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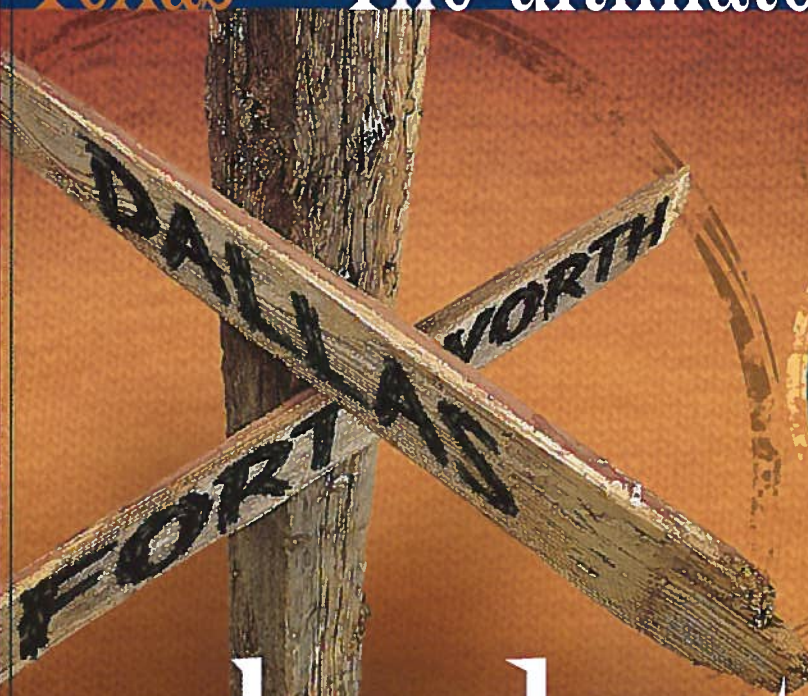
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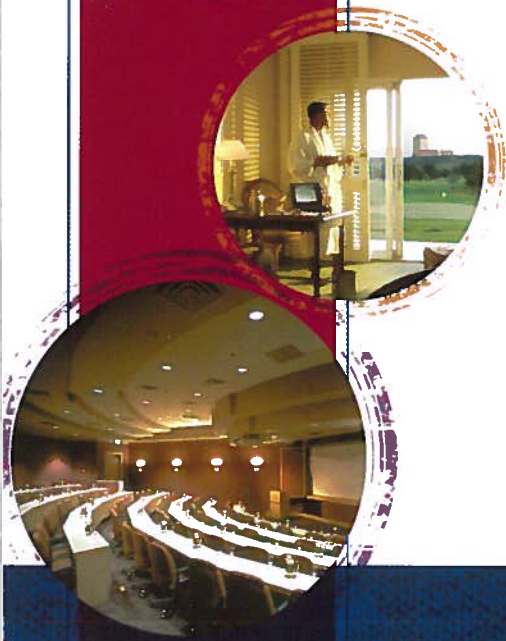
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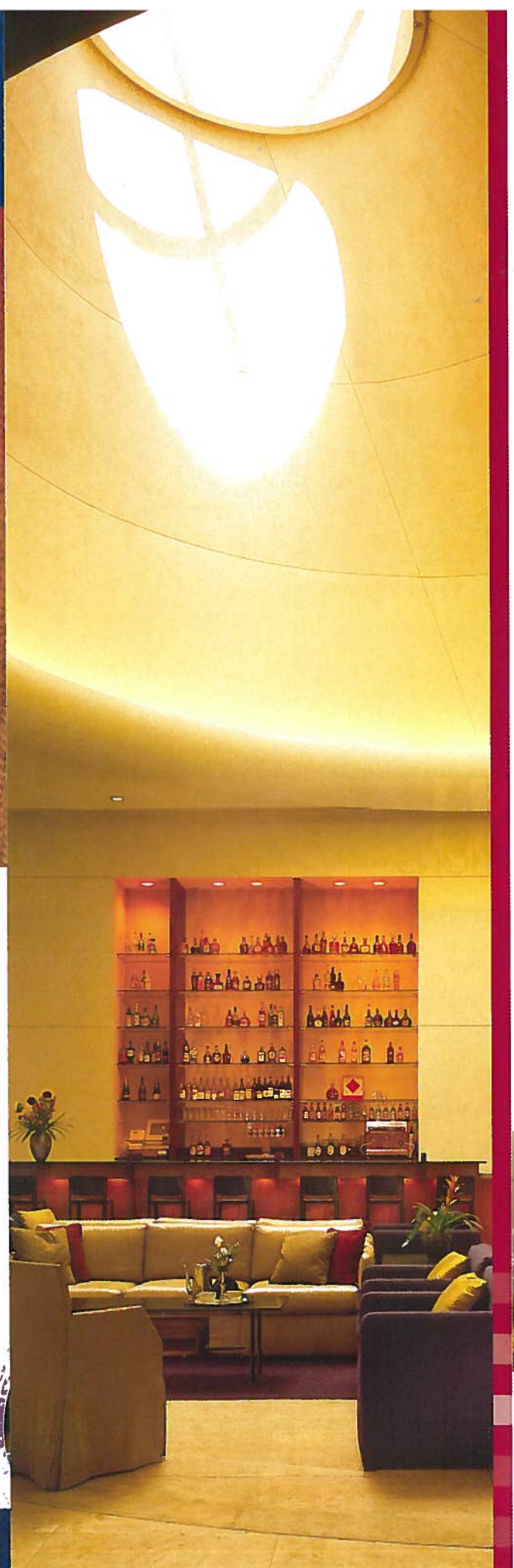


