



# CURRENT

DEFINING THE POWER OF MEETINGS™



Dallas/Fort Worth Chapter

January 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](http://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.



## A City Built on Big Ideas Makes a Big Impression

By Nancey Hernandez, CMP



Happy New Year!

As you know, each January is a time of renewal - and Dallas is undergoing its own renewal, development and change! There is a true Renaissance in the city and this is an exciting time to be a part of such incredible growth!

If you have turned on the local news or read the paper lately, you have probably seen some exciting stories regarding our city. We should all be very proud to live in Dallas at this period of monumental growth! In the next five years, the entire landscape of Dallas will change.

Read on to learn about new and exciting projects happening in Dallas.

Whether you are a supplier or a meeting planner, this affects us all! Dallas is truly a "City Built on Big Ideas!"

### 2006

**Victory Project Phase II.** Five new buildings in Victory Park will include a cutting-edge W Hotel, urban residential units above street front retailers, distinctive dining, coveted boutiques and endless entertainment.



Photo Credit: Victory Park

**Main Street Initiative.** More housing, retail and restaurants open on Main Street as district evolves.

**Kimpton Palomar Hotel.** New hotel opens in April adjacent to Mockingbird Station.

**NorthPark Center Expansion.** In April one of Dallas' premier shopping locations will open 100 new retail and dining establishments, including movie theaters, a Nordstrom and exclusive hotel.



Photo Credit: Dallas CVB

**West Village Phase II.** This hip entertainment district in Uptown is adding even more restaurants, retail and housing with its phase two completion in the spring. Phase three is currently under construction and phase four is in design.

### 2007

**The Ritz-Carlton.** The Ritz-Carlton Hotel is located in Dallas' Uptown area and will feature 250 hotel rooms with additional private condominiums atop the hotel.



Rendering: Calatrava Bridge

**Joule Urban Resort.** 125-room full-service boutique hotel opens on Main Street.

Continued on page 4



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# President's Memo

January not only rings in the New Year but also marks the mid-year point for our Chapter. Your Board of Directors is gearing up for our Mid-year Retreat in February to review and applaud our Chapter's accomplishments to date, as well as to ensure we are on-target for the remaining portion of this term.

It seems odd to be at this half-way mark and already we're planning for a new Board of Directors. I've been extremely proud to service our chapter with the dedicated and committed folks currently serving, yet there is excitement in knowing more members will have an opportunity to step up into a leadership role whether it is as a board member, a committee chair or serving as a committee volunteer.

Let's take a few moments to review some of the accomplishments of our Chapter to date.

- In August the Leadership Committee held a Networking Forum designed for chapter members. The interactive forum provided numerous opportunities for members to be involved in chapter activities-to Make a Difference. We had 80 people attend. The networking forum was a great success.
- Through the leadership of the Communications Department, the Chapter website [www.mpidfw.org](http://www.mpidfw.org) continues to be updated and modified with new and exciting information and is becoming easier to navigate. Stay tuned during the first quarter as there are additional plans for even more visible changes.
- The PR Committee recently held a Media Relations event hosting local media in effort to maintain an awareness of our chapter and industry. We had eight people from the press plus several members attend this valuable gathering.
- The Chapter Charities Relations Committee has been hard at work to put together a diverse offering of projects for our members to take advantage of. Some endeavors allow you to donate your time and some your in-kind donations. You can view a detailed listing of projects on page 3.
- In addition, the Chapter Charities Relations Committee recently teamed up the PR Committee to feed dinner to several families displaced due to Hurricane Katrina. I was fortunate enough to attend this dinner and meet the almost 60 people in attendance and my heart is filled because of their stories. Thank you again to the Tower Club and the Culinary Arts Catering for their sponsorship and support.
- Programs/Education Committee doesn't miss a beat when planning our monthly meetings and Education Days. Be sure to mark your calendar for the fourth Thursday of each month through June. You won't want to miss a single minute of the action! The calendar of upcoming events is listed on the website at [www.mpidfw.org](http://www.mpidfw.org).
- The Membership Committee has worked this year to bring you The Lone Star Challenge. This is a great tool to recognize and reward you the member in a variety of way for doing simple things such as attend a monthly meeting, volunteer on a committee, write an article for the CURRENT.
- Several other committees have been working hard this year as well. Advertising in the CURRENT is available in a variety of new ways and becoming a Monthly Meeting Sponsor is easier than ever before (we have two months open to sponsor). Our Finance group who oversee the Suppler Showcase in February and the Annual Golf Tournament in April have done a phenomenal job putting these events together to meet your needs and objectives as an active member. More information can be found on the website for those interested in the added marketing opportunities.

As you can see, there is much to be proud of and this barely even scratches the surface. For those members who filled out a Commitment Form in June and have made efforts to achieve the goals you set for yourself, I applaud you as well. In addition, many members answered the call for donations for the Hurricane victims and again, banded together like only the DFW Chapter of MPI can. We received wonderful notes of thanks for the Chapter's donations to the American Red Cross, the Salvation Army and the SPCA. Thank you all for helping to make that happen and for helping to Make A Difference. Remember this is ONLY the half-way point and we still need your great efforts and enthusiasm.

