

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

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### Mark Your Calendar Now to Attend the 2005 Monthly Programs

January 27, 2005  
February 24, 2005  
March 24, 2005  
April 28, 2005  
May 26, 2005

#### 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.

## Reflections of What Really Matters In Life....

By Betty Garrett, CMP  
Garrett Speakers International

Turkey, mistletoe, eggnog, bright colored lights...all bring thoughts of nostalgia as we reflect over this holiday season. As we scurry about with our holiday cards, shopping lists, decorating ideas, etc... we never seem to have enough time to reflect upon how blessed we are with our friends and family.

Sometimes we have to be hit with a baseball bat to get us out of the capitalistic mode and into the real reason for the holiday season. As you are aware, this has been a very challenging time for the Garretts but we could not have made it through this without your support, caring and just being there for us. The cards, phone calls, food, financial and mental support have played an important part in our lives knowing we could call you for additional support.

Holidays are to be shared and cherished with family and friends. So why do we go overboard during the holidays, stressing and placing ourselves in debt when the meaning of life is so precious to us? One never knows from one day to the next how priceless our lives are. We take so many things for granted...loved ones, jobs, friends and relationships. We allow this world to go by too quickly...we need to stop and smell the "roses," the holiday scents, give thanks for being alive and for the little things that really matter. We are here for a purpose.

There is a special book we recommend reading because it discusses coincidences and things happening for a reason. When God Winks by SQuire Rushnell (yes, the Q is supposed to be capitalized) reinforces the philosophy that God has a bigger plan for us. You have blessed our lives with your friendship and love and that is the true meaning of the holidays.

#### Note from the Editor:

Knowing that Betty and Gene were going through such a trying time in their lives with Gene's illness, I approached Betty in October about writing the cover story for the December issue of The Current. I was seeking an article from Betty's perspective that would help remind each of us to stop for just one minute from our busy, jaded lives to reflect on what's REALLY important in our lives.

After my next call to Betty requesting she send a holiday picture of her and Gene to use with the article, it was with great sorrow to learn that Gene passed away.

Our hearts go out to Betty...In the sorrow of saying good-bye to Gene is also the joy of every single member in the MPI D/FW Chapter knowing that the life Betty and Gene experienced together was a rich life in which they equally embraced their love for each other and, as a couple, shared their wisdom and friendship freely with all of us...their love has proven to be an inspirational guide for so many of us over such a long period of time.

Savor the holidays with friends and family for what they're really all about...and never be afraid to "feel the love!"  
Patty Markley, CMP, Managing Editor - The Current, MPI DFW Chapter



Christmas 2003 L to R: Ed Thomas (Betty's father), Nell Thomas (Betty's mother), Lloydelle Hopkins (Family friend), Betty and Gene Garrett

DALLAS/FT. WORTH  
CHAPTER



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# A Message from the President

This column is very hard for me to write today. Our chapter has lost a very dear friend, as Stephen Foster called him, a "partner" to our chapter. Gene Garrett supported Betty in all of her endeavors with this chapter, always beside her, always smiling and always with warmth and compassion he was there for us. Gene was very special to me. Whenever I needed to call Betty for mentoring I always looked forward to him answering the phone. Whatever situation I had at hand where I needed guidance, Gene answering the phone with his humor and sensitivity made me feel better. Any anxiety I was feeling at the time would immediately begin to disappear. He took the time to ask about how I was doing and how my family was. He would make me laugh and by the time I spoke to Betty I knew there was nothing that could not be solved.




Melissa S. Logar, CMP  
2004-2005 President

Because of Betty and Gene's passion for our chapter, they made many close friends. These friends were not just considered chapter members by acquaintance but true family and friends. What a special association we are. We give time and resources to the chapter but we do not just receive business opportunities back; we also receive friendships that are lasting, rewarding and cherishing. Some new members may perceive these friendships as cliques, but this is not so. The reality is that these members have developed true friendships with a wonderful support network.

It is marvelous how our members rally around each other. Our members help each other through loss of family and friends, unemployment, mentoring and just help each other survive life as we know it. I feel privileged to be associated with this chapter and am truly blessed with the friendships I have made within MPI.

The holidays are upon us and we all need to stop and reflect. Take nothing for granted. Make special memories with your loved ones. Just enjoy life.

Keep this quote in mind: *Nothing seems so tragic to one who is old as the death of one who is young, and this alone proves that life is a good thing.* - Zoe Atkins

Everyone please have a wonderful holiday and make that New Year's resolution to slow down and take the time for you, your family and your friends. 

*I am seeking, I am striving, I am in it with all my heart.* - Vincent Van Gogh





Kim Zoller

# “CURRENT” AFFAIRS

## Holiday Gift Giving Etiquette

By Kim Zoller  
Image Dynamics

The holiday time of year can be difficult when trying to figure out what kinds of gifts to give to your clients, your coworkers, your boss, and/or your employees. Giving a gift at the holidays is a chance to say “thanks.” It is not important to give something overly substantial in order for the gift to be appreciated. Here are some tips in holiday gift giving...

For clients: The first thing you need to do is check your clients’ policy on receiving gifts. If there are no restrictions, select a personalized gift that is going to say “thank you.” \$25-\$100 is an appropriate range which will be determined by the amount of business your client does with you. Make sure that you do not give them something that is going to embarrass them or make them feel obligated in any way.