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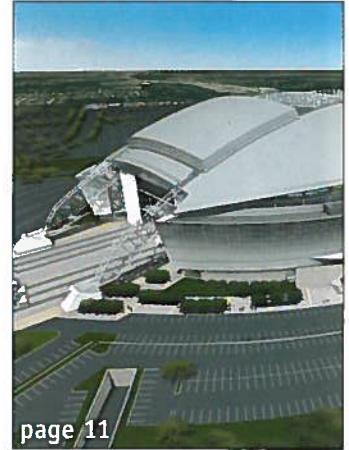
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PRESIDENT'S MESSAGE



By Carol Benavidez, CMP
HelmsBriscoe



By Nancey Hernandez, CMP
Dallas Convention & Visitors Bureau

Behind the Scenes

As many of you know, the MPI D/FW Chapter runs on a fiscal year; therefore, the new Board of Directors' term starts on July 1 each year. As the 2007-08 term ends, we want to learn about the 'behind the scenes' as Nancey Hernandez, CMP, passes the gavel to Carol Benavidez, CMP.

The two of you obviously teamed together during the past year as president and president-elect. What would you say is the single most important accomplishment of the past term?

Nancey Hernandez: We revamped the way we communicate with our membership. This was a huge undertaking, and I applaud the entire Communications Committee for its dedication to seeing this project through!

Carol Benavidez: I agree. We so appreciate the entire Communications Department for its commitment to providing a professional magazine and updated Website.

NH: In addition, we created a new mentor program to help our members seeking professional development.

CB: We definitely have to mention all the research and development Kim Reynolds put into the new Mentor Program. We look forward to enhancing the program even more over the next year.

What advice would the two of you give to future leaders of the Chapter?

NH: I would remind them to realize that there is an entire TEAM of leaders in place, no one person can (or should) do everything. Surround yourself with great people. There are so many resources in our chapter, from new members who want to get involved to seasoned members who have valuable input.

CB: You are so right! This Chapter thrives on great people with great ideas. We can all learn from each other.

If there was one 'do over' and you could do one thing different, what would it be?

CB: We can't come up with a specific 'do over' but I think it is important for us to learn from every situation and improve the overall success of the Chapter.

NH: There is a need to increase the line of communication between everyone because there are so many different committees involved in contributing to the success of the Chapter. I think we will see changes take place in the next term to ensure everyone is sharing information.

CB: Our goal next term is to enhance communication by offering that all committees meet on the same night together once a month to share information between



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departments as well as encourage the committee chairs to attend Board meetings.

Were there any difficult times or a difficult aspect to being the top leader(s) in the Chapter?

NH: Work, time, MPI balance! With such a large chapter, there are a lot of requests, e-mails, phone calls daily – all with seemingly “urgent response.” We have to remember that we are ALL volunteers (with the exception of Randie Charnes, our fabulous Chapter administrator), and we need to respect each other’s time.

CB: Balance is definitely a key for all of us. And we have to weigh the urgent responses and make sure we are making the right decisions to benefit the entire membership.

NH: A lot of the decisions we make as a team are to benefit the Chapter as a whole, not just a single individual or group.

Nancey will continue on the board as immediate past president and Carol as president. What is one thing you learned from each other going into these new roles?

NH: Carol and I actually served on the Board together previously, and she was my mentor.

CB: It definitely goes both ways. We have learned a lot from each other over the years.

NH: I’ve learned to call on past leaders to help clarify my questions. There may be additional history or insight to the way we do things. Sally Goldesberry has been invaluable in providing insight and support. I intend to be there for Carol as well! Carol will be a great leader, and I’m proud to “pass the gavel” to her!

CB: I am so excited! Seriously, I have always been impressed with Nancey’s responsiveness to any Chapter member’s needs while balancing her job and family. I hope to provide the same service, and I know Nancey will be there for me.

The Chapter members want to connect with you. What is one thing the Chapter doesn’t know about you?

NH: I’m a seventh-generation Texan. My husband and I love music, and we have a room in our house that is dedicated to “ALL VINYL” LPs – we had the room redone for a television show a few years ago. We had our 15 minutes of fame!

CB: I may not currently look like it but I am training for the Dallas Marathon

which will be held on Dec. 13. It has been 20 years since I ran, but now is the time! I should be serious by August. Nancey, do you want to run with me?

NH: Um... I’ll cheer you on from the sidelines!

If you could travel to any location, where would you go?

CB: To any beach! I especially love San Juan.

NH: Somewhere with sand, water and NO BLACKBERRY access!

CB: Oh, yes... no BlackBerry connection!