*Making A Difference!*  
2005-2006



Tamra S. Hughston, CMP  
2005-2006 President

## BOARD BULLETS



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

- Student Members special rate: The board approved a special rate for Student members attending all educational events for our chapter. Student members will be recognized by a "Student" ribbon on their badge.
- The Communications committee continues to work on a redesign for our chapter website. The website provides important information for our chapter members. Please visit [www.mpidfw.org](http://www.mpidfw.org) and provide feedback to our communications committee.
- The Nominations for the 2006-2007 Board of Directors begins in January. Interested candidates please complete the Candidate Interest Form, included in December newsletter. Or, visit our website to download the candidate interest form. Members with questions about completing the form, contact the chapter office.



# “CURRENT” AFFAIRS



Dr. Lawana Gladney

## MPI Wows the Media

By Dr. Lawana Gladney

On Tuesday November 8, the MPI D/FW Chapter Public Relations Committee hosted a Media Reception at the classy and exquisite Sambuca downtown Dallas.

While enjoying fantastic hors d'ouvres and cocktails, we presented an informal program that included an overview of the MPI D/FW Chapter, our upcoming events, and a preview of WEC 2006, scheduled to take place in Dallas, Texas.

Several media outlets were represented including Dallas Business Journal, Dallas Morning News, Dallas Pulse, D Magazine, and others.

The media attendees were given press kits, which included a calendar of events that authenticates that the best is yet to come!

We extend a special thank you to our sponsor Jennifer Fortman with Sambuca for hosting this event. We also appreciate the dedicated work from PR committee members Patricia Royal and Veronica Torres and the “MPI D/FW Chapter family” that supported this event.



Kudos to Committee Members (from left) Patricia Royal, Veronica Torres and Chair Dr. Lawana Gladney for planning such a successful Media Event on behalf of the MPI D/FW Chapter.



Betty Garrett, CMP, Jennifer Watson and Colleen Rickenbacher, CMP, CSEP, enjoyed themselves along with more than 30 industry colleagues during the MPI D/FW Chapter Media Reception held at the swanky downtown location of Sambuca!

## 2006 Chapter Charity Relations Schedule of Events

**January 26th, 2006 - Bryan's House** - At the monthly meeting “Bryan's Little Red Socks of Love” will be placed at each table setting. MPI D/FW Members will have an opportunity to either donate money or complete a card that indicates they would like to volunteer at Bryan's House by placing the money or cards in small red socks. Bryan's House cares for children with AIDS. For more information please contact: Kelly Roche at 972.252.7476, ext. 103 or e-mail at: kroche@ci.irving.tx.us.

**February 23rd, 2006 - Attitudes and Attire Clothing Drive** - MPI D/FW members and guests attending the Supplier Showcase are asked to bring professional clothing used to assist females in need embarking on new careers after emerging from very difficult situations and circumstances. For more information please contact: Denise Howieson, CMP, 214.217.7700, ext. 213 or e-mail at: dhowieson@zoom7.com.

**March 2006 - Brighter Tomorrows** - MPI D/FW members will volunteer on a Saturday in March to complete projects both inside and outside battered women shelters located in Grand Prairie, DeSoto and Irving. To participate please contact: Denise Howieson, CMP, 214.217.7700, ext. 213 or e-mail at: dhowieson@zoom7.com.

**April 27th, 2006 - Annual Golf Tourney** - MPI D/FW members will participate in the annual golf tournament with a portion of the proceeds going to a local DFW area charity. Go to [www.mpidfw.org](http://www.mpidfw.org) to find out full details of the golf tournament scheduled at the Cowboys Golf Club in Grapevine, Texas.

**May 25th, 2006 - Tarrant County (Ft. Worth) Food Bank** - MPI D/FW members are asked to bring non-perishable items to the monthly meeting to help restock the food bank in Tarrant County. For more information please contact: Kelly Roche at 972.252.7476, ext. 103 or e-mail at: kroche@ci.irving.tx.us.



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](http://www.mpiweb.org).

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# A City Built on Big Ideas **Makes a Big Impression**...Continued from page 1

**Trinity River Project.** The Woodall Rodgers Calatrava Bridge, the first of three magnificent 40-story suspension bridges designed by internationally known Santiago Calatrava, opens. Eventually the Trinity River Project will feature two lakes, three bridges, hike and bike trails and an 8,000-acre park in downtown Dallas (2011).

**Main Street Initiative.** Downtown development on Main Street continues.

## 2008

**The Dallas Convention Center Hotel.** Hotel connected to the Dallas Convention Center opens. (Pending Negotiations)

**The Dallas Convention Center Sky-bridge.** The Hyatt Regency, Reunion Arena and parking garage are attached to the Dallas Convention Center by sky-bridges with moving sidewalks.

**Trinity Crossing.** New 24-acre entertainment venue attached to the Hyatt Dallas, Marriott Hotel and the Dallas Convention Center by sky-bridge opens.