Here are a few creative suggestions that will be remembered:

Charitable donation made in your clients’ names: This is a wonderful gesture for all clients and is a great idea for those clients who have a “no gift” policy. The amount is not disclosed, just the fact that a donation has been made in their name. Choose a charity that will not be offensive to anyone: for example: Ronald McDonald House (children with cancer); American Cancer Society; Multiple Sclerosis...

Items with logos are popular. When trying to differentiate yourself - pick unusual items that appeal to individual tastes. Examples: soft briefcase, golf balls, garment bag, gym bag. Wineries are actually private labeling wine with company logos on the label. This is a wonderful gift for clients who enjoy wine. Note: Give gifts that fit your client. Giving wine to a non-drinker is inappropriate, and giving a gym bag to someone who does not work out does not serve your purpose.

Desk items are very popular because they are fairly inexpensive, but many times are given to someone else or put in drawer.

Gift certificates to a fantastic new restaurant in town, that will be convenient for your client, are a great idea. Keep in mind that this gift can be forgotten once the certificate is used.

For **Employees:** Assistants must be given a gift. The years of service dictate how substantial the

gift should be. If giving a gift to other employees in the office, no one must be left out and either the same gift or comparable gifts should be given to everyone. \$15-\$25 is appropriate for the office, \$25-\$100 is appropriate for an assistant.

### Suggestions:

- \* Candy, perfume or a scarf for a woman (make sure with perfume you know what the person wants)
- \* Jewelry for an assistant who has been with you for a substantial amount of time
- \* Aftershave or a tie for a man (make sure with aftershave you know what the person wants)
- \* Daytimers &/or calendar
- \* A gift certificate is less personal but may be easier for both of you.
- \* Gift baskets are nice (food, bath products)

**For Employers:** In general, employees do not give gifts to their employers, but there is nothing wrong with doing so if the gift is neither too expensive nor too personal. Joint gifts from the entire staff are a great idea and may be less embarrassing for the employer and less expensive for the employee. \$10-\$15 per person is appropriate.

### Suggestions:

- \* A bottle of wine
- \* A gift certificate to a restaurant for two
- \* A scarf or a tie
- \* Personalized stationary

**For Coworkers:** When exchanging gifts with coworkers it is important not to alienate anyone or leave anyone out. If only giving a few people gifts, do it at lunch or not on company time. Drawing one person’s name out of a hat and putting approximately a \$15 budget on the presents is a great idea, which includes everyone and will probably be less expensive.

- \* Bath products
- \* Candles
- \* Wine
- \* Cigars (for those that enjoy them)
- \* Tie
- \* Stationary
- \* Cooking accessories
- \* Movie tickets
- \* Picture frames
- \* CD’s or books (or a gift certificate to a book store)

This is a wonderful time of the year to say “thank you, and I appreciate you and what you are doing.”



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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](http://www.mpiweb.org).

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## Chapter Nominations Process Begins

Steven G. Foster, CMP  
Nominating Chair

One of the most important functions of the MPI D/FW Chapter begins this month with the forming of the Nominating Committee to seek qualified members for leadership positions as officers and directors for the 2005-2006 chapter year.

This chapter needs YOU. Our chapter is built on conscientious, hard-working passionate volunteers. People like YOU are the reasons that D/FW is a great chapter and serves as a benchmark for other chapters. Everyone brings valuable, special gifts to this chapter through his/her volunteerism. If you have led in another organization, your community, your workplace or have always wanted to have a leadership role, this is the opportunity to try your skills in a supportive organization.

### How does the process work?

**Step 1:** The Nominating Committee is formed with the Immediate Past President serving as chair. Since the chapter does not have someone in that position currently, the chapter President may appoint a past-chair of the committee to serve again. The composition of the Nominating Committee is reflected in the Chapter's Policies. The Nominating Committee will be comprised of an equal number of planners and suppliers.

No member of this committee is eligible for election to the board. Both Chapter President Melissa Logar, CMP, and President-elect Tamra Hughston, CMP, will serve on the committee to provide insight on the coming Board year. And both will serve in 2005-2006, as previously elected.

**Step 2:** The Nominating Committee is to seek the input of the membership through the use of the insert "Candidate Interest Form." The committee uses this data to make an informed decision. Any member wishing to serve must complete the enclosed form and return it as indicated by January 27, 2005.

You can nominate yourself or identify a member you feel has demonstrated involvement and service to the Chapter, through a commitment to serve and lead. The Nominating Committee requests your help in developing a pool of outstanding candidates in order to create a strong slate of officers and board recommendations for the March 2005 elections.

As previously approved by the International Chapter Leadership Committee (ICLC), the composition of the Board allows uniformity of all board positions. MPI Chapter Boards are made up of 17 chapter members (seven officers: President, President-elect, Immediate Past President, Vice Presidents of Education, Finance, Membership and Communications, and ten board members: Leadership Development, Monthly Programs, Professional Development, Special Events, Strategic Alliances, Recruitment, Member Care, Marketing, Advertising and Public Relations). Be sure to review the Candidate Interest Form for a synopsis of job descriptions. Active chapter members are eligible for 15 of the board positions, as 2004-2005 President Melissa Logar, CMP will become Immediate Past President, and President-elect, Tamra Hughston, CMP will be named 2005-2006 chapter president.

**Step 3:** The proposed slate and ballot will be presented to the membership as an insert in the February issue of the CURRENT along with a call for additional nominations.

**Step 4:** The ballot and slate will be mailed to the membership on March 1; it must be returned by March 15, 2005.

**Step 5:** The new Board will be presented to the membership at the March Chapter meeting.

**Involvement and Commitment:** The Nominations process is so important and your participation is vital to ensure that we continue to secure qualified members to lead us.

