

CURRENT

DEFINING THE POWER OF MEETINGS

Dallas/Fort Worth Chapter August 2006

Clarical Market Chapter

August 2006

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

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For Up-to-date Chapter Information & Calendar of Events Log on to www.mpidfw.org

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.

MPI D/FW Dominates International Awards at WEC!

DALLAS - The MPI D/FW Chapter made "history at home" at the 2006 International Awards category during last month's MPI World Education Congress (MPI WEC), winning two-of-the-four top honors presented there.

MPI's highest honor went to Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers) who won the *International Planner of the Year Award* - and Betty E. Garrett, CMP (Garrett Speakers International) won the *Marion N. Kershner Memorial Chapter Leader Award*, presented to the MPI member demonstrating exceptional leadership in the meetings industry with significant contributions at the chapter level.

"I offer my most sincere congratulations to these winners and am inspired by these examples of outstanding members who strengthen the meeting industry and will lead us into a more strategic future," said Mark S. Andrew, CMP, CHA, MPI's 2006-2007 chairman of the International Board of Directors.



Sally Goldesberry, CMP, CMM International Planner of the Year Award

"These winners exemplify today's meeting professional: concerned, involved and passionate leaders who give an amazing amount back to their chapters, to MPI and to their respective communities."

Goldesberry, Senior Manager of Meetings and Exhibitions for SPE, is a 25-year MPI member with leadership contributions to three different MPI chapters. She also has served on MPI's Board of Directors twice and is the



Betty Garrett, CMP Marion N. Kershner Memorial Chapter Leader Award

president of the MPI D/FW Chapter. Goldesberry has served on dozens of chapter and international committees and also devotes her time to other meetings industry organizations-clearly demonstrating her commitment to MPI and the industry as a whole. She has written for and been featured in a variety of industry publications and has spoken at over 20 events.

Garrett, President and CEO of Garrett Speakers International Inc., has chaired multiple chapter committees over the last decade, including serving on the MPI D/FW Board of Directors. As the 2001-2002 chapter president, Garrett helped guide the chapter through Sept. 11 crisis and the industry turmoil that followed-and led the chapter to its fifth MPI Chapter of the Year award. Several of the chapter programs she's chaired have been nominated for and/or won the chapter's "Program of the Year" award. She's also been instrumental in the chapter's community outreach, leadership development, marketing efforts, membership growth and revenue increases.

Both of these International Awards recognizes lifetime service and leadership in the meetings industry at both the chapter and international levels, and were presented during the MPI WEC Opening General Session at the Dallas Convention Center.

Continued on page 3

DALLAS/FT. WORTH CHAPTER MPI

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President's Message:





Sally Goldesberry, CMP, CMM 2006-2007 President

MPI International's World Education Congress held in Dallas last month was a tremendous success due in large part to the involvement of our many chapter member volunteers.

As your President I was extremely proud of each of you. As a chapter, we were so visible throughout the conference. We worked hard together (while having fun!) and amply demonstrated our enthusiastic commitment to both our chapter and the meeting industry!

As you know, our chapter was recognized by International and received two of the top industry awards during the Opening General Session when Betty Garrett, CMP won the Marion N. Kershner Memorial Chapter Leader award and I received the International Planner of the Year award, an honor that, after 5 years of being nominated, *finally* came true!

I can't begin to relate how special receiving this award was to me. Yes, the recognition was wonderful...and it made me stop to reflect on my career and the role that MPI has played in shaping my career path in the meetings industry:

I have spent most of my career as a volunteer for MPI. I believe that making a commitment to your profession and your career by taking initiative to surround yourself with MPI colleagues who *truly care about your success* is the backbone of this organization. Over the years, the people I've turned to are those I can count on to say "you can do this"; they're my support system and they expect me to be tenacious in reaching any and every goal I strive for...so that's what I do! (And even after more than 20 years in the industry, guess what? I *still* rely on my "cheerleaders"...we *all* need cheerleaders to keep us motivated!)

Tenacity...now there's a great word to embrace and live by, especially if you're newer to the meeting profession. Yes, our industry is indeed a profession and as such, more is expected from us every day. By tenaciously making MPI a part of your professional inner circle, taking the time to immerse yourself into MPI and surrounding yourself with the numerous seasoned professionals who graciously want to ensure your success, I can promise that you'll ultimately receive more benefits than you'll ever be able to give back.

For many of us, as our careers build, we venture forth to take on new endeavors. In doing so, at times the business affords us the luxury of traveling and/or having opportunities to live in other parts of the country. No matter what city your business ventures take you, one thing you can always count on is MPI welcoming you! The friendships, the networking and resources you receive...those are your rewards.

We have a great chapter with great people. Reach out and be a part of a committee. Learn how to seek out and utilize the valuable resources and support so readily available to you on a daily basis.

I know you hear about getting involved over and over again but it bears being repeated until you develop your own tenacity. Only then may you develop the career you want in our industry...As your President, I'm here for you ..ready to cheer you on to greatness big or small!

Begin now to Interact, Inspire and Innovate!

2006 WORLD 9-11 JULY • DALLAS, TX EDUCATION CONGRESS





Message from Phillip Jones President/CEO, Dallas Convention & Visitors Bureau

On behalf of the Dallas Convention & Visitors Bureau, thank you for your instrumental role in making the 2006 MPI-WEC a great success. Your partnership throughout the year-long planning helped further our efforts to have Dallas recognized as a top-five meetings and conventions destination. I know this conference involved a great deal of planning and we were honored to have shared this wonderful experience with you. Thank you again MPI D/FW Chapter for helping us showcase the "new" and exciting Dallas-where we "Live Large. Think Big."



