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DALLAS/FORT WORTH
CHAPTER
MPI
MEETING PROFESSIONALS INTERNATIONAL

AN OFFICIAL PUBLICATION OF THE MPI DALLAS/FORT WORTH CHAPTER
current
MAGAZINE

MEMBERSHIP | EDUCATION / EVENTS | LEADERSHIP | MARKETPLACE | CAREER RESOURCES

JUNE 2014

MPI D/FW educates and prepares its members for their changing roles in the greater business world. The association validates relevant knowledge and skills while simultaneously demonstrating a commitment to meeting excellence. Record five-time winner of "Chapter of the Year"



CALENDAR

WHAT'S NEW

EDUCATION

JUNE EVENTS

HEARD IT THROUGH THE GRAPEVINE

TEST YOUR CMP KNOWLEDGE

June Networking Event

Date: June 3, 2014
Time: 5:30 pm - 8:00 pm
Location: iFLY
Address: 8380 SH 121, Frisco, TX 75034



[more information](#)

June Volunteer Appreciation Event

Date: June 17, 2014
Time: 5:30 pm - 8:00 pm
Location: 3015 at Trinity Groves
Address: 3015 Gulden Lane, Dallas, TX 75034



Heard It Through
The Grapevine
Sponsored By
GRAPEVINE TEXAS
AGED TO PERFECTION

Members on the Move



Erin Donohue with Omni Hotels and Resorts announces **Gayla Guyse**, Director of Sales and Marketing, Omni Park West was awarded the honor of Director of Sales and Marketing of the Year 2013 by Omni Hotels and Resorts.

Cindy Parsons, CMP has joined Tyler Technologies as Corporate Event Planner. Cindy previously was with Boardwalk Auto Group and the Dallas Film Society.

Meet **Lead Belasco**, the official MPI D/FW Chapter reporter. She will be at most chapter events and she is always looking for news for our chapter. New Job, Promotion? New Venture? Milestone, Award?

If you have any news call her at 214-441-3309 or email at VPcommunications@mpidfw.org



WELCOME NEW MEMBERS

MAY 2014

Lauri Barnabo, Andrew Ormsby at Cityplace Events



In international customs document that permits duty-free and tax-free temporary import of goods. It is accepted by 75 countries and greatly simplifies customs procedures. The only items not covered are consumable or disposable goods, which will not be returned home.

- A. Temporary Import License
- B. U.S. Export License
- C. ATA Carnet
- D. Temporary Import Bond

Answer is Below

CHAPTER NEWS - CONTINUED

Third Annual Camp Wisdom program offered unique learning styles



more information

June Annual Awards of Excellence Gala

Date: June 26, 2014

Time: 6:00pm - 10:00 pm

Location: Perot Museum of Nature and Science

Address: 2201 N Field Street, Dallas, TX

more information

GLOBAL EVENTS



Date: August 2-5, 2014

Time:

Location: Minneapolis, MN

Speaker: Various

more information

WEC HOSTED BUYER PROGRAM

Lyndsey Brannum, Cooper Hotel
Cassie Thompson Cecil, Young Presidents Org
Linda Holland
Jillian Erin Loughlin, W Dallas at Victory Park
Natalie Nemec, CMP, Raytheon Company
Chris Potter
Barbara Sala, CMP, Hyatt Hotels & Resorts
Mark Sorrells, Sabre Corporation
Cassie Uptmore, Cassie's Gourmet Popcorn
Jamie Webb Dallas Arboretum and Botanical Garden

Our Membership Statistics:

D/FW Chapter Members - 651
New Members this year - 110
Renewing Members this year - 365
Planners - 305
Suppliers - 303
Students/Faculty - 26
HQ Members - 17

Active Volunteers - 165 (more than 1/4 of our members!)

Also: The Student Committee facilitated starting a MPI Student Club on the Collin County Campus!

Chapter Members, We heard you!

The Needs Assessment Results are in!

You shared the good, the bad and even the ugly!
We told you we would report the results back to you and here are some of the highlights.