Photo Credit: Dallas CVB

## 2009

**Trinity River Project.** The second Calatrava suspension bridge and the first of two Trinity River lakes open.

**Dallas Center for Performing Arts.** The Margot and Bill Winspear Opera House and the Charles and Dee Wylly Theatre are two of five venues that will comprise the Dallas Center for the Performing Arts in the heart of Dallas' Arts District. 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.

**DART.** DART light rail from downtown Dallas to Fair Park opens.



Photo Credit: Dallas CVB

## 2011

**Trinity River Project.** The third and final I-35 Calatrava suspension bridge opens. The Trinity River Project is complete with park, forest and lakes. This 8,000-acre urban oasis will be ten times the size of New York's Central Park.



### THE DALLAS CVB - DEDICATED TO YOUR SUCCESS

- The Dallas Convention and Visitors Bureau's mission? To sell the Dallas area as the premier location for meetings, conventions and leisure travel.
- Our goal? To be a recognized, top-five meeting and leisure destination in five years.
- How can you help meet that goal? Let the Dallas CVB help as your:
  - Resource on the city, venues and initiatives
  - Partner on leads, proposals and service
  - Unified voice in reporting our results to the city

*Dallas*  
LIVE LARGE. THINK BIG.

For more information, please contact  
Nancey Hernandez at 214.571.1052  
or [nhernandez@dallascvb.com](mailto:nhernandez@dallascvb.com)

[www.DallasMeetings.com](http://www.DallasMeetings.com)

THANK YOU FOR YOUR SUPPORT



# Chapter Meeting • Thursday, January 26, 2006 • 11:00 a.m.

## The Lies, Myths and Truths Behind Terrorism: The Effect on the Meetings Industry



Dennis McCuiston

This January, forget your resolutions and ask yourself these questions:

- After four years without an incident, have we become complacent with the war on terrorism?
- Should you be concerned about the political battle over the Patriot Act? Anything that has the potential to disrupt air travel or large meetings could negatively impact our business and the lives of those who trust meeting professionals.
- Is an unexpected disaster causing your team stress and confusion and affecting its ability to produce an event?
- Are YOU prepared to handle such emergencies?

This month's program will focus on what is being done here in the Metroplex and around the country in preventing small and large terrorist attacks. Our special guest panelists will give insights into the knowledge you need to make informed decisions.

Moderator Dennis McCuiston is known throughout the MPI audience, having moderated and spoken here on two previous occasions. He is the host and executive producer of the award-winning McCuiston program on Channel 13, which is syndicated to markets around the country. On January 29 from 2-4 pm Channel 13 will air a documentary on terrorism based partly on McCuiston's trip last year to Baghdad and he will share a brief clip from the program. Dennis also serves as a consultant to businesses from coast to coast, working with them on strategy and leadership issues.

If you are an active member within the hospitality industry, you cannot afford to miss this important meeting. After Dennis and our special guests have their discussion, they will entertain questions from the audience. You can ask those burning questions pertaining to terrorism and how it relates to you.



In keeping with our January meeting tradition, we also will honor the Police Officer of the Month. The Dallas Community Police Awards Committee selects the individual based upon the following criteria: overall excellence in police work; community and family involvement and dedication to duty. Since February 1972, more than 275 officers have been awarded Officer of the Month.

Dallas' Chief of Police David Kunkle will present this award to William R. Knobel. Officer Knobel joined the Dallas Police Department in 1976 and has trained approximately 300 new recruits in the field. His accomplishments include: six Marksmanship Awards, Field Training Officer bar, 15-year Safe Driving bar, three Certificates of Merit as well as DPD Officer of the Month.

The Dallas Convention and Visitors Bureau is once again the "official" sponsor of our Government Affairs January program. They have been a strategic sponsor supporting the January program for more than five years. The DCVB's mission is to promote Dallas as the ideal business and pleasure destination to the regional, national and international marketplace and favorably impact the Dallas economy through conventions and tourism.

### Host Facility

### Adam's Mark Hotel Dallas

Our January host, the Adam's Mark Hotel Dallas was built BIG with one purpose: to provide everything needed for productive meetings, first-class and large gatherings at one site.

Last year, the Adam's Mark Hotel Dallas won the 2004-2005 MPI-DFW "Facility of The Year." The hotel plans to dazzle you again with a fantastic menu, great service and open space.

In March 2006, the hotel will complete a \$25 million dollar renovation of its guest rooms. The South Tower is being converted to the Tower Royale which will include 32" Flat Screen TV's, free high-speed Internet access and more. The Tower Royale will have 504 rooms of the hotel's 1,840 guestrooms.

No event is too small or too large for our expert in-house catering, audiovisual, floral and convention service departments. The hotel is proud to announce that the Chaparral Club on the 38th floor received it's FOUR DIAMOND rating for providing fantastic food, service and wonderful relaxed atmosphere.

