

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

Inside

Presidents Message.....2
 Current Affairs.....3
 Nov. Chapter Meeting....5
 Suppliers Showcase.....8
 Oct. Meeting Partners....8
 Education News.....9
 Membership News.....11
 Grapevine.....11

**For Up-to-date
Chapter Information
& Calendar of Events**

**Log on to
www.mpidfw.org**

Vision Statement

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

Mission Statement

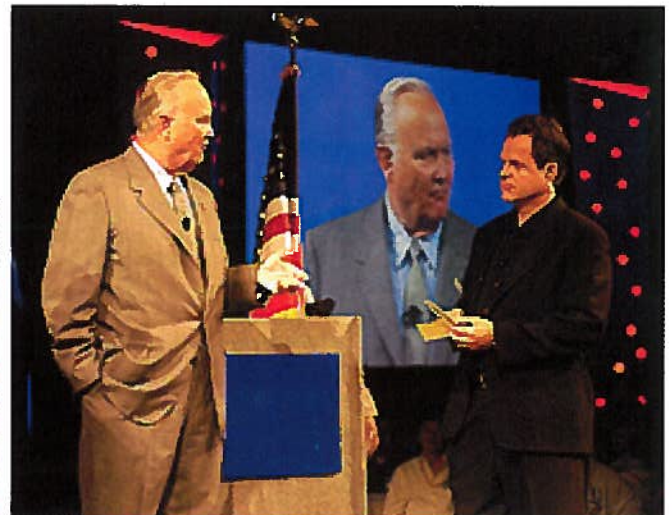
To be recognized as the leading global membership community to shaping and defining the meeting and event industry.



Speaking From the Top

Helping the world's top executives deliver dynamic presentations that move people and markets.

By Tony Jeary and George Lowe



All speakers at your meeting are not equally important.

It may be egalitarian to think that the words spoken by all people are equal. In a theoretical sense this may be true but the statement doesn't consider the power and politics of reality. It's just a fact of life that people who occupy positions of leadership command attention from a lot of people.

In the business world they are Board Chairpersons, CEO's, Presidents, and Senior Executives of Corporations. They are the leaders of commerce and the "Captains of Industry" who drive the economic engines of the world. These leaders have power and authority within their spheres of influence and they express their authority in words. Their words have the power to dramatically transform the personal and professional lives of hundreds of thousands of people.

Organizations and companies spend a lot of money on meetings that bring people together to hear what the leader of a business has to say because what he or she has to say is **IMPORTANT**. People expect to hear something that will provide information to enable them — or cause them — to **do** something. For example, what we're talking about here are messages that will *move the market, encourage employees to step up to challenges or calm the fears of an anxious group*. A speech or presentation made by a top executive is going to be examined very carefully - words, tone, body language - to figure out exactly what the message is and determine what they do as a result of it.

Accordingly, we believe that it's extremely important that the Meeting Planning Team work together to assure that key speakers are prepared in a way that will assure achievement of their communications objectives and in turn, will help assure the success of the overall event. Unfortunately, this doesn't always happen...

Continued on page 7

DALLAS/FT. WORTH
CHAPTER



DEFINING THE POWER OF MEETINGS™

President

Melissa S. Logar, CMP
PricewaterhouseCoopers LLP
972-724-2258

President-Elect

Tamra Hughston, CMP
Home Interiors & Gifts Inc
972-695-1361

Vice President of Education

Sue Fry
Absolute Solutions LLC
817-310-3311

Vice President of Finance

Sherry De La Garza, CMP
MAC Meetings & Events LLC
469-255-6410

Vice President of Communications

Patty Stern Markley, CMP
DMM Group Meetings & Events
972-789-5530

Vice President of Membership

Tony Cummins, CMP
Westin Park Central
972-851-2094

BOARD OF DIRECTORS

Director of Monthly Programs

Jodi Adcock, CMP
RIA
972-250-8657

Director of Leadership Development

Carol Benavidez, CMP
Helms Briscoe
972-396-0423

Director of Recruitment

Ruth Callenberg
Embassy Suites Love Field
214-358-6905

Director of Professional Development

Nichole Hahn
Southwest Securities, Inc.
214-859-1850

Director of Public Relations

Sandi Galloway
Canadian Tourism Commission
940-321-3458

Director of Strategic Alliances

Nancey Hernandez, CMP
The Adolphus
214-651-3622

Director of Advertising

Debi Kensell
PRSM Association
972-231-9810

Director of Member Care

Carol Mazingo
Derse Exhibits
972-393-9046

A Message from the President

Deja vu! I just have to giggle and grin! It is that time again to remind you that next month is the chapter call for nominations for the 2005 - 2006 MPI D/FW Board of Directors. I personally ask you to consider how you can contribute to the success of this chapter and take action by applying for a board position. There are so many of our members who are an incredible asset to this chapter who continue to work on the committee level. I thank each of you, because without your dedication, energy and valuable time our chapter would not be the success it is today. Continue this success by taking the next step!

Better yet, nominate those whom you believe will lead this chapter into the future!

So many of us, including me, just don't decide one day to begin actively participating within the chapter...Whether it is attending as many chapter events as possible, working on a committee level or even holding a Board of Director position, the majority of us have to be asked several times and - dare I say it - cajoled into participating on some level. The majority of us just don't consider taking a leadership position until someone else displays the confidence in us. This is one of the many reasons I value my membership. If my peers had not exhibited the confidence in me to be able to lead this chapter I would not be experiencing the personal and professional growth I am gaining. What a fun ride! It's one of those that when you get off you say "Let's do it again!"

Remember, this is your Chapter! By being involved you enhance your business opportunities, receive advanced educational opportunities and develop additional skills that heighten both your professional and personal growth! And the best part: you receive a sense of accomplishment along with recognition. What better member benefit!

