



CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

February 2007

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.

Emergency Preparedness - We Are Ready!



by Gloria Ford, Radisson Hotel Richardson
January Program Chair

Many of the January program attendees thought they have had an emergency plan in place. However, after hearing the commentary by our panel of experts, it quickly became obvious that there is a need for all professional meeting planners and suppliers to reevaluate their own EMP (emergency management plan), to talk to their leadership about it and to stress the importance of having an EMP in place for any event, of any size. Considering the many types of emergency situations that can arise, we all have an obligation to our company, our employees and our guests to be prepared.

Economic espionage has reached an estimated \$450 billion dollar value of stolen information. Intellectual property theft is an ever growing issue for meeting planners and companies. It has been proven that meetings and events are where most this information has been compromised. Corporate information is stolen during meetings from company laptops, blackberries, and other technical devices left in meeting rooms and hotel rooms, in addition to corporate offices.

Other issues you need to consider when writing an EMP is how your plan is written to cover issues like, natural disasters, weather, bomb threats, heart attacks, terrorist threat, power outage, suspicious packages delivered to your events, evacuation routes, just to consider a few areas. Street crime should be an important factor to meeting planners in structuring their EMP.

As a planner/supplier, the purpose of your EMP is to establish plans ahead of time so that your team will know how to react at any given situation. You need to start with knowing the facility plan and reviewing your plan to ensure they are covering the same issues.


If your plan is specifically for your event and the facility has multiple events, there could be a conflict of handling emergency situations between events if you don't coordinate with the facility before an emergency arises.

Typically, a facility's EMP is designed for the safety and security of the staff, guests and entire building. Having a clear understanding of the facility's EMP, helps you to adapt your EMP with the facility's plan.

Liability is both the responsibility of the facility and the meeting planner. You need to know exactly what the facility's security services cover and what additional services you may need to engage for private security, to provide additional protection for your VIP's, other attendees, equipment, important products, information and materials. The additional trained security can also help in the implementation of your EMP.

Some factors to consider when designing your EMP are the number of attendees, the venue, whether there will be high profile VIP's attending, current activities in the city, media coverage and other events going on at the same time in the venue. Your corporate team needs to be involved in helping establish your EMP. Once your EMP is in place, you need to practice, practice and practice the plan so everyone is involved and knows their duties. You need to be a Meeting Planner and not a Meeting Reactor.

Remember to always document all security information pertaining to your events. Do a post-con to cover all the elements that went right with your EMP and if there happens to be an incident, make sure you document in detail all that happened and how your EMP reacted to the incident. Also, make sure you place the right person in charge of the security plan for your event. Know that this person can handle crisis situations, and trust that your EMP will help prevent major problems.

When your EMP is complete you know that good information is provided and this will help you make good decisions! 



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President's Message:



Interact, Inspire, Innovate...

2006-2007



Sally Goldesberry, CMP, CMM
2006-2007 President

Once again, I beamed with pride for the MPI D/FW chapter while participating in the MPI Professional Education Conference 2007.

Over 150 of our chapter members attended the MPI Professional Education Conference in New Orleans.

The educational content was well presented and useful.

The networking opportunities were outstanding.

The three Texas MPI chapters held a joint reception Saturday evening before the opening reception. New Orleans said "Welcome Back" when the Royal Sonesta Hotel hosted our three chapters. We share a special thank you to Royal Sonesta New Orleans for lighting our fire for New Orleans once again!

As planners, we always enjoy the challenge of creating something purposeful that in our heart we know will affect others emotionally when they experience it.

...The city of New Orleans is recovering; it was heartwarming to witness their strength.

...The spirit of the city is alive and welcomed all MPI attendees.

...The excitement of hopefulness and progress shared by all of us at the conference was evident during each and every program and event. As an industry, we support each other; this we will do to ensure New Orleans feels like home again!



Jesh Batra

Leadership Event a Great Success!