The Adam's Mark has 1,840 rooms including 208 suites, 1,600 committable rooms, 5 ballrooms (largest 41,00 square feet) and 63 breakouts all in downtown Dallas.

Our luncheon is currently scheduled in the Dallas Ballroom A1/A2/A3 located in the Conference Center - ground level of the hotel. Reception and registration will be in the Grand Hall Foyer. Orientation will be in the Pearl 4, located on the second level of the hotel adjacent to the bridge. As always please double check the reader boards on arrival in case of a change in space.

### DIRECTIONS

For detailed directions go to [www.mpidfw.org](http://www.mpidfw.org) and find the January monthly meeting information or call the Adam's Mark Hotel at 214-922-8000.

### The Lies, Myths and Truths Behind Terrorism: The Effect on the Meetings Industry

Thursday, November 17, 2005

### Adam's Mark Hotel Dallas

400 N. Olive St. • Dallas, TX 75201

Phone: 214-922-8000

11:00 am - 11:30 am	Chapter Orientation
11:00 am - 12:00 pm	Registration & Networking
11:45 am - 12:00 pm	Doors Open
12:00 pm - 1:30 pm	Lunch and Program

### Parking:

Self-parking is complimentary in the parking garage, which is adjacent to the Adam's Mark Conference Center, accessible from Olive Street. Valet parking is available at a discounted rate of \$10.00 for our attendees. Valet attendants will be stationed on Olive Street, just outside the Conference Center for your convenience.

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 23rd  
email: [rcharnes@msn.com](mailto:rcharnes@msn.com) • fax: 972-506-7485*

### ON-LINE REGISTRATION PREFERRED

Go to the "Events" section at [www.mpidfw.org](http://www.mpidfw.org)

# MPI Pays Tribute to Hurricane Katrina Evacuees



Dr. Lawana Gladney

By Dr. Lawana Gladney

The view of downtown Dallas was breathtaking for the 50 family members who dined on a delectable dinner, taking place on the 48th floor at the Tower Club, while being serenaded by Ronald Julian from the Key of Soul.

Thanksgiving Dinner for Hurricane Katrina evacuees who are residing in Dallas right now was one of our community service projects in November. Volunteers from our chapter came to the event to serve and support families that were affected by the hurricane.

During the program, we had an opportunity to hear their heartwarming stories first-hand. We were touched by their optimism and appreciate their gratitude to the MPI D/FW Chapter for honoring them in a special way.

We extend a very special thank you to our sponsors: The Tower Club, Culinary Art Catering, Convention Plant Creation, and Jim Wood Photography... Your generosity of time and spirit helped us create an evening that will always be remembered!



Kurtis Williams



Families that enjoyed being pampered at the Thanksgiving feast.



L to R - Oddistine Williams, Timol Liggans, Jr., Monique Liggans and Tyla Liggans - Enjoying a night on the town



MPI representatives were Kim Lambeth, Dr. Lawana Gladney, Tamara Huston, Bob Phillips, Patricia Royal, Lynn E. Lewis-Bjostad, CMP and Sally Goldsberry



# December Meeting Chapter Partners

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

### Featured Sponsor

Sol Melia Hotels and Resorts  
Casimiro Ramirez

### Facility

Nokia Theatre at Grand Prairie  
Kim Marriott

### Catering

Wolfgang Puck Catering  
Georgia Burgess

### Staging

Stage Right  
Dan Titchywy

### Décor

BBJ Linens  
Todd Richter

Outstanding Productions  
Jeff Davis

### Chairs & China

TLC Event Rentals  
Stan Kelly

### AV Equipment

AVW-TELAV, Inc.  
Annie Matthews  
Rebecca May

### Entertainment

Me & My Monkey  
George Jara Rod Bollinger  
Paul Sacco Michael Daniel  
Mark Wade - Sound Engineer

Outrageous Adventures  
Keith May

Reception Entertainment  
Dave Tapley

### Photography

J Woods Custom Photography  
Jim Woods

# December Meeting Highlights

Rock N Roll is here to stay! MPI members were treated to "Rock N' in the Holidays" on December 15 at the Nokia Theatre in Grand Prairie. More than 150 MPI members enjoyed the event, which started as guests entered through the side entrance as "VIP backstage guests" and were directed down the same hallway many celebrity performers and rock stars have paced before their performances!

The actual performance stage was our backdrop for reception and networking time and having the chance to look out from the stage into where the audience sits brought a new perspective to those of us who've only dreamed of entertaining large audiences!

Members enjoyed champagne cocktails and hors d'oeuvres, participated in a fabulous raffle filled with great gifts (Thank you all for our many great raffle donations!) and gathered around with friends to have holiday photos taken with ample entertainment props provided by Outrageous Adventures. Lending ambience during the reception with live entertainment was the beautiful voice of Chaz Mariethe provided by Dave Tapley Entertainment.

Then we really dazzled everyone! Our group was ushered up through the theater and into the beautiful open lobby where tables were exquisitely set in holiday fashion courtesy of BBJ Linens and festive floral centerpieces were provided by Nokia Theatre.

