

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

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Chapter Information
& Calendar of Events**

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Vision Statement

To be the pivotal force in positioning meetings and events as key strategic components of an organization's success.

Mission Statement

To be recognized as the leading global membership community to shaping and defining the meeting and event industry.



THE EMERGENCY MANAGEMENT PLAN - A CRITICAL COMPONENT OF MEETING AND EVENT PLANNING

by Kevin D. Mellott
ERASE Enterprises LLC

Emergency preparedness in today's business world is no longer an option. For many years we have been advocating preparation, planning, training, and readiness capabilities for meeting and event planners in the areas of safety, security, and emergency management and now the public is demanding it. Corporate entities are starting to appoint a new position in the executive officer hierarchy known as the Chief Risk Officer or the Chief Enterprise Risk Officer. These individuals are tasked with protecting the business enterprise from all forms of risk and to ensure that all available steps are taken to protect company assets. In today's business world the most valuable assets are people and the intellectual property that they develop. Where are the company assets most at risk for potential loss? A very simple answer, whenever those assets are not on company property and under the company's own control for risk management.

Internally, the company can design security and safety systems and develop extensive emergency management and business continuity plans. Externally, there is no consistency or reliability in the quality of risk prevention planning or the nature of the response to an incident involving loss. Knowing these facts, risk managers are beginning to initiate efforts to ensure that good risk management protocols are in place whenever company assets (people, intellectual property, and physical property) are off site. Specifically, these activities are focusing on company sponsored meetings and events.

In general, even the average member of the public now expects that those who plan and conduct meetings and events must be prepared for emergencies. After significant media coverage of both human initiated events (terrorism, shootings, hostage taking, strikes, riots, coups) and natural disasters (hurricanes, tsunamis, tornados, earthquakes) people want to and expect to be safe when they attend a "planned" event. The bottom line is today, it would be pretty difficult to find a jury of citizens who would think it was okay for a planner or facility to not have an emergency management plan while advertising for people to attend their meetings and events. Especially since each threat listed in this paragraph has occurred and impacted meetings and events in the global community just this year!

What is driving this push and demand for preparedness? I think in the general public it is the feeling of vulnerability that comes from an ongoing bombardment of doom and despair in the media. Statistically, most people are still not involved in "bad things," but if you see the same story ten times in one day, it can be pretty easy to adopt the "it could have been me or my family" thought process. In the corporate world, the drive is being pushed by a real simple reality - market share. Historical data shows that corporations that have sustained losses and did not have the proper emergency management and business continuity planning in place simply do not recover. With severe competition and a global market, the corporate world is vulnerable too and the risk of not being prepared is not acceptable anymore. To respond to this demand for preparedness those in the meetings and event industry must educate themselves on what areas must be assessed for loss potential and on the steps required to develop an acceptable emergency management plan.

continues on page 2

DALLAS/FT. WORTH
CHAPTER



DEFINING THE POWER OF MEETINGS

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President's Message:



Interact, Inspire, Innovate...

2006-2007



Sally Goldesberry, CMP, CMM
2006-2007 President

As we celebrate the New Year, we tend to reflect on our successes from the previous year and polish our goals for the coming year.

The MPI D/FW Chapter has benefited greatly from your individual contributions.

The incredible diversity of our membership is a remarkable distinction that we are proud of. Through our diversity, however, we are all united in sharing and promoting our professional experiences to best elevate our careers and the progress of our industry.

The Chapter Board of Directors met back in December for a half-day retreat to review where we are today and where we are going tomorrow...We shared experiences and common goals for the rest of the MPI D/FW Chapter term that will end June 30, 2007. Our commitment to serving the membership is our primary goal.

And we realized something spectacular during our retreat...a special event that will happen in 2007!

The MPI D/FW chapter will celebrate its 30th anniversary!

To celebrate this milestone in our chapter, we're throwing a special birthday celebration at the Annual Awards Gala on June 28, 2007!


Mark your calendars now. If you're a history buff, then join us on the planning committee and learn everything there is to know about how our chapter was formed, how it grew and how it became one of the top 10 largest MPI chapters in the world!

THE EMERGENCY MANAGEMENT PLAN...Continued from page 1

There are three main categories that must be initially addressed in this planning process.

- 1) You must determine the value of your program and the level of resources (funds, personnel, time) you can commit to the planning, operating, and recovery phases associated with the emergency management plan.
- 2) You must determine what types of threats exist that can affect your program. Are you concerned about natural hazards, human initiated, or both? Each event has its own list of possible hazards and threats and you must identify these so that you can then determine the potential for their occurrence (the risk factor) based on the known facts associated with your program.
- 3) You must determine what resources are present at the venue of choice and what you must bring to the process from your organization. This includes an assessment of the local emergency response resources which vary greatly from location to location.

An important point to consider when addressing this issue in the planning process is that we recommend the "All Hazards" approach for most meeting professionals. The safety, security, and emergency management functions should be combined into one plan. Experience in the field shows that your security personnel and any staff dealing with safety issues will be your primary "go to" personnel for enacting the emergency management plan. If you tie these functions together the ability to properly enact the plan and obtain the desired results increases greatly. One last point is that you absolutely must integrate your plan with the venue / site plan to achieve maximum protection for your onsite assets. You have a very short window to establish credibility with your attendees during an emergency and issuing out directions and information that conflicts with the site or the local jurisdiction's orders is not a good way to start.