Message from Mark Andrew Chairman, Meeting Professionals International

Thank you D/FW Chapter for all of your hard work in helping make WEC a huge success. The teamwork involved in making sure all of your volunteer efforts added that special touch of Texas hospitality made all of our delegate know why MPI chose North Texas to be the home of MPI. Thank you for your hard work, attention to detail and the execution of a fabulous event. It gets keeping better and with your commitment we will continue to do so. THANK YOU D/FW!!





MPI D/FW Dominates International Awards at WEC ... Continued from pg.1

"I'm just so proud of Sally and Betty, and even more amazed by the tremendous leadership within my home chapter," said 2006-2007 MPI Awards Committee Chair Steven G. Foster, CMP (Circle R Ranch). "Both have been outstanding leaders in the D/FW Chapter for many years, and their dedication to the highest standards of excellence within the industry makes them deserving winners of MPI's top honors. No one is more deserving of these awards."

The MPI D/FW Chapter continues to dominate the International Awards category. Previous winners of the International Planner of the Year Award from MPI D/FW are: (1982) Doug Heath, CMP, CAE; (1987) Greg Elam and (2001) Dana Rhoden, CMP, CMM. Previous winners of the International Supplier of the Year Award from MPI D/FW are: (1991) Ellen Beckert and (1997) J. William Boyd, CMP, CMM, CITE. Previous winners of the Marion N. Kershner Memorial Chapter Leader Award are: (1990) Mary Jo Malone, (1999) Colleen Rickenbacher, CMP, CSEP and (2001) Steven G. Foster, CMP. Previous winners of the Tomorrow's Leader of MPI Award are: (1995) Sherri Cook, CMP and Mollie Wallace, (1998) Jennie McNeil Campbell, CMP, CMM and (2001) Dvorah Evans, CMP.



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.miyeb.org.

CURRENT

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Community Service / SPCA



Blair Miller

Tails are wagging over the recordbreaking fundraising efforts at this year's WEC Conference!

Over \$2,000 in individual donations was raised to benefit the SPCA of Texas. "We are truly honored to have been approached by MPI and thankful for their generosity and compassion toward animals," said

Naureen Merchant of the SPCA of Texas. "Because of their efforts to help raise money for the SPCA of Texas, many more animal's lives will continue to be saved."

In addition, several dogs were adopted, including "Dallas," a golden-terrier mixed breed adopted by Michelle Faria Kalekani, Events Manager for Intel Corporation outside Portland, Oregon. "I wanted to remember where he came from when I adopted him," said Faria Kalekani.

A special MPI WEC committee, co-chaired by Nancey Hernandez, CMP of the Dallas Convention and Visitor's Bureau and Erin Longley, CMP of XcelEvents, was assembled to develop this year's community service project, benefiting the SPCA of Texas.

According to Hernandez, "When we took on the task of selecting a community service project for the MPI WEC, we entertained several ideas. Several of our chapter members recommended the SPCA. In addition, the SPCA was instrumental in Hurricane Katrina rescue efforts."

"We exceeded our expectations thanks to the kindness of MPI members attending the Dallas WEC," said MPI D/FW President Sally Goldesberry, CMP, CMM, of Society of Petroleum Engineers. "We appreciate their generosity."



"The MPI D/FW Chapter is known for doing things "big," much like the city of Dallas!" said MPI D/FW Immediate Past President Tamra Hughston, CMP of Home Interiors & Gifts, Inc. "I am very proud of the Chapter for selecting the SPCA and I'm also very proud of the MPI WEC Attendees for supporting this project, not only monetarily, but by giving three of the animals a new 'leash' on life!

A special booth was erected at the WEC, where conference attendees could receive professional massage treatments in exchange for an SPCA donation. As well, several dogs and cats from the SPCA of Texas were on-hand for adoption. Attendees visited the booth to pet the pooches and canoodle with the cats. Said Hernandez, "Many attendees loved the opportunity to 'get some love' while they were away from home."

Additional dogs were adopted by Susan Magee, MPI Director of Professional Development and Hernandez. Another dog, Skipper, was at the show and adopted the day after WEC ended.

Professional masseuses, including Amanda Galloway, Jean Hammer with Uniquely Kneaded and Shardel Brooks with Lakeshore Massage

Therapy, graciously donated their time and relaxation skills for the service project. Foot massage machines were on loan free of charge from Jonathan Mensing of the Relaxation Station, Inc. based in San Francisco, 415.585.2400. Additionally, Jim Monroe, CMP, CSEP of JCM Special Events, provided custom signage for the project's conference booth. Terry Ellegood with Freeman Company provided fresh flowers, greenery and booth décor.

Booth volunteers included Kim Reynolds, CMP (Alliance Data), Jesh Batra and Ruth Bilbo (Adolphus Hotel), Jay Marsh and intern Kate Fishel (Dallas CVB), Annie Smart, Gail Lemaire, Ajana Miller, Lynn Lewis-Bjostad, CMP (Premier Meetings), Tamra Hughston, CMP (Home Interiors & Gifts, Inc.), Neve Lamb (A&H AwardPro), Wendy Cobb (Galderma Laboratories), Sue Mick, Dee Dee Bailey and Chris Torsy (SPE), Michelle Knox (Verizon), Laurie Applebaum (NADP), Jayne Monroe (JCM Special Events), Vickie Rowland (Tanglewood Resort), Christina Tran (Holiday Inn Select DFW), Sharon Lineberg (Savoya), Eva Culp (Hyatt Regency DFW), Carole May (Galactic), Kelly O'Hair, CMP and Laura Moore (Lennox Industries) and Blair Miller and Karen Fogle (Plano CVB).

Added Hernandez, "We are so thrilled that this was a record-breaking fundraiser! Thank you to everyone for making this event such a success!"



Chapter Meeting • Thurs., August 24, 2006 • 11:00 a.m.