- Email was the number one form of communication but you asked us to provide more YouTube (Video) messaging as your second choice.
- The website was the most used tool we offered and it needs some enhancements and we need to improve the search capabilities for the directory. (See News for more details on this)
- You want more senior level education
- You want more business related topics for education
- You are open to changing our format to how we deliver education.



CSR Committee collected over 1,000 Teddy Bears to donate to first responders in the DFW Metro-plex.



Round table Program offered innovative topics



MPI D/FW honored the Dallas Policeman of the Month



Date: August 2-5, 2014

Time:

Location: Minneapolis, MN

Speaker: N/A



CMP/CMM Breakfast coming back

Save the Date: June 13

Another long standing tradition in the chapter has been honoring those members who have earned the coveted designations of CMP and CMM. This year the annual invitation only CMP/CMM Breakfast will be held n June 13th. It will also present the highest leadership award to an outstanding meeting professional. The award will be presented at Annual CMP/CMM Annual Recognition Event Breakfast on Friday, June 13, 2014 (more details to follow soon!)

“The Colleen Rickenbacher Leadership Award” Nominating Committee (consisting of past recipients) seeks your valuable input in this process and is asking all CMPs and CMMs to submit a nomination for this esteemed award. Three finalists will be determined based on your nominations and the 2014 award recipient will be selected by the Award Nominating Committee. Below is a list of past recipients. Please note the event was not held from 2010 until this year.

Year - Past Recipients

2009 Hattie Hill, CMM

2008 Jim Monroe, CMP, CSEP

2007 Steven G. Foster, CMP

2006 Betty Garrett, CMP

- You want MPI D/FW to partner with other industry association more often.
- You prefer our holiday program (December) to be a lunch program vs an evening program
- You prefer to keep the awards program (June) as an evening program
- Our planners said many of their companies would be open to supporting MPI functions as a sponsor.

What are our next steps?

- Create an action plan based upon the responses
- Use the data to analyze our overall business plan to ensure it is consistent with member needs and wants, as well as incorporating the Chapter mission and goals.

Thank you to all that participated in the Needs Assessment.

CONGRATULATIONS TO OUR WINNERS:

Trish Cubias

Roma Giordano

They have a choice of a \$100 American Express Gift Card or 4 Complimentary Registrations to future MPI events.

WEBSITE UPDATE

The recent Needs Assessment told us we need to update our website. Plans have been in place for the last few months starting with an RFP that was sent out. After careful review we have selected a new vendor and platform for our website. Our new site will offer a better experience for our members including more intuitive function, social media capabilities and more content and search capabilities. Our next step will include testing of all of the functions (you have asked for). The timeline includes testing in late summer with a soft roll out in the Fall and an official new site by the end of the year. We are always seeking content for the website and volunteers to help with graphic design.

NEW WEBSITE FEATURES



One of many Hometown Heroes were honored throughout the year



Operation Appreciation in action



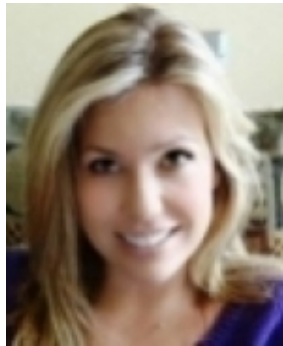
Live music accompanied our programs

- 2005 Dana Rhoden, CMP, CMM
 - 2004 Sally Goldesberry, CMP, CMM
 - 2003 Bill Boyd, CMP, CMM, CITE
 - 2002 Mary Lynn Novelli, CMP
 - 2001 Phyllis Firebaugh, CMP
 - 2000 Pat McCain, CMP
 - 1999 Colleen Rickenbacher, CMP, CSEP, CPC
- Steven G. Foster, CMP
2014 Awards Committee Chair



MEET OUR MEMBERS

The Planner and Supplier of the Year will be awarded on June 26th. Here is a profile of the winner from 2013. Meet our Supplier of the Year 2013.



JENNIFER PARKER, CWC

What was your first job in this industry? I was a Party Planner for an off-premise catering company in Beverly Hills. Not bad for a first job, right? I planned parties for world famous celebrities.

Tell us about your job? I am the National Sales Manager for Zoës Kitchen. I lead the catering sales team for our 120 restaurants and growing.