To start off the luncheon, Sol Melia Hotels and Resorts, our Sponsor for the December Holiday Luncheon, gave a warm, energetic update on their many properties in Cancun!

To cap off a wonderful afternoon, the stage was set in true rock n' roll fashion by Dallas Stage Right and AVW-TELAV so that all of us could "rock out" and sing along as familiar songs were performed by the Beatles tribute band "Me & My Monkey." As an early holiday gift, the band provided a copy of their newly released DVD to all attendees. Additionally, to complete our Holiday celebration, Tamra Hughston, CMP, with Home Interiors and Gifts, gave each guest a beautiful candle holder to take home!

Rock star treatment...High energy camaraderie with business associates...Exciting raffle prizes that helped raise funds for our chapter education programs...Fantastic food and music...This truly was an exceptional event to "Rock N' the Holidays!"



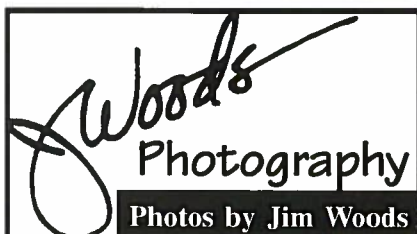
Left to Right: Casimiro Ramirez – Sol Melia Hotels & Resorts – December Sponsor, Tamra Hughston, CMP – Home Interiors & Gifts, and



Committee members from Left to Right: First Row: Dan Titchywy – Stage Right, Lori Clark – Boston Coach, Shari Moore – Arlington Convention Center. Second Row: Denise McDonald – Hotel ZaZa, Kim Marriott – Nokia Theatre, Rebecca May – AVW-TELAV, and Annie Matthews – AVW-TELAV. Third Row: Chairperson - Carole May, CMP – Galactic, LTD

## 2005 MPI Holiday Raffle Sponsors

Studio Movie Grill	360 Limo Inc.	Doral Tesoro
Mary Kay	Garrett Creek Ranch	Coors Brewing Company
Home Interiors	Residence Inn by Marriott Las Colinas	Double Diamond Resort
Uniquely Kneaded	Improv Comedy Club	Dallas Cowboy Cheerleaders
Advocare	The Tribute Golf Club	Ardmore Convention Center
Lennox Industries	Courtyard by Marriott Ft. Worth	Nokia Theatre
SEGA Gameworks	SpeedZone	Arlington Convention Center
CapRock Winery	The Fairmont Dallas	Sonny Bryan's Smokehouse
JW Marriott Houston	Hotel Zaza	Brilliant Events, Inc.
Studio Movie Grill	Gaylord Texan Resort	Hilton Dallas Lincoln Centre
Dallas Fan Fares	Hotel Intercontinental	Western International
Premier Transportation	DMM Group	Infinity Incentives & Events, Inc.
Uniquely Kneaded	Essilor USA	Cinemark Movie Theaters
Grand Hyatt DFW	The Breakers	Jim Monroe, CMP, CSEP
Renaissance Dallas Hotel	Crown Plaza - Galleria	Irving Convention and Visitors Bureau
SEGA Gameworks	Hotel Resources	Marie Gabrielle Restaurant & Gardens
Four Day Weekend	Hyatt Regency DFW	Modern Luxury Dallas/Front Desk Magazine
Passports To Success	Hilton Garden Inn DFW	Go Fish Restaurant & Lounge
Hilton Arlington	A&H AwardPro	American Limos and Transportation
Sixth Floor Museum	Gran Melia Cancun	Dallas Marriott Suites Market Center
Courtyard by Marriott Las Colinas	Boston Coach	The Woodlands Resort & Conference Center





# Meeting and Trade Show Management Courses Richland College - Spring 2006

By M.T. Hickman, CMP, CTP

Start the year off by investing in your education. Richland College is the premier location for meeting management and exposition management courses. Located at 75 and Abrams Road Richland provides affordable training from industry leaders. Classes are conveniently offered in the evening or on the weekend. Classes begin January 17 and end May 11, 2006. Registration for Spring 2006 is open. Cost is \$108.00 per course for Dallas County Residents. For more information, contact M.T. Hickman, Travel, Exposition and Meeting Management Program Coordinator, 972-238-6097 or mthcikman@dcccd.edu