Take the time to consider yourself and other members as potential candidates. Talk to current or past board members for their insight on the commitment needed to serve on the D/FW Chapter Board of Directors.

Questions? Contact Steven G. Foster, CMP by email: [stevenfoster@circlerranch.org](mailto:stevenfoster@circlerranch.org)

**Holiday Luncheon: Thursday, December 16, 2004 • 11:00 a.m.**



# “Home for the Holidays”



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**FOUR DAY WEEKEND**  
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Thursday, December 16, 2004

## The Adolphus Hotel

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

### Complimentary Valet Parking

Advanced Member Price	\$ 35.00
Advanced Guest Price	\$ 35.00
Onsite Price	\$ 40.00

(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.)

### Host Facility

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The personal service and architectural splendor of a bygone age are what set The Adolphus apart. In 1912, beer baron Adolphus Busch had a vision of bringing the fortune and flamboyance of the early Jazz Age to Dallas. From the finest furniture to noted works of art, The Adolphus is filled with a sense of European grace and refinement.

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### DIRECTIONS

#### From the North:

Central Expressway to Waco/I-35 exit (Woodall Rogers) to Field Street exit. Take Griffin to Commerce and turn left on Commerce. The hotel will be located on the left side of Commerce.

#### From the South:

I-45 exit Main Street. Take a left on Griffin, a left on Commerce. The hotel will be located on the left side of Commerce.

## DON'T MISS THE JANUARY CHAPTER MEETING

**Thursday, January 27, 2005 • 11:00 a.m.**

### Top Industry Issues Affecting the Meeting Industry



Camille Keith  
Southwest Airlines

Special Guest Speaker Camille Keith, Vice President of Special Marketing, Southwest Airlines

As the Meetings Industry and the world continue to evolve at warp speed, it's important that we pause long enough to address our own industry's issues in order to not only be prepared for where our industry is progressing, but be prepared to LEAD!

Join us in January to learn from Camille what the Top 3 Industry Issues are and how we can positively respond to the changes that inevitably impact our profession.

# October Meeting Highlights

## Online Travel - Friend or Foe?

By Jennifer Mang

*A journey of a thousand miles begins with a single step. —Confucius*

The world has changed quite a bit since 550 BC, but the wisdom of this ancient Chinese philosopher remains applicable even in today's technology-heavy environment. Perhaps, one slight modification is in order . . . "A journey of a thousand miles begins with a single click." Consider a staggering statistic - 50 million travelers book via the Internet. With 63% of Americans online, the internet is not going away. In fact, a recent study suggests that 50% of these Americans prefer email to phone for business communication. At the October meeting, founder and former CEO of Travelocity.com Terry Jones provided some insight on how the travel industry is being affected by the Internet.


According to Mr. Jones, travel is a perfect product for the internet. First, travel destinations and accommodations are best explained through visual and sensory means-graphics, audio, video-which can be quickly and easily viewed on the Internet. In addition, price sensitivity due to travel date, fuel prices, etc. are most easily updated through a dynamic medium like the Internet. Currently, 50% of Internet subscribers look online first before making a purchase, so Mr. Jones points out that these consumers are actively "searching . . . not surfing" the Internet.

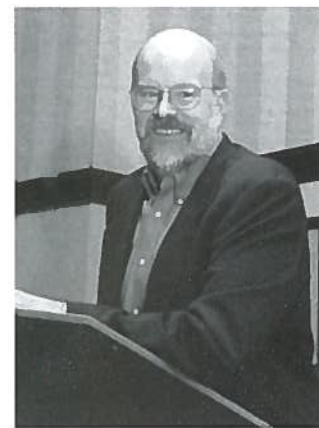
Three strong trends-brand dilution, dynamic packaging, and email marketing-can and will affect the travel industry as we know it. With the advent of search-and-compare websites like Travelocity.com and Hotels.com, price and location are becoming the most important drivers in the consumer decision making process. Brand name airlines, hotels, and rental car companies are becoming increasingly less important. In addition, "dynamic packaging" is becoming more and more prevalent as these websites package airfare, hotel, and rental cars in one purchase for a lower price than the sum of the individual components. This type of cross-selling provides added convenience for the consumer while simultaneously increasing profits. Finally, these web-based companies can monitor the buying trends of customers, which allow them to target consumers more effectively with tailored email marketing plans.



*(L to R): Loretta Howard - Corporate Sales Manager, Cindy Day - Director of Catering at the Sheraton Grand Hotel - DFW Airport.*

and the availability of dynamic packaging to meeting/convention attendees.

As online buying becomes more prevalent, companies should embrace the opportunity to adapt. Perhaps even more prophetic than statistics, studies, and trends are the words of Charles Darwin, "It is not the strongest of the species that survives, nor the most intelligent, but the ones most responsive to change." 



*Terry Jones,  
Founder of Essential Ideas*



*Sponsors (L to R) are: Jennifer Brown (The Westin Galleria Dallas Hotel), Lucy Shemilt (Sheraton Steamboat Resort), Monique Mohr (Westin Riverwalk), Todd Robbins (The Westin Kierland Resort and Spa), Renee Karlin (Sheraton Wild Horse Pass Resort & Spa), Allison Weatherly (The Houston Galleria and Oaks Hotel), Ronnie Collins (The Wigwam Resort).*

With increasing rates of adoption, the Internet poses a palpable risk to businesses in the travel industry. Mr. Jones predicts that consumers will increasingly bypass traditional routes and buy more frequently online.