Carol Benavidez, CMP
MPI D/FW Chapter President

Nancey Hernandez, CMP
MPI D/FW Immediate Past President

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JULY 24

July Chapter Meeting
11:30 a.m. – 1:30 p.m.
Four Seasons Dallas at Las Colinas
4150 North MacArthur Boulevard
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AUGUST 28

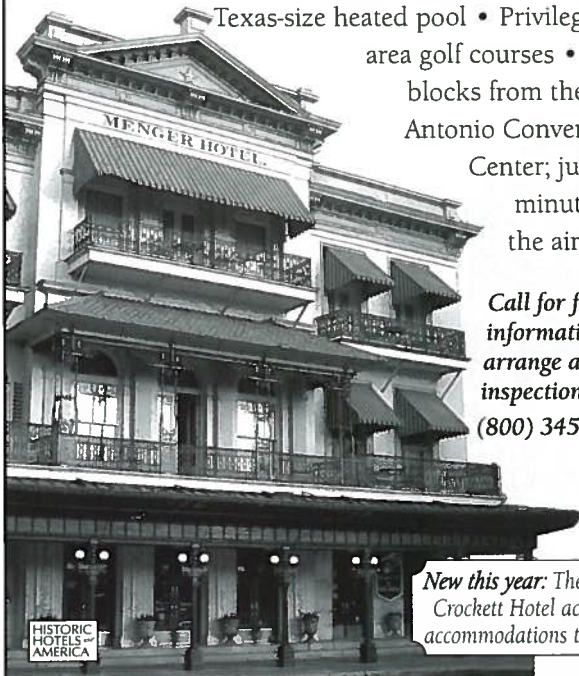
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Jodi Adcock, CMP
Event Marketing Manager
Texas Instruments



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City Talk is a spotlight on the new development and upcoming events in our chapter's cities, brought to you by your local Convention and Visitors Bureaus.

Upcoming Developments: City of Arlington



Arlington Convention Center.

When it comes to big, nobody does it better than Texas. And in FUN CENTRAL, Arlington, the excitement is bigger than ever!

A new CEO has been named for the Arlington Convention & Visitors Bureau. Jay Burress joined the FUN Central team on June 2.

Burress co-managed convention sales efforts at the Dallas Convention & Visitors Bureau, where he served as the vice president of Sales, Marketing and Services. His team of more than 21 exceeded goals for the last three years, booking more than 865,000 definite room nights in fiscal year 2006-07. Burress comes to Arlington with extensive tourism sales experience as well, with the department having exceeded goals

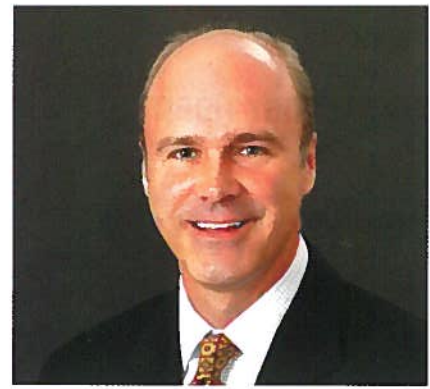
for business leads, familiarization tours and client services for the last six years.

Arlington is home to the \$1 billion state-of-the-art Dallas Cowboys stadium and Super Bowl XLV in 2011. In addition to the stadium, there's Glorypark, a 1.2-million-square-foot, mixed-use lifestyle development to be built between Texas Rangers Ballpark in Arlington and the Cowboys stadium. It will feature two new convention hotels, and entertainment options will be available for convention attendees, such as live music venues, a movie theatre, restaurants and more.

The spacious Arlington Convention Center (ACC) and area attractions make Arlington a prime spot for planning. The convention



The Dallas Cowboys new stadium.



*Arlington Convention & Visitors Bureau
CEO Jay Burress.*

center and award-winning convention services team makes meeting planning easy. The 48,000-square-foot Exhibition Assembly Hall and a 30,000-square-foot Grand Hall can be configured to specific requirements, with 12 individual meeting rooms offering an additional 8,500 square feet of divisible space for breakout sessions. The ACC's professional staff earns high marks for their attention to detail and ability to rise to the most challenging expectations. Do you have a small group meeting or a large, detailed convention? FUN CENTRAL is guaranteed to offer a great location, thrilling amenities and great staff.

Experience the all-new "Tony Hawk's Big Spin" spinning coaster at Six Flags Over Texas. This twirling coaster spins in different directions with four riders encountering a series of twisted maneuvers similar to what Tony Hawk experiences when he skateboards! After a day at Six Flags, visit Six Flags Hurricane Harbor, the largest water park in North Texas. Hurricane Harbor unveiled its latest and greatest water adventure – Mega Wedgie – in May. Mega Wedgie is an entertaining waterslide sure to give guests a thrill!

Looking for some real sports action? It's at Rangers Ballpark in Arlington! The afternoons are sure to be a "home run" in excitement. Not only are the Texas Rangers greeting new talent, fan favorite Nolan Ryan has returned to the team. The retired Ranger, known for his sizzling fastball and toughness, has been named Texas Rangers team president.

Whether it's a few days on thrilling coasters at Six Flags Over Texas, cheering on the Texas Rangers at Rangers Ballpark in Arlington, splashing around at Hurricane Harbor or admiring the colossal construction of the world's best state-of-the-art stadium for Americas team, the Dallas Cowboys, Arlington is FUN CENTRAL! **D**

Handling e-Mail



By Karen Fogle, CMP
MPI D/FW Website Manager



Are you receiving your e-blasts? We hope so; otherwise, you may be missing something important!