As we prepare to update our website we have enhanced our current site with the following features: Check them out and provide feedback to us (we have a feedback feature to use, see below)

[Event Calendar](#)

[E-Newsletter and Archived Current Newsletter for the past 20 years.](#)

[Member Spotlight](#)

[Member Feedback Form](#)

COMING SOON

Marketplace Search capabilities (searching the directory)

Throwback Thursday

Throwback Thursday postings on the chapter Facebook page were a big hit with our members.



March program offered two technology workshops by James Spellos



Fun Green Screen Action Shots at a Chapter meeting



Interactive meetings throughout the year filled with energy and enthusiasm!

What is your favorite part of your job? The people. I am blessed to work with an incredibly talented and inspiring team.

Why did you join MPI? My boss made me! Oddly enough that was about ten years ago, and I've come full circle. She is my boss again today.

Tell us about your most memorable experience being part of MPI? Where do I start? I have so many wonderful memories of my years of membership it's hard to identify the best. I think probably receiving the final draft of the first re-branded Current Magazine was a true WOW moment for me. I never expected to be a magazine editor but somehow I ended up with that role for MPI D/FW. It was certainly a labor of love and by far my favorite volunteer role with MPI.

What do you do when not at work? I spend time with my husband and kids. They are my true passion.

Favorite vacation spot? Beach for sure, anywhere I can stick my toes in the sand.

Favorite food? Zoës Kitchen, of course! Favorite book? My husband's - Sacrifice of the Season by Daryl Parker

Favorite gadget or technology? iPhone! I seriously don't know how I managed before it. Although I am fascinated with so many new technologies, half of which Jim Spellos shared with us in March.

Tell us about something most people don't know about you? I can play the piano and I love to crochet. I don't do either very well, but enjoy doing both immensely!

What advice do you have for a new meeting professional? Get involved and stay active in the chapter. You get back ten times what you put in, but you have to do the time. I promise you, you'll be glad you did!

Your final words of wisdom? MPI has given me so many opportunities, not necessarily with new business or new employment opportunities, but with professional development. I've learned how to be a better leader, how to pull off large conferences, grow sales for my company and build strategic partnerships. My advice is to make the most of your time by developing good relationships with other chapter members. Some of my most valued friendships I've built through volunteering with MPI. And finally, one of my favorite quotes -

MPI Posted by Dana Rhoden [?] · May 22

Throw Back Thursday! D/FW has a Sister Chapter, the Italia Chapter. May 1995 President Diane Smith and 11 chapter members visited our Sister Chapter in Italy. To read the full article in our newsletter archive on our website (look for MAY 1995)

President's Message
11 Visit MPI Italia in First Gemelli Chapter Seminar
By Diane Smith, CMP
Alcon Laboratories, Inc.

Bellissima! Eccellente! The recent Gemelli Chapter Seminar in Italy was awesome! The enthusiasm and excitement of our D/FW Chapter members who attended was matched by the warmth and generous spirit of our wonderful MPI Italia hosts.

When we began planning this "first ever" joint chapter seminar almost two years ago, I'm sure some of us wondered if it would ever really happen. Our Gemelli Committee, chaired by Bob Bulger (Bobby Bulger Travel Concepts) worked in tandem with MPI Italia over the last year and a half to make sure it would.

For those of us who had never been to Europe, this trip was really a dream come true. Even the seasoned travelers in our group were as awestruck as we "first timers" by the beauty, history, culture and sheer magnificence of this country.

From the gentle, rolling countryside and vineyard of the Tuscany valley, through the beautiful medieval town of Siena with its historical Palio and Contrade, the quaint town of San Gimignano, famous for its towers, on to the Market of San Lorenzo and

(continued on page 1)



Like Comment Share

Tony Cummins, Melissa S. Loger, Erin Lucia and 2 others like this.

Diane Murphy Smith WOW ... that is a throwback! What's so great about this is that the relationships I/we created through the Gemelli relationship are still thriving! Awesome post ... Ciao e grazie!
May 22 at 8:30pm · Like

CHAPTER NEWS

As our fiscal year comes to an end we wanted to show a few highlights of major accomplishments and opportunities we offered for our members. On July 1 our new year begins with a new Board of Directors. Here is a look back at this past year.