Think about this: You as a leader within our industry will make an impact on our profession. You as a leader will make the difference between survival and success. 

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



Melissa S. Logar, CMP
2004-2005 President

NOMINATIONS SCHEDULE FOR 2005-2006 BOARD OF DIRECTORS:

November - The Committee Chair with the approval of the President and President-elect will select the Nominating Committee.

December - To ensure that the Chapter membership is given the opportunity to participate in the nomination and election procedures, the Nominating Committee will adhere to the following procedures:

- * Nomination materials (Request for Nominations Form) will be included in the December "Current." The membership will have 30 days to respond either by mail or fax, as required by the Chapter's by-laws.
- * The Nominating Committee must obtain from both the candidate and the candidate's employer written agreement to serve and fulfill the obligations of office prior to making an official nomination of the candidate.

January - The next step in the published timeline notes when the Nominating Committee meets to prepare a proposed slate of officer and board members to present to the membership. The Nominating Committee is responsible for contacting the proposed list of board members to ascertain that each one is eligible for the office.

February - Per the published timeline, this month is the deadline for all information on the proposed slate of officers and list of board members to be included as an insert in the February "Current." The proposed slate of officers and board members will be introduced at the February Chapter monthly meeting.

March - Ballots along with biographical information for each Officer and Board Member nominee will be mailed to membership no later than the 1st Monday in March, as stipulated in the published timeline with responses due from the membership to Nominating Chair no later than the 3rd Monday in March as stipulated in the published timeline.

June - Installation of new officers occurs at the annual June Chapter Awards Gala.



“CURRENT” AFFAIRS

Hands-on Education

By M.T. Hickman, CMP, CTP
TEMM Program Coordinator

Students taking the courses through the Travel, Exposition and Meeting Management (TEMM) program at Richland College have assisted or participated in over seven events since August 2004. In case you haven't noticed, Richland College students are everywhere and both planners and students love it!

“As an assignment for the Customer Service class taught by Colleen Rickenbacher and Emily Hine, I participated in the Hyundai Dealer Final Night Event at Circle R Ranch where I was part of the team to welcome the guests and to assist them as they experienced five themed food and entertainment stations,” said Kimberly Hamilton, TEMM student. “Through this event, I was able to see a shining example of people working as a team to produce a memorable evening for the guests.”



Shantel Alford, Cherie Smith and Monika Czajka, TEMM Students work assist in signing up exhibitors for 2005 Symposium.

Colleen Rickenbacher, Rickenbacher Inc., and TEMM Instructor said, “I was honestly just impressed and happy to be with the students. They were professional, effective and extremely dedicated to completing the task.”

Being a veteran of the industry, I believe it is critical that students receive hands-on experience. The best way to learn industry terms and problem solving is to have access to an event to see things come together. This semester we offered a Special Topics Application course where students were on site for an entire conference, the Southwest Veterinary Symposium. Prior to the conference, students met all the organizers of the conference; during the conference students attended morning staff meetings and participated behind the scenes in all symposium activities.

By taking the Special Topics Application course, Dexter Jackson and Cherie Smith, participated in an actual conference. Jackson explained, “For three days, I worked along side SWVS organizers and helped with registration, speaker ready room, meeting logistics, trade show and events. I watch all these people work as a team to make the meeting a success. This was very impressive! We were not just given the chance to “shadow” the Southwest Veterinary Symposium, we actually became part of the meeting planning team. We worked as staff in all areas of the conference, and learned more than I could have ever imagined,” said Smith.


“I enthusiastically encourage anyone to consider using Richland College students for both interns and future employees and partners in your meeting,” said Dana Rhoden, CMP, CMM, Director of Operations for SWVS. “The students bring their energy and new ideas - our attendees loved them.

They work hard, know their stuff and I believe that Richland's program is taking the meeting profession to a new level.”

Richland College offers many types of education for new and mature industry professionals. Spring 2005 TEMM will offer 12 courses. Seasoned planners may consider the Special Event Design course taught by James Monroe, Monroe and Associates or Colleen Rickenbacher's Customer Service class. For beginners or people that need more training in the industry, we offer Introduction to Convention

& Meeting Management, Exposition and Trade Show Management and Introduction to Hospitality Management.

To find out more about the TEMM program attend the information session Monday, December 13th, 7 - 8 p.m. at Richland College. Industry professionals will discuss trends and requirements for success in the industry.

Meet the students and get your own hands-on education at the Saturday November 13th MPI D/FW Conference program. “Education is important on all levels. I am so thrilled that the students from Richland will be included in producing our first educational conference and will handle registration, act as guides and join us in the sessions. We will all learn together and share our vast knowledge and experience.” said Nichole Hahn, Director of Professional Development for the MPI D/FW Chapter. 



Applied Exposition and Meeting Management class pause for a photo with Dana Rhoden, SWVS Director of Operations during SWVS Conference.



DEFINING THE POWER OF MEETINGS™

Founded in 1972, Meeting Professionals International, with nearly 20,000 members in 60 countries and four chapters in formation, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit www.mpiweb.org.

CURRENT

Managing Editor
Patty Markley, CMP, DMM Group
(972) 789-5530
patty@groupdmm.com

Assistant Managing Editor
Alainna Palmer, CMP
Stepping Stones
alainnapalmer@comcast.net

Copy Editor
Laura Moore, CMP
Lennox Industries, Inc.
laura.moore@lennoxind.com

Newsletter Coordinator/Designer
Dana Conley
PDQ Results Printing

Newsletter Advertising Sales
Matthew Massengale
Ultimate Ventures
972-732-8433
matthew@ultimateventures.com

Contributing Columnists
Heard It Through the Grapevine
Leah Belasco

Tech Talk
Kevin Jost, J&S Audio Visual, Inc.
MPI Advancing Women
Tara Judd
Imagine Events, Inc.