Remember, all good decisions come from good information. Educate yourself on this important topic and always maintain a good flow of intelligence on the issues that affect your event. Emergency management is a dynamic process as it deals with human behavior and as a meeting professional; this statement alone should provide the motivation to make you want to learn about this important subject. 

To learn more about emergency preparedness, please visit Kevin's website: www.erase.com

Live life a little more fearlessly!

Letter from the Editor

By Patty Stern Markley, CMP



As many of you are aware, on November 22, 2006, my husband Jim Markley died unexpectedly.



Patty Markley, CMP

Rather than having anyone else in the chapter write a tribute to Jim, I'm fearlessly taking the initiative as managing editor to convey to each of you what a great man Jim was by way of the role he played in our chapter progressing and the passion he had for being part of our chapter.

Since he died, it's been an honor to learn just how well liked he was by our chapter members. Many of you immediately picked up the phone, mailed a card or came to our house to just "be"; to spend time together, offering wisdom and laughter while we talked about Jim.

Finally, I truly understand what our chapter President Sally Goldesberry, CMP, CMM has been saying over and over again to us in her president's messages...

MPI, a professional organization, which exists as a governing forum

to enhance our professional growth, really is a FAMILY. We really do CARE about each other with a level of sincerity and genuine kindness that expands beyond our professional lives and into our personal lives. The very nature of what we do for a living is to serve others and it's that inbred characteristic we each have that enables us to be fearless in opening our hearts every chance we get.

In our partnership, I was the marketing brain and Jim was the technology guru so I've had to call in people to go through Jim's files and help move our work forward. What I've learned is that he was a programming genius. Words like "cool", "clever" and "advanced" have been related by the programmers who reviewed his work... Jim's got to be smiling to know that, posthumously, others are finally recognizing the quality of his work for us.

I didn't toot Jim's horn enough to chapter members in the past five years; even I took for granted all that he did so selflessly on behalf of our chapter with the website and the electronic communications; all the people he took time to assist with their different chapter projects, always asking, "What can I do to help you?"

Every weekend, Jim and I reviewed the "marketing traffic" for the next week to go out to the chapter. The day he died, Jim was composing MPI D/FW Chapter communications. I found the work up on the screen when I was brave enough to sit down at his computer. While staring at the work, strength came to me from Jim to fulfill what he was in the midst of expediting. Always a professional, I could hear him saying to me, "You can do this, Patty. Figure out how to get that email done for the December program. Update those forms on the website for the Leadership Event. Help the Supplier Showcase committee sell booths...deliver what we promised." At that moment, I determined that, in his absence, I was going to have to be less fearful of what I "couldn't" do and most resourceful to learn what I "can" do to honor our commitments and keep his work alive.

The sad news is that it won't be Jim's brilliant mind and speedy fingers managing the technology for us anymore. The good news is that Jim was so precise and organized in his work that I just know I can learn and master what he was doing, carry forth and build on the work he did. In his own wise way, Jim is still very much here with us and continuing to give to others. For my role in our chapter, he's provided a double blessing as I now get to honor the foundation of his work for the benefit our chapter and develop new professional skills that will enhance my career at the same time! If that's not the heart of what MPI is, I don't know what is!

Jim's philosophy towards life was this quote by William Purkey:

"Dance like there's nobody watching, love like you'll never get hurt, sing like there's nobody listening, live like it's heaven on earth and speak from the heart to be heard."

Life, while beautiful, is fragile, my friends.

Make this the year you live more boldly, sometimes without fear of consequence and with the guileless understanding that people really are kind and good if you let them be; don't be afraid to develop your relationships in our chapter...there's a lot of love in the room!



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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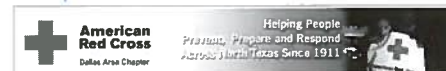
Education WORKSHOP (Following January Luncheon)



Kim Reynolds, CMP

Time: 1:30 p.m. - 5:30 p.m.

First Aid and CPR Training



By popular demand, we are proud to offer a special afternoon workshop on CPR-An important skill that everyone in our industry should know how to do in the event of an emergency!

Time: 1:30pm - 5:30pm (Immediately following the January monthly program luncheon)

Location: The Women's Museum

Cost: \$25.00 for members and \$35 for guests

Register online at www.mpidfw.org • Deadline to register is January 18, 2007

Course Description: First Aid and CPR Training

To give individuals in the workplace and the community the knowledge and skills necessary to recognize and provide basic care for injuries and sudden illnesses, including how to use an automated external defibrillator (AED) for victims of sudden cardiac arrest, until advanced medical personnel arrive and take over.

The course includes:

- An overview Video
- Lecture by a certified CPR instructor
- Q&A time
- Participant skills practice with a mannequin
- CPR certificate test

At the conclusion of the course you will receive First Aid and CPR certification.

Sponsored by:

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About the instructor:

Mary Morgan is a volunteer instructor for the American Red Cross. She teaches a wide array of courses such as First Aid/CPR/AED for the Community; First Aid/CPR/AED for the Workplace; First Aid for Cats and Dogs; and Babysitting. Currently, Mary is the Accreditation Coordinator for the Center of Biomedical Continuing Education. Mary has a bachelor's degree from Texas A&M University in English with a specialization in Technical Writing, Communications, and Rhetoric. She is happily married and has a 16 month old son and two cats. If you are interested in taking any other American Red Cross courses, please contact the Dallas American Red Cross at www.redcrossdallas.org.