By Jesh Batra
Director of Leadership Development

Our second of two Leadership Events for the 2006-2007 term was held on Thursday, January 11th, 2007 and was sponsored the Irving CVB & the Dallas Marriot Las Colinas.

We had a tremendous networking program for the members that attended, including a century of experience & leadership. Past Presidents, Board of Directors and past Committee Members, all in one room, all at the same time.

Our theme for the evening was "Are you a Future Leader for the MPI D/FW Chapter?" It was an evening where you had an opportunity to speak to past leaders of the Chapter as you decided on your future as a Leader in the D/FW Chapter. This was an opportunity to meet these past LEADERS and network!

We had the members write down questions that they wanted answered in order to get a chance to hear from our leaders, past & present. There were questions on the amount of time you are expected to give to MPI, about future program content, an explanation in detail about all the Board of Director positions, on how and if your employer supports your involvement in MPI and many more.

You Don't Have to Leave Home to Go Global

By Jayna Monroe

Mark your calendar for the March Monthly Program!

Date: March 22, 2007

Location: Gaylord Texan Resort

As the faces of our organizations and communities are changing, meeting professionals need to learn to be less comfortable with the too comfortable and more comfortable with the less comfortable. In today's ever-increasing global world, cultural awareness and understanding have become crucial. The key to successful meetings today may well be inclusiveness. Come to the March 22nd luncheon to explore the broader dimensions of global diversity and the tensions, challenges and opportunities for building cross-cultural competence in the changing global marketplace with our special guest MPI Platinum speaker Laraine Kaminsky, a recognized leader in the fields of Diversity and Cross-Cultural Awareness.

About Laraine Kaminsky:

Laraine has lived on three continents and worked in over 20 countries. As a new immigrant in Canada, she worked many years as an adult educator. As a working professional, Laraine launched Malkam Cross-Cultural Training in 1989 as a venue for adult immigrants to develop the linguistic and cultural competencies required in the North American workplace.

Education Workshop: Please plan on remaining after the luncheon for an in-depth workshop conducted by Laraine. The interactive workshop will take place from 1:45 PM to 4:00 PM.



Jayna Monroe

February Chapter Charity Relations Project: Attitudes & Attire

Round Up Your Clothing!

Imagine...you finally got that interview for a job you so desperately need, but your heart sinks, realizing that you don't have the appropriate clothes to wear. Things most of us take for granted. That's where Attitudes & Attire comes in.

Attitudes & Attire is a Dallas-based nonprofit agency dedicated to promoting personal growth for women seeking self-sufficiency. The women participating in the Attitudes & Attire program range in age from 16 to 65 are ethnically diverse, have little personal or financial support, and have had their opportunities for growth limited by a variety of issues including abuse, generational poverty, addiction and physical disabilities. This program provides the tools that raise self-esteem, promote ethics and build the confidence necessary to succeed in the workplace.

Our chapter will be accepting donations for Attitudes and Attire in conjunction with Round Up 2007 Supplier Showcase and will gratefully welcome new or nearly new:

- contemporary interview-appropriate skirt and pant suits
- attractive, crisp blouses
- beautiful business casual separates, including trousers and dress pants, skirts, blazers and jackets
- professional maternity and junior wear
- sharp, stylish jewelry, handbags and scarves
- Pantyhose - any size or skin tone (NEW only, please)-why not pick up a pair the next time you are in the drugstore!

Donations need to be appropriate for the workplace, on hangers (rather than in bags or boxes), cleaned and pressed, and free of strong odors (moth balls, smoke, body odor).

They cannot accept:

- sportswear or casual clothing
- undergarments, used hosiery, used cosmetics
- men's and children's clothing

Of course, we will also be taking monetary donations.

For more information:

please contact Cheryl Hopkins at 972-252-7476, ext. 104 or e-mail at chopkins@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.

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Education WORKSHOP (Before the February Luncheon)

Time: 9:30 a.m. - 11:15 a.m.