Awards Gala June 2013 started off the year at the Scottish Rite Museum with new president Alison Kieckhafer, CMP



High level leadership professional development opportunities offered through the Breakfast Club series and the Emerging Leaders programs. Also offered the Leadership Learning Lab to provide training for those interested in becoming more active in the chapter



O. D. O'Donnell celebrated his 85th birthday



Many networking opportunities throughout the year were held.

"Follow your passion. It will lead you to your purpose."
~ Oprah Winfrey



Program committee showed unique ways to showcase our sponsors. Here is a wine centerpiece highlighting the many wines that come from the sponsor – Lubbock.

.....
CMP Answer: c. ATA Carnet – CIC International
pg. 60

Sponsorships and Advertising space for your business here. Call us for pricing.

Sponsorships and Advertising space for your business here. Call us for pricing.

Sponsorships and Advertising space for your business here. Call us for pricing.

BUY MPI D/FW

GET CONNECTED

PRESIDENT'S CORNER

SPONSOR SPOTLIGHT

JUNE AWARDS GALA SPONSORS



[more information](#)

Come Fly with MPI D/FW!

Bring your "wings" and join your fellow members and guests as Shelly Jackson and her team of iFLY welcome you to our exciting June Networking Event:

When: Tuesday June 3rd, 2014
Time: 5:30-7:30pm
Where: 8380 S.H 121, Frisco, TX 75034

PRESIDENT'S MESSAGE



Throughout my formidable years, my amazingly wise mother continuously told me "you always get back more than you give." My term as Chapter President is a stellar example of this. Without a



more information

BE A SPONSOR

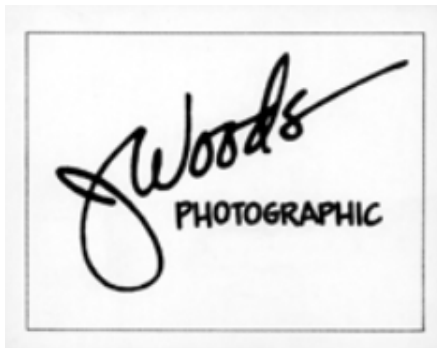
An exciting new opportunity is now available. The E-Newsletter Sponsorship and advertising banners will offer members a way to expand your brand to over 700 members.

more information

SUPPLIERS

IDEA ON THE MONTH: Consider hosting a networking event for chapter members or a committee meeting. It's an ideal way to showcase your property to a small group of members, your product and services.

Thank you to our partner **Jim Woods Photography**



CLICK IMAGE TO VISIT HIS WEBSITE



Featuring:

iFLY Dallas tours and behind the scenes look at how iFLY Dallas works!

Catering by Blue Mesa

Raffle prize of 2 Spread Your Wings packages (value of \$109.95!)

Return flight discount of 25% on our Earn Your Wings Package for each attendee

Complimentary Parking

[Click here for more information](#)

CAREER CENTER

Great News! The Career and Resources page on the MPIDW.Org website has changed. You can now directly access the MPI International Job Board from here.. Looking for a job, looking for new team members? Go to our Career Center.

more information

Engage with our members in social media.

Join us in LindedIn and and "like us" on Facebook

doubt, the time and attention I have dedicated to MPI D/FW has been repaid to me ten-fold.

Leading the Chapter this past term has improved my management skills, enhanced my ability to listen, and expanded my aptitude as a problem solver and conflict resolver. It has forced me to become comfortable with public speaking and has taught me how to be graceful and diplomatic under pressure. It has allowed me to make countless amazing new friends and business contacts, and experience some truly unforgettable moments.

Most awe-inspiring and most near and dear to my heart, however, is the overwhelming gratification I have received from watching my term theme "Activate Your Goodness" unfold over the past twelve months. I am thrilled that so many of you supported the theme through our various community outreach programs and I am truly daunted by how many lives have been touched through the "Make Life Bear-able for a Child" teddy bear drive, Operation Appreciation and the Hometown Heroes monthly recognition program.