THE VENUE DATING GAME: Finding the Perfect Match for Your Next Program

Need help in finding the most appropriate venue for your next program? As meeting industry activity increases and occupancy rates continue to rise, finding the best venue can be a daunting task. Are you aware of the many organizations that can help you get this done without spending hours and days on the phone and the computer? Do you understand the other support services they provide in addition to helping you locate properties?

There are CVBs, NSOs, GSOs, NAMs, Rep Firms, Hotel Sales Managers, and Independent Planners (site search specialists and full-service organizations). All of these groups have their appropriate place in the marketplace and are there to help you with site research services. Depending on the type and size of your program, your timeline, your objectives and knowledge of your target cities, one may be a better choice over the other on any given day. So, who you gonna' call?

Remember "The Dating Game" TV Show? Join us on Thursday, August 24th at the Arlington Convention Center as we re-create The Dating Game. Our panel of potential service providers will face a series of questions designed to show you the advantages of using these organization contacts to help you find your perfect match.

Come to Arlington! Enjoy spectacular catering from Culinaire International, an educational and fun program, and meet representatives from several of Arlington's exciting attractions, hotels and venues, and

participate in the drawings for great prizes!

ADULT LEARNING LEVEL: Novice-Intermediate, Planners/ Suppliers

THE VENUE DATING GAME: Finding the Perfect Match for Your Next Program

Thursday, August 24, 2006

Arlington Convention Center

1200 Ballpark Way • Arlington, TX 76011 Phone: (817) 459-5000



Sponsor:

Arlington Convention & Visitors Bureau

11:00 am - 11:30 am Chapter Orientation
11:00 am - 12:00 pm Registration & Reception
12:00 pm - 1:30 pm Luncheon and Program

Parking: Complimentary

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, August 21st

email: rcharnes@msn.com • fax: 972-506-7485

ON-LINE REGISTRATION PREFERRED

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



Host Facility

Arlington Convention Center

The Arlington Convention & Visitors Bureau is the sponsor for the MPI-DFW Chapter August 24, 2006 and hosted by the Arlington Convention Center. The Arlington Convention Center is perfectly proportioned and finely tuned to produce a flawless meeting, convention or tradeshow, meeting your every need. Conveniently located within minutes of 1,500 hotel rooms, world class attractions and just 15 minutes from Dallas, Fort Worth and DFW International Airport.

Our exhibition/assembly halls feature 48,600 sq. ft. of column-free space, up to 276 10x10 booths, seating for 5,300 theater style or 2,800 in banquet seating, full ADA compliance, and a 25 ft. ceiling height. The Grand Hall is grand indeed, with versatile 30,000 sq. ft. divisible, column-free space and a combined 10,700 sq. ft. of in-door prefunction gallery, outdoor lake view terrace overlooking Ameriquest Field in Arlington.

DIRECTIONS

From Fort Worth on Interstate 30 - East on I-30 to Nolan Ryan Expressway exit. Exit and at traffic light turn left onto Copeland Road. At next traffic light, turn right onto Convention Center Dr. Take another right onto Ballpark Way. The Convention Center is located on the right just south of the Wyndham Hotel and north of Ameriquest Field.

From Dallas on Interstate 30 - West on I-30 to Ballpark Way exit. At the top of the exit, turn right. This will take you back over I-30 (south bound). The Convention Center is located at the bottom of the hill on the right, just south of the Wyndham Hotel and north of Ameriquest Field.

From Interstate 20 (from Dallas or Fort Worth) - Travel east or west on I-20 until the Highway 360 exit. Take 360 north to the Randol Mill Road exit. Exit and turn left on Randol Mill Road. Continue to the third traffic light which is Ballpark Way, and turn right. After passing Ameriquest Field (on the left), the Convention Center will be on the left side, south of the Wyndham Hotel.

July Meeting Chapter Partners

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

Facility, Reception, Luncheon Crown Plaza Hotel - N. Dallas/Addison David Griffith

Strategic Partnership
Town of Addison
Bob Phillips

Pin Flyer Design Edwards Design Don Edwards

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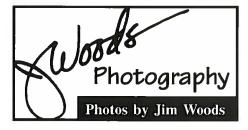
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Tony Cummins, CMP Meeting Professionals Expectations

> Bedford Wynne Wynne Sedan & Limousine



July Meeting Highlights

The new administrative year for the DFW chapter got off to an exciting start with our July program held July 27th at the Crowne Plaza Hotel in Addison. Each committee was represented during the reception to encourage members to volunteer and sign up for involvement on the various committees for this year.

MPI International award-winning President Sally Goldesberry, CMP, CMM kicked off the program by announcing her theme for the chapter this year, "Interact, Inspire, Innovate". It was a fitting time to present commitment pins to members within the chapter with 5 and 10 years of service, support and involvement to the MPI DFW chapter.

Special presentations were made later in the program to our 15 and 20 year members. Esteemed member Suzy Oliver (Challenge

Management) did a special presentation to recognize David Gisler (Freeman Decorating and Exposition) and Patricia Smith (PF Smith Enterprises) with their 25-year pins! Members with 2005-2006 perfect attendance, members who sponsored and participated in the Lone Star Challenge, and members who raised money for charity were also recognized.



Guest speaker Walter Bond delivered a relevant message to the July meeting participants: "Once you say YES, you cannot quit!"

Our guest speaker, Walter Bond, was dynamic in his program entitled "No One Can Stop You But You." Bond is a former NBA athlete and broadcaster playing for the Utah Jazz, Detriot Pistons and Dallas Mavericks. He



Thank you to Bob Phillips with the Town of Addison for his sponsorship support at the July meeting!

was the MME's 2005 Speaker of the Year, and his enthusiasm and confidence showed no bounds. Bonds shared stories of his life, and how the fundamentals of his success were parallels to his professional basketball career. Bonds packed his presentation with powerful insights on how to build healthy

confidence, become a peak performer in your current role, eliminate all excuses and point the finger where it needs to be.