What Makes an Outstanding Partnership?

9:30am Check-in

10:00-11:15am Program - Studio Theatre
(next to the conference centre)

An outstanding panel of experts coming from various aspects of the meeting hospitality industry will discuss the components of profitable and productive relationships between planners and suppliers. Topics to be addressed will include:

- Whose best interest are you working for?
- What makes this good business for both of us?
- How can you be working for me when the hotel pays you?

The panel will also touch on how to build those relationships.

Panelist include:

Kim Reynolds, CMP - Alliance Data
Nancey Hernandez, CMP - Dallas CVB
Neva Lamb - A & H Award Pro
Sally Goldsberry, CMP, CMM - Society of Petroleum Engineers
Robert A. Lockwood, CMP - Crowne Plaza Hotel North Dallas



Kim Reynolds,
CMP



Nancey
Hernandez, CMP



Sally Goldsberry,
CMP, CMM



Robert
Lockwood, CMP

Please send any questions you would like addressed to: leanne@mlo.com. Seating is limited for this special program, so make sure you register!

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in our world
from \$119* per night.**

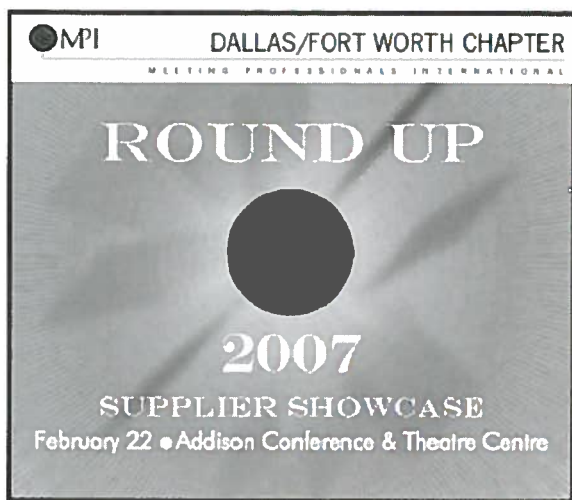
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Chapter Meeting • Thursday, February 22, 2007 • 11:00 a.m. Education Program and Supplier Showcase 2007



Time: 10:00am-11:15am Education Program
11:00am-3:00pm Trade Show w/ Lunch

Place: Addison Conference & Theatre Centre

Fee: The entire day of education and networking is COMPLIMENTARY!

TRADE SHOW:

Round Up 2007 Supplier Showcase

- We've rounded up almost 100 industry-related exhibitors to showcase their products and services! Learn about NEW supplier services and visit with OLD friends. Plan to attend and support our D/FW Suppliers! Learn who is right in your backyard!
- Addison = Great Food! Bring your appetite and taste the best of Addison Restaurants for Lunch!



Round Up 2007 Supplier Showcase

Thursday, February 22, 2007

Addison Conference & Theatre Centre

15650 Addison Road • Addison, TX 75001
Phone: (972) 450-6200



Sponsored by **CROWNE PLAZA**
HOTELS & RESORTS

10:00 am - 11:15 am Education Program
11:00 am - 3:00 pm Trade Show and Luncheon

Parking: Complimentary

Advanced Member Price	<i>complimentary</i>
Advanced Guest Price	<i>complimentary</i>
Onsite Price	<i>complimentary</i>

Attendees only must RSVP online (exhibitors should only register for education program if interested)

R.S.V.P. ONLINE

by 2:00 p.m., Monday, February 18th

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

DIRECTIONS

From Downtown Dallas - take the Dallas North Tollway North to Belt Line Road. Exit at Belt Line Road and turn left heading west. At the second traffic light, which is Addison Road, turn right (north). The Addison Conference & Theatre Centre is located 1/2 mile on the right at the corner of Addison Road and Addison Circle. The address is 15650 Addison Road. The parking lot can be accessed from either Addison Road or Addison Circle. Important landmark! The Conference Centre is located under the white Addison water tower.