Our inboxes are overwhelmed, and sometimes we cannot figure out who is sending us the information. Is it important? Is it "official"?

Official Chapter business, e-blasts or other e-communications from your MPI D/FW Chapter can be identified by looking at the "From" line and by reviewing the subject line to see what type of content you can expect. If the Chapter is sending official business, the From line will be an e-mail address that ends with @mpidfw.org. If the subject line or message mentions "buy MPI" or "fellow" MPI member, it may not be official Chapter business, but from

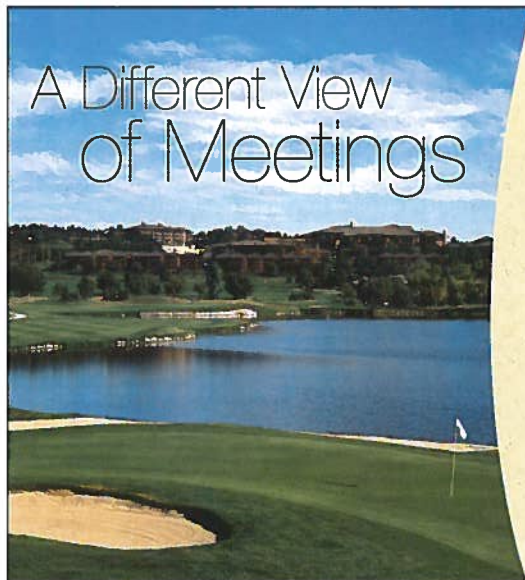
an MPI member somewhere in the world trying to interest you in doing business with them. Here is a list of e-mail addresses to put on your safe list:

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- **D/FW Chapter business:**
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- **International MPI business:**
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2007-08 MPI D/FW

Chapter Award **Winners**



PLANNER OF THE YEAR

M.T. HICKMAN, CMP, CTP

Program Coordinator
Richland College

The Chapter Planner of the Year Award is presented for a lifetime of contributions to the Chapter in committee involvement, meeting industry service, recognition and awards, industry-related speaking engagements and community service and has been a member of the MPI D/FW chapter for a minimum of seven years.



SUPPLIER OF THE YEAR

BRUCE WOLPERT, CMP

Assistant Director of Sales
NYLO Hotel Plano

The Chapter Supplier of the Year Award is presented for a lifetime of contributions to the Chapter in committee involvement, meeting industry service, recognition and awards, industry-related speaking engagements and community service and has been a member of the MPI D/FW chapter for a minimum of seven years.



RISING STAR

NEVA LAMB

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FINALISTS

Planner of the Year Finalists

Elizabeth Chandler

Facilities & Meeting Manager
Meadows Foundation

Dvorah Evans, CMP

Director, Conventions & Tourism
Dallas Black Chamber of Commerce

Supplier of the Year Finalists

Jesh Batra

Associate Director of Sales
Adolphus Hotel

Karen Fogle, CMP

Sales Manager
Plano Convention & Visitors Bureau

Rising Star Finalists

Timothy Arnold

Director of Sales-Worldwide Accounts
Hilton Hotels

Deborah Cohen, CMM

Director, Marketing & Development
Urban League of Greater Dallas

Each finalist is chosen by nominations received from their fellow chapter members/peers. The winners are chosen by ballots received from past award winners and the current Board of Directors.

What Can MPI Members Learn from 'The Sam Walton Way'?



By Michael Bergdahl

I was fortunate to have had the opportunity to work with – and around – Sam Walton, the founder of Wal-Mart. That’s how I learned “The Sam Walton Way” is “The Wal-Mart Way.” Walton was an ordinary man who accomplished the truly extraordinary through vision, hard work and a never-say-die attitude.

Starting with little money – and only a few people who believed in him – Walton built a corporate empire of staggering proportions. In the end, he became the world’s richest man, and Wal-Mart became the world’s largest company. Interestingly, if you would have asked Walton what drove him to success, he would have probably responded, “My goal was never for Wal-Mart to be the biggest company around . . . my goal was for each Wal-Mart store to be the best at serving its local customers.”

What can we learn from the amazing success of Walton? In a word, plenty. The basis of Walton’s success resulted from the fact that he was an entrepreneur with incredible discipline. He put his heart and soul into creating, nourishing and growing his retailing empire. He spent every waking hour of every day – seven days a week – trying to make his company the most successful one in the world, and over time, he succeeded. He was the most charismatic leader I have ever met. He was a very uncommon common man.

As far as Walton was concerned, there were “10 Key Result Areas,” which he considered pivotal to his own success throughout

his career. These are the business rules by which he ran his company and by which he lived his life. Prominently displayed in the lobby of Wal-Mart’s headquarters, these are the very rules I heard him draw upon day after day. Each of us – both in our businesses and in our personal lives – can replicate these rules. His rules for success are for the most part just good, old-fashioned common sense and can be categorized as one-part strategy, one-part people, one-part risk taking, and one-part tactical execution.

Walton’s only mistake in an otherwise stellar career may be that he never wrote down the details behind each of his “10 Rules for Success.” He listed his rules, but he never spelled them out in any detail. He gave us a quick glimpse into the “big box,” but only a glimpse. I realize he probably didn’t share those details on purpose. Just like Colonel Sanders at Kentucky Fried Chicken never shared his original recipe, Walton gave us a taste of his personal recipe for success without a step-by-step formula. This is the reason I decided to write the book, *The 10 Rules of Sam Walton*.