July program committee members from left to right: Tony Cummins, CMP, O.D. O'Donnell, Bitsy Burns-Matthes, CMP, Speaker Walter Bond, Suzy Oliver, Bill Reeser, CMP and Bob Walker.

Pro Athletes Have an Off-Season...Why Not you?



By Walter Bond

There is one simple solution to annual performance improvement and corporate growth that corporate America has had right under its nose for decades. The world esteems athletes in the NBA, NFL, MLB, NHL and PGA as the best in the world, right? What would happen to your company or professional career if you incorporated what athletes have practiced for decades...the "Off Season."

Similar to the meeting and events industry, professional athletes have "seasons". An Off-Season is an annual break with a defined time line dedicated to retool, regroup, refresh and refocus for optimal performance improvement.

During my basketball career with the University of Minnesota, Utah Jazz and Dallas Mavericks the staff would sit each player down at season's end and have a dialogue to communicate which skill sets needed improvement for substantial growth next season.

Many successful companies facilitate a similar process through performance reviews and/or corporate retreats dedicated to the growth of their companies. Some companies have strategic planning sessions but rush through this process eager to hop back on the corporate treadmill. However, many professionals and companies ignore this process all together and work straight through the year, every year.

Wonder why they haven't improved their market value or share? Athletes have always associated their Off-Season with performance improvement...this is when we beat the competition!

My commitment to my Off-Season empowered me to become the first rookie free agent to start for the Dallas Mavericks of the NBA, after a career in college as a reserve player.

"Off-Season" was a sanctified time I cherished and how I prepared during my Off-Season would dictate what kind of season I would have the following year. No one ever chanted "MVP" for me but I became the best Walter Bond I could be.

After sports I eagerly entered the industry of free enterprise... The Business World...and quickly discovered the true infinity of the business sector. After my initial excitement, though, I became frustrated, irritated and stale after a mere years as an entrepreneur. Months went by and I couldn't put my finger on it. What was wrong? I was turning into a grumpy 34- year -old businessman and had never gone ice fishing! My operations manager often suggested the need to meet and evaluate every aspect of our business. She suggested we take a step back and look down on our business from an aerial view. After internalizing her suggestions, and factoring in what I learned in sports, I finally worked up the courage and said we need more than just a meeting "We need an Off-Season."

The business world has no Off-Season built in. Pro athletes are an awesome fraternity; however we enjoy an unfair advantage over corporate America as every year an Off-Season is built into our schedule. Hey, it's a known fact that Bill Gates takes at least one week off every year; he goes to a remote place by himself and just thinks...that's his Off-Season.

I strongly encourage you to take some time to evaluate your personal and professional life. It could be a weekend, week or even months depending on your circumstances, but take this sanctified time each year and meticulously dissect your business and personal life. Finish your Off-Season when and only when you have a new aggressive game plan for the upcoming year that will yield the results you desire. You probably needed an Off-Season a long time ago, there's nothing wrong with you. You already possess the creativity and innovation to succeed and an Off-Season is the perfect opportunity to dream again. You too can and will be the best in the world at what you do. In fact, if you listen closely, you can faintly hear your colleagues, friends and family chanting softly "MVP, MVP, MVP," Bill Gates, NBA, NFL, PGA...eat your heart out.

Chapter Committee Recruitment...



During the reception, Carole May, CMP and Richard Pollack visited with chapter members about being involved on the Programs Committee.

A Great Success!!

Each July, our chapter kicks off the new term with full involvement from the chapter leaders. Every department "creatively" recruits the membership to be involved on the many different committees our chapter has to offer. This year's recruiting efforts paid off with many members eagerly asking

"How can I help?"



Director of Special Events Laura Jordan, CMP, spent time with Debbie Myers, CSEP and Brenda Day discussing upcoming special events and helping them select which committees to serve.



MEETING PROFESSIONALS INTERNATIONAL

2006 WORLD EDUCATION CONGRESS

9-11 JULY • DALLAS, TX

Dallas opened the MPI 2006 World Education Congress last month with a bang and never looked back. The 2006 WEC was the largest event in MPI's history with 3.461 attendees, beating both the 2001 WEC in Las Vegas and the 2005 WEC in Miami.

"We always thought that hosting MPI-WEC was the single best way to get word out to the Meeting Planning Community about the

dramatic changes taking place here in Dallas," said Tom Noonan, Senior Vice President of Sales & Service of the Dallas Convention & Visitors Bureau. "With the record attendance and with nearly 40% of the 3,600 attendees being Meeting Planners, we are thrilled with the opportunity we had to show off."

Many other firsts were established over the four-day conference, beginning with the first-ever Saturday Night attendee event - *The Main Street Party* - held downtown at Iron Cactus and Pegasus Plaza. The event, sponsored by Crowne Plaza Hotels and Resorts, featured local bands *Random Axis* and *Texas Prime*, as well as DJ Marshall Leak (Entertainment Enterprises).



More than 20 local chefs and restaurants provided a sampling of Dallas' distinct foods at Opening Night. Circle R Ranch was featured in the Deep Ellum Roadhouse, represented by (l-r) Edward Figueroa, Director of F&B Buck Cave and Mario Trevino.

MPI WEC Experiences Dallas Now is a



The Main Street Party - held downtown at Iron Cactus and Pegasus Plaza, provided MPI attendees the opportunity to experience a Networking Event on Saturday night - a "first-ever" for a WEC. The event was sponsored by Crowne Plaza Hotels and Resorts.



