

A Message from the President....



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ALL IN!: Defining Our Culture and How To Embrace It

In last month's message from the President, I asked ALL of you to be ALL IN! I included some of the usual encouragements like attending meetings or serving on a committee. But, if you happened to dig a bit deeper into my message, you heard me talk about a "culture"... a culture of commitment to listen, to pay attention and to engage at ANY level that works for you; in some way, large or small, with a lot or a little amount of time, to engage in the ongoing conversation and to be part of the fabric of MPI D/FW.

Let's look at two definitions of "culture":

1. The sum of attitudes, customs, and beliefs that distinguishes one group of people from another;
2. The total range of activities and ideas of a group of people with shared traditions.

What is the sum of attitudes, customs and beliefs that distinguish the MPI D/FW Chapter from any other organization or chapter?

If I were to ask you to tell me about the current culture of our organization, the D/FW Chapter, how would you respond? More importantly, would your response align with your own vision of what you think it could be and should be or would it something completely different?

Am I making you think hard? Good, I'm trying to because that's where the "conversation" begins!

Last month, I sent a special email message to ALL chapter members called *Tony Talk*. This is part of the conversation; me talking to you about our chapter, and YOU talking back to me and to others about our chapter's programs and services, good, bad or indifferent. This is one thing that ALL members can do with minimum effort. Just think how far we can go when we take the next step and act on the conversations. When take what we learn in the process and turn that into something useful for others we define the culture of our organization.

The next time I send you an issue of *Tony Talk*, I may ask you to do something that can help the Chapter in some way. It may be as simple as responding to as few as 3 or 4 question to get your feedback on something, to ask you to communicate an idea to others about our chapter or how we might better serve YOU!

Whatever it is, listen up, engage, join the conversation. Be ALL IN!



Updates from Collin College...

COLLIN COLLEGE STUDENT CLUB



MEETING PROFESSIONALS INTERNATIONAL

Students from the MPI Collin College Student Group had the privilege to tour the MPI Global Office on May 28th, 2015. Although it was challenging for the students to break away during a class day, they managed to have a small group of 9 students in attendance.

The visit was organized by Timothy Gunn, MPI Global Manager of Member Engagement, who ensured that the students were able to speak with primary members of the leadership team. They were given a warm welcome by Paul Van Deventer, the President & Chief Executing Officer of MPI Global, and Michael Woody, the Chief Operating Officer.

They were lead through a panel discussion including Diane Hawkins, Senior Director of People & Performance, Teri Harper, Lead Manager of Events, Kristi Johnson, Marketing Manager, and Elyse Andersen, Manager Client & Sales Services. It was an open discussion forum where the students could have their individual questions answered about how MPI can help them through their careers.

Thomas Blasucci, Manager of People & Performance shared some wonderful tips on how to fine tune your digital resume. It was a great presentation.

Lastly Timothy Gunn, Manager of Member Engagement, shared on how we could get the maximum benefits of being MPI Paid members and how to maintain it after graduating from college. Refreshments concluded the informative and interactive session. The students proclaimed that it was certainly worth the effort and the drive up 635!

August Chapter Experience



Join us for A Night At The Races at Lone Star Park in Grand Prairie on August 27th. There will be a welcome reception with Make Your Own Cocktail team event and a Wear Your Best Derby Hat contest!

When: August 27, 2015

Where: Lone Star Park

Time: 5pm - 6:30pm - Registration

5:30pm - 6:15pm - Welcome reception and networking

6:15pm - 7pm - Interactive - Handicapper to explain horse race betting and how it works, how to read a tip sheet, how to place wagers,

Para mutual betting, etc. Will assist with placing bets

7pm - 8pm - Make Your Own Cocktail (team event)

7pm - 8pm - Wear your best Derby Hat contest

8pm - 9pm - Networking and horse race betting

8:45pm - 9pm - Prizes awarded

9pm - Departure

MPI Member - \$15

MPI Non Member - \$20

Student - \$15

Pre-Payment by Credit Card is required.

ON LINE REGISTRATION CLOSSES on Monday, August 24, 2015 at 5:00 P.M.

[Register](#)

Location and directions

Lone Star Park Grand Prairie
1000 Lone Star Pkwy
Grand Prairie, TX 75050
(972) 263-7223
<http://www.lonestarpark.com>

Located just 1/2 mile north of I-30 on Beltline Road. Lone Star Park is accessible from Gates 2-5 from Beltline Road

*Guests to park in Valet lot next to East Grandstand entrance. This will be self parking only and there is no fee.

