 VP of Finance), Brenda Wilson, President, Love for Kids, Tamra Hughston, President, MPI D/FW Chapter, Andree Taylor, Sheraton Suites - Market Center (2005 MPI D/FW Golf Outing Chair)



DALLAS/FT. WORTH
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The offer must be requested at time of booking. The offer is valid for new meeting or incentive bookings that utilize a minimum of 25 or more paid guestrooms on the peak night of the group stay. Qualifying meetings must be booked and held between July 1, 2005 and March 31, 2006 at a participating Hyatt hotel or resort in the U.S., Canada or the Caribbean. Hyatt Regency Lost Pines is scheduled to open June 2006. Book a qualified meeting at Hyatt Regency Lost Pines by 3/31/06 to be held between 6/1/06 and 12/30/06 in order to receive Hyatt Meetings Perks promotional offers. Offer is not valid at Park Hyatt Hotels, or in conjunction with previously booked or held meetings or any other meeting promotion or offer. Free coffee break consists of Starbucks coffee and tea only, for up to 30 minutes on one morning of your meeting. Service amounts are subject to the number of guest rooms utilized on the peak night of your meeting. The cost of additional menu items, people or length of service will be the responsibility of the company or organization holding the meeting. Starbucks coffee is served at over 100 Hyatt locations. Where not available, another premium coffee will be served in conjunction with the complimentary coffee service. Starbucks stored value cards, valued at \$3.50 each, will be shipped to the meeting planner in advance of the scheduled meeting. The number of cards provided is subject to the number of guestrooms projected on the peak night of the qualifying meeting. Offer is subject to availability at time of booking. Participating hotels may be subject to change. Offer is valid in conjunction with eligible bookings made by travel agents, and other qualifying third parties, at a commissionable rate. The earning and redemption of Hyatt Gold Passport bonus points in conjunction with the Hyatt Meeting Dividends® program is subject to program terms and conditions. You must be a Hyatt Gold Passport member, or enroll in the program to participate. For complete program information visit meetingdividends.hyatt.com. No cash or other equivalency will be provided in lieu of these offers, or for any unreserved portion of the offers. Hyatt reserves the right to alter or withdraw these offers at any time. Hyatt Hotels & Resorts encompasses hotels and resorts managed, franchised or leased by two separate companies—Hyatt Corporation and its affiliates, and affiliates of Hyatt International Corporation. ©2005 Hyatt Corporation.

EDUCATION NEWS



Tara Judd

New Meetings, New Cultures... New Business!

By Tara Judd, Imagine Events, Inc.

DID YOU KNOW? According to the *Dallas Morning News* (August 11, 2005) as of August 2004, Texas is a majority-minority state. Minorities

in Texas now make up 50.2 percent of the state's population with the Latino population growth having a large impact. The demographic shift, expected to be nationwide by 2030, is infusing new energy, opportunities and ideas into business, and is having an enormous impact on our business plans, marketing and politics. Now is the time to start making new connections and new partnerships if you haven't already done so.

Successful meetings are the result of experience, creativity, infinite attention to detail and great partnerships. **The MPI DFW Chapter Multicultural Committee is committed to identifying resources and ways to build new partnerships in our industry to facilitate new business.** Although the majority of our members have described themselves as culturally sensitive and aware of the cultural differences that are critical to successful meetings, often we don't have an opportunity to actually reach out to new associates or clients from a different culture.

As our business becomes increasingly more global and diverse, tools for understanding different cultures are important to have in your leadership and project management repertoire. There are an abundance of resources available on a national and local level that can provide insight and information on working with business partners and clients from various communities. In addition to local chambers of commerce and associations within the meetings industry, there are resources that offer information on important holidays (important for scheduling meetings and events), communication differences (essential for negotiation and working with clients and participants), and of course etiquette and social norms that can become pitfall areas if you are not aware of these customs.

Below are several resources to use in preparing for your next meeting or proposal.

MPI Cultural Initiative: www.multicultural.mpiweb.org

DFW International: www.dfwinternational.org

Inter Faith Calendar: www.interfaithcalendar.org

ProGroup Diversity Calendar: www.diversitycalendar.com

(Paper and online versions available, lists holiday and gives background on each one.)