Here is a brief synopsis of Walton’s 10 rules:

1. COMMIT to achieving success and always be passionate.

Walton was a passionate and committed individual who inspired a similar level of passion and commitment in others. He expected everyone at Wal-Mart to be on ‘the team’ and commit to the goals of the company with passion and zeal.

The basis of Sam Walton's success resulted from the fact that he was an entrepreneur with incredible discipline. He put his heart and soul into creating, nourishing and growing his retailing empire.

2. **SHARE SUCCESS** with those who have helped you.

Walton's belief in these words wasn't just an empty saying; he "walked the talk" by allowing hourly paid employees and front-line managers to participate in profit sharing and Wal-Mart's stock purchase plan.

3. **MOTIVATE yourself and others to achieve your dreams.**

Walton knew how important it was to have a motivated team of managers and employees, but he also understood money wasn't the only way to motivate people. His meetings were fun, inspirational and full of surprises, and he found many innovative ways to motivate people.

4. **COMMUNICATE with people and show them you care.**

Walton felt that the more his employees knew details about the business, the more they would care. He fully shared confidential financial reports with all of his people, including employees. He was well known for remembering names and the smallest details about employees' families. He desired that all Wal-Mart employees and managers have the same caring attitude.

5. **APPRECIATE and recognize people for their efforts and results.**

Walton liked to showcase examples of employees who had accomplished something terrific, which he would then communicate to everyone else in the company as a benchmark or standard. He knew that if one associate could do it, all could do it. Walton followed through on this rule by often praising the accomplishments of his employees publicly. He believed strongly in "catching people doing things right."

6. **CELEBRATE your own and others' accomplishments.**

Walton was willing to go a long way to make Wal-Mart different from other retail outlets and to create a fun environment for his employees and customers. He didn't think company leaders and employees should take themselves too seriously, and he liked to celebrate milestones like birthdays or the births of babies.

7. **LISTEN to others and learn from their ideas.**

Walton firmly believed everyone who worked in his company had the potential for good ideas and it was important to ask them to share their ideas. He believed company leaders needed to take the time to listen to them.

8. **EXCEED expectations of customers and others.**

It was not uncommon at Wal-Mart to give customers returns on items that had obviously been used, because Walton believed that if you treated customers well and gave them what they wanted, they were likely to return again and again to shop at Wal-Mart.

9. **CONTROL EXPENSES and save your way to prosperity.**

It was well known that Walton was proud of the tight-fisted persona created by Wal-Mart – cheap is chic at Wal-Mart. He believed that frugality was a virtue, and frugality was practiced at all levels of Wal-Mart management.

10. **SWIM UPSTREAM, be different and challenge the status quo.**

Walton purposefully broke many conventional rules for how things were to be done. He believed that by challenging the tried-and-true ways of doing things, you could often find the competitive advantage.

To understand the "10 Rules" is to understand Walton's coaching playbook. Entwined in each of his rules are re-occurring themes about leadership, innovation, commonsense, hard work, simplification, the power of positive thinking and how to treat people. So, MPI Members: This is why his "10 Rules for Success," and "The Sam Walton Way" are so widely adaptable and applicable for just about anyone. ▀

Michael Bergdahl is a professional international business speaker, author and turnaround specialist. Bergdahl worked in Bentonville, Ark., for Wal-Mart, as the director of people for the headquarters office. Bergdahl can be reached at (412) 635-2638, mbergdahl@aol.com or at www.michaelbergdahl.net.

The 10 Rules of Sam Walton

Rule No. 1

COMMIT to achieving success and always be passionate.

Rule No. 2

SHARE your success with those who have helped you.

Rule No. 3

MOTIVATE yourself and others to achieve your dreams.

Rule No. 4

COMMUNICATE with people and show you care.

Rule No. 5

APPRECIATE and recognize people for their effort and results.

Rule No. 6

CELEBRATE your own and others' accomplishments.

Rule No. 7

LISTEN to others and learn from their ideas.

Rule No. 8

EXCEED EXPECTATIONS of customers and others

Rule No. 9

CONTROL EXPENSES and save your way to prosperity.

Rule No. 10

SWIM UPSTREAM, be different and challenge the status quo.

The 6 'Ps' of Prosperity



By Dvorah A. Evans, CMP
Director,
Conventions & Tourism
Dallas Black Chamber of Commerce

No. 1: People

The people in your life shape who you are and who you will become. Remember, those closest to you will always have the most to gain and to lose by your success or failure.

No. 2: Plan

Naïveté is an oft-used crutch. Plan for every possibility and impossibility. The person with no plan is just flying through the air without a net.

No. 3: Preparation

Ignorance of the law is no excuse. Prepare yourself for both success and failure. The ill-prepared are also usually the ill-fated.

No. 4:

Perseverance

Perseverance is the main difference between those who achieve success and those who fall short. Life is not fair, and nothing worthwhile ever comes easy.

No. 5: Pay It Forward

Once you get where you want to be, go back – give back – don't turn your back. Never forget where you came from. The same people you pass on your way up the ladder will be the same people you meet on your way down.