December Meeting Chapter Partners

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

SPONSORS



CANADA
Keep Exploring

Farmers Branch CVB
Maureen Gutierrez

Canadian Tourism Commission
Sandi Galloway

FACILITY & DÉCOR

Omni Dallas Hotel at Park West
Brittany Cox

LINENS & CHAIR COVERS

BBJ Linens
Todd Richter

CENTERPIECES & DÉCOR

Canadian Tourism Commission
Sandi Galloway

A/V SERVICES

Presentation Services Audio Visual
Jacob Whitaker & Ed Bodnar

ENTERTAINMENT

Nightlife Talent /Panache+
O. D. O'Donnell

HOLIDAY LIGHTS TOUR

American Limos
Kevin Hoque
Michelle Corrales

PARTING GIFTS

Home Interiors Gifts, Inc.
Tamra Hughston, CMP

ATTENDEE SEASONAL PHOTOGRAPHY

All-4-Fun
Bobby Bradley

EVENT PHOTOGRAPHY

J Woods Custom Photography
Jim Woods

PROGRAM COMMITTEE

Chair - Lisa South, CMP/CSEP
Vicky Binder
Paige Braun
Brittany Cox
Lisa Flick
Sherry DeLaGarza, CMP, CMM
Rebecca May
Sandi Galloway
O.D. O'Donnell
Nann Philips
David Abadie
Dan Titchywy
Jamie Graham

December Gala Highlights

By Carole May, CTC, CMP

"Best Entertainment Ever", Best Networking Opportunity Ever!", The Property Did A Fabulous Job", Great Location and Time"; These were just a few of the comments made by attendees on their evaluations at the DFW Chapter December Gala held on December 21 at the Omni Park West. This year the theme of our program was "Peace on Earth and Around the World" with a focus on allowing members to join their MPI friends in a relaxed environment with plenty of time to network, check out the silent auction, have a complimentary souvenir photo taken and listen to the fabulous sounds of Julie Bonk and her band while sipping a glass of wine and sampling the fabulous food. Mission accomplished!

Many thanks go out to the efforts of the December Gala committee, our strategic sponsors **Farmers Branch Convention & Visitors Bureau** and the **Canadian Tourism Commission** and to our facility sponsor **Omni Dallas Hotel at Park West**. The silent auction was a great success and over \$2,000 was raised for our chapter Education Fund by the Special Events committee. Thank you to all our generous auction prize donors. Without you this would have not been possible.

As with all our monthly programs, we depend on the generosity of our member sponsors who assist with all the elements necessary to provide the quality events we prepare each month. Thank you to **BBJ Linens, Home Interiors Gifts, Inc., PSAV - Omni in-house audio visual, Nightlife Talent / Panache +, American Limos, All 4 Fun, and J Woods Custom Photography**.

A special thank you to our new MPI President/CEO Bruce McMillan for joining us and saying a few words as his first official appearance after moving to Dallas.

Thank You To Our Monthly Programs Liaisons

Sherry DeLaGarza, MAC Meetings & Events LLC - Speaker Liaison
Dvorah Evans, Dallas Black COC and Camille Gilmore, Venture2 Hospitality Services, LLC - Sponsor Liaisons



Pat Smith (PF Enterprises) and Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers) were riveted to the Silent Auction tables seeking out great holidays gifts to bid on!



Members and Guests from Farmers Branch: They're not just Sponsors, they're all great friends, too!!!
From left: Maureen Gutierrez (Farmers Branch CVB), Toni Hopkins (DrPepper StarCenter/FarmersBranch Conference Center), Joyce Nissen (Doubletree Club Farmers Branch), Elizabeth Mullis (Farmers Branch CVB) and Mike Woodfin (Omni Park West/ Farmers Branch)



Committee Members from left to right: Erin Donohue (Omni Hotels National Sales Office); Lisa South, CMP, CSEP (Be Seen, LLC); Lisa Flick (Creative Cuisine) O.D. O'Donnell (Nightlife Talent /Panache+); Dan Titchywy (Dallas Stage Right Inc); Sherry DeLaGarza, CMP, CMM (MAC Meetings & Events LLC) and Jamie Graham (Sonoma County Tourism Bureau)



Shelly Carroll with Julie Bonk's Jazz Band helped us all get in our holiday groove with marvelous entertainment during the event.