Living Art was on display at the Hilton Anatole, where guests experienced a grand showcase of "Art in the Park."

Entertainment. "There was so much to experience and explore. I wish the party was longer!"

"No one wanted to

leave," said Debbie

president of BRAVO!

CSEP,

Meyers,

The Opening Night Networking Reception on Sunday July 9 at Gilley's showcased Dallas' best in entertainment, food and southwestern hospitality. *Urban Cowboy to Uptown Chic* was the theme, taking attendees on a fabulous stroll through Dallas' diverse entertainment districts and sampling distinct food from more than 20 local chefs and restaurants. Entertainment featuring *Professor D, Voodoo Blue, Nueva Flamenco* and *Goga* was staged throughout several themed rooms, with DJ Marshall Leak, always a local favorite, providing dance music for the second-consecutive night at an MPI event, this time at Tryst, a new restaurant/club within the Gilley's complex.

"The opening night was a fabulous event for Dallas," said chapter member Tracey Smith, CMP, CMM (Tracey Smith Events/Marketing). "It was well planned and executed and had the special elements I've come to expect from the D/FW Chapter. I heard numerous good things from other attendees."

Many volunteers an the MPI D/FW Hos the Dallas Conventi Bureau partnered Opening Night sponsored by Gill Hyatt Regency Hote companies, Outstanding Produc Group, Fun Factory & Special Events a Ventures create

& Special Events a Ventures create experiences in va throughout the ven Deep Ellum Road motorcycles and t Uptown Cowboy ha giant rotating cowamong upscale we The Pegasus Roasignature neon Pegasus; and atmosphere in the Coffeehouse.

The party continued that evening Rendezvous Dallas featured th following evening, the MPI Foun "Texas Hold 'Em" Poker" Tourna proceeds from both events benefit

The Closing Night Gala on Tuesc revealed "Dallas Now, Dallas Wa Dallas - from fabulous museum cohighlighted by a performance fro Hootie & the Blowfish.

Eclipse Entertainment, PRA Desti



The Pegasus Room, co-designed by Outstanding Factory Special Events and The Design Group, signature neon red-winged Pegasus and was one rooms at the Opening Night Event at Gilley's.

Dallas WOW!

iembers of napter and & Visitors create the ent, cos and the ocal DMC ncluding 1s, Design ecorations Ultimate themed us rooms including use with o parlor; lighted by y boot set rn décor; with its d-winged lounge st Village



MPI Chairman Mark Andrew, CMP, CHA greeted attendees at the Closing Night Gala, informing attendees that the 2006 WEC was the largest event in MPI's history with 3.461 attendees.

"Your team did an incredible job," beamed MPI Chicago Chapter member Alisa D. Peters, CMP. "The networking and social events were over the top. I will tell you that The Real Men of Genius were the highlight of the conference. Brilliant!"

The WEC concluded on Wednesday, July 12 with MPI Foundation Golf Tournament played at the TPC Four Seasons Resort and Club Dallas at Las Colinas. The tournament was sponsored by the Irving Convention & Visitors Bureau, The Four Seasons Resort and Club, and Continental Airlines.

MPI Texas Hill Country Chapter President Missy Floyd-Seward was impressed with not only the conference, but the opportunity to experience the New Dallas

first-hand.



Eclipse Entertainment, PRA Destination Management, Fun Factory Decorations & Special Events and Nightlife Talent partnered with Event Sponsor the Hilton Anatole on the Closing Night Gala.



The Closing Night Gala featured various performers throughout the hotel.



The Opening Night Networking Reception, sponsored by Gilley's and the Hyatt Regency Hotel, featured entertainment by Professor D, Voodoo Blue, Nueva Flamenco, Goga and DJ Marshall Leak. Attendees danced the night away.

th the annual MPI Foundation. nusic of *Emerald City*. The ion also sponsored a first-ever nt at Eddie Deen's Ranch. All he MPI Foundation.

July 11 at the Hilton Anatole "" a finale featuring the Art of tions to the culinary arts - and Grammy award-winning band,

on Management, Fun Factory

Decorations
& Special
Events and
Nightlife
Talent
partnered
with Event
Sponsor the

Hilton Anatole to create areas throughout the hotel where guests experienced living statues and art pieces adorning the hotel's entryways and walls as a grand showcase of "Art in the Park."

Budweiser's "Real Men of Genius" made a special appearance - with a signature salute to meeting professionals - and then MPI rocked the night away to the music of Hootie & the Blowfish.

"Everything was great. I was really, pleasantly surprised with all the growth near the convention center and in Downtown Dallas. My association hasn't done anything in Dallas in awhile, so I wasn't aware of all that growth."

MPI Arizona Sunbelt Chapter member Ed Scannell, CMP, CSP also had high praise for the Dallas Host Committee.

"Wow," Scannell said. "You've given future committees an all but-impossible task in even coming close to what you all did for all of our attendees."



Hootie & the Blowfish, behind lead singer Darius Rucker, rocked the Closing Night.



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Sandi Galloway

WEC Dallas - Our Moment to Shine!

It seems like only yesterday - the PEC in San Diego. I saw three familiar smiling faces walking towards me. I knew I should turn and run, but it was already too late. Colleen Rickenbacher, Betty Garrett and Steven Foster had spotted me. Before I knew it, I had agreed to chair the Hospitality Committee with Bitsy Burns-Matthes, CMP for the WEC in Dallas. What had I agreed to? Quick, call Bitsy and come up with a plan of action! We immediately started calling chapter members who knew how to lead and get things done. And get things done, they did! From the beginning of the conference to the end. I was told over and over again, what a great job the Dallas Chapter did and how friendly Dallas was. My friends in the Montreal Chapter took me aside to find out how we did it and asked how could they possibly top that next summer.