Jim Monroe,
CMP, CSEP

CMP Corner

There are over 11,000 Certified Meeting Professionals...few enough to be an elite group, while also enough that everybody knows our designation. If you are planning on making the meeting industry your profession, it is no longer a matter of IF you are going after the designation, but rather WHEN!

Our formal CMP Spring Study Group will kick-off on January 30th, with an Introductory Session and Application Review. If you are interested in the Spring Study Group, please contact Jim Monroe, CMP, Chair at jim@jcmmonroe.com

1) What is the required width of an auditorium style aisle? (CIC p. 193)

- a) Three feet
- b) Four feet
- c) Five to six feet
- d) Four to five feet

2) When providing ramps for wheelchair users, the maximum slope should be: (CIC p. 227 & PCMA p. 392)

- a) 2-inch height (rise) for each foot of length (running)
- b) 1/2-inch height (rise) for each foot of length (running)
- c) 1-inch height (rise) for each foot of length (running)
- d) 3-inch height (rise) for each foot of length (running)

3) A "herringbone" or "chevron" set-up utilizes which set-up pattern? (CIC p. 193, Figure 2)

- a) Diagonal rows
- b) Horizontal rows
- c) Vertical rows
- d) Theatrical rows

4) A microphone and a cord worn around the speaker's neck is called a: (CIC glossary p.335)

- a) Hand Mic
- b) Lavalier
- c) Halo
- d) Boom

5) Your client calls the hotel and says they have small children traveling with them and they would like "adjoining" sleeping rooms. Did they ask for the correct type of room and what does "adjoining" mean? (CIC glossary p.311)

- a) No, Rooms with common walls which do not have connecting doors
- b) No, Rooms connected to a parlor
- c) Yes, Rooms connected to a suite
- d) Yes, Rooms with common walls which have a connecting door



Answers: 1) d, 2) c, 3) a, 4) b, 5) a

Chapter Meeting • Thursday, January 25, 2007 • 11:30 a.m. Security & Emergency Preparedness: Why You Need to be Ready

by Sally Goldesberry, CMP, CMM

In today's world, safety and security have moved to the top of the list of concerns for attendees, exhibitors and meetings management. During your event, you hear over the PA system "please evacuate the facility," do you have a plan? An emergency situation could arise at any time; therefore a good crisis plan is extremely important to your event as well as your staff.

Emergency preparedness covers all aspects of what could happen during your event. This could include natural disasters to human problems, such as a medical emergency, weather emergency, or a strike. An emergency crisis plan is about protecting people from a threat and providing them important safety information. After 9/11, all meeting professionals should have written plans and be prepared to protect their attendees, exhibitors, as well as their own corporate executives. The most important issue is the meeting professional is responsible for due diligence, and must have a complete understanding of the facility including fire exits, stairwells, AED's, fire extinguishers, etc.

Most meeting professionals do not have a detailed plan in place for emergencies, and most fail to understand the severe consequences to them and their companies if anything goes wrong. A written emergency plan should be developed for every event. For smaller meetings, they are smaller plans. For major meeting, they are major plans. Onsite, the emergency plan should be reviewed and practiced with key staff and key employees before the event begins.

What this program will address:

- Learn what you need to know before developing a plan
- How to develop a Crisis Management and Emergency Plan
- Guidelines and Sample plans will be provided
- A review Liability issues for your meeting

This is definitely one program that all meeting professionals need to attend. It is the meeting professional's ultimate responsibility to be prepared in an emergency situation. At the end of this program, you will be able to develop your own emergency plan, customized to your event.



Kevin Mellott
Erase Enterprises



Bill Firth
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Deena Walters
Soc. of Petroleum Engineers

PROGRAM COMMITTEE

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Host Facility

The Women's Museum

The Women's Museum is a full-service venue, offering the creative talents of Dallas' finest caterers and audio-visual support. From the sound system in the SBC Gathering and the projection systems in the SBC Auditorium to the latest in two-way, real-time, videoconferencing capabilities, all our public meeting spaces have what it takes to make your event truly special.

DIRECTIONS

From North Dallas: Take US 75 (North Central Expressway) South toward Downtown Dallas. Take Exit 284A to connect to Interstate 30 East (toward Texarkana), then take Exit 47A (2nd Avenue & Fair Park).

From Fort Worth/Arlington: Take Interstate 30 East to Dallas. Follow the sign for Interstate 30 East towards Texarkana. As you pass Downtown Dallas, take Exit 47A (2nd Avenue & Fair Park).

After exiting at Second Avenue (Exit 47A), follow 2nd Avenue to Parry Avenue. Turn LEFT at Parry Avenue and go about 2 blocks. The Women's Museum is on the right. Turn right just past the museum to access the complimentary lot (behind the building)

DRIVING INSTRUCTIONS (PLEASE READ): When driving to The Women's Museum at Fair Park, please be aware of the DART construction on Parry Ave. There will be one lane open on Parry. Follow Parry to the Haskell Street intersection. Make a right on Haskell St. and enter Gate 2.