No. 6: Peace

Be at peace with who you are and where you are. Not everyone will be rich, not everyone will be famous, but with hard work and faith, everyone can be blessed. You cannot be happy with others until you are happy with yourself.

“If we had no winter, the spring would not be so pleasant – if we did not sometimes taste of adversity, prosperity would not be so welcome.”
– Anne Bradstreet



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Lauren Fouke of Y.O. Ranch Steakhouse



Q. How long have you been working for Y.O. Ranch Steakhouse?

A. I've been employed by the Y.O. Ranch Steakhouse, located in the Historical West End, since December of 2006.

Q. What is your position?

A. Sales Manager.

Q. What are your job responsibilities?

A. As a sales manager, my role is to increase sales and maintain relationships with existing clients. My focus is on filling our private dining space and also restaurant buy-outs. My target market is corporate and social clients. I am responsible for all events from initial inquiry to execution. I oversee the servers and banquet captains for all private functions.

Q. What is the most rewarding aspect of your position?

A. Seeing an event come together flawlessly!

Q. What is one interesting fact about yourself that no one may know about you?

A. I have a passion for interior design, and I get lost in shows on home improvement.

Q. Where is your favorite destination (vacation spot) to get away from it all?

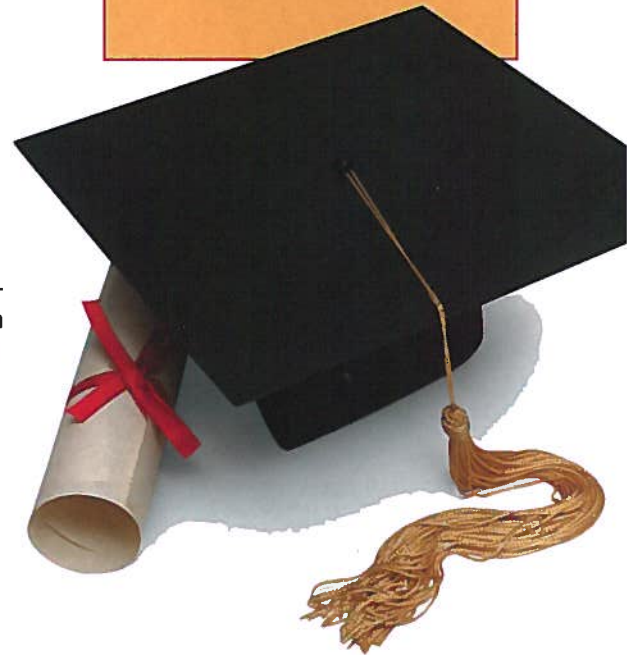
A. I love being on the water. I'll take the lake or the beach!

Q. What picture or artifact do you have on your desk?

I have a "Live, Laugh, Love" wooden letter set and a picture that says, "I

Q. WHAT IS YOUR BEST ALL-TIME MEMORY?

A. WHEN I RECEIVED MY COLLEGE DIPLOMA. WHAT AN AMAZING FEELING OF ACCOMPLISHMENT!



take life with a grain of salt, a wedge of lime and a shot of tequila."

Q. Do you have a mentor or someone you admire?

A. I admire my parents for mastering the fine art of parenting and being a best friend.

Q. What is your favorite meal?

A. Lobster.

Q. What is your favorite pastime or hobby?

A. I played soccer for 10 years, and I've recently began to play again.

Q. If you had to TIVO a show, what would it be?

A. *Brothers and Sisters.*



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What's Cooking With Chef Kent Rathbun of Abacus, Jasper's



By Matthew Massengale, DMCP, CMP
EDS

In late February, Chef Kent Rathbun, chef and proprietor of Abacus of Dallas, and Jasper's of Austin, Plano and The Woodlands, stepped into The Food Network's "Kitchen Stadium" with his brother Chef Kevin Rathbun, chef and proprietor of Rathbun's Steak of Atlanta. Iron Chef Bobby Flay was chosen by the brothers to face off in this *Iron Chef America* season premiere dubbed the "Battle Elk Challenge." After a grueling 60 minutes had passed in Kitchen Stadium, the teams presented their elk-based dishes to the judges. The judges deliberated, and the Rathbun brothers were victorious over Iron Chef Bobby Flay. In the words of the *Iron Chef America* chairman, "The Rathbun's cuisine reigned supreme."

Kent discovered his passion for cooking when he was just 9 years old and has since risen through the ranks of some of the world's finest restaurants during the last 25 years. From his start as an apprentice at La Bonne Auberge, a five-star French restaurant in Kansas City, Mo.; to Mr. B's in New Orleans; to his arrival in Dallas

Chef Kent Rathbun discovered his passion for cooking when he was just 9 years old and has since risen through the ranks of some of the world's finest restaurants during the last 25 years.

Join us as we turn over a new leaf. Welcome to *Off the Vine*, the hottest place to come for the latest trends in food and beverage, cool tips from great local chefs and the latest news from the culinary world. *Off the Vine* is proudly sponsored by The Grapevine Convention and Visitors Bureau.



Hazelnut Kit Kat Napoleon with Raspberry Sorbet.

at The Mansion on Turtle Creek; and the Landmark Restaurant at the Melrose Hotel, Rathbun developed his spectacular style of Contemporary Global Cuisine.