Moreover, more and more Internet companies plan to move into the profitable business of meetings and conventions. Fortunately, there are opportunities for meeting planners and hotels to reinvent themselves and take advantage of the current trends. For example, Mr. Jones encourages the sale of more add-on products, automation of complex processes like registration and catering orders,



*October Program Committee: Heather Cornwell - Texas Instruments, Bill Reeser, CMP, CTS - AVW-TELAV, Peg Wolschon, CTP, CMP, Terry Jones, Speaker, Michele Lucia- ADL Associates, David Abadie- Medieval Times.*

## November Meeting Chapter Partners

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

**Featured Facilitator**  
Al Lucia

**Facilitator Sponsor**  
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**Featured Speakers**  
John M. Cone, Esquire  
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Jolene Thrasher, CMP  
Renaissance Dallas Hotel

## November Meeting Highlights

by Lisa South, CMP, CSEP  
(Absolute Solutions Meeting & Travel)

Al opened the meeting by posing a scenario for discussion during lunch. A DMC has proposed a great idea to you for a theme party. Do you a) hire the DMC to execute the program, b) pay them a consulting fee and do it yourself, or c) say thank you and move on? This generated quite a bit of discussion during lunch, causing many to examine how they conduct business. The right answer is to hire the DMC to execute the program, of course!



Moderator Al Lucia poses some challenging questions to our guest speakers, John Cone and Marc Hubbard.

After a wonderful fall-themed lunch, Al came back to the stage and welcomed our panelists to discuss this question and others. John Cone stated, "The law has a hard time protecting an idea." And yet there are ways to protect yourself.

- When presenting an idea, put it in writing. Make sure your client understands they are not allowed to use your idea unless contracting with your company.
- Ideas must be new or creative to be protected. Offering a reception isn't new or novel but how it flows or the theme / decorations can be.
- The more detail provided in the proposal, the more proprietary. The purchaser should understand the ethics and correct use of this information, as ideas are what many aspects of our industry are all about.

Continued pg. 9



Program Committee: Nancy Simonieg, Gloria Ford, CMP, Lynn Lewis-Bjostad, CMP, Jolene Thrasher, CMP, Cate Johnson, seated - Maria Lianez & chair; Lisa South, CMP, CSEP. Not shown: Julie Johnson, CMP, CMM, Laura Moore, CMP and Bill Reeser, CMP, CTS.



Thank you to the wonderful staff at the Renaissance Dallas Hotel...the lunch menu was spectacular and the service superb.



# KNOWLEDGE *is* POWER!

By Jan Gillin and Nichole Hahn

"Our first educational workshop held on Saturday, November 13, 2004 was a success," said Jan Gillin, Chair for the event. Everyone who attended enjoyed the hands on and interactive learning. Karen Arnold, AVMG, Inc. said, "I enjoyed today, it was a very rewarding and positive experience." Devon Jay, Hilton Park Cities exclaimed, "It was great!" and volunteered to help organize future educational events. Cathy Carey, Vital Church Ministries said, "Classes were great! More Excel! Specific planning on how to set up own forms or tweak someone else's!"



*Marti Fox, CMP, CTC, GlobalGoals, Inc.*



*Charlotte Hudgin,  
The Armchair Investor*

Our speakers were excellent! When we asked various attendees what they thought we should share with everyone, we weren't the least bit surprised that they said to share the quick tips from Charlotte Hudgin's, The Armchair Investor, session on "Wow'em, Speaking with Power and Impact." Charlotte not only added pizzazz and energy to the closing session but also had everyone standing up and speaking! Here is a quick recap of her most excellent tips:

- Speak Louder** than you think necessary
- Enunciate** more clearly than you think necessary
- Take Out Ums and Ahs**
- Stand Still** with hands at your side much of the time
- Use Purposeful Hand Movements** for emphasis
- Make Eye Contact** with Everyone in the room
- Use Vocal Variety**
- Speak in their Listening Style**
- Listen, Listen, Listen**
- Use Power Words**



*Katha Black, Katha Black Entertainment & Jan Gillin, PRSM, Chair of the Educational Conference.*

There were too many excellent tips to recount from the basic Excel course. But now there are 25 Additional members who can answer your spreadsheet questions.

Marti Fox, CMP, CTC, GlobalGoals, Inc. shared her awesome experience with us and taught us very valuable tips on Writing RFP's. Of course the most important tip she gave is to give as much information as possible to the sites you are considering.

Neil Pflum, The Musical Motivator, entertained us at lunch and taught us that Change is Good, Really! He then kicked the afternoon sessions off and taught us how to acknowledge and give feedback. He reminded us that we need to seek permission to give solid feedback.

Our event was sponsored by the Granbury Convention and Visitors Bureau. Without their awesome support we would not have been able to produce this event at no cost to our members. Thank you Brenda Miller for supporting this event! Brenda even gave away a Romantic Weekend Get-A-Way for two.



*Julie Hinton, Adam's Mark Hotels and Resorts; Crystal Simmons, President TEMM Travel Club DEX; Marle Hernandez, 1st year TEMM Student; Kay Burke, JC Penney.*



*Neil Pflum, The Musical Motivator*

Our winners: Katha Black, Katha Black Entertainment won the Romantic weekend Get-a-Way to Granbury donated by our sponsor Brenda Miller, Director - Granbury CVB. Tony Cummins won the Irish Crystal decanter donated by the Nugget Hotel and Casino, Reno, Nevada.