I would like to take this opportunity to congratulate our Committee Co-Chairs and all of the volunteer committee members. The WEC in Dallas will be a benchmark for the future.

My wonderful Co-Chair: Bitsy Burns-Matthes - what an adventure and learning experience. I would co-chair anything with you, any time!

Airport Chairs: Lori Clark and M.T. Hickman, CMP/CTP - Two airports and six terminals. I don't know how you did it, but every time I went out to DFW, there were smiling members of your committee meeting and greeting arriving attendees.

Hotel Chairs: Wayne Wallgren and Jackie Schwitter - I believe that this may have been the biggest block of hotels yet for a WEC. Every hotel I walked into had a sign, a reception desk and beverages to greet attendees. What a welcome.

Convention Center & Opening Night Co-Chairs: Marti Fox, CTC/CMP and Peg Wolschon, CMP, CTP - I constantly heard comments about the helpfulness of the Dallas Chapter and how their blue shirts were everywhere!

VIP Committee Co-Chairs: Patty Stern Markley, CMP and Angela DeLaGarza: Your team showed our VIP's Texas style hospitality and gave them the VIP treatment!

Community Service Co-Chairs: Nancey Hernandez, CMP and Erin Longley, CMP - I know that the SPCA of Texas was thrilled not only with the money raised, but the pets placed in new homes.....one of the dogs went home with Nancey. Talk about getting involved with a project!

I am so proud to have been part of such a fabulous team. The words "Thank You" are just not enough! Congratulations D/FW Chapter - take a bow!

WEC Volunteers...You made our guests feel WELCOME

Cheryl Adams, Centex Homes Chester Anderson Laurie Appelbaum, NADP Adrian Armstrong, Dallas CVB Timothy Amold, Hilton Hotels Dee Dee Bailey, SPE Mayra Balderas, El Centro College Payal Baldota, Student Mary Barry, Big Dog Productions lesh Batra, The Adolphus Wendy Batra Tina Bavemark, SPE Leah Belasco Ruth Bilbo, The Adolphus Vicky Binder, The CBCE Katha Black, Katha Black Entertainment Carol Boyd, C. Boyd Meetings & Events Paige Braun, D/FW/Arlington Conventr Peggy Britt, HelmsBriscoe Kanitra Brooks, Innovative Solutions Candace Brown, RLC Student Mozella Brown, CMP, Women of Faith Cathy Bullard, Bring It On! Dallas Deborah Burleson, Dallas CVB Cathy Carey, Christ Church Plano Angela Case, Pegasus Solutions Elizabeth Chandler, Meadows Foundation Jill Cherry, Dallas CVB Amanda Ciarlone, Dallas CVB Lori Clark, BostonCoach Corp. Paige Clawson, Westin Galleria Wendy Cobb, Galderma Laboratories Deborah Cohen, Urban League/Dallas Sherri Cook CMP,CMM, Sherri Cook & Assoc. Lionel Cooley, Adolphus Hotel Teri Coursen, Ultimate Ventures Traci' Crews, Richland College Philip Crouse, Philip C. Crouse & Assoc. Lita Cruz. The Texas Herald Barbara Cummins CMP, CMM, PricewaterhouseCooper Cecilia Daddo, CMP, Lennox Industries Mari Darley, Hilton National Sales Angela DeLaGarza, Premier Transportation Sherry DeLaGarza, CMP, MACMeetings & Events Bemardo DeLeon, El Centro College Erin Donohue, Omni Hotels

Rebekah Ellis, Spire Agency Kenneth Erwin, American Language Tech. Steven Flores, Fair Park Dallas LaTonya Flournoy, HNTB Corporation Karen Fogle, Plano CVB Marti Fox, CMP, GlobalGoals, Inc. Susan Fox, CMP, Frito-Lay Jan Gillin Lawana Gladney, Gladney & Associates Sally Goldesberry, CMP, CMM, Soc of Petroleum Eng. Kellie Goodson, VHA Inc. Tara Green, Dallas CVB Gail Grogan, CMP, Rough Creek Lodge Ben Guerrero. South Padre CVB Hena Hajee, Holiday Inn Select Dallas Ctrl. CorrieHale, Comfort Suites Becky Halloran, CMP, Infinity Incentives Kimberly Hamilton, SuperShuttle Fred Harris, RLC Student Nancey Hemandez, CMP, Dallas CVB Jill Heyerdahl, JH Travel Incentives, Inc. M.T. Hickman, CMP/CTP, Richland College Iodi Hines, Southfork Ranch Cheryl Hopkins, Irving CVB Dee Hudak, Holiday Inn Select Dallas Ctrl. Tamra Hughston, CMP, Home Interiors & Gitts Casey Hurt, Dallas CVB Jane Ito, Spire Agency Lisa Jarrell, CMP, Koman Marketing Grp. Becky Jenson, Event Source Professionals Casandra Johns, Dallas CVB Julie Johnson, CMP, CMM, Lennox Industries Denisha Jones, RLC Student Shannon Jones, Southfork Ranch Vicki Kempe, Speedpro Imaging Kristin Ketcham, Mamiott International Alison Kieckhafer, Liquid Productions John Klukan, Marriott International, Inc. Michelle Knox, Verizon Bob Kobosky, Dallas CVB Dave Krupinski, Dallas CVB Peggy LaBounty, Marriott International Julie Lake, Hampton Inn Dallas/West End Neva Lamb, A&H AwardPro

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Sy Retsky, Habitat for Humanity International

Kim Reynolds, Alliance Data

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Evya Richards, CMP, KPMG LLP

MPI D/FW Multicultural Initiative



Chalk up another first for the D/FW Chapter!

Jayna Monroe

By Jayna Monroe JCM Special Events, Inc.