In 1997, Kent combined his years of experience with global culinary influences and opened his own world-class restaurant, Abacus. Within months of opening, Abacus was recognized as a pinnacle of fine dining and received many awards and recognitions including Mobil Four-Stars;



Chef Kent Rathbun

AAA Four Diamonds; Five Stars from the *Dallas Morning News*; "Top Pick" by *Bon Appetit Magazine*; and "Best Chef" by *D Magazine*. The restaurant's most significant recognition was the induction into *Nation's Restaurant News'* fine dining Hall of Fame. Abacus is truly an elegant Dallas culinary hot spot.

In 2003, with a five-star restaurant exceeding his expectations, Kent branched out and developed a second restaurant



Cauliflower Soup.



Jasper's of Plano.



Beet Salad.

concept, Jasper's, where "Gourmet Backyard Cuisine" focused on home-cooking with a modern, outdoors feel. As an impressive, world-renowned chef, Kent has created two of the nation's most talked about restaurants, Abacus and Jasper's.

Off The Vine: Chef Rathbun, would you share what you feel is currently 'hot' in food and beverage?

Chef Rathbun: In food, anything that's healthy, organic and locally grown is really hot right now; and in drinks, master mixologists have quickly become popular, and their interest in creating new and unique drinks with interesting ingredients has really changed the bar scene.

Off The Vine: What future trends in food and beverage do you see?

Chef Rathbun: I feel that in the next few years, fine dining is going to become less serious, and what we think of fine dining now is going to change and become more casual and more fun.

Off The Vine: Do you have a culinary tip or trick that you would like to share?

Chef Rathbun: Every cook should always start preparation with good tools. Be sure to keep them clean, sharp and at their highest performance, and I promise you will produce better food quicker in the kitchen.

Off The Vine: Would you like to share your favorite hors d'oeuvres recipe?

Chef Rathbun: Lobster Scallion Shooters (see box at right). ▸

For More Information

For more information on Chef Rathbun's restaurants, visit www.kentrathbun.com.

Lobster Scallion Shooters

*Preparation Time: 2 hours, 30 minutes;
Serves eight.*

DUMPLINGS

2 ounces sesame oil
4 cloves garlic, minced
2 shallots, minced
1 stalk lemongrass, minced
2 ounces ginger, peeled and minced
1 pound lobster meat, finely chopped
¼ cup tamari soy sauce
2 tablespoons sambal chili sauce
1 bunch scallion, chopped
2 tablespoons mint, chopped
2 tablespoons basil, chopped
32 pieces dumplings wrappers
2 eggs, whipped
¾ quart peanut oil

RED CURRY, COCONUT CREAM

2 ounces sesame oil
6 cloves garlic, chopped
2 large shallot, chopped
2 ounces ginger, peeled and chopped
2 stalks lemongrass, chopped
2 kaffir lime leaves
½ cup rice vinegar
½ cup mirin
2 tablespoons red curry paste
2 cans coconut milk, about 8 ounces each
1 ounce cornstarch
½ bunch cilantro, coarsely chopped
2 limes, juiced

DUMPLINGS:

1. In a medium sauté pan, sauté garlic, shallots, lemongrass and ginger in sesame oil until slightly browned.
2. Remove from heat and transfer to mixing bowl. Fold in the lobster meat, soy sauce, sambal, scallions, mint and basil.
3. Lay out dumpling wrappers evenly on a flat surface. Brush a thin layer of egg on each wrapper.
4. Place a small amount of the mixture in the center of the wrapper.
5. Fold the edges of the wrappers up around the mixture and squeeze the edges to seal the dumpling.
6. Deep fry dumplings in 350-degree peanut oil until golden brown.

RED CURRY, COCONUT CREAM:

1. In a small sauce pan, add sesame oil and lightly sauté the garlic, shallots, ginger and lemongrass until translucent. (Do not brown.)
2. Add kaffir lime leaves and cover with rice vinegar and mirin. Continue cooking until liquid is reduced by half.
3. Stir in red curry paste and coconut milk. Bring to a boil.
4. Thicken to sauce consistency with corn starch mixture.
5. Steep in cilantro. Add lime juice.
6. Strain through a fine china cap.

Plate the dumplings, top with the red curry, coconut cream and enjoy!

School Days are Back!

Sue always knew she wanted to return to school and get a college education, but after high school she got married, started a family and never found the time.

Lisa is a busy professional who wants to earn her CMP but needs more credits under education to complete the application.

Donna keeps getting passed for a promotion because she does not have experience in meeting and event management.

Bill works for an area hotel, and his boss wants him to take a course on customer service.

Sue, Lisa, Donna and Bill all take classes at Richland College. "People take classes for a variety of reasons, and I work with each person to help them achieve their goals," said M.T. Hickman, CMP, program coordinator for the Travel, Exposition and Meeting Management (TEMM) program at Richland College.

Hickman explained: "The educational program focuses on three key areas of the industry: Travel, Trade Show/Exposition and Meeting/Event Management. Students can earn a Certificate in Meetings, a Certificate in Tourism and Destination Management or an Associates of Applied Science Degree in TEMM."

For 14 years Richland College has been offering courses designed for the meeting and event industry. "Each year we add something new. This fall we're offering a weekend course on International Meeting Management that will be taught by Marti Fox, CMP, CMM, CTC, with Global Goals," Hickman said. All courses are taught by industry professionals who not only work in the industry but are active in industry associations like MPI, International Special Events Society (ISES) and Hospitality Sales and Marketing Association International (HSMIAI).