Finally, a great big thank you to the members of the Richland College TEMM group (our future planners, hoteliers and suppliers!) and their advisor M.T. Hickman, CMP, CTP for their support, participation and onsite manpower.



# EDUCATION NEWS



Jim Monroe,  
CMP, CSEP

## DFW MCI NEWS

By Jim Monroe, CMP, CSEP  
Chair of Multicultural Initiative, MPI D/FW Chapter

I just returned from the MPI Multicultural Initiative Committee quarterly meeting in Philadelphia, and exciting things are happening! The foundation is being laid for the development of best practices and procedures for increasing multicultural contact. A new relationship between national and chapter multicultural leadership is evolving. Chapter multicultural leaders are being invited to participate with the international committee at future meetings, (although currently there are no funds to underwrite costs).

This new working relationship should provide an effective delivery system for programs and practices from national to the chapters, with an open conduit for feedback and evaluation. The national initiative will be delivering a Multicultural Toolkit within the next few months and in the near future look for "Culturegrams" that will offer tips and practical suggestions for increasing multicultural business opportunities and intensifying multicultural business relationships.

Exciting things are also happening here in the DFW Chapter. The Chapter Demographic survey is in the process of being implemented. Please participate when you receive the survey via email. The survey will be entirely voluntary, individual respondents will be entirely private and we promise it will be short! Just like you when you plan a meeting or event, we need to know the demographics of our participants in order to deliver relevant information and focused programming. AND, you could win a free MPI Luncheon!

We are preparing for an exciting spring program to be part of the April 2nd Education Day, and we are looking for ways to "grow" our relationships with the Dallas Black Chamber of Commerce and the Greater Dallas Hispanic and Asian American Chambers of Commerce.

Interested MPI members who would like to know more about the DFW Chapter Multicultural Initiative (DFW MCI) are encouraged to contact me, Jim Monroe, CMP, CSEP at jim@jmonroe.com. Let me know if you would like to be on the committee email list. Meetings are held semi-monthly at ethnic restaurants, on various weekday evenings. 🌐

## MULTICULTURAL CALENDAR

- December 8 — Bodhi Day (Buddhism)
- December 8-15 — Chanukah (Jewish)
- December 12 — Feast of Our Lady of Guadalupe (Catholic-Mexican)
- December 21 — Winter Solstice (Wiccan, Secular)
- December 25 — Christmas (Christian)
- December 26 — Kwanzaa starts (African Culture)
- December 26 — Zarathosht Diso (Zoroastrian)
- December 26 — Interfaith Gathering (Friendship Among Faiths Committee of Dallas)

## WEC 2006 WILL BE HELD IN DALLAS...IT'S CLOSER THAN YOU THINK!

The MPI D/FW Chapter will be an intricate part of WEC 2006 as hosts to our MPI friends from all over the world!

Watch for more information in coming months as details unfold.

WEC 2006 Conference Dates: July 9-11, 2006

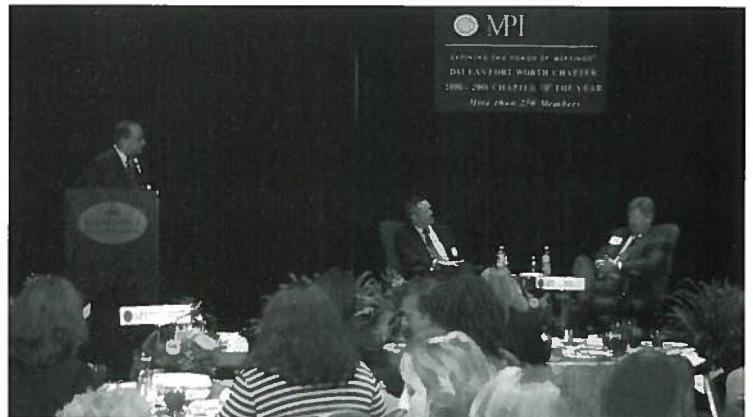
## Nov. Meeting Highlights *continued from pg. 7*

The copyright process is as simple as writing an idea out. To register the idea, fill out a form, submit the processing fee and submit a sample. Patents are much more complicated. Both John and Marc recommended contacting a Patent Attorney. A common mistake is that many believe by incorporating a business that trademark laws now protect the name. This is not true. If you're unsure about a name, go to [www.uspto.gov](http://www.uspto.gov) and do a trademark search.

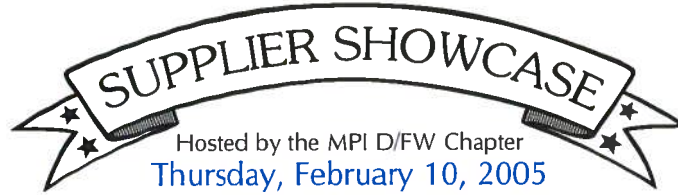
When discussing website design, Marc Hubbard reminded the audience, "Copyright protects the expression of an idea but not the idea itself." Make sure you register copyrighted ideas to protect them. Logos and trademarks become an issue if your logo would likely cause confusion in the public regarding which company it represents. And when it comes to phrases commonly used in advertising campaigns - these can be used in speeches and common discussion, but not for commercial use. So planners should exercise care in selecting themes for meetings and events and not use taglines made popular through advertising.

Where many probably cross the line is music and photos. How many times have you gone to a website and copied a picture to use in a presentation? The photographer or company that posted the photo copyrights photos and owns the rights to them. Most would probably not have an issue with you using the photo as long as permission is obtained. Violation of music copyrighting is just as common. Many planners / suppliers think nothing about popping in a CD as background or walk-in music. Without an ASCAP or BMI license you're in violation of copyright infringement.