Richard S. Pollak

The Multi-Cultural Corner: Meeting Entertainment

By Richard S. Pollak
Rainbow Entertainment/Speakers

Just imagine entering the Grand Ballroom at one of Texas' premiere meeting facilities. Your group is enthusiastically greeted with the in-sync beat of the Prairie View A & M College Marching Band Drum line. With rhythmic high stepping, the colorful purple and gold wave of entertainers give the opening for the general session an image that the attendees will never forget.

As you board transportation for the next phase of your facility tour, you are harmoniously serenaded by three Sombrero wearing Mexican mariachis, the upbeat tunes make bodies sway and toes tap as everyone proceeds with a little more vigor to the next meeting activity.

In the past, meeting entertainment in the Metroplex meant that you would take your group or event to one of those turn-key western style ranch facilities with a Country & Western DJ and a mechanical bull.

Today, there are so many more multi-cultural options for entertainment that the planner can choose. Hawaiian dancers for a Luau, a German band for an Oktoberfest beer garden, Native American craftsman at the old town market street fair, Russian jugglers at the circus, or Chinese Lion Dancers and Japanese origami paper folders at an Asian New Year's celebration.

The MPI multi-cultural initiative has created a new inspiration for meeting planners to go outside the box for meeting entertainment. A source the multicultural committee recommends is DFW International, an organization that lists over 1,600 international and ethnic organizations and whose vision is the recognition of Dallas as an international city which embodies the cultural and economic vibrancy of the global community. This organization and the Dallas office of Cultural Affairs and the DFW International Cultural Association represent over 74 ethnic cultural performance groups. A world of entertainment is now at your doorstep or all the way around the other side of the world. Imagine the opportunity to plan a multi-cultural entertainment event providing 40 Cossack dancers from a small town in Russia to perform for an International Human Resources Conference in the United Arab Emirates.

Richard S. Pollak, President of Rainbow Entertainment will be a presenting: **INTERGRATING MULTI-CULTURAL ENTERTAINMENT INTO ANY EVENT** as a featured speaker at the International Special Event Society Conference in January at the Dallas Convention Center.

You're Invited - A Special WLI Committee Meeting/Program Followup

In March 2005, the WLI Committee presented a program called **Make It Happen: Create Your Strategic Life Plan**, at which more than 25 chapter members participated in a daylong workshop that was thought-provoking, challenging and encouraging.

Now, 6 months later, we're gathering back together for followup reports of success...because you CAN change your life and our participants are living proof!

So...mark your calendar for October 24th, 2005 to attend the monthly WLI Committee meeting, hear from your own peers how their life has changed and then stay for dinner with us at City Cafe!

Time: 6:45pm-8:30pm: Followup and dinner

To reserve your spot, please email Marti Fox, CMP GlobalGoals@aol.com



BOD Announces Formation of Student Committee

by Annie Matthews, AVW-TELAV
Membership Communications Liaison

Annie Matthews
AVW - TELAV

The MPI D/FW Board of Directors recently authorized the formation of a Hospitality Student Involvement Committee to be organized under the direction and leadership of Membership VP Tony Cummins, CMP. The decision supports the ongoing efforts of MPI (International) to pave the way for area hospitality students through opportunities within MPI. The structure of the committee will be finalized in the coming weeks and initial goals have been set as follows:

- a) Provide access to Chapter membership at a reduced rate.
- b) Provide a vehicle for students to come together to discuss their professional development needs.
- c) Provide leadership development opportunities within the Chapter.
- d) Provide volunteer opportunities for students in Chapter activities.
- e) Promote MPI student programs through area hospitality programs.

For more information about the formation of this new committee, please contact Tony Cummins, CMP at tcummins.mpi@swbell.net, or 214-343-9838.

Mark Your Calendars

Chapter Meeting
Thursday, November 17, 2005 • 11:00 a.m.
Crown Plaza Hotel North Dallas-Addison

New Meetings, New Cultures and *New Business!*


According to the U.S Census, Texas is officially a majority-minority state. Texas population is 34.6% Latino origin, 11.7% Black, 3.2% Asian and 50.5% Caucasian and other. In a recent article published in the Dallas Morning News, California, Hawaii and New Mexico join Texas as majority-minority states. In addition, Maryland, Mississippi, Georgia, New York, and Arizona have minority populations nearing 40%.

Are you doing business in any of these states? If you answered "yes," the November MPI meeting and Multicultural Focus Seminar are a must.