Upcoming Events

August

11th - Board of Directors Meeting

17th - CMP Informational Session

27th - Chapter Networking Experience Lone Star Park Grand Prairie

31st - CMP Study Groups Fall 2015

September

8th - Board of Directors Meeting

14th - CMP Study Groups Fall 2015

21st - CMP Study Groups Fall 2015

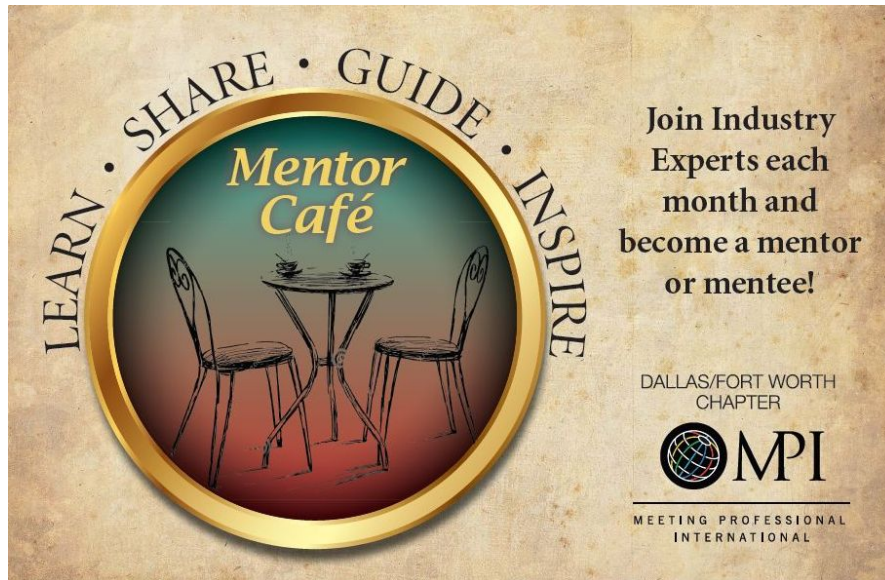
24th - Chapter Experience

October

5th - CMP Study Groups Fall 2015

12th - CMP Study Groups Fall 2015

19th - CMP Study Groups Fall 2015




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DALLAS/FORT WORTH
CHAPTER

 **MPI**

MEETING PROFESSIONAL
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Monthly Membership Renewal

It's No Secret, Membership is Up!

We have a lot of reasons to celebrate. For the 2014/15 term, membership retention in the MPI D/FW chapter ended at 77.74% up 6.08% from the same time last year! We so pleased to also report that the chapter also 5% year-over-year.

We value all members tremendously and thank you for a fantastic year!

WELCOME BACK to the following members:

Shirley Agustin-Special Events Assistant, University of North Texas

Jim Brouchard-Executive Director, Black Belt Mindset Productions, LLC

Kay Burke-Director, Global Sales

Melissa Heininger- Sales Manager, Hilton Fort Worth

Nann Philips-Business Development and Exhibits Director, Dallas HR and The HR Southwest Conference

THANK YOU to the following members for renewing their membership:

Aaron Avellanosa-Account Executive, Freeman Audio Visual

Chuck Bauman-Senior Vice-President, Encore Event Technologies

Deanna Beckham-Associate Director of Group Sales, Warwick Melrose Dallas

Jena Brooks-Manager Event Planning, BNSF Railway

Paula Bruton-Meeting Planner, MUV

Stacie Ehler-Event Manager, Society of Petroleum Engineers

Joyce Fletcher-Account Executive, Knock-Out Specialties, Inc.

Susan Fox-Independent Planner

Cheryl Hopkins-National Corporate Sales Manager, Irving Convention & Visitors Bureau

Janet Johnston-Event Manager, Retired

Michelle Lemay-Patten-Manager Sales & Operations, Dallas Fan Fares, Inc.