To sum up the topic covered in the meeting, there are legal as well as ethical aspects to ideas, both from the companies developing them to market, as well as the professionals who engage vendors to create them. Please make sure not to take others' ideas without understanding the right thing to do is compensate the individual or entity for its intellectual property. 🌐



# MPI D/FW 2005 Supplier Showcase: Equipped to Excel



Join us on Thursday, February 10, 2005 as we provide the avenue to obtain the "tools and provisions" necessary for you to excel in the industry!

**Exhibitors:** Plan NOW to join the fun! For exhibitor rates please contact Becky Halloran, CMP, 972-715-2453 or halloran@spearone.com.

**Volunteers:** Are you ready to get to work? We need your help to make this year's Supplier Showcase the best ever!

**Committee members** are being sought to assist in the following areas:

Exhibits - work with exhibit hall staff for booth layout; assignments.

Food / Beverages - arrangements with facility

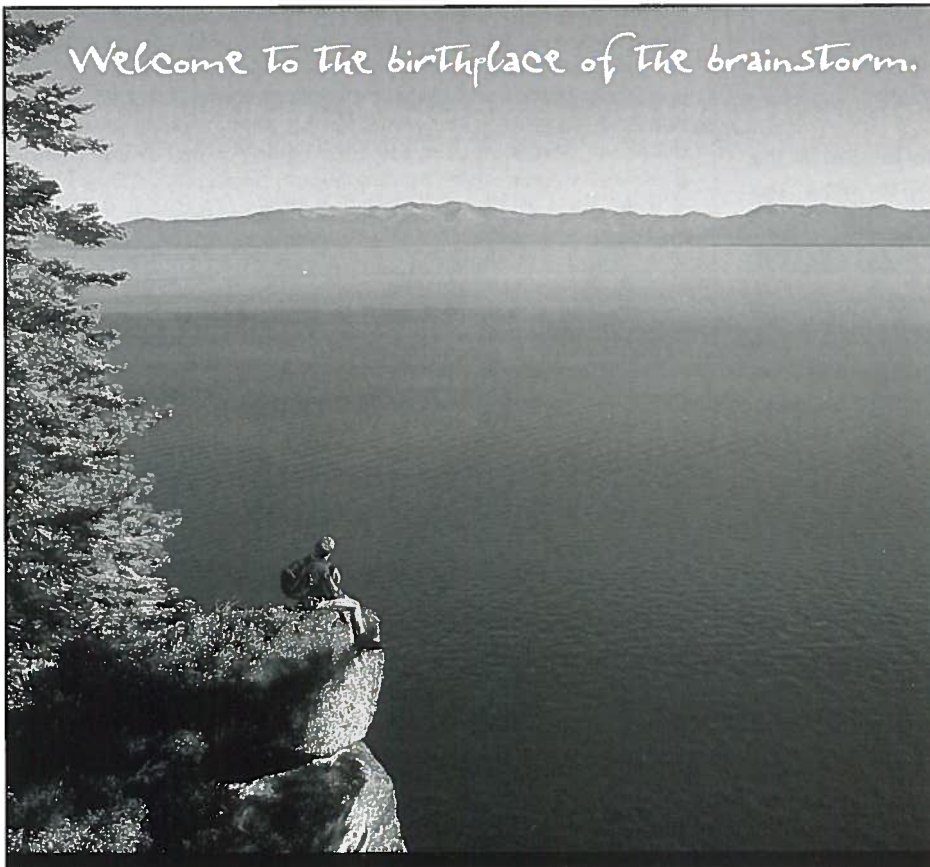
Signage / A-V - coordinate ordering to support booths.

Prizes / Sponsors - solicit gifts/event sponsors.

Registration - develop registration packet for booth space; staff sign-in table day of event.

Publicity - write promotional pieces for newsletter, website, flyers, invitations, & develop event program.

To volunteer to be a part of the "construction crew", contact the Supplier Showcase Chairperson, Becky Halloran, CMP, 972-715-2453 or halloran@spearone.com. Don't miss out on the fun!



Lake Tahoe is the one destination conveniently located between the right brain and the left brain. With 20 meeting sites, 6000 hotel rooms and condos, and more than 150,000 square feet of meeting space, it's as down to business as you could ever ask for. At the same time, its golden beaches, hypnotic waters, first-rate restaurants, and world-class adventures are as far from the boardroom as you'd ever imagine. Lake Tahoe. All the elements essential for widening eyes and expanding minds. Not to mention a visitors and convention bureau that attends to your every wish. For the perfect brainstorm, call or visit us online.