Without hesitation, I can say that my Presidency has been a life-bettering experience for which I will always be grateful. Thank you so much for allowing me to lead the Chapter. I am humbled by the opportunity and am hopeful that my leadership has encouraged each of you, in one way or another, to grow your lives and careers, and to "Activate Your Goodness!"

With a servant's heart,

Alison Kieckhafer, CMP

Chapter President 2013-2014

BOARD NOTES

- 2014-2015 Board of Directors Slate Announced
- President- Amanda Wells, CMP
- President-Elect- Tony Cummins, CMP/CMM
- Immediate Past President- Alison Kieckhafer, CMP
- VP Finance- Melissa Logar, CMP
- VP Communications- Sean Ewell

Want to Advertise in the E-Newsletter? Send a customized email with your message to our members? Contact us to advertise, [click here](#)

ABOUT MPI D/FW



Thank you to the current BOD members and their contribution to our chapter this past year. While some of the members have changed throughout the year, we want to thank everyone for their contribution. This photo was from the June 2013 program.

MPI D/FW Chapter 2013-2014 Board of Directors

Alison Kieckhafer, CMP - President
Amanda Wells, CMP/CTA - President Elect
Lauren Dunnaway, CTA - Immediate Past President
Jennifer Parker, CWC - VP Finance & Sponsorship
Dana Rhoden, CMP/CMM - VP Communications
Paula Bruton, CMP - VP Education & Events
Sherry DeLaGarza, CMP/CMM - VP Leadership
Pam Madewell - VP Membership
Tammy Williams - Director Finance & Sponsorship
Sean Ewell - Director Communications
Nicole Stokes - Director Education
Charlotte Gannon - Director Special Events
Gail Grogan, CMP/CMM - Director Leadership
Erin Lucia - Director Membership

Newsletter Editor: Dana Rhoden, CMP, CMM



MPI D/FW Chapter Social Media Policies
Abide by the MPI Code of Ethics
Clarify your opinions are your own
No selling or promotions of products or services
No gossip
No profanity
Use good judgment and understand postings are permanent
Be respectful and polite

FINAL MESSAGE FROM DANA –

As this year comes to an end I want to take this time to thank you, our members. You have been patient with us as we transition from print media to digital and integrate new forms of communication with you. We have been changing our website preparing for implementing a new one by year-end.

Go to our website and the new Member Feedback and Calendar features. Shortly we will offer a better search feature in our directory, we know it's been a challenge and we heard your feedback to correct it. Feedback also told us you want more social media so watch for more YouTube, Twitter and Facebook engagement.

Our goal is to be a 'resource' and to 'model' how to use communication as a strategic tool for you as you market your events or products and services. If you have any creative or innovative ideas, I welcome you to share them with us. Watch as we 'experiment' with new ways to market events. That is one of the many benefits of MPI; we are a laboratory for trying new ways to deliver events, communicate and network. We learn from each other.

Speaking of new technology, we have included a list of new APPS to use to make your job easier. I encourage you to share what new APPS or technology you use that we can share with our members.

- VP Leadership- Sherry Delagarza, CMP/CMM
- VP Membership- Erin Lucia
- VP Education & Events- LaDenna Franks, CMP
- Director Finance- Tammy Williams
- Director Communications- Patrick Dolan
- Director Leadership- Gail Grogan, CMP/CMM
- Director Membership- Paige Mejia
- Director Education- Liana Graham, CMP
- Director Special Events- Alisa Caldwell, CMP

MEMBERSHIP NEWS

Did You Know?



The Member Care team has called 1,289 D/FW Chapter members during the 2013-2014 term and they're not done yet! The calls were to thank new members for joining, for renewing their membership and

check in with members at mid-year. Way to go Membership!



Here is some new or fun APPs or Technology to use. If you have a new tool to share with our members, send them to us to publish in our next issue:

•[Vado Via – Travel](#)

•[Camcards- business card management](#)

•[Check in easy- registration check in real time](#)

It's been my privilege to be your VP this past year and implement new ways to communicate with you.

Regards and humbly

Dana Rhoden, CMP/CMM
VP Communications - 2013-2014