Contributing Writers
Carol Benavidez, CMP, HelmsBriscoe
Marti Fox, CMP, GlobalGoals
Dana Nickerson-Rhoden, CMP, CMM
Southwest Veterinary Symposium

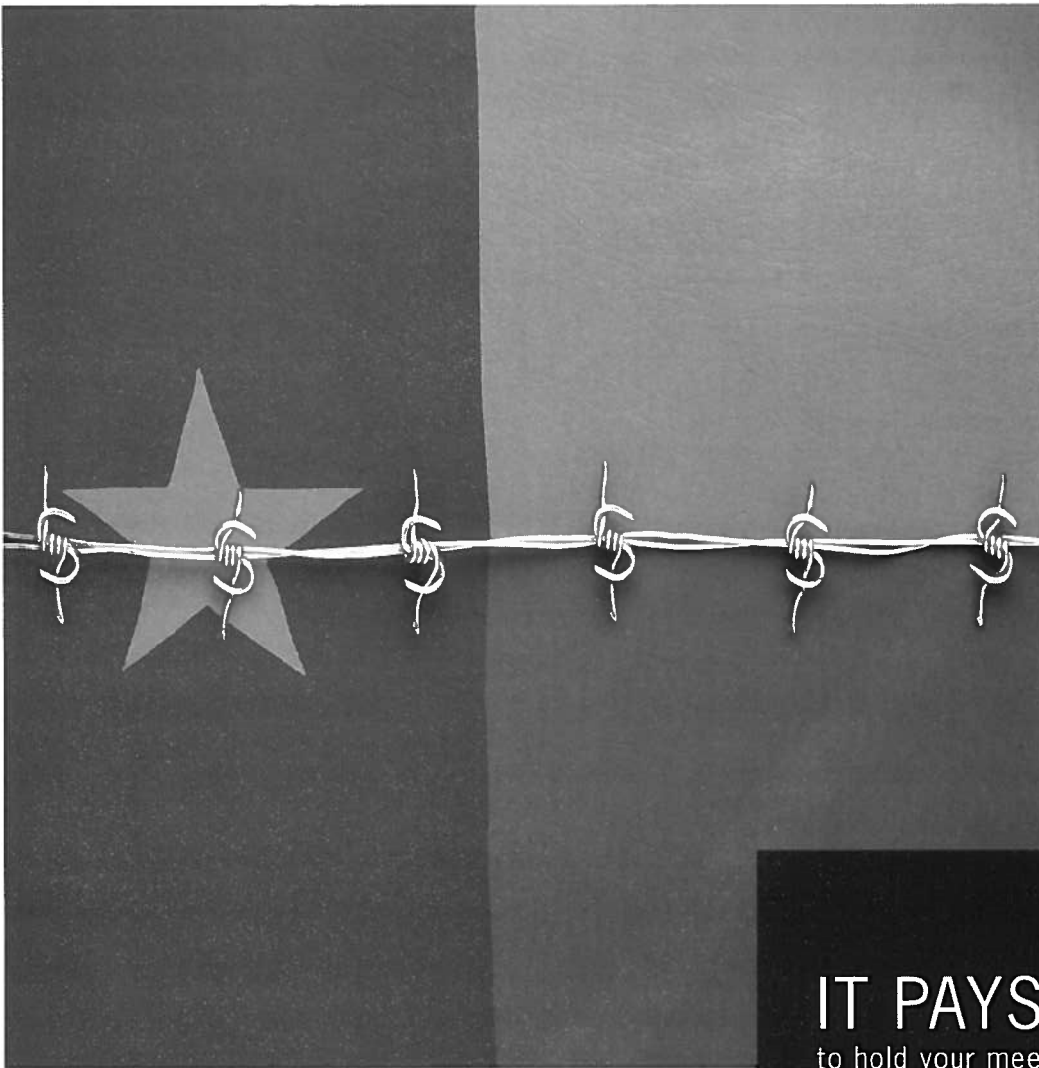
James Monroe, CMP, CSEP
James Monroe & Assoc.

Photographer
Jim Woods
J Woods Custom Photography

MPI Dallas/Fort Worth Chapter Office
Dallas/Fort Worth Chapter, PMB 259
7750 North MacArthur Blvd., Suite 120
Irving, TX 75063-7501
www.mpidfw.org

Chapter Administrator
Randie Charnes
(972) 869-3836 • Fax: (972) 506-7485
rcharnes@msn.com

MPI D/FW IS NOT RESPONSIBLE FOR THE CONTENT OF ARTICLES SUBMITTED FOR PUBLICATION. ALL ARTICLES ARE SUBJECT FOR EDITING AND/OR REJECTION BASED ON CONTENT.



Hyatt Regency Austin

Hyatt Regency DFW

Hyatt Regency Dallas

Hyatt Regency Houston

Hyatt Regency Houston Airport

Hyatt Regency Hill Country
Resort and Spa (San Antonio)

Hyatt Regency San Antonio

IT PAYS

to hold your meetings in Texas.

RECEIVE \$500 TO \$20,000 IN REBATES WHEN YOU HOLD YOUR NEXT MEETING AT ANY OF THE HYATTS OF TEXAS DURING EXTRA VALUE DATES. Save your company a ton of money and take advantage of the experience, reputation and services of Hyatt.

For more details, call your Hyatt Sales Representative or 512 480 2074. Or you can visit hyattsoftexas.com.

Be sure to ask for the rebate offer when you call.