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# MEMBERSHIP NEWS

## 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](http://www.mpidfw.org).

Shantel Alford.....	Richland College
Melissa Atchley.....	Quick Technologies Inc.
Bonnie Bazley.....	
Tonne' Bobsaith.....	Creative Events, LLP
Nicole Boutte.....	Embassy Suites Hotel Dallas Market Center
Deidre Carroll.....	Crowne Plaza Dallas Market Center
Marsha Collier.....	YUM! Restaurants International
Laura Dunn.....	PGA National Spa & Resort
Patrice Ewell.....	Hilton Lincoln Centre Hotel
Lisa Flick.....	Rutha Jackson Center-A City of Grand Prairie Facility
Lanay Fournier-Stokes.....	Cinemark USA, Inc.
Christy Garner.....	The Stoneleigh Hotel
Kathryn Giese, CMP.....	H. D. Vest Financial Services
Alynn Hanford.....	American Airlines
Lindsey Holm.....	Advocare International
Heather Hulkewicz.....	Collin County Community College
John Janco.....	Asst. Director of Sales
Linda Kakos.....	FritoLay
Toni Karimazondo.....	Richland College
Irma Kusuma...Greater Dallas Asian American Chamber of Commerce	
Nalani Livingston.....	Cinemark USA, Inc.
Barbara Mattia.....	Cinemark USA, Inc.
Jennifer Maynard.....	Holiday Inn Select North Dallas
Jacques Monteil, CMP.....	Embassy Suites Dallas/Frisco
J.R. Page.....	Crowne Plaza Suites Arlington
Jennifer Plowman.....	Cinemark USA, Inc.
Janet Rapp.....	Hilton Dallas Lincoln Centre
Shari Reynolds.....	AdvoCare International
Craig Richesin.....	Westin& Sheraton Dallas Park Central
Melissa Takamatsu.....	H. D Vest Financial Services
April Urbine.....	Wyndham Hotels & Resorts
Robert Walters.....	gomembers Inc



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

**Jesh Beta**, formerly with *KERA-TV*, is new National Account Manager, Texas Market, at the *Adolphus Hotel*.

**Peggy LaBounty** has moved from the *Marriott Quorum Hotel* to *Marriott International's South Central Region Office* in Plano as an Account Executive for D/FW Market sales.

### Awards...Awards...Awards...

Congratulations to **Patty Cipoletti**, Director of Sales & Marketing at the *Hotel Intercontinental Dallas*, for receiving the 2004 "Best of the Best Director of Sales of the Year" award by the *Intercontinental Hotels Group*.

**Jane Richards**, Director of Sales & Marketing at the *Cowboys Golf Club*, accepted *AvidGolfer Magazine's* award to the Cowboy's Golf Club as being #1 in the DFW Metroplex for "Best Place to hold a Corporate Event". *Cowboys Golf Club* also received awards for "Best Overall Golf Club" and #1 for "Best Service" in the DFW Metroplex.

The following MPI DFW Chapter Members were recognized at the *ISES Dallas Chapter Texas Star Awards* on Sunday, November 14, 2004:

*James C. Monroe & Associates* - **Jim Monroe, CMP, CSEP** and **Jayna Monroe** for "Best Multiple Day Event" for the Susan G. Komen Breast Cancer Foundation's Affiliate Conference.

*The Adolphus* - **Nancey Hernandez, CMP** received the "Best Event Produced for a Corporation or Association - Budget over \$100,000.00" for the 2003 Annual Children's Parade.

**Matthew Massengale** with *Ultimate Ventures* and **Howard Eckhart, TMF, CSEP** with *The Party and Event Designers* received a collaborative award for "Best Event Produced for a Corporation or Association - Budget \$50,000-\$100,000 for *Medtronic Sofamor Danek Product Fair*.

*Ducky Bob's Party & Tent Rentals* received the award for "Best Rental Support" for the *Motown Holiday Weekend Event*, held in a private Dallas Home...Congratulations, **Leslie Cole!!**

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

## "Get in the Game"

### THE RACE IS ON!

Recruit the most members between December 1, 2004 and May 31, 2005 and win 4 tickets to the Frisco RoughRiders.

If you're the WINNER, your package includes the following:

- Two weekend night stays at the new Embassy Suites Frisco opening in spring 2005
- Four tickets to any of the Frisco RoughRiders games in 2005
- Complimentary gift pack



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OPENING SPRING 2005





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**MPI D/FW CHAPTER  
2005-2006 CANDIDATE INTEREST FORM**

*By submitting this form, you are stating your intention to be considered as a Chapter Director or Officer of Meeting Professionals International (MPI) D/FW Chapter. Please complete this form fully as this information will be used by the Nominations Committee for consideration of the slate of candidates.*

Mail or fax the completed form by **January 27, 2005** to:

Steven G. Foster, CMP, Immediate Past President and Chair, Nominations Committee  
MPI D/FW Chapter  
7750 N. MacArthur Blvd., Suite 120  
Irving, TX 75063-7501  
Fax: 972-506-7485

MPI Member # \_\_\_\_\_ Member Since: \_\_\_\_\_  Planner  Supplier

(Please Print Clearly)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I am applying for the following position on the 2005-2006 MPI Dallas/Fort Worth Chapter Board of Directors:  
(check one)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> President-Elect                      | <input type="checkbox"/> VP of Communications         | <input type="checkbox"/> VP of Education |
| <input type="checkbox"/> VP of Finance                        | <input type="checkbox"/> VP of Membership             |  |
| <input type="checkbox"/> Director of Leadership Development   | <input type="checkbox"/> Director of Recruitment      |  |
| <input type="checkbox"/> Director of Monthly Programs         | <input type="checkbox"/> Director of Member Care      |  |
| <input type="checkbox"/> Director of Professional Development | <input type="checkbox"/> Director of Marketing        |  |
| <input type="checkbox"/> Director of Special Events           | <input type="checkbox"/> Director of Advertising      |  |
| <input type="checkbox"/> Director of Strategic Alliances      | <input type="checkbox"/> Director of Public Relations |  |

*See following pages for a brief description of each position.*

If the Nominations Committee does not place you on the slate in the position for which you are applying, would like to be considered for another available position?

- YES  NO

If YES, please indicate other area of possible interest:

Please answer the following questions. Attach additional pages as needed.