Sandra Lindstrom-Senior Director Conference & Meeting Services, VHA

Matthew Marcial-Senior Director of Events, MPI

Natalie Nemece-Event Manager, Raytheon

Jonathan Richards-Manager Corporate Gifts NW, Mexico & Europe, Maui Jim Sunglasses

Jorge Rivas-Director Conferences & Events, T.D. Jakes Ministries/The Potters House
Coleen Robbins-Director Conference & Event Planning, Texas Baptists-Baptist General Convention of Texas
Janna Timm-Regional Director of Sales, Southfork Ranch & Hotel
Jennifer Wasserman-Director of Sales & Marketing, The Highland Dallas
Amanda Westlake-Catering Sales Manager, The Westin Stonebriar Resort
Katrina Weyland-Specialist & Government Affairs, Electric Cooperative of Arkansas
Tammy Williams-Senior Sales Manager, La Torretta Lake Resort & Spa
Robert Wilson-Director of Sales, RC Photographic Productions



A BIG WELCOME to our new chapter members:
Marcia Bradley- Senior Event Manager, Hilton Anatole Dallas
Chloe Calloway-Events Coordinator, University of Texas at Dallas
Unique Carey
Meredith Commender-Event Coordinator, Significant Events of Texas
Peter Cwalino-Senior Sales Manager, Crowne Plaza Hotel Dallas Downtown
Kim Dooley- National Accounts Manager, Visit KC
Samantha Elliott-Meeting Planner, Texas Society of CPA's CPE Foundation, Inc.
Marlene Garrett-Director of Meetings & Education Services, American Fire Sprinkler Association
Alex Luna
Holly Maldonado-Sales Manager, Sheraton DFW Airport Hotel
Danielle Marshall-Marketing Specialist, Weaver
Karen Metcalf-Project Director, Young Presidents Organization
linh phu-Student
Randy Roberson-President, Randy Ro Entertainment
Misty Ruger-Sales Manager, Creative Cuisine
Kristi Walker- Incentive Planning and Operations Manager, World Ventures
Conchevia Washington-National Accounts Manager, Philadelphia Convention & Visitors Bureau

Save the Date for September's Chapter Experience!

Hot Venues in D/FW!

When: September 24, 2015
Where: House of Blues

Time: 11:00 am - 11:30 am - New Member Orientation & Mentor Café
11:00 am - 11:45 am - Registration & Networking
12:00 noon - 1:30pm - Luncheon and Program

Event Recap-Chapter Experience

Planning the July MPI experience was a fun & rewarding way for Chair Tiffany Smith & Vice – Chair

Jordan Lambert to get involved behind the scenes of MPI! Sincere thanks to the staff of Westin Park Central, as they functioned as an extension of the E&E Committee while working with Tiffany & Jordan to create an experience that would be enjoyed by every attendee. Special thanks also to the amazing showcase participants – each of you added a unique element to the networking that we are excited to continue seeing at these events! We had a blast being “All In” in July!



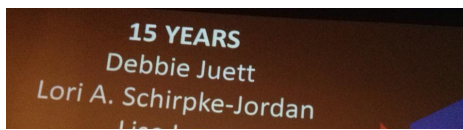
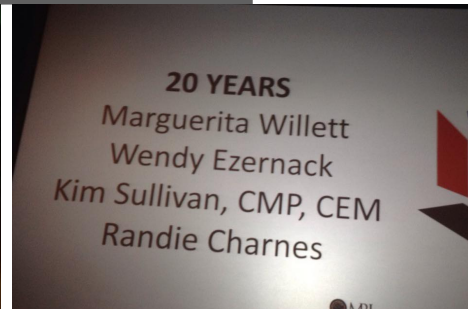
miss jordan lambert
experience designer

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jordan@iDesignMeetings.com



Photos from the Chapter Experience



Lise Lang
 LaDenna Franks, CMP
 Dee Jacobs, CMP
 Patricia Hughes, CMP
 Robert Wilson

10 YEARS
 Adi Borovick, CMP, CMM
 Neva Fanelli, CRS
 Donna Reed
 Angela Goodell
 Carrie Huff, CTA
 Josie Betts, CMP, CPS/CAP
 Sean Ewell
 Allyson Singer, CMP
 Alison Kieckhafer, CMP

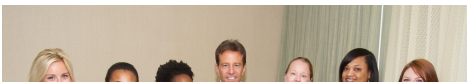
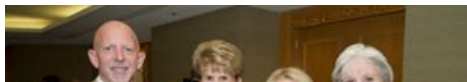
10 YEARS
 Deborah Cohen, CMP, CMM, CTA
 Stacie Ehler
 Christine Nathan, CMP
 Heidi Pamplin
 Kelly Moore