Course NO	Course Title & Description	Time	Dates
TRVM 1327 (3Cr)	<b>Special Event Design</b> - Section 8250 Learn about the development of a special event from conception to completion. Course includes terminology, factors to consider when planning a special event and contingency plans. <i>Instructor: James Monroe, CMP, CSEP, Monroe &amp; Associates</i>	Saturday 1:00 -4:00 p.m.	Jan. 21 - May 13
TRVM 1101 (1Cr)	<b>Customer Service</b> - Section 8250 Course emphasizes excellent customer service by identifying skills needed to provide customer service in the hospitality industry. Student completing this course will received the Texas Friendly Hospitality Certificate. <i>Instructor: Kim Philips, Denton Convention &amp; Visitors Bureau</i>	Saturday 8:30a.m. - 12:30 p.m.	Feb. 18, 25, Mar. 4 & 11 Class meets only 4 times.
TRVM 2301 (3Cr)	<b>Introduction to Convention/Meeting Management</b> - Section 8501 Overview of the meetings and conventions industry and the various aspects and skills involved in planning and managing meetings and conventions. <i>Instructor: Chuck Laterza, CMP, American Airlines</i>	Tuesday 7:05 - 9:50 p.m.	
TRVM 2341 (3Cr)	<b>International Meeting Management</b> - Section 8501 Prerequisite, 3-years meeting planning experience or TRVM 2301 Introduction to Convention/Meeting Management. A discussion of meeting notes and responsibilities in an international context. Topics addressed include foreign currency, customs and laws, shipping, international planning resources, marketing, and language and interpretation. <i>Instructor: Martha Fox, CMP, CTC, Global Goals</i>	Tuesday 7:05 - 9:50 p.m.	
TRVM 1325	<b>Introduction to Expo/Trade Show Management</b> - Section 8501 An introduction to the principles and skills required for the management of expositions. Course will review major issues in the exposition management including needs assessment, budget strategies, site selection, floor plan development, contractor relationships, sales and marketing and related management issues. <i>Instructor: Christine Fletcher, CEM, Encore Event Management</i>	Thursday 5:40 - 8:25 p.m.	
TRVM 2300 (3Cr)	<b>Applied Industry On-Line Software</b> - Section 8501 An overview of automated systems in the travel, exposition and meeting management industry. Common software programs including Amlink Technology, ExpoCad, M-point, Power Point, Excel, Access and Expedia and Travelocity are used in designing an incentive trip. <i>Instructors: Chuck Laterza, CMP, Marti Fox, CMP, CTC, Dvorah Evans, CMP, M.T. Hickman, CMP</i>	Thursday 5:40 - 8:25 p.m.	



Richard S. Pollak

## The Multicultural Experience

By Richard S. Pollak, Rainbow Entertainment / Speakers / Special Events

A bold independent meeting planner explained, "I've always done business with different cultures, every time that I had a meeting. They set up my tables and served the food. Now, some of my biggest clients are from these cultures. I am not Jewish or Mexican and over 40% of my business transactions are with those minorities and that doesn't count all of my ethnic suppliers!"

It is time we realize that there are new markets to be tapped. As a provider of ethnic entertainment, I've done more meeting business as a Caucasian member of the Dallas Black Chamber of Commerce because of referrals from Dvorah Evans.

Colleen Rickenbacher, CMP, CSEP not only crosses cultures but gender. Colleen explained during the workshop that when she traveled to Singapore to develop the first CMP Study Group program (that was funded by their government), she was asked to present the value of the CMP program to governmental officials. She was told in advance not to speak or address anyone until the government officials did their presentations and then addressed her. Colleen respected the advice regarding cultural differences and once permitted, gave her presentation, which was a huge success and resulted in plans to travel back again in 2006 for the second CMP Program!

"In order to do business with minorities, you have to know and understand their customs, traditions and special needs," said Jim Monroe, CMP, CSEP, of Monroe & Associates. "You must first get the client to trust that you understand their culture and their needs in order to do business together successfully...even if you're already best friends."

From the November multicultural seminar we learned some ways to conduct business with multicultural groups. Joe Chow, Mayor of Addison, taught us the importance of learning words of greeting in Chinese. Dvorah Evans, Dallas Black Chamber of Commerce, introduced the audience to the many multi-cultural attractions in Dallas and taught us some important words used by African-Americans. Mauricio Navarro, CEO & President, Raiz Public Relations explained to the audience how important it is to learn about a Latino's birth place and to remember the relationship comes before business.

*Continues on page 11*



# EDUCATION NEWS



Marti Fox, CTC, CMP

## CMP Process

By Marti Fox, CTC, CMP

Finally, frost nips at our noses and it is time to snuggle up with a few great books. Remember that New Year's resolution - improve skills and earn some respect with some new initials after your name!!

This Spring, MPI D/FW Chapter offers a structured program that will keep you on track to earn the Certified Meeting Professional (CMP) designation!

Now!: Order your CMP Candidate Handbook & Application Kit - \$45

Jan 30: Intro. Class - Review the CMP Process and Application - \$25

Feb 13 - May 15: Twelve-session Study Group - formal presentations by area CMPs - \$100

March 1: Submit your CMP Application to the Convention Industry Council - \$175

June 10, 11, and 24: The last push is the CMP University (two Saturdays and a Sunday) - \$125 MPI members, \$150 non-members

**ALL Classes to be hosted by and held at the Crowne Plaza Addison, 14315 Midway Road, Addison; 972-980-8877.**



CIC continues to improve the scope of information covered for this Certification. The July 2006 CMP Exam will cover information from the:

- CIC Manual-7th Edition
- PCMA manual-4th Edition
- APEX Glossary
- New! CIC International Manual-1st edition

The CMP Handbook, all three manuals, and the APEX glossary are available to order from the CIC website: (\$220 value) [www.ConventionIndustry.org/shop](http://www.ConventionIndustry.org/shop)

Remember - For you, this may be a 6-month, 12-month, or 18-month process - all based on your time commitment. Everyone is different!