Security & Emergency Preparedness

Thursday, January 25, 2007



5800 Parry Ave. • Dallas, TX 75226
Phone: (214) 915-0869 • www.thewomensmuseum.org

Sponsored by



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

Self Parking: Complimentary

Advanced Member Price \$38.00
Advanced Guest Price \$43.00
Onsite Price \$48.00

(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. ONLINE

by 2:00 p.m., Monday, January 22nd

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



Part Three: What Role Do Generational Differences Play in Relationship-Building in the Meeting Planning Business?

By Susan M. Pottorff, Ph.D.
Director of Marketing for Selah Inn at the Ranch

This is the final portion of the three part series on the topic of generational differences in the meeting planning industry. Comments and experiences from members of the MPI/DFW Chapter as well as a discussion of Generation X were given in Part Two of this article which appeared in the last issue of *The Current*.

Several meeting planners from the Dallas/Fort Worth Chapter of MPI were interviewed about their personal experiences in working with the younger generations. These experiences were shared anonymously for us all to evaluate, contemplate and hopefully to learn from. These examples and additional findings addressed how to better understand Generation X in the workplace. In this final article, the spotlight will be on the Millennial generation. In addition, a discussion of how the MPI D/FW Chapter can benefit from these findings will be given.

Generations in the Workplace

The generations are defined by birth year as follows:

Traditionalists were born 1900 to 1945.

Baby Boomers were born 1946 to 1964.

Generation Xers were born 1965 to 1980.

Millennials were born 1981 to 2000.

Caution needs to be applied when reading or discussing generational differences not to stereotype or generalize as there are individual differences within each group. For example, not all Millennials grew up with scheduled and structured lives.

In her article *Diversity and Generations* (2002) Claire Raines, believes that working with others from a different generation is a diversity issue. She writes that "those differences can cause stress, discomfort, conflict, and frustration. They can also become a source for creativity and productivity" (Raines, *Diversity and Generations*, 2002, p. 1).

Millennials-Born 1981-2000

In her article *Managing Millennials*, Claire Raines writes that "they're sociable, optimistic, talented, well-educated, collaborative, open-minded, influential, and achievement-oriented. They've always felt sought after, needed, indispensable. They are arriving in the workplace with higher expectations than any generation before them" (Raines, *Managing Millennials*, 2002, p. 1). Most of this generation is still school age, but the oldest have just graduated from college and are entering the workforce. Millennials, sometimes referred to as Generation Y or the Internet Generation, were brought up entirely in the age of personal computers, cell phones, pagers and other electronic gadgets. This generation is eager to learn, confident, has high self esteem, and is adaptable. They favor teamwork having participated in many extra curricular activities and organized sports from a young age. They dislike the idea of having to stay confined to a rigid job description.

Eight Key trends Affecting their Generational Personality

(Raines, *Managing Millennials*, 2002, p. 2-3).

Focus on children and family. The spotlight was moved back onto kids and their families in the decade's right before and after the Millennium. "When the Gen Xers were growing up, the spotlight had shifted. Latch-key kids, children of divorce, and kids with two working parents found themselves growing up on their own, in the shadow of the Baby Boom. Eating out, once an adult thing, became a family matter" (Raines, '02, p 2).

Scheduled, structured lives. "Parents and teachers micromanaged their schedules. They were signed up for soccer camp, karate club, and ballet lessons. Some started carrying Daytimers when they were still in elementary school" (Raines, 2002, p. 2).

Multiculturalism. "Kids grew up in the 90s and 00s with more daily interaction with people from other ethnicities and cultures than ever before" (Raines, 2002, p. 3).

Terrorism. The one event that binds them as a generation, the moment they all witnessed in their formative years were the terrorist attacks on September 11, 2001.

Heroism. The emergence of the American *hero* came about after watching those attacks. Policemen and firefighters made the covers of magazines. "In the 10 months following 9/11, the word hero was used more than it had been in the entire 10 years before" (Raines, 2002, p. 3).

Patriotism. September 11 renewed patriotism.

Parent Advocacy. "The Millennials were raised, by and large by active, involved parents who often interceded on their behalf" (Raines, 2002, p. 3).

Globalism. "With pen pals in Singapore and Senegal, Millennials grew up seeing things as global, connected, and open for business 24/7" (Raines, 2002, p. 3).

Work Ethic Characteristics of Millennials

This generation has been catered to since they were tiny and used to receiving messages that they are special. They have also learned to be interdependent "on family, friends, and teachers. More Millennials say they can live without television than their computer. Many prefer chatting online to talking on the phone" (Raines, *Managing Millennials*, 2002, p. 3). These social and cultural trends have created a generation with a different work ethic than any other. In addition, some Baby Boomers may feel that they have a stronger work ethic. Many Baby Boomers and Traditionalists were intrinsically motivated, "they worked for work's sake, and considered it an honor just to have a job. Baby Boomers characteristically have worked hard because their self-image was based on their careers. Teenagers and twentysomething employees often have a different work ethic. Most are in the *no fear* category-not motivated by threats of punishment or firing" (Raines, *Managing Millennials*, 2002, p. 9).

Raines lists several interesting work ethic characteristics of Millennials

(*Managing Millennials*, 2002, p. 4):

Confident. Raised by parents believing in the importance of self-esteem, they characteristically consider themselves ready to overcome challenges and leap tall buildings. Managers who believe in "paying your dues" and coworkers who don't think opinions are worth listening to unless they come from someone with a prerequisite number of years on the resume find this can do attitude unsettling.