The MPI D/FW Chapter Multicultural Initiative Committee led the way at WEC 2006, hosting the first ever MPI Multicultural Initiative Chapter Forum. Over 54 representatives from 20 chapters were able to dialogue about current situations and discuss strategies for future development for the first time.

Karen M. Gonzales, CMP, Director of Multicultural Programs for MPI, said, "It is vitally important for Meeting Professionals International multicultural programs to be integrated in all that the chapters are doing. Through the vision and leadership of the MPI Dallas/Fort Worth Chapter the Multicultural Forum which took place at MPI's World Education Congress reinforces not only the importance of Multiculturalism but the need to exchange best practices and strategies."

As a member of the MPI D/FW Multicultural Initiative Committee, I had the privilege of being part of the task force that helped Karen put this Forum together. The team also included Colleen Rickenbacher, CMP, CSEP and Sherry DeLaGarza, CMP from our chapter.

The forum was facilitated by Linda Simpson, the outgoing chair of the MPI International Multicultural Initiative Committee. The attendees were welcomed by Colleen Rickenbacher and by MT Hickman, CMP, the chair of the D/FW chapter Multicultural Initiative Committee and all eight round tables were facilitated by D/FW chapter members: Sherry DeLaGarza, CMP; Lawana Gladney, PhD, Ben Guerrero, M.T. Hickman, CMP; Jayna Monroe, Jim Monroe, CMP, CSEP; Patricia Royal, CMP and Peg Wolschon, CMP.

Anne Roth, CMP, the incoming chair of the MPI International Multicultural Initiative said, "The Multicultural Programs Chapter Forum was an amazing event. The energy, enthusiasm, and passion for Multicultural Programs in our Chapters was swirling throughout the room. The conversations were insightful, refreshing and cohesive - the ideas that bubbled up during the Forum will help many Chapters ramp up their efforts as it relates to Multicultural Programs. This is exactly what MPI stands for - members networking with members to raise the bar for our industry this forum was full of leaders and future leaders with the vision that will move us all to a better place!"

MPI D/FW Multicultural Initiative committee took the initiative to create this event. In a letter to Karen Gonzales, Colleen Rickenbacher, co-chair, WEC 2006 wrote, "Thank you so much for making the Chapter Forum "happen" at WEC. It was great to see that people were excited to be there and their interaction. I hope this is just the start of many more programs and that it will gain momentum as we move ahead.The Dallas/Fort Worth Chapter has made great strides and I was so proud of them during this program."

An executive summary on the forum will be shared with all MPI chapters and participants for delivery by the end of July. The task force will evaluate this information with an eye to continuing the dialogue at upcoming PECs and WECs.

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III Forks Pulls Out All the Stops...

9

Bedford Wynne

By Bedford Wynne

On Wednesday, July 19th, 2006, III Forks Restaurant graciously hosted the MPI DFW chapter for an evening of networking and fun. Over 130 members and guests registered for this event, making it the largest attended happy hour in recent memory.

III Forks provided a wonderful buffet of food and wine, floral decorations, and Elvis was seen roaming through the crowd.

Everyone had a great time and we thank III Forks for their hospitality and involvement!

Members, please be sure to check the MPI DFW website to learn about upcoming after hour's networking events!

Note: Restaurant members interested in hosting one of your networking events, please contact for additional information:

Bedford Wynne

Telephone: 214-361-6125

Email:

bedford.wynne@golimo.com





Elvis was in the building and shaking his groove with Charlotte Corn, Jodi Adcock, CMP and other guests at the networking event.



III Forks Special Event Managers Sandy Shea and Sharon May drew names for prizes after welcoming everyone. They received a rousing round of applause from the guests for their generous hospitality!



Jesh Batra and David Abadie caught up with each other during the event.



We packed the entire private dining areas upstairs at III Forks with more than 130 members and guests who came to network, enjoy great food, wine tasting and entertainment.



Gail Heathington

WEC - "My First Endeavor!"

By Gail Heathington

I'm sure many MPI D/FW Chapter members have attended WEC before. However, for me this was my first opportunity ever to attend one of MPI International's educational conferences.

I've been in the "meeting biz" for many years but only recently became a member of the local MPI chapter. This was my first opportunity to attend the World Education Congress and like anyone doing anything for the first time... I did some things right and some wrong. Overall, though, my experience was fabulous and one I definitely plan to repeat.

What I did "wrong": My first wrong was to arrive on Monday morning instead of on Sunday afternoon so I missed out on the Opening Session. I heard marvelous stories and felt especially proud to see some of our members' names on the Awards list. Such international recognition speaks highly of our membership and of our chapter as a whole.

What I did "right": My first right was to arrive early on Monday and hit the floor of the Trade Expo bright and early. I quickly got the lay of the land and began making my way through the plethora of booths. I was amazed at how many different companies and destinations were represented. I was thrilled when I realized they were generally grouped by locale, which helped in navigating and being able to visit all the various areas that were of specific importance to me.

The professional development sessions I attended were excellent! The speakers were well prepared and certainly knew their subject matter. Most were entertaining as well as educational. The hardest part was deciding which session to attend. My agenda was marked in three different colors and had various stars and asterisks beside different sessions - all part of my pre-planning. Seems like in the end, I just went to what sounded best at the moment and I learned quickly to get to the classrooms early to be sure I got in. There were so many more sessions that I wanted to attend than time allowed, so I took advantage of the tape of sessions that will be mailed out later. What a fabulous perk! I know I will be listening to those for many months to come.

I met so many new industry peers and everyone was eager to help me, the "newbie," feel comfortable by sharing stories and showing a genuine interest in building a relationship with me...an interesting phenomenon and one I found prevalent throughout the conference!