Contact your CMP Chair to enroll or be placed on the information list:

Robert Lockwood, CMP; Crowne Plaza Addison; 972-980-8877; [Rlockwood@CPAddison.com](mailto:Rlockwood@CPAddison.com)

## Advancing Women

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

## Welcome to 2006 - Create Your Own Pathway to Success!

By Lori Clark

How many times have you set goals or resolutions in January and by February you were back to your old self? The resolutions or goals were out the window along with your motivation to "be better/do better."

The MPI D/FW Chapter's Women's Leadership Initiative (WLI) Committee is putting together an afternoon education workshop that will help you stay focused on your goals in a way that is interesting, simple and fun!

"Fairy tales have fascinated people for hundreds of years because they have layers of meaning that are relevant to anyone, in any time or place," says author Cary Jehl Broussard. In her new book, *"From Cinderella to CEO,"* she talks about how to master the 10 lessons of fairy tales to transform your work life. You do not have to aspire to be a CEO to benefit from her book or this session. Cary will be our featured facilitator at this exciting workshop and will speak about beloved characters such as Cinderella, Sleeping Beauty, Hansel & Gretel, Snow White... and how to apply the timeless wisdom of fairy tales to the modern world of work!

### Don't Miss Your Coach!

Date: Thursday, March 23, 2006

(The workshop takes place immediately after the regular monthly chapter meeting)

Bring your magic wand (a pen) and be ready for a fantastic game of life and learning!

~Prize drawings for early registration~



Bob Phillips

# “BUY MPI” and SAVE!

By Bob Phillips  
Director of Advertising  
MPI D/FW Chapter

**PLANNERS:** To best support our respected Supplier members' business endeavors, our chapter mantra has always been “BUY MPI”!

**SUPPLIERS:** To best ensure your company name stays front and center in the minds of potential buyers, consider advertising in our monthly newsletter!  
(With rates beginning at \$125.00, you can't afford not to check this out!)

As an added Chapter Member benefit, the MPI Dallas Chapter is now offering up to **50% off** of advertising rates for the first time ever...*But only to DFW Chapter members.*

Our newsletter, which is read by over 800 area meeting planners and suppliers, is a cost-efficient way to generate exposure and promote your business products and services all year long!

Two stipulations are in place to take advantage of the special rates:

1. Your business is required to be a member of the Dallas Chapter of MPI
2. No ad agency discounts are available on the placement of the advertisement.

(That means that your ad agency can place the ad, but they will not receive a commission. Or you can place the ad yourself, whichever is easiest for you.)

Local advertising rates are available for preview online at [www.mpidfw.org](http://www.mpidfw.org)

For specific information, please contact Matthew Massengale, DMCP  
Telephone: 972.732.8433 or email at [matthew@ultimateventures.com](mailto:matthew@ultimateventures.com)

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# MEMBERSHIP NEWS

## Lone Star Challenge Update



**Tony Cummins, CMP**  
VP of Membership

### WIN A FREE REGISTRATION TO WEC!

If you were one of the people who submitted points prior to December 31, 2005 for the end of year prizes, congratulations to you!

If by chance you missed that opportunity, let me remind you that the person with the most points as of March 31, 2006 will win a Free Registration to attend WEC in July 2006!

Assuming you live in the D/FW area, that means no travel expense, no room expense (if you commute) and no registration expense. It just doesn't get any better than that. Take advantage now! Get involved, track your points and submit them to Tony Cummins, CMP via fax at 214-594-9444. Forms are available online at [www.mpidfw.org](http://www.mpidfw.org). Click on Lone Star Challenge at top of Home Page. Good luck!

### TWO NEW PRIZES ADDED TO THE LONE STAR CHALLENGE

We've recently added two new prizes to The Lone Star Challenge:

**Embassy Suites-Frisco:** A one-night stay in a Standard Suite (any day of the week). This prize will be awarded in a random drawing in April to anyone who has at least 60 points at that time.

**Marriott at Legacy Town Center:** A Friday and Saturday Night Stay in a One-Bedroom Suite with breakfast for two each morning in the Copper Bottom Grille. Award date and criteria TBA.

Thank you to our sponsors for providing these prizes!