HYATT TOUCH. TEXAS STYLE.

hyattsoftexas.com

MEETING REBATE OFFER TERMS AND CONDITIONS: Offer valid for meetings of at least 25 paid room nights, booked before December 30, 2004 and held during eligible Extra Value Dates through March 31, 2005 at Hyatt Regency Austin, Hyatt Regency Dallas, Hyatt Regency DFW, Hyatt Regency Hill Country, Hyatt Regency Houston, Hyatt Regency Houston Airport or Hyatt Regency San Antonio. Dates vary per participating property. Call 1 512 480 2074 or visit www.hyattsoftexas.com for Extra Value Dates. Offer not valid in conjunction with previously booked or held meetings or any other promotion or offer. Offer also applies to eligible bookings made by travel agents and other qualifying third parties, at a commissionable rate. Rebate must be requested at the time of the booking. Offer subject to availability of function space and guestrooms at time of booking. Rebates between \$500.00 and \$20,000.00 will be issued in accordance with the qualifying levels of paid group room nights. Visit www.hyattsoftexas.com for qualifying levels of paid room nights. Rebate is payable to the company or organization holding the meeting and will be issued as credit to the group's final bill or via check (at Hyatt's discretion) only after the meeting has been held and paid for in accordance with the terms of the Sales Contract. Hyatt reserves the right to withdraw this offer at any time. ©2004 Hyatt Corporation.

Chapter Meeting: Thursday, November 18, 2004 • 11:00 a.m.

“Intellectual Property” Who’s Idea Was it Anyway?

Have you ever created an outstanding idea, presented to a client, and then later found out that a competitor was awarded the business and will be using your idea? Do you have a clear understanding of patents, trademarks, copyright, and the internet as it applies to the meeting industry?

Welcome to the world of Intellectual Property!
At this cutting edge meeting, join leading Dallas attorneys to build your knowledge as it relates to the meetings industry.

Led by a team of local Dallas attorneys in small group discussion, we will focus on:

- Proposals
- Creativity
- Marketing
- Patents/Trademarks/Copyrights
- Internet Applications



Stanley Moore
Shareholder, Jenkens
& Gilchrist PC



Ross Robinson
Associate, Jenkens
& Gilchrist PC



John M. Cone
Partner
Aiken Gump



Marc Hubbard
Shareholder,
Munsch Hardt

“Intellectual Property” Who’s Idea Was it Anyway?

Thursday, November 18, 2004

The Renaissance Dallas Hotel, Market Center

2222 Stemmons Freeway, Dallas, TX 75207
214-631-2222

NOTE: SPECIAL SCHEDULE

11:00 am - 12:00 am	Registration and Networking
12:00 am - 12:15 pm	Opening General Session
12:15 pm - 1:30 pm	Lunch and Group Discussion

Complimentary Self Parking

Advanced Member Price	\$ 30.00
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.)

*R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, November 15, 2004
email: rcharnes@msn.com • fax: 972-506-7485*

ON-LINE REGISTRATION PREFERRED

Go to the “Events” section at www.mpidfw.org

Host Facility

The Renaissance Dallas Hotel, Market Center

Located in the Dallas Market Center, the AAA Four Diamond Renaissance Dallas Hotel is a Landmark in itself. Minutes from DFW International Airport and Dallas Love Field, the thirty story structure of Texas pink granite houses 518 deluxe guest rooms, including 30 Suites. 19,000 square feet of flexible meeting space is ideal for groups of 10-600 guests all centered around the world’s second longest winding crystal chandelier. Complimentary 24 hour rooftop healthclub as well as complimentary shoe shine and turndown service for all guest rooms. Award winning T-Bones Steakhouse featuring certified Angus beef and seafood smoked over mesquite wood. Casual dining Charisma restaurant serves mouth watering Italian cuisine. The Lobby Bar is the ideal setting for cocktails in a Texas hill country back drop with nightly entertainment. From a refreshing cocktail with the signature Renaissance Pour to Savvy Service, choose the distinctive, delightful, uniquely Renaissance experience.

DIRECTIONS

From North: (IH 35) Take 35 South. Take 35 South towards Dallas. Take Wycliff Exit, turn left under hwy and take a left into the hotel parking lot.

From East/Northeast: (IH 35) From I-20 or I-30 or US75 come into center downtown area and take the I-35 North and proceed to exit Wycliff. Pass through two stoplights on the frontage road and then take a right into hotel parking lot.

From South: (IH35) I-35 north. If coming from Hillsboro or further south, I-35 divides into Hillsboro into East and West north of Hillsboro. Take I-35 north into Dallas, continuing past the downtown area. Exit Wycliff.

From Plano/North Dallas: Take Tollway South. Exit Wycliff and follow to Harry Hines Blvd. (right) Proceed to first light, which is Market Center, and make a right. The hotel is on the right hand side.

From Richardson: Take 75 South to 35E/Waco Exit. Follow 35E Denton Exit. Exit Wycliff and proceed to 2nd light. Hotel on the right.

Speaking From the Top...Continued from page 1

Has something like this ever happened to you?

The Annual Business Meeting for the Bigg Wheel & Axle Company

Air arrangements were flawless and there were no complaints at hotel check-in. Last evening's cocktail reception and evening entertainment were outstanding - even some of the most critical guests offered rave reviews. It's now 9:00 AM on Day 2 and the crowd has gathered in the big room for the business review that will set the tone and prepare the group for the important work ahead. The staging is professional, the set is downright gorgeous, the lighting is perfect and the walk-in music has the group in a great mood.