Hopeful. They're described as optimistic yet practical. They believe in the future and their role in it. They've read about businesses with basketball courts, stockrooms stocked with beer for employees, and companies that pay your way through school. They expect a workplace that is challenging, collaborative, creative, fun, and financially rewarding.

Goal-and achievement oriented. Just a day after she won a totally unexpected Olympic medal, skater Sara Hughes was talking about her next goal-scoring a perfect 1600 on her SATs. Many Millennials arrive at their first day of work with personal goals on paper.

Civic-minded. They were taught to think in terms of the greater good. They have a high rate of volunteerism. They expect companies to contribute to

Continues on page 8

November Meeting Chapter Partners

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

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November Meeting Highlights

By Lori Clark



Speaker Dean Lindsey addressed the topic of Networking with keen insight and great humor, much to the delight of the audience.

The feedback was fantastic. We received e-mails after the meeting from members and guests saying "thank you" for providing them the opportunity to sit and meet new contacts. A new member in our chapter was able to meet several members and just wanted to say thanks for thinking out of the box.

During the afternoon workshop, Mr. Lindsey discussed with the planners in the room what they wanted from sales people. The overall response was clear: Most planners just want you to be genuine. It sounds so simple but some sales folks have not mastered being genuine. Mr. Lindsay also believes you need to reach out and welcome new members of any organization you belong to. Today's new members are tomorrow's leaders. As Dean likes to say "Be Progress": By helping others progress through networking, you progress yourself.

As a result of the afternoon workshop, eight of us got together for lunch a week later to further discuss Mr. Lindsey's networking ideas and put them into motion!

To receive Dean's monthly e-mail newsletter just e-mail Dean Lindsey:
Agents@ProgressAgents.com

Cracking the Networking Code -

You could feel the positive vibe the moment you stepped into the reception area for the November monthly chapter program and the energy seemed to crescendo as the day progressed.

To accent the program presented by guest speaker Dean Lindsey, called "Cracking the Networking Code", we incorporated an espionage theme into the networking experience, leaving members and guests mystified from the moment they arrived and received a "clue" as to which table they'd be sitting at in the ballroom.

Since the November Monthly program focused solely on networking, the planning committee came up with the idea for guests to draw from an oversized martini glass during

check-in to learn which table they'd be sitting at. The goal was to mix things up a little (pardon the pun!) and break people out of their usual comfort zone of only sitting with people they already know.



Our November monthly meeting Sponsor, Lori Clark with Boston Coach, was warmly welcomed to the stage by MPI D/FW Chapter President Sally Goldesberry, CMP, CMM (Not only was Lori our meeting sponsor, she also chaired the November program...Talk about member involvement. Thank you Lori!)



November Program Committee (from left to right): Emilea Millstead, Marriott Legacy Dallas/Plano Town Center; Jan Gillin, Southwest Veterinary Symposium; Angela DeLaGarza, Event Source Professionals; Lori Clark, BostonCoach (Chair); Dan Tichywy, Stage-Right, LLC; Sherry DeLaGarza, CMP, MAC Meetings & Events ; Jill Lemasters, Horseshoe Bay Resort Marriott ; and Michelle Corrales, American Limos.



JPA Scholarship chair Sherry de la Garza, CMP, with her great passion for raising scholarship funds, worked the reception area selling prize tickets! (Here she is with member Krystal Simpkins opening her wallet to contribute to JPA!)

Woods
Photography
Photos by Jim Woods

Generational Differences... *Continued from page 6*

their communities-and to operate in ways that create a sustainable environment.

Inclusive. Millennials are used to being organized in teams-and to making certain no one is left behind. They expect to earn a living in a workplace that is fair to all, where diversity is the norm and they'll use their collective power if they feel someone is treated unfairly.

The above factors play a role in the **strengths and weaknesses of Millennials** (Raines, *Managing Millennials*, 2002, p. 7).

Strengths

multitasking
goal focused
positive attitude
technical savvy
collaboration

Weaknesses

distaste for menial work
lack of skills in dealing with difficult people
impatience
lack of experience
over-confident

Principles of Millennial Management

Some Boomers and Gen Xers may think "Why should we go so out of our way for these Millennials"? "It is really necessary to meet their demands"? The answer is a resounding **yes**. According to Claire Raines "we are going to need Millennial workers **desperately** over the next decade. It's those dang Baby Boomers who are causing the problems. The average age of a nurse is 47....Half of all certified school teachers plan to retire in five years. Sixty percent of all federal workers are Baby Boomers who say they're on the edge of retirement" (*Managing Millennials*, p. 5, 2002). The workplace has no other choice, but to listen, understand and try to meet the Millennial's needs.

How does the employer need to appeal to today's young employees? "What kind of work environments attract, retain, and motivate Millennial coworkers?" (Raines, *Managing Millennials*, p.5, 2002). Raines (2002) cites their six most frequent requests:

You be the leader. This generation has grown up with structure and supervision... Millennials are looking for leaders with honesty and integrity.

Challenge me. They're looking for growth, development, a career path. They want to try new things.

Let me work with friends. They like being friends with coworkers. Employers who provide for the social aspects of work will find those efforts well rewarded by this newest cohort. Some companies are even hiring groups of friends.

Let's have fun. A little humor, a bit of silliness, even a little irreverence will make your work environment more attractive.