Karen Brack, a TEMM graduate and student member of MPI said: "What I liked about the classes I took was that instructors really knew their business. One of my



favorite classes was Special Event Design, taught by Jim Monroe, JC Monroe Designs. He not only taught us about planning events; he took us on-site to actually see the setting up and planning in progress. He also encouraged the class to go to industry meetings."

"I loved the fact that my classes were only one night a week," said Teresa Lovich, meeting planner, Physicians' Education Resource. "As a single mother of two and a career-changer, I was able to juggle my work, school and family while searching for the job that I dreamed of." ▶

All courses are taught by industry professionals who not only work in the industry but are active in industry associations like MPI, International Special Events Society (ISES) and Hospitality Sales and Marketing Association International (HSMIAI).

Class Notes

- Most of the classes are offered one night a week in the evening or on the weekend, which was found to be the best time for both busy professionals and instructors.
- The fall 2008 classes will begin Aug. 25 and continue to Dec. 11.
- Times for the weekend classes will vary so be sure to check the fall schedule www.rlc.dcccd.edu/sched/fall/ or contact M.T. Hickman, CMP, CTP, at 972-238-6097 or mthickman@dcccd.edu.

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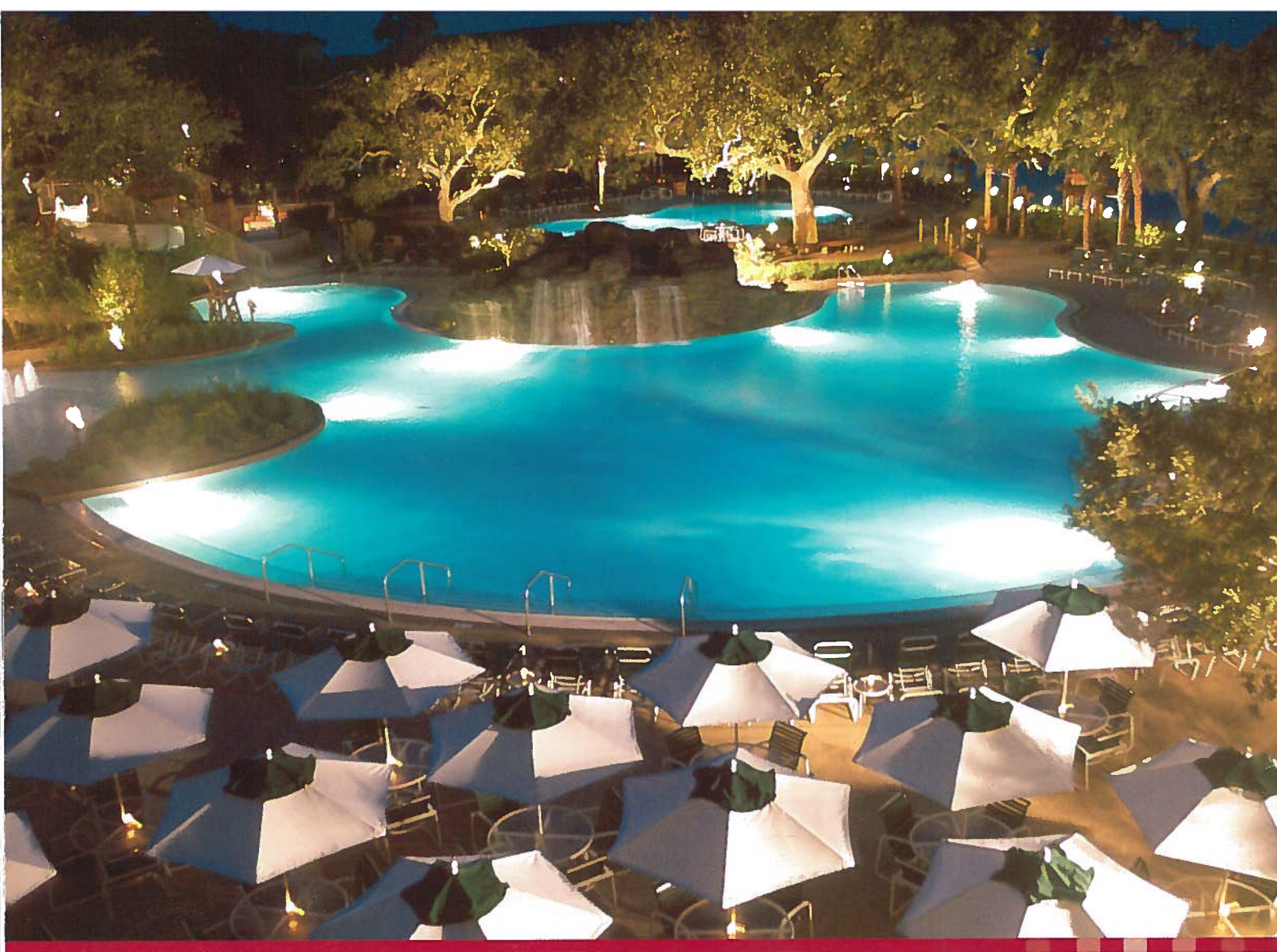
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