The house lights dim and the VoG announces: "Ladies and Gentlemen, please welcome a man who really needs no introduction, our CEO and Chairman of the Board, Mr. I.M. Bigg. As the applause dies down, it begins to happen:

- * Bigg trips on a step leading to his lectern and twists his ankle. The audience, thinking this is part of the shtick, laughs heartily.
- * Bigg, while not thinking this is funny at all, makes an attempt at humor but is clearly annoyed and still feeling the pain in his ankle. Nonetheless, the show must go on...
- * Wanting to look his best, Bigg has left his reading glasses in his briefcase but now discovers that the print in the outline he is going to follow is not quite big enough to see clearly...but the show must go on...
- * A few minutes into the presentation, Bigg realizes he's in trouble, what with the notes being unreadable and the fact that his ankle hurts so much he can't walk casually around the stage to use the slides as his prompt. He now feels the fear coursing through his body and begins to stiffen up...but the show must go on...
- * Bigg has a fair idea of what he's supposed to be talking about and it's up on the screen in PowerPoint slides 12 feet tall, but because of the outline problem, he isn't exactly covering the material in the order he had intended. The producer and projectionist try desperately to figure out where he's headed next, but are usually behind by ten seconds or so, and have to go to black at the close because the summary slide doesn't match what he's said.
- * Now near the end, he has stumbled through most of his material and has received polite applause, mostly at appropriate times, and no additional laughter despite some intentional attempts at humor.
- * He's got one thing left to do before leaving the stage, and that's to introduce the keynote speaker who is a highly respected PhD and an authority in the industry who escaped from the USSR in the 80's. Bigg is trying to remember how he had phonetically spelled Dr. Ieygw Eithchkszq's name on his notes, but absolutely froze and said "please welcome my friend and our colleague, IGGY.
- * Bigg limps off the stage to the applause for "Igggy" and hears one of his direct reports say "good job, boss" on his way to his front row seat next to the reporter from the Wall Street Journal who has arrived unexpectedly and was seated with the speakers and other VIPs.

(The show's Executive Producer and the overall meeting coordinator have now left the room to go update their resumes...)

Time Flies When You're Having Fun

The Next Annual Business Meeting for the Bigg Wheel & Axle Company

Once again, the logistics supplier's advance planning and pre-trip review of facilities and transportation paid off. Weather was good so planes were on time and flow through the hotel check-in was as planned.

The Day 1 cocktail reception, dinner and evening entertainment were better than ever. With some advance research, the after-dinner dance band selection paid off and almost everyone stayed to dance until almost midnight.

It's now 9:00 AM on Day 2 and the crowd has gathered in the big room for the business review that will set the tone and prepare the group for the important work ahead. As usual, the staging is professional, the set is elegant, the lighting is perfect and the walk-in music has the group in a really good mood, with some joking about where Mr. Bigg might trip and fall this year.

The house lights dim and once again the VoG announces: "Ladies and Gentlemen, please welcome a man who really needs no introduction, our CEO and Chairman of the Board, Mr. Gerald Ford; I mean, Mr. I.M. Bigg.

- * The audience roars and the applause is deafening as Bigg makes a huge deliberate trip on his way up onto the podium. As the applause dies down, it begins to happen again, but this time the way it was planned and rehearsed.
- * Bigg opens with a statement that "it takes a big man to admit his mistakes, and my nimbleness and dexterity, not to mention my visual acuity, are probably on your mind anyway, so why not have some fun with it. As an aside, you wouldn't believe how many practice trips I had to make to get this just right ..."
- * As the slides come up, Bigg says "I think it's important that you know why we're here and what we want to accomplish. We've got a lot of challenges ahead of us over the next year and we need to have everyone on board." Bigg reviews an agenda slide and several that describe specific desired outcomes for the conference. The content and sequence of the material was carefully developed by the meeting planning team to help Bigg describe the Purpose, Process and Payoff for the meeting and connect the dots between his corporate objectives and those of the audience.
- * This year, Bigg has his glasses, but deliberately takes them off from time to time to look directly at an audience member and deliver a point "from the heart" for emphasis. Even though the stage lights make it impossible to see anyone, he holds his gaze in a single direction long enough to convince the group that he is really looking at individuals.

Continued on page 7

Speaking From the Top...Continued from page 6

- * Because he has rehearsed every segment of his presentation thoroughly, he really knows his material and uses his notes primarily to stay on sequence. The producer and the projectionist (both new this year) hit each slide change cue exactly as planned and rehearsed.
- * Because his segment is usually about 90 minutes, this year the meeting team suggested that Bigg, build in some pacing changes and breathing spaces to allow him some time to reflect on audience reactions and get the eyeballs off of him for a minute or two. The humorous video segment and the audience questions via roving microphones did the job perfectly - involvement and engagement were high throughout his presentation.
- * Approaching the close, this year Bigg had his objectives clearly in mind and had rehearsed the "ask for the order" segment until he had the words, the body language, tone and pacing exactly right. When he got to his "can I count on you to..." phrase, his words were drowned out by thunderous applause.
- * Bigg waited patiently for the response to subside and then simply said "thank you very much for your polite attention; as a team there's very little we can't accomplish... Speaking of team's I'd like you now to welcome a key member of our team, the Vice President of Marketing, whose name I may remember and learn to pronounce soon..."
- * Bigg strides confidently off the stage to more laughter and applause and hears a sincere "really good job, Mr. Bigg" from the executive from Meeting Planners International who has arrived unexpectedly and was seated with the speakers and other VIPs.

(The show's Executive Producer and the overall meeting coordinator have now left the room to go start planning next year's show so they can review it with Mr. Bigg later in the day while his positive experience is still fresh...)

So How Did They Do It?

Space here is short, but here is a list of seven tips that can help make your next event a smashing success — especially those really important meetings with key people who are "Speaking from the Top."