Respect me. 'Treat our ideas respectfully,' they ask, 'even though we haven't been around a long time.'


Be flexible. The busiest generation ever isn't going to give up its activities just because of jobs. A rigid schedule is a sure-fire way to lose your millennial employees (Raines, *Managing Millennials*, p. 5, 2002).

Raines writes "the key is to get to know each as an individual: find out what is important to him or her, why they are working, what they want to get out of their jobs. Get them to teach you how to motivate them. Then ask them to do the task and sell them on the benefit of doing that task. It may also help to set goals with each of them for the next 60 days or so, with a reward at the end, so that when you assign tasks, they can see where accomplishing that task will take them" (*Managing Millennials*, p. 9, 2002).

Application for Meeting Professionals International

If someone is in a position as an employer they could use some of these benefits and programs listed above and in the second article at their own place of work. A question was asked by a senior meeting planner in the MPI D/FW chapter: how can we better engage Gen X and the Millennials

in our chapter?

1. Recognize that many of these individuals in these two generations will not have the same time commitment to attend functions that are held after work hours and to work around this issue. Perhaps some efforts have already been made in this regard with some of the programs.
2. Take some ideas from some of the companies mentioned in the Gen X and Millennials descriptions and use them in the MPI organization. For example, have a speaker or a panel address the work/life family balance or offer a workshop that teaches employees how to cut back on their work hours.
3. Teach some new skills that aren't necessarily related to the meeting industry.
4. Continue to have fun.
5. Set up a mentoring program.
6. Set up a meeting in which to discuss growth and career paths in the meeting planning industry.
7. A meeting that challenges members to grow in an area that's new for them. 

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<http://www.cnn.com/HEALTH/library/WL/00045.html>

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ABC's of Meeting Planning Gets Overwhelming Response



Tony Cummins, CMP

by Tony Cummins, CMP, VP of Education
Meeting Professionals Expectations

The MPI D/FW Chapter Education Committee, in conjunction with Richland College, presented a workshop on Tuesday, December 5, entitled The ABCs of Meeting Planning. The program was co-chaired by M.T Hickman, CMP (Richland College) and Kim Reynolds, CMP (Alliance Data), and was developed to provide a one-day overview of some of the

basic tenets of planning a 2-day corporate sales meeting. The program was geared toward new planners and students, and used a case-study approach to cover some of the disciplines involved in everyday planning. Topics included RFP development, budgeting, contracts (including room blocks and meeting space), meeting room set-up, food & beverage and audio-visual.

According to co-chair M.T Hickman of Richland College, "We hoped to enroll a minimum of 20 people in order to hold the class. We were pleasantly surprised when we enrolled just over 40 people. In the end, we had 37 actual attendees."

Kim Reynolds, CMP, current Director of Professional Development for MPI D/FW Chapter, noted that based on the response, we will definitely be offering this class again in the spring.

The program received underwriting support from MPI D/FW Chapter, Richland College, Shooting Star Meetings, MAC Meetings & Events and Zoom.7 Genuine Meetings & Events.

Guest speakers (in order of presentation) were Elizabeth Mullis, MBA (Farmers Branch CVB), Sherry DeLaGarza, CMP (MAC Meetings & Events), Sherri Cook, CMP, CMM (Sherri Cook & Associates), Bitsy Burns-Matthes, CMP (Southwest Veterinary Symposium), Tony Cummins, CMP (Meeting Professionals Expectations) and Peter Metz, MFA (Zoom.7 Genuine Meetings & Events).

Watch for future information on other upcoming educational opportunities.



Jayna Monroe

Whose New Year Is It Anyway? ...A Multicultural Perspective

by Jayna Monroe *JCM Special Events, Inc.*
(with many thanks to Wikipedia)

The New Year is an event that happens when a culture celebrates the end of one year and the beginning of the next. Cultures that measure yearly calendars all have New Year celebrations. Currently

most countries use the Gregorian calendar and begin their year on 1 January, the first day of the first month. For most, this is a public secular holiday, rather than a religious celebration. But this is not the only calendar in the world and this is not the only New Year.

Our Gregorian calendar is a solar calendar, based on the solar year, the number of days it takes for the earth to go around the sun. We have 12 months of varying days, plus a leap year every 4 years. The Hebrew or Jewish calendar and the Chinese calendar (which is followed by a number of Asian countries) are rule-based lunisolar calendars, measuring months defined in lunar cycles (the phases of the moon - 28 days) as well as years measured in solar cycles. The Islamic calendar is a purely lunar calendar. Because there is a roughly 11 day difference between 12 lunar months and 1 solar year, lunar and lunisolar calendars cannot correspond directly with the western solar calendar. This is part of the reason why the date of the New Year in other cultures often varies from year to year.

Here are some examples of the New Year as celebrated in other cultures, as either religious or civic events:

Rosh Hashanah (Hebrew for 'head of the year') is the Jewish celebration of the new year. It always occurs 163 days following Passover. Rosh Hashanah can occur any date between the 5th of September and the 5th of October. It is the beginning of the holiest time of the Hebrew calendar, the Days of Awe, culminating with Yom Kippur, and is a period of self-

reflection and repentance. In 2006, Rosh Hashanah began at sundown on September 22nd. In 2007 it will begin on September 12th.