## 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](http://www.mpidfw.org).

Karen Robinson.....Homemade Gourmet Inc.  
Janet Hoppenstein,CMP.....Alcatel  
Theresa Overby.....Little Rock CVB  
Josie Betts.....YUM! Brands Inc.  
Rebekah Ellis.....Shelton Creative  
Michael Schmieder.....Tanglewood Resort & Conference Center  
Sarah Evans.....Vail Beaver Creek Resort Properties  
Jessica Foret.....Adams Mark Hotel Dallas  
Diana Murphy.....Grant Thornton LLP  
Michaele Frederick, CMP.....American College of Emergency Physicians  
Jill Lemasters.....HorseshoeBay Resort Marriott  
Lois Smith.....EDS Corporation  
Betsy Troup.....Renaissance Hotels NA  
Cara Spencer.....PATHways at Raytheon  
Leslie Slama.....Exxon Mobil  
Todd Budd.....Renaissance Dallas Richardson Hotel

## The Multicultural Experience...continued from page 8

Start the New Year by getting involved with the multicultural committee. According to M.T. Hickman, CMP, CTP, Chairman of the MPI D/FW multicultural committee and program coordinator at Richland College, "Our charge as the multicultural committee for the Dallas MPI chapter is to provide chapter members with timely educational programs and continue to raise the level of awareness regarding the economic value of doing business with all ethnic groups. Your charge as members is to embrace the education inherent in this ever-changing society and to set a precedent in our industry for inclusion, diversity and equal opportunity."

You can start to embrace new cultures by trying authentic ethnic restaurants!

**Each month the Multicultural Committee meets at a new restaurant to try the cuisine and learn something new!**

If you're interested in joining this committee, please contact M.T. Hickman, CMP, CTP at 972-238-6097.



DEFINING THE POWER OF MEETINGS™



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

**Pamela Stern** has been named Director of Client Services for **Arthur's Prime Steaks & Seafood** in Addison, Texas.

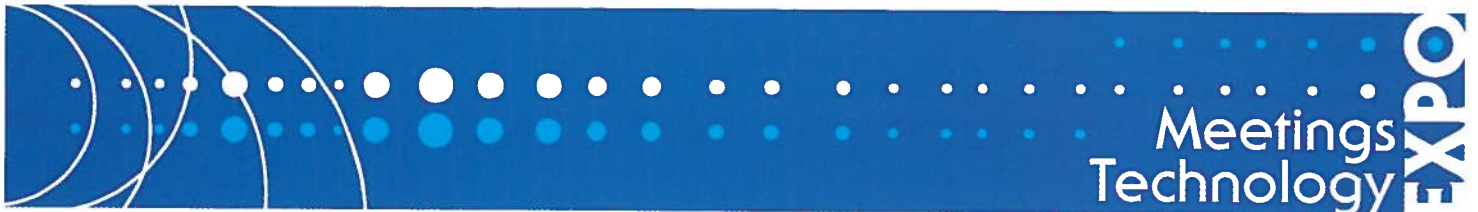
**Lisa Hutchison** has been named Director of Operations for **PRA Destination Management Dallas/Fort Worth**. Lisa previously was Special Events Coordinator with Healthlink.

**Congratulations to Richland College!** What an HONOR! M.T. Hickman, MS, CMP, Program Coordinator for the Travel, Exposition and Meeting Management School at Richland College, acknowledges that Richland College was selected by the U.S. Department of Commerce and the White House as one of six organizations in the entire U.S to receive the prestigious **2005 Malcolm Baldrige Award for Organizational Performance Excellence**. Richland was recognized for its retention rates, student satisfaction and enrollment. This is the first time a community college has won this very coveted award!

Way to go, **Plano CVB** and CONGRATULATIONS! **Mark Thompson, CMP, Plano CVB**, announces that *Convention South* magazine has presented its **2006 Readers' Choice Award** to Plano CVB. This award was selected by voting meeting professional readers citing Plano CVB's exemplary creativity and professionalism to groups and top meeting planners in the South.

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

RETURN SERVICE REQUESTED



Plano Centre, February 1, 2006

# The Meetings Technology Expo is coming to Dallas, Texas!

Visit: [www.meetingstechexpo.com](http://www.meetingstechexpo.com)  
and register today!

For more information: 212-956-4720 or [information@meetingstechexpo.com](mailto:information@meetingstechexpo.com)

## Early-bird registration rate is just \$99.

### Your MTE registration includes:

- Admittance to all 7 Technology Tutorials (non-conflicting hours)
- Q & A post-session discussions with tutorial speakers.
- Private 1-on-1 appointments with vendors
- Hands-on product testing in the exhibit hall with industry leading suppliers
- Technology tutorial guidebook containing real-life case studies and advice on how to evaluate and purchase technology products suited best for your needs!

### Tutorials topics include:

Meetings Spend Consolidation,  
Event Marketing/Communication Tools, Site Selection/RFP,  
Webcasting/Video Conferencing, Housing/Room-Block,  
Tradeshow/Event Tools, Registration Systems

### Exhibit Hall:

Meetings Technology Expo vendors will feature solutions for essentially every identified meetings technology need. 1-on-1 appointments and product demos are available throughout the event.

### Confirmed Speakers:

Corbin Ball, Corbin Ball Associates, Stephen Nold, Advon Technologies, Ray Harris, The Webcast Group and Doug Melinn, Passkey.

After its highly successful NYC debut, the MTE is touring 5 cities in 2006 with Dallas, TX as its first stop! Here is your opportunity to take part in the event designed to be the most practical, hands-on, in depth technology education ever offered!