1. Early in the planning stages, work with key speakers to emphasize the importance of their preparation and delivery. All words spoken by all people are not equal. The words of leaders should have powerful impact on people and organizations - but will be powerfully positive only with flawless performances "on stage."
2. Major meetings are a team sport - you must have the full involvement of key people inside the organization as well as those from supplier organizations. Selection of the appropriate people - the best people to deliver various elements of the message can be critical. The meeting planner is the "quarterback."
3. Planning for major events must start with clear objectives and desired outcomes. These must be tested to assure that links to audience WIIFMs (what's in it for me) are strong.
4. Build your agenda to serve (tie to) your objectives. While many agenda builders tend to focus only on the "what" questions. For the really important meeting, it's vital that address the very important dimensions of "why" and "how."
 - * The "hows" sensitize you to the content, materials and equipment you may need to bring home the key points.
 - * The "whys" are extremely important to assure that each item you include on your agenda has a specific role in delivering your desired outcomes.
5. Knowing the audience is critical to getting messaging right. It's more difficult with highly diverse audiences but worth the trip as broad based support your agenda will get things done more effectively. Do surveys and meet with people in advance to ascertain "what's on their mind."
6. Rehearsals are not "optional." A rigorous rehearsal plan, starting with a mental walk-through followed by videotaped test sessions and supported with a professional coach will get you on the right track. Technical rehearsals with the A/V crew will get timing and cues right; a dress rehearsal in the actual venue will allow you to "own the creative environment" and help prevent literal and figurative "trips."
7. Evaluate everything. Know what worked, what didn't and why. Meetings, especially large ones, are rarely perfect and there's room for improvement next time if you really understand your actual outcomes. Don't be fooled by the "good job" coming off stage; it's often insincere and can be terribly misleading. 🌐

Tony Jeary has more than 20 years of experience coaching others how to design and deliver more effective presentations, including being the personal coach to CEOs and presidents from Ford, Wal-Mart, SAM'S Club and EDS. His company, Tony Jeary High-Performance Resources (TJHPR), offers special sessions (private coaching, speaking, and strategic planning) as well as unique resources based on the subject of Presentation Mastery(tm) — most are specifically linked to his most recent book, "Life is a Series of Presentations," Simon & Schuster. To contact Tony Jeary or find out more information, visit www.tonyjeary.com or 1-877-2 INSPIRE



Tony Jeary

George Lowe is a co-author with Tony on We've Got to Stop Meeting Like This!, Meeting Magic and the upcoming Presentation Mastery title. He is President of Lowe & Associates, offering a range of consulting, and communications services with special focus on communications strategy, presentation development and meeting design. He established his business in June 2000, following over 30 years with Ford Motor Company, where he held a variety of leadership positions in the U.S. and Mexico. Contact George at: georgelowe@ameritech.net.



George Lowe

(c)2004 Tony Jeary and George Lowe - Used with permission

SUPPLIER SHOWCASE

Hosted by the MPI D/FW Chapter
Thursday, February 10, 2005

MPI D/FW Announces the 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!

The annual MPI D/FW Supplier Showcase will be held on Thursday, February 10, 2005. Make plans now to join the anticipated 125+ exhibitors as they enhance your career-building techniques with their service and venue apparatus.

Exhibitors: Past shows have been highly successful and this one is expected to be even better! For several years it has been billed as THE event to showcase your services, property, or venue. Plan NOW to join the fun! For exhibiting rates and contract, contact the Supplier Showcase chairperson, Becky Halloran, CMP, 972-715-2453 or halloran@spearone.com.

Volunteers: We need your help as well. 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.



*We need YOU
to make the
2005
Supplier Showcase
successful!*



October Meeting Chapter Partners

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

Program Sponsor

Starwood Hotels and Resorts of the Southwest

THE WESTIN
RIVERWALK
San Antonio

THE WESTIN
KIERLAND RESORT & SPA
Phoenix / Scottsdale

THE WIGWAM
RESORT & GOLF CLUB
Authentic Arizona™



THE WESTIN GALLERIA
DALLAS

**THE WESTIN GALLERIA
& WESTIN OAKS**
HOUSTON



Sheraton Steamboat
RESORT & CONFERENCE CENTER

Monique Mohr - *Westin Riverwalk*
Jennifer Brown - *The Westin Galleria Dallas Hotel*
Lucy Shemilt - *Sheraton Steamboat Resort*
Todd Robbins - *The Westin Kierland Resort and Spa*
Renee Karlin - *Sheraton Wild Horse Pass Resort & Spa*
Ronnie Collins - *The Wigwam Resort*
Allison Weatherly - *Houston Galleria and Oaks Hotel*

Featured Speaker

Terry Jones - *Essential Ideas*

Speaker Sponsor

ADL Associates - Michele Lucia

Facility, Luncheon & Décor

Sheraton Grand Hotel - Cindy Day

AV Services

AVI - Troy Macias
Sheraton Grand Hotel at DFW Airport

AV Production

AVW/TelAV Audio Visual Solutions
Bill Reeser, CMP, CTS

Photography

J Woods Custom Photography
Jim Woods

PROGRAM COMMITTEE

Program Chair: Michele Lucia, *ADL Associates*
David Abadie, *Medieval Times*
Heather Cornwell, *Texas Instruments*
Bill Reeser, CMP, CTS, *AVW-TELAV*
Jennifer Mang, *Holden Custom Products*
Peg Wolschon, CMP, CTP

EDUCATION NEWS



Dana Rhoden,
CMP, CMM

Advancing Women

Women's Leadership Initiative

Getting the Promotion or Raise You Deserve

It Is Not Enough to Just Do Good Work — People Need to Know about Your Accomplishments

You should market yourself internally all year long, not just at review time. Make sure that your boss and other key people in the company know what you are doing. Build a case throughout the year for increasing your salary. Keep a record of your achievements and get them in front of your boss a few months before you are actually scheduled for your annual review. Send copies of relevant memos to your boss and other key individuals. Share credit for your successes with your boss and your subordinates.