The Muslim New Year is a cultural event, which some Muslims celebrate on the first day of Muharram, the first month of the Islamic calendar. Although there is no religious significance attached to this day, many Muslims use the day to remember the life of the Prophet Muhammad and the Hijira, or emigration, he made to the city of Medina. Recently, in many areas of Muslim population, people have begun exchanging cards and gifts on this day. However, Shia Muslims do not partake in this tradition. Muharram migrates through the seasons due to the lunar calendar. Future dates are estimates and depend on sightings of the new moon. In 2006 1 Muharram started on January 31st. In 2007 it will begin on January 20th. 2008 will have 2 Muslim New Years!

Chinese New Year or the Spring Festival is the most important of the traditional Chinese holidays. It consists of a period of celebrations, starting on New Year's Day, celebrated on the first day of the first month of the Chinese calendar. This is the day of the second new moon after the winter solstice. In 2006 this occurred on January 29th. In 2007 it will occur on February 18th. The New Year period ends with the Lantern Festival, on the 15th day. Celebrated internationally in areas with large populations of ethnic Chinese, Chinese New Year is considered to be a major holiday as well for other ethnic groups that were strongly influenced by Chinese culture, such as the Mongolians, Koreans, Vietnamese, Tibetans, Nepalese, Bhutanese and Hmong. China, Hong Kong and Macau, Taiwan, Singapore, Malaysia, Brunei, Indonesia, North and South Korea and Viet Nam all have public New Year holidays of lengths from one to seven days.

Continues on page 10

Advancing Women

MPI D/FW Chapter Women's Leadership Committee

A Toast to an Even Better 2007!

By Lori Clark

"I can honestly say that I was never affected by the question of the success of an undertaking. If I felt it was the right thing to do, I was for it regardless of the possible outcome." - Golda Meir

As we look back at 2006, I hope that many of you are as thankful as I am. 2006 was a very good year for our industry. Dallas hosted the best WEC ever, and many MPI D/FW members worked countless hours to achieve this. The travel industry and the meetings industry are at an all time "high" with forecasts still positive for 2007.


Now what? Larger goals, fewer people and of course "do more with less," so we can make more money. This sounds great, but at the cost of our health or well being - I think not! As we enter into 2007 let us take a minute to focus on our stress levels in the meetings and events business. Traveling or being on site at a program can make eating right and exercise quite challenging. In order to stay healthy we must have goals for our health. It seems that exercise has become a luxury with the busy lifestyles we live. Some of us have not even made time for an annual physical. Yet each year, many of us again make resolutions that involve health goals. So how do you actually achieve your goals this year? If there is one thing I have learned about "New Years Resolutions" it is to keep them simple. We have heard this before, but it bears repeating. Here are my suggestions for setting goals or resolutions and keeping them.

- Start out with small goals and give yourself measurements of success. You can always add to your goals but it is very rewarding to achieve a goal and motivates you for more successes.
- Have an accountability partner. This is someone who will check in with you on the status of your goals. If you have a competitive spirit - make your goals a contest. Sharing goals with people that you love is a great way of supporting each other.

- Use the **SMART** acronym. **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime bound.

Example of a New Years Resolution - Get in shape. First define get in shape. To some it is weight loss and to others just the ability to walk a mile or two with out stopping to catch your breath.

- S** - work out 3 times per week for 30 minutes
- M** - start with (3) 30 minute workouts. This is measurable.
- A** - If you have not set foot in a gym in 10 years this might not be attainable. Start with (2) 30 minutes workouts.
- R** - Realistic if you desire to feel better, look better and make some changes to your life. NOT realistic if you are content with how you look and feel.
- T** - It seems as January is the month that everyone sets health goals. Make your start date Feb. 1 so that the gyms have thinned out from everyone who is not keeping their resolutions!

If know most of you have heard all of this before. I often find myself wondering if resolutions and goals are so easy - then why do so many of us fail at achieving them? In my case it seems that something "always comes up". When stuff "comes up", health and goals that are the easiest to put on the back burner. Ask yourself what you really want for 2007, and define how the year is going to be more successful than 2006. Is it work/family balance, time management, weight loss, exercise, CMP or something else? Sometimes we don't know how important these things are until we are faced with challenges that require us to operate at our VERY best just to get it all done! 

MPI Members interested in participating on the Women's Leadership Committee are encouraged to contact Tara Judd, Chair. Tel: 972-468-2108 or email tarajudd@imageevents.com. The committee meets once a month on Monday nights from 6-7:30 p.m.


Whose New Year Is It Anyway?...Continued from page 9

Japanese New Year was based on the same Chinese calendar as the Chinese, Korean and Vietnamese New Year at the beginning of spring until 1873, when Japan adopted the Gregorian calendar. Since then Japan has celebrated New Year's Day on January 1st. It is still the traditional festival which has been celebrated for centuries with its own unique customs and is one of the most important festivals of the Japanese year. Omisoka, New Year's Eve, is the second most important day when homes, schools and businesses get a thorough cleaning and people gather together to eat a traditional noodle dish.

Most Hindus celebrate the New Year in the early spring, generally on April 13th or 14th. The day is marked with a feast in Hindu homes and the entrances to the houses are elaborately decorated. Mid-April dates also mark New Year's celebrations for Sri Lanka, Cambodia, Bengali, Bangladesh, Punjabi and Thailand.