Whether I was waiting for an education session to begin or at the Community Service booth waiting to get a massage to help the SPCA (which really helped my "aching dogs") people were eager to meet each other, find out what you do in the industry and swap business cards.

I was very impressed with the Montreal sponsored luncheon. I'm certain they were feeling the pressure as the D/FW Chapter did such an outstanding job of putting this year's conference together. I think Montreal rose to the occasion... I gasped more than once while the Cirque de Soliel entertained us. They were fabulous ambassadors for their city and I am truly looking forward to the 2007 WEC...and next time I won't be a newbie; rather, I'll be the one that knows all the "right" things to do for a successful conference experience...and I'll be the one who welcomes and embraces any & all "newbies" with a smile, a handshake and a sincere interest in who they are!

LONE STAR CHALLENGE

The Big Winners!!

The Lone Star Challenge that took place during last term was very successful and rewarded our members for involvement with both small and large prizes.

The two top winners of the Challenge also happen to be mother and daughter!



Tony Cummins, CMP, was honored to call Angela DeLaGarza to the stage and recognize her as the First Prize Winner of the 2005-2006 Lone Star Challenge!



Tony Cummins, CMP proudly recognized Sherry DeLaGarza, CMP as the Second Place Winner of the Lone Star Challenge.

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.

events, preuse visit our viebsite at viv	virinpiaritiong.
Shantel Demetrice	AlfordSociety of Petroleum Engineers
Beth Hooper	Society of Petroleum Engineers
Georgette P. Lazar	
Christina M. Jones	Renaissance Dallas Richardson Hotel
Alvson L. Riccardi	Renaissance Dallas-Richardson Hotel
Fmily G. Emerson.	Renaissance Dallas-Richardson Hotel Renaissance Dallas-Richardson Hotel
James Russell	Audio Visual Services Corporation
Michelle Corrales	American Limos & Transportation
Scott S Throneborn	DFW Elite Auto Rental.com
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Rebecca A. Bucher	Helmsbriscoe
Susan J. Page	Carey International
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Christine Nathan	Carreker Corporation
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Aaron Dockort	The Expo Group
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Scott Thompson	I & C A
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Varan D. Cara	Maggiano s Little Italy
Parada Marwilla	KPMG LLP
Pameia Menville	Brown
Dana Young	Wyndham Jade
Barbara A. Majerski	Society of Petroleum Engineers
Michelle L. Spencer	Marriott Evergreen Conference Resort
Lynelle Bundy	The Westin Dallas Ft. Worth Airport
Mari E. Darley	Hilton National Sales
Sharisse Valenzuela	Raytheon
Cindy S. Plotkin	,
Heidi D. Pamplin	FASTSIGNS International Inc.
Sandra K. Fouke	Dallas Palm Restaurant
Valerie J. Drane	Boi Na Braza Brazilian Steak House
Kim Haile	
Monica L. O Connor	Jason's Deli/Deli Management
Christine Brown	Cadent Medical Communications
	Westin Stonebriar Resort
Kristin Kenny	
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Gina Whetsel	Loews Hotel
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lane Velasquez	Morgan Stanley
Kimberly R. Lambeth	AVHO Meeting Services
Lisa L Black	Morgan StanleyAVHQ Meeting ServicesHilton Dallas/Southlake Town Square
Tamie I Smith	Wyndham Hotel & Resorts
Suzy Morse	Outstanding Productions
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Melanie Sommer Miller	lsle Of Capri Casino Resort
Shelly Ford	SEGA Gameworks
JUE 114 1 010	SEUA GameWorks

Help Us Plan Our Monthly Chapter Meetings

One of the most enjoyable tasks in MPI and in our industry is planning special events. The MPI D/FW Chapter Program Committee is responsible for planning our monthly meetings. This is a fun committee to serve on...you experience lots of great interaction with other committee members and get to work with many venues.

To join the Program Committee, contact Carole May, CTC/CMP, Director of Programs at 817-303-1690 or cmay@galacticmarketing.com.



Heard it through the Grapevine!

Leah Belasco 'Grapevine' Columnist

Congratulations to **Angela De La Garza** in her new position as Event and Meeting Planner with *Event Source Professionals (ESP)*. Angela previously was with *Premier Transportation*.

Congratulations to **Linda Sergeant** as the new Operations Manager at *BBJ Linen*. Previously, Linda was with *Bill Reed Decorations, Inc.*

Catherine Parnell, formerly at the *Infomart*, has joined *Gaylord Texan Resort & Convention Center* as Senior Local Catering Executive.

Darryl Leavitt, CMP, is Director of Marketing and Events for *Fabless Semiconductor Association*, a division of *The Shelton Group*.

Congratulations to **Robert Sanchez**, *Arlington Convention & Visitors Bureau*, and his wife Griselle on the June 6 birth of beautiful baby daughter named Mia Rose.

Lisa Flick is Sales Manager at *Creative Cuisine*, an off-premise full service catering company. Lisa formerly was at *Ruthe Jackson Center* in Grand Prairie.

Teresa Lovich has joined *Physicians' Education Resource* as a Meeting Planner in the multiple meetings group. Teresa previously was with the *Texas Credit Union League* and is a December 2000 graduate of Richland College's TEMM Program.

Longtime member of our chapter, **Sy Retsky**, who retired and moved to Georgetown, Texas, is now working with *Habitat for Humanity* and is active in the MPI Texas Hill Country Chapter. It was wonderful to see Sy at WEC!!!

Our deepest condolences to **Betty Garrett** on the loss of her father Edward Thomas who passed away July 21st. Many of us saw him at WEC as he proudly watched Betty receive the Marion Kershner award.

Our deepest condolences to Tracey Smith, CMP, CMM on the recent loss of her mother Reba Barnett.

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



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