January Meeting Chapter Partners

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

STRATEGIC SPONSOR



Liquid Productions
Alison Kieckhafer

FACILITY

The Women's Museum
Shana Hamilton

CATERING

Creative Cuisine
Lisa Flick

FEATURED SPEAKERS

Kevin Mellott
ERASE Enterprises LLC Enterprises
Bill Firth
Radisson Hotel Richardson
Deena Walters, CEM
Society of Petroleum Engineers
Barbara J. Cummins, CMP/CMM
PricewaterhouseCoopers LLP

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Karyn Welp

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Paul Morgan

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Liland's Special Event Productions
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VIDEO PRODUCTION

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Alison Kieckhafer

AUDIO VISUAL

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Bill Reeser, CTS, CMP

STAGE

Dallas Stage Right Inc.
Dan Titchywy

JPA DONATIONS

Adam's Mark Hotel - Jeanie Renner
Fuse Restaurant - Crystal Collins
Creative Cuisine - Lisa Flick

EVALUATION DRAWING PRIZES

Sixth Floor Museum at Dealey Plaza

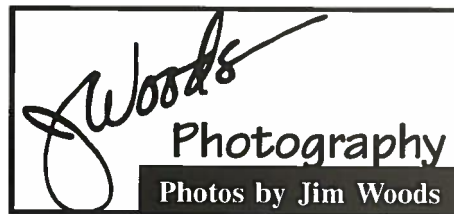
January Meeting Highlights



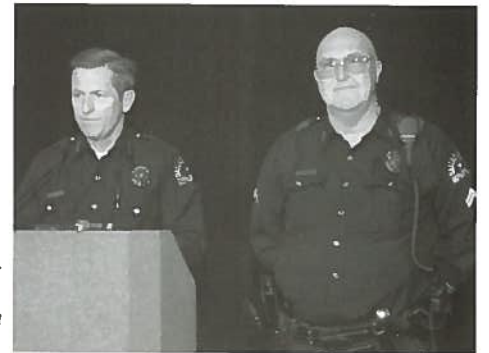
Program Moderator: Kevin D. Mellott, President, ERASE Enterprises
Panelists: Deena Walters, CEM, Society of Petroleum Engineers; Bill Firth, Radisson Hotel Richardson; and Barbara J. Cummins, CMP/CMM, PricewaterhouseCoopers



Alison Kieckhafer - Liquid Productions
January Program Sponsor



Special Guests: Dallas Police Chief David Kunckle at lectern
and Officer of the Month honoree Finnis H. Smith (right)



Program Committee: Bill Reeser, CTS, CMP, Alison Kieckhafer, LaRae Heick, Jessica Foret, Gloria Ford, Lisa Flick, Deena Walters, CEM and Dan Titchywy. Not shown Sherry DeLaGarza, CMP, CMM



The Dallas/Fort Worth Chapter of Meeting Professionals International
Presents...

The 2nd Annual "SWING FOR A CAUSE"

We have teamed together with Gleneagles Country Club to provide an outstanding and exciting golf tournament this spring. The prestigious club is best known for its 36 holes of championship golf.

Date: Monday, April 2, 2007
Time: 1:00 PM Shotgun Scramble Start
Gleneagles Country Club - The King's Course
5401 Park Boulevard, Plano, TX 75093



Whether you sponsor a golf hole, put together a foursome with clients or colleagues, or are a single golfer, this is a course you won't want to miss! The scramble format lends itself to golfers of all levels: scratch players, occasional or beginner players - even first-timers. We will also feature a "casual golf instruction" session provided by local golf professionals, designed for all levels of experience, novice to advanced players.