Andrew Erlich Ph.D, presents
THE CULTURALLY COMPETENT MEETING PROFESSIONAL: SECRETS FOR SUCCESS IN CROSS-CULTURAL SALES
Immediately following the luncheon, the MPI D/FW Multicultural Committee presents:

Multiculture Focus Seminar
Thursday, November 17, 2005 • 1:45 - 4:30 p.m.


Sponsored by the Town of Addison
This three-hour seminar will focus and expand on ideas discussed at the luncheon and explore the business practices of each culture. Local industry leaders representing their culture will offer in-depth training on how to conduct business with Asians, African Americans and Latinos. Through each of the three 45-minute sessions attendees can ask questions and learn how to become successful when working with various cultures. Cost of seminar is included in price of luncheon.







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MEMBERSHIP NEWS



Tony Cummins, CMP
VP of Membership

ENTER THE LONE STAR CHALLENGE!

Annual Membership: \$325
Monthly Meeting: \$30
Winning Prizes for Chapter Involvement.....Priceless!

Don't miss out! Now is the time to get your name in the hat to be eligible for valuable prizes. When you recruit a new member, attend a monthly meeting, join a committee, or involve yourself in any number of ways in Chapter activities, you'll be earning contest points in The Lone Star Challenge.

Review the contest rules and fill out the enclosed form, both available in this issue, to get your name on the contest board. You will be given credit for all points earned-to-date, beginning June 1, 2005! Additional forms, contest prizes and complete contest rules can also be found at www.mpidfw.org.

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.

- Judith Rojo.....Pediatrix Medical Group
- Timothy Arnold.....Hilton Hotels
- Grace Herbert.....Sandia Resort & Casino
- Neva Lamb.....A&H AwardPro
- Tracie Terrill.....Axxient Meetings & Incentives
- Kelly O'Hair.....Lennox Industries
- Randy Pruett, CAE, ABC.....Citadel Security Software Inc
- Solange Ferreira.....Society of Petroleum Engineers
- Donna Hampton.....Lockheed Martin Missiles and Fire Control
- Lindsay O'Connor.....
- Andrea Fancher.....Holden Custom Products
- Melissa Leslie.....Distribution Contractors Assoc
- Julie Hicks.....Hilton DFW Lakes Executive Conference Center
- Brandy Gonzales.....
- Robert Sanchez.....Arlington Convention & Visitors Bureau
- Tina Hall.....Printing & Imaging Association of TX
- Carla Price.....Ardmore Convention Center
- Pamela Hoop.....Center for American & Intl. Law
- Misty Thurman.....Orthofix Inc.
- Stephanie Brockman.....Thomson RIA
- Shari Stiborek.....Sabre Holdings
- Denise McDonald.....Hotel ZaZa
- Christian Nowels.....I.H.N. Productions, Inc
- Sara Ross.....101communications



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Tony Cummins, CMP, is now with *Meeting Professionals Expectations*, a hotel site selection and meeting planning services company. Tony was previously with *Westin Park Central Hotel*.

Lisa Chatterton, CMP, is Senior Manager-Professional Membership, with *American Heart Association*. Lisa formerly was with *Galactic Marketing*.

Congratulations to the *Irving CVB*! **Maura Gast**, Executive Director, and **John Cychol**, Assistant Executive Director of Sales, announce the Irving CVB was presented the 2005 Gold Service Award from *Meetings & Conventions* publication in recognition of their professionalism with meeting planners. *Success Meetings* magazine gave the CVB the Pinnacle Award for service to its clientele. Way to go, Irving!

Congratulations to **Maureen Gutierrez**, North Texas Tourism and Hospitality Consultant, contracted to the *Farmers Branch CVB*, and her husband Joey, on the birth of their third child, a daughter named Isabella Marie, born on August 23, 2005.

Going to Ireland or Scotland? You can get some great suggestions from **Kay Burke, CMP, JC Penney**. During late August and early September, Kay and her mother toured the countryside and coastline of southern Ireland from Dublin to the south of Galway. Enjoying the slow-paced culture, Kay suggests to definitely include the breathtaking Dingle Peninsula. They also visited Edinburgh, Scotland.

We send our heartfelt condolences to **Pat Hill-Yandell**, Independent Planner, on the recent loss of her mother Dora Jones.

Congratulations to **Kim Hentges, CMP**, on her new position as Meeting Planner at *MPI International*. Kim formerly was with *Society of Petroleum Engineers*.

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



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