Make Your Boss's Priorities Your Priorities

The better you make your boss look to her superiors and peers, the more valuable you will be and the harder your boss will work to make sure you are happy with your compensation.

Accept Additional Responsibilities and Make Your Interest in Being Promoted Known

Salary increases usually bring with them more work and responsibility. So learn new skills and seek additional responsibilities whenever you can, even if you are not in a position to get a raise or promotion immediately. After you have shown you can do the job, ask for the raise or promotion.

Often the deciding factor in who gets a promotion is who wants it most. So let your boss know you are interested in being promoted. One of the best ways to do that is to ask for advice and help. When you ask your boss, "What must I do to get promoted?" you are in effect asking for both. If you follow the advice you receive and check periodically to see how you are coming along, your boss will normally do everything possible to see that you get the promotion you are seeking.

Periodically Test Your Market Value

If you are paid well below market value, some employers will feel constrained as to how much they feel they can increase your salary. You might have to use another offer to convince your employer to raise your salary sufficiently. In fact, it is useful for your boss to know that from time to time other employers approach you. To make this happen, develop relationships with recruiters in your industry and be helpful to them when they call, even if you are not interested in the position they are filling. Become active in professional organizations. If all else fails, you have to be prepared to walk away and accept a position with another company. 🌐

MULTICULTURAL CALENDAR

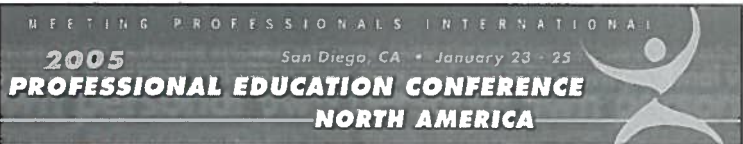
- November 1 — All Saints' Day (Christian)
- November 2 — All Souls' Day (Catholic)
- November 10 — Laylat-al-Qadr (Muslim)
- November 12 — Diwali (Hindu, Sikh & Jain)
- November 14 — Eid al-Fitr (Muslim)
- November 25 — Thanksgiving (Interfaith Holiday)
- November 26 — Birth of Guru Nanak (Sikh)
- November 28 — First Sunday of Advent (Christian)

DFW MULTICULTURAL NEWS

The D/FW Chapter Multicultural Initiative is preparing a multicultural survey for the membership, the results of which will be presented at the next DFWCMI program as part of Education Day on April 2nd.

Jim Monroe, CMP, CSEP, chair of the committee, will be participating in the next meeting of the MPI Multicultural Initiative Committee in Philadelphia, November 4 - 6, 2004.

Members with interest in joining this committee are invited to contact Jim at jim@jcmmonroe.com for information on the next meeting.



The 2005 Professional Education Conference- North America (PEC-NA) is all about YOU ...

January 23 - 25 in San Diego, California

The economy is improving but are you still focused on surviving instead of planning for the future? Do you repeatedly have to prove the value of your profession and the industry? This is the global business environment of today ... and tomorrow. Seize the moment to learn the skills to enhance your career and prove your strategic value.

Join MPI as it kicks off the New Year at its annual winter conference where you can reflect on your personal and professional goals. Take inventory of your professional development needs. Increase your knowledge with education sessions on Meeting Planning 101 and technology to strategic thinking, marketing and more. NEW! Special track on procurement, supply chain management and strategic meeting management. Maximize your potential by attending Personal Power Keynotes featuring business and life issues experts. And don't forget about the fantastic networking events. Use these resources to build a curriculum that fits YOUR needs.



MARK YOUR CALENDAR!

A great afternoon of fun for you & your co-workers...

“Home for the Holidays”

Holiday Luncheon
at The Adolphus Hotel
Thursday, December 16, 2004

Cost: \$38.00

Register online at www.mpidfw.org

Welcome to the birthplace of the brainstorm.

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.



North Lake Tahoe

VISITORS & CONVENTION BUREAU

800.378.2796

mytahoevacation.com/dfwmpi

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.

Lynn Daugherty.....Collin County Community College
Dona Brown.....Mary Kay, Inc.
Kimberly Lambeth.....AVMG, Inc.
James Rice.....Hotel ZaZa
Mark Shrayber.....360Limo, Inc.
Cathy Beavers.....Culinary Art Catering
Whitney Ragsdale.....Blockbuster, Inc.
Charlie Frankel.....Omni Hotels
Stephanie Taylor.....Texas Tech University
Sue Mick.....Society of Petroleum Engineers
William DuLaney.....Adams Mark Hotel-Dallas
Colin Clayton.....Harvey Hotel & Suites DFW
Georgia Hatzikazakis.....Wyndham Dallas North by the Galleria



Heard it through the Grapevine!

Leah Belasco
'Grapevine' Columnist

James Rice is Director of Catering at *Hotel ZaZa*. James previously was with *Hyatt Grand Champions Resort, Indian Well, CA; Palm Springs Hyatt and Palm Springs Convention Center*.

Carol Rees, formerly at the *Speedway Club at Texas Motor Speedway*, is the new Director of Sales at *Homewood Suites by Hilton at Fossil Creek*.

Updates from **Judy Johnson, CMP**, *RX Worldwide Meetings, Inc.*:
Tracey Uster is Business Development Manager. Tracey previously was with *Assa Abloy Hospitality*. **Amy Clark** is new Meeting Coordinator.