For more information regarding other sponsorship opportunities, please contact: Alison Kieckhafer at Alison.k@liquidproductions.com or Suzanne Crim at Scrim@busbank.com

MORE EXCITING DETAILS SOON!



MPI D/FW Chapter Celebrates 30 Years at the June 28th Gala

The D/FW chapter was chartered on June 22nd, 1977. This year at our June 28th Gala, at the Dallas Marriott Las Colinas, we will honor the Past Presidents of our chapter and enjoy a presentation of various highlights of our chapter history.

Plan now to attend the June 28th program as we look back on our chapter history and events that shaped the D/FW chapter into what it is today.

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The IMEX-MPI Future Leaders Forum (FLF) is Now Accepting Applications.



By Crystal Simmons
Chair, MPI D/FW Student Committee

The FLF is a professional development program for 30 select students who want to learn from top industry leaders. The program is designed for students interested in making a career in the meetings industry and gives participants valuable insight into industry trends and strategic elements important to the industry. Students have the opportunity to meet with and learn from other students and MPI members.

U.S. and Canadian MPI student members must apply to participate in this unique program. Completed applications and letters of support are due Feb. 26.

Students selected to the program will receive, courtesy of IMEX, complimentary airfare, two nights' hotel accommodations and free registration for the World Education Congress, July 29-31 in Montreal.

IMEX exhibitors include national and regional tourist offices, convention & visitor bureau, major hotel groups, airlines, destination management companies, service providers, cruise lines, trade associations and more.

Hurry and apply today! For the application and instructions, log on to the MPI International website: <http://www.mpiweb.org/CMS/mpiweb/mpicontent.aspx?id=7747>

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ON THE RIVERWALK

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You will be AMAZED!

By Marti Fox, CTC, CMP, CMM

You will be amazed at what happens when MPI members support the Travel, Exposition, & Meeting Management program at Richland College. Through your support, great people emerge to walk beside us as future Hospitality Industry leaders.

**Marti Fox, CTC,
CMP, CMM**

In 2006, Jeanne Jones (now employed with AVW-TELAV), Traci Crews (started her cruise and group travel company), and Donna Reed (now employed by Spear One) traveled with MT Hickman, CMP, TEMM Program Coordinator, to DEX' state and national leadership competitions and took several awards.

How do starving college students afford to attend and compete in leadership programs such as this? The hospitality community supports the fundraising efforts of the TEMM Program at Richland College, such as their biggest, the annual TEMM Luncheon and Silent Auction.

We need you to attend on February 28, 2007, 11 AM - 2 PM, City Place; and/or donate a silent auction item or basket; and/or designate yourself as a Sponsor through financial contribution (\$20 to sponsor a student's attendance at lunch to \$500 for Gold Sponsorship).



We need you to support our 2007 future leaders in any way you can! As you can see, 2006 brought three shining stars into our hospitality family...and this is what it is all about!

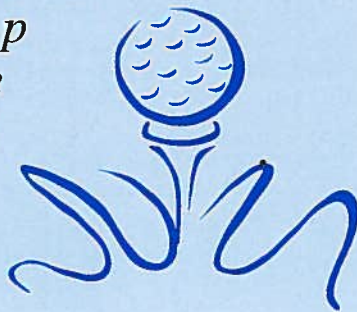
How can I help? Email Marti Fox, CTC, CMP, CMM at MFoxEduc1@aol.com and I will send you digital information and sign-up forms.

We also want to recognize our in-kind supporters: Lawana Gladney, Phd, Gladney & Associates is our Keynote Speaker; Jim Woods, J Woods Custom Photography; Bill Reeser, CTS, CMP, AVW-TELEAV; Lisa Earl, Stage It! Productions, creating Table decor; and our Industry Advisors, Peg Wolschon, CTP, CMP, PER Group, and Marti Fox, CTC, CMP, CMM, GlobalGoals, Inc.