1. Please describe your professional leadership strengths or areas of expertise that will enhance your value as a volunteer leader.
2. What do you feel are the most important goals of MPI D/FW, now and for the future?
3. Please list your past leadership positions within MPI D/FW and the year(s) those positions were held. Note any special achievements made during this time.
4. Please list other meeting industry leadership positions you have held.
5. Please share any other information that you believe may help the Nominations Committee determine your qualifications for the position for which you are applying.

## **MPI D/FW Nominations 2005-2006 Positions**

### **President-Elect**

President-Elect shall act in the place of the President at any required function of the Chapter or International organization where the President is unable to perform; serves on the Nominating Committee; establishes and facilitates an orientation program for the incoming Board of Directors; develops and implements a leadership succession/mentoring program.

### **Director of Leadership Development**

The Director of Leadership Development works closely with the PE identifying future leaders for the chapter and streamlining the process of leadership development; develops and implements a mentoring program encouraging participation in chapter leadership and ensures promotion of leadership development efforts.

### **Vice President of Education**

The VP of Education responsibilities include managing and supervising chapter educational efforts including Monthly Programs, Professional Development and any Special Educational Projects such as leadership institutes, WLI, CMP/CMM programs and Multi-Cultural Initiatives; develops annual educational plan and researches current trends and topics pertinent to the meetings industry.

### **Director of Monthly Programs**

The Director of Monthly Programs develops, implements and manages RFP process for all monthly educational programs; performs site selection for programs; coordinates all logistics for programs including menu selections, audiovisual needs, room setups, registration and hotel arrangements; assists in the development, implementation and manages a system of collecting and summarizing attendee evaluations; develops, implements and manages a system for providing CEUs at chapter programs.

### **Director of Professional Development**

Director of Professional Development develops annual educational plan; ensures content of educational programs is relevant to all members; ensures content of educational programs achieves maximum attendance at programs/meetings; serves as primary point of contact with speakers to provide for their arrangements, including fee negotiation and transportation requirements; oversees all special educational projects including but not limited to chapter/regional education conferences, WLI, CMP/CMM programs and Multi-Cultural Initiative.

### **Vice President of Finance**

The VP of Finance responsibilities include managing and supervising all chapter financial efforts such as fundraising activities (auctions, fundraising events), special events (golf outing, trade shows, special networking events), strategic alliances (sponsorships, partnership marketing), investments and reserves such as CDs, mutual funds, prudent reserve; ensures investment allocations are in compliance with the approved Chapter investment policy; ensures contribution to the reserve fund is budgeted for, and made, during the fiscal year; coordinates all financial transactions with the Chapter Administrator to ensure financial stability of the Chapter.

### **Director of Special Events**

The Director of Special Events develops strategies to establish fundraising/special events such as auctions, fundraising events, golf outings, trade shows or other special networking events; monitors meetings industry to discover best practices in special events by other organizations and ensures promotion of special event efforts.

### **Director of Strategic Alliances**

The Director of Strategic Alliances develops strategies to establish strategic partnership with chapter members; works with the appropriate committee to develop and/or manage strategic alliance programs and ensures promotion of said efforts.

## **Vice President of Membership**

The VP of Membership is responsible for the planning and execution of all programs that directly relate to the recruitment (member recruitment, new member orientation), member care (member retention and hospitality), awards and scholarships (recognition programs, scholarship).

## **Director of Recruitment**

The Director of Recruitment acts at the direction of the VP of Membership to implement the various Committee initiatives related to developing and maintaining an active and ongoing campaign to attain membership goals; welcomes and orients new members and submits articles to newsletter and website in support of recruitment activities.

## **Director of Member Care**

Director of Member Care responsibilities include working closely with the Chapter Administrator in maintaining complete and accurate records of the chapter's membership; reconciling monthly reports; develops and maintains an active, ongoing campaign to retain members; performs annual chapter needs assessment survey; manages and facilitates chapter appreciation program for the recognition of outstanding members and ensures promotion of awards program to chapter members.

## **Vice President of Communications**

The Vice President of Communications is responsible for the planning and implementation of publications (newsletter, directory, annual report), marketing (website/technology, job bank), advertising (newsletter ads, website ads), public relations (media relations, press releases), community outreach (philanthropic activities) and advocacy efforts (government affairs) of the chapter; updating chapter members on local legislation affecting the meetings industry; develops a means for the chapter to have a voice in government to promote its interest; ensures chapter programs, activities and accomplishments are highlighted on an international level by communicating with MPI.

## **Director of Marketing**

The Director of Marketing will work closely with the VP of Communications to ensure that Chapter brand and marketing standards are utilized in all communication vehicles; develops and manages chapter website; facilitates posting of banner ads; liaison with directors to ensure promotion of chapter activities; coordinates all details of publishing and distributing monthly newsletter, annual membership directory and any other chapter publications; develops and enforces editorial calendar for all publications; appoints chapter photographer and coordinates placement of photos into chapter publications.

## **Director of Advertising**

The Director of Advertising will design, update and distribute advertising contracts and rate sheets, reflecting any price changes and contact information; solicits advertising for all chapter publications (printed and digital); secures camera-ready artwork and ensures proper ad insertions as contractually agreed with advertisers.

## **Director of Public Relations**

The Director of Public Relations responsibilities include the development and maintaining media contacts and relationships; develops and maintains chapter media kit; develops partnerships with key publications to promote chapter events, activities and community service projects; communicates with the media; establishes and maintains a community service program which the chapter supports as a charity; plans and facilitates chapter's community service programs and works with Director of Special Events to facilitate fundraising efforts within chapter membership to support community service projects.