Finally, not all Christians agree on the date of the New Year. In the Eastern

Orthodox Church, the civil New Year (also celebrating the infant Jesus' circumcision) falls on 14 January, which was 1 January on the Julian calendar that preceded the Gregorian. Many people in the countries where Eastern Orthodoxy predominates celebrate both the Gregorian and Julian New Year holidays, with the Gregorian January 1st celebrated as a civic holiday and the Julian date as a religious holiday. Eight of the twelve biggest Eastern Orthodox churches, Bulgaria, Cypress, Egypt, Greece, Poland, Romania, Syria and Turkey, have merged the two calendars and celebrate the New Year on January 1st. Georgia, Jerusalem, Russia and Serbia still celebrate on January 14th. The Coptic Orthodox Church and the Ethiopian Orthodox Church both celebrate a New Year's Day that falls on the 11th or 12th of September.

There are many days when we can say Happy New Year to someone we know. Whenever your New Year occurs, may you have peace and prosperity in the coming year! 

MEMBERSHIP NEWS



Mark your calendars and plan to attend the
2007 MPI D/FW Chapter
“ROUND UP 2007” SUPPLIER SHOWCASE!

Date: Thursday, February 22nd, 2007
Educational Program: 10:00am to 11:15am
Lunch and Supplier Showcase: 11:00am to 3:00pm

Location: Addison Conference Center
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SUPPLIERS: Booth space for this popular event is limited.
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Mark your calendar now for upcoming chapter programs:

February 22, 2007
 10:00 AM - 3:00 PM
 Education Workshop and Supplier Showcase
 Addison Conference Centre

March 22, 2007
 March Monthly Program
 Location To Be Announced

April 26, 2007
 MPI D/FW Chapter Annual Golf Outing and Education Program
 Glen Eagles Country Club

May 24, 2007
 May Monthly Program
 Location: Westin D/FW Hotel

June 28, 2007
 Annual Awards Gala and 30-Year Chapter Anniversary!
 Location: Marriott Las Colinas Hotel



Heard it through the Grapevine!

Leah Belasco
 'Grapevine' Columnist

Congratulations to **David DuBois, CMP, CAE** as the new President & CEO of the Fort Worth Convention & Visitors Bureau effective as of January 2, 2007. After 16 years with MPI International, including the MPI Foundation, David will now fill the “boots” of retired Doug Harman, Ph.D, CDME.

Dana Rhoden, CMP, CMM, has joined Physicians' Education Resource (PER) as Associate Director of Association Meetings, which is a new division of PER. Dana previously was with MPI International.

Nann Philips has joined Physicians' Education Resource (PER) as Senior Meeting Planner. Nann formerly was with Belo Corporation.

Condolences to **Stephanie Schroeder** on the recent loss of her father, who passed away on December 30th, 2006.

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

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.

- Marcia Bradley.....Vegas Image Parties
- Anne Clarke.....Perot Systems
- Robert Hatch.....Savoya
- Sara Holbrook.....GES Exposition Services
- Karen Maranville.....Texas Instruments
- April Marchand.....Fort Worth Convention & Visitors Bureau
- Cody Martin.....
- Tracy Miazga.....Horseshoe Bay Resort Marriott
- Barbara Murphy.....Hilton Garden Inn Dallas/Lewisville
- Kristine Osborn.....TXU
- Judy Puckett.....
- Nevio Rafagnin.....Rafain Brazilian Steakhouse
- Catrina Snead.....Carlson Restaurants Worldwide
- Sherri Starr.....House of Blues c/o Smirnoff Music Center



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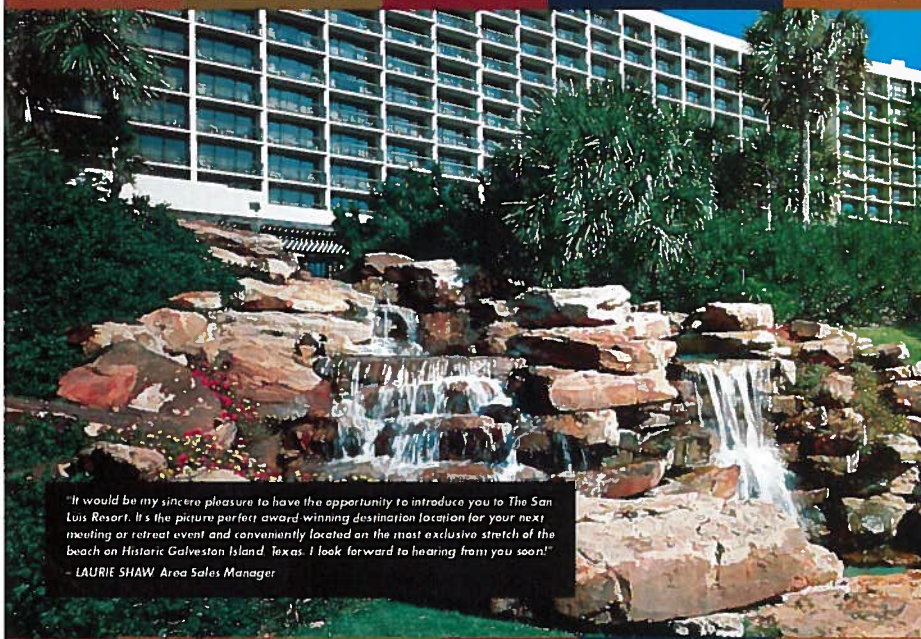
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