Go to your nearest major bookstore! **Judy Benaroch Johnson, CMP**, is featured in Harvey Mac Kay's new book titled "We Got Fired!...And It's the Best Thing that Ever Happened to Us!" (Pages 137-143)

Heartfelt condolences to **Lisa South, CMP, CSEP**, with *Absolute Solutions, LLC*, on the sudden death of her mother in Arkansas on October 4th.

Also heartfelt condolences go out to **Sherry De La Garza, CMP, MAC Meetings & Events**, on the death of her husband Bert's father, in Dallas on October 2.

MPI D/FW Chapter members **M.T. Hickman, CTP, CMP** with Richland College and student member **Monika Czajka** have been appointed to serve on MPI's newly formed Student/Faculty Task Force. Past MPI D/FW chapter board member, **Dvorah Evans, CMP** also serves as the Board Liaison of the Task Force.

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

Cracking the Networking CODE

By Dean Lindsay



Dean Lindsay

Networking is about helping others whenever possible so that when it's your turn to access help, you've got the relationships and the resources at hand.

The four letters that make up the word **CODE** stand for the four steps consistently taken by the most effective networkers to crack the networking **CODE** and begin to build powerful business relationships. Effective Networkers:

C: Create Personal Curb Appeal

Effective networkers feel successful and display a genuine desire to help others progress. They look and act the part of someone with whom you would want to have in your corner.

O: Open Face-to-Face Relationships

Effective networkers research the various networking options and commit to a networking strategy. They get out and about and reach out. They open relationships.

D: Deliver Solid First Impressions

Effective networkers know the first impression sets the foundation for all future impressions and make sure it is a good one.

E: Earn Trust

Effective networkers follow-up and keep in touch. They stay involved with the people they meet and earn their trust through a series of progress based impressions. They continually find ways to help. This is where most ineffective networkers drop the ball.

Learn more about the value of networking and the power of business relationships in Dean's new book *Cracking the Networking CODE*. Go to www.progressagents.com to learn more about how to gain more insight into how you can develop better business relationships.

Thank You

The MPI D/FW Chapter thanks the following chapter members for their graciousness in supporting the Fall 2004 One-Day Conference, held November 13, 2004 at Richland College... We couldn't do it without you!

Conference Sponsor:
GRANBURY CVB

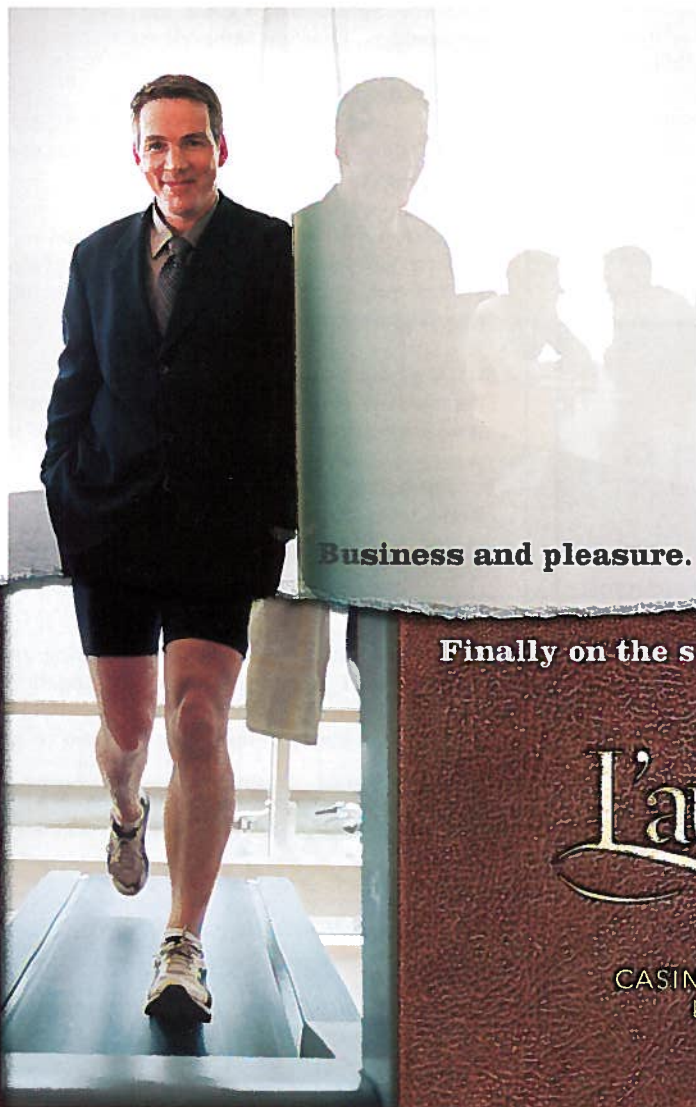


CITY CAFE

Catering Provided by:
CITY CAFÉ

PRE-SORTED
 FIRST-CLASS MAIL
 U.S. POSTAGE
PAID
 DALLAS, TX
 PERMIT NO. 1930

RETURN SERVICE REQUESTED



Business and pleasure.

Finally on the same page.

L'auberge
 du Lac

CASINO & GOLF RESORT
 LAKE CHARLES

A great meeting and a great time have never been closer.

When it comes to successful meetings, we strike the perfect balance. It is everything your clients expect in a world-class resort from high-end meeting facilities and a Tom Fazio-designed championship golf course to relaxed dining and Vegas-style gaming. Only a lot more convenient to travel to. Because we're right here in Lake Charles, Louisiana. 866.370.7222, ask for Sales or log onto LDLCASINO.COM.

OPENING SPRING 2005



©2004 Pinnacle Entertainment, Inc. All rights reserved. Gambling Problem? Please call 1-800-522-4700. Must be 21 to enter casino.