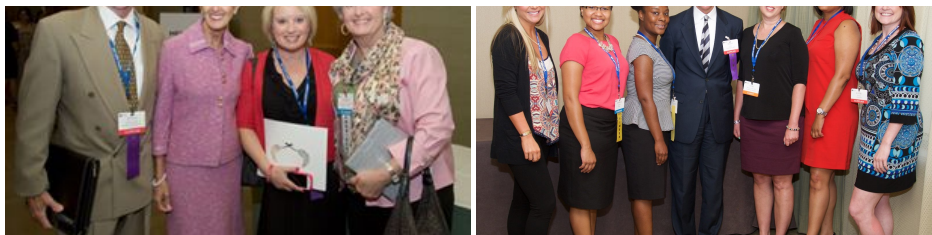
5 YEARS
 Susan Levick, CSEP
 Michael Pinchera
 Judy Webster
 Tom Santora
 Jill Flanders
 Courtney Clements, CMP
 Anna Blakeley
 Tara Smith
 Robyn Schimmels

5 YEARS
 Jason Oxley
 Theresa Cohagen, CSEP
 Janine McBee, CMM, CUDE
 Deanna Beckham
 Amy Chao, CMP
 Beverly Buehler, CTC, CTIE
 Chuck Bauman
 Matthew Marcial, CMP


 Spirit Award
 Katie Henson, CMP

PERFECT ATTENDANCE
 Erin Lucia
 Nicole Stokes
 Amanda Wells, CMP, CTA





Become a Sponsor



Finance and Sponsorship's Team would like to remind you that without our sponsors, we can't afford to continue to hold great events with quality speakers and educational content. Suppliers, we ask that you please consider investing in our chapter through one of the cash sponsorship -[click here](#) - or advertising - [click here](#) - opportunities that are available to you. You don't have to be a member to sponsor an event- although we would love for you to join as well!

Looking for ROI-- Here are a few quick facts--

**650 Members in DFW Chapter- 5th largest in the US*

**Buying Power in the DFW Chapter is \$861 Million Dollars*

**Membership breakdown: 46% Meeting Planners/48% Suppliers/ 6% Students*

**21% of our planners book meetings in the southwest, 14% in Midwest, 14% in Northeast and 12% in Mountain Regions of the US with the rest being other destinations.*

**Dallas is a top meeting destination due it is a central location where most fortune 500 companies have a presence making it an ideal location to meet some of the industries most influential planners and buyers.*

Sponsorships-- Monthly sponsorship opportunities are available for all our events-- Those suppliers who have a desire to promote their destination, product of service should contact Kelly Moore, VP of Finance and Sponsorships. - VPFinance@mpidfw.org or Roma Giordano at DirFinance@mpidfw.org

Our Sponsorship team will work with you and your budget to get you in front of our MPI D/FW Monthly Chapter Audience.

Advertising-- with the launch of our new website- we are looking for a premier website sponsor as well as monthly advertising spots are available as we get ready to launch. Don't miss an opportunity to get yourself in front and center of the chapter as there will be lots of energy and excitement surrounding the launch of the site.

*Contact Kelly Moore, VP of Finance and Sponsorships - VPFinance@mpidfw.org or Roma Giordano at DirFinance@mpidfw.org

Sponsor Spotlight

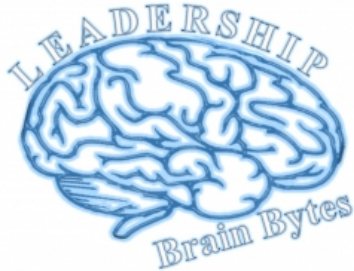
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VALLARTA . RIVIERA MAYA
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Competence – If You Build It. They Will Come:



Competence goes beyond words. It's the leader's ability to say it, plan it, and do it in such a way that others know that you know how – and know that they want to follow you. ~ John C. Maxwell

Where do you stand when it comes to getting the job done? Do you attack everything you do with fervor and perform at the highest level possible? Or is good enough sometimes good enough for you? When you think about people who are competent, you're really considering only three types of people:

1. Those who can see what needs to happen.
2. Those who can make it happen.
3. Those who can make things happen when it really counts.

When it comes to your profession, where do you consistently perform? Are you a thinker, a doer, or a clutch player? The better you are, the greater potential for influence you will have with

Quoted from: The 21 Indispensable Qualities of A Leader - John C. Maxwell





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If you're comfortable getting your hands dirty and want to delve into advanced email design and development techniques, check out our [Email Design Reference](#), where you can get a more in-depth look at how email works, learn about email design principles, and how to code your own email templates.

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A Member Communication for MPI D/FW Members*

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