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MEMBERSHIP NEWS



ABC's of Meeting Planning To Be Repeated

by Tony Cummins, CMP
VP, Education

Tony Cummins, CMP

One of the very first things we learn in life is our ABC's. It's an important rite of passage in human development. As meeting planners, we have to learn the ABCs of Planning before we can progress to the point of being a Senior Planner responsible for overseeing large budgets and major conventions.

In December, the MPI D/FW Chapter and Richland College presented *The ABC's of Meeting Planning Fundamentals*. The program was well received and well attended.

We are in the process of planning a second, similar program to take place in March. In addition to the all-day, in-depth case study of a 2-day program, we hope to add a half-day hands-on portion at a local Hotel property with the opportunity to experience back-of-the-house operations.

Those who attended the first program benefited greatly from the expertise of seasoned, industry professionals. This is a great opportunity for newer planners to learn from our more experienced planners. The program is also a stellar opportunity for experienced planners to get refreshed on basic skills and learn some new industry tips!

To receive information about the dates, location, and cost, please e-mail Randie Charnes at the MPI office at info@mpidfw.org. We will contact you by e-mail when the schedule and program content are confirmed.

Thank you to our January Meeting Catering Partner!



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Dallas Convention & Visitors Bureau update: Congratulations to **Tom, Casandra** and **Jay!** After 18 years of service with the DCVB, **Tom Noonan** is now President and CEO of the *Baltimore Convention and Visitors Authority*. Tom's former role as Senior VP-Sales and Services will now be handled by **Casandra Matej** and **Jay Burress** has been promoted to VP-Sales and Marketing.

Since many of us are in contact with our chapter's President-Elect **Nancey Hernandez, CMP**, also at the DCVB, Nancey announces that her assistant, **Minnie Munoz**, has been promoted to Small Meetings Manager. Nancey's new assistant is **Becky Quintanilla**.

Tracey Smith, CMP, CMM has been named VP-Business Development for *Garrett Speakers International*, managing the Minneapolis office. Kudos to **Betty Garrett, CMP** for this great addition to her company!

Lisa Chatterton, CMP, has joined *Renaissance Meetings & Incentives* as Operations Manager.

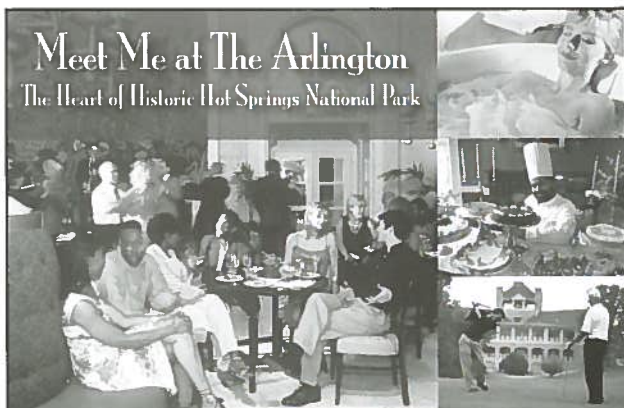
Kim Hentges, CMP, has joined *Aquent*, contracting for *Texas Instruments*, as Event Marketing Manager. Kim previously was a meeting planner at *MPI International* headquarters.

Robert Sanchez, CMP, has been named Sales Manager-Corporate Market for *Doral Tesoro Hotel and Golf Club*. Robert formerly was with *Arlington CVB*.

Congratulations to Dallas-based, Dallas owners *Ultimate Ventures Destination Management* company and to *Dallas Fan Fares Destination Management* company! Each was named one of the Top 25 DMC's for 2006 by *Special Events Magazine* in the December issue.

Neva Lamb, A&H Award Pro, announces the promotion of **Dina Evans** from Sales Executive to National Sales & Marketing Director for Awards, Promotion & Business Gift Division.

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



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