

Four-Time Winner—Chapter of the Year Award

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

CURRENT

Meeting Professionals International

March 1999

Dallas/Fort Worth Chapter



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

May 15

The Fairmont Hotel
"A Festival of Music"

Enjoy Dancing to
the music of the
Lakewood Pats . . .
and swing dancing lessons by
The Smiley Lindy Hoppers.

MPI D/FW Honored with 'Award for Excellence' in Education



MPI D/FW Honored at PEC 1999

The MPI D/FW Chapter was honored with an "Award for Excellence" in Education at Vancouver's PEC North America 1999. The award was based on educational programming during the 1997-98 chapter year. Pictured above are several members of the Program Committee who produced 12 chapter meetings during the term of President **Gregory Pynes** (Hand and Associates Marketing Communications), center; and Vice President/Programs **Steven Foster** (Circle R Ranch), left.

In this issue

President's Message	3
March Meeting Details	5
Education News	6
Last Month's Meeting	8
Spotlight on Chapter Partners	11
Community Services	12
'Heard it through the Grapevine'	13
The MPI Kids Charity Ball	14



Centerpieces at the February chapter meeting promoted The MPI Kids Charity Ball 1999. The stuffed teddy bears were banks, and MPI D/FW Chapter members were generous in supplying "spare change"—and some folding money, too!—for "the kids."

Centerpieces were provided by Appointments Professional Advertising.

D/FW Chapter Meeting in Fort Worth! • March 25 • 6:00 p.m.

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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MISSION STATEMENT

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

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Upcoming Chapter Meetings

March 25, Thursday
"Race to the Olympics"
Radisson Plaza Hotel and
Fort Worth Convention Center
6:00 p.m.

April 22, Thursday
"Magic of a Mighty Memory"
Harvey Hotel/Crowne Plaza
11:30 a.m.

May 27, Thursday
Texas Motor Speedway
6:30 p.m.

June 24, Thursday
Monthly Meeting
"Annual Awards Gala"
Morton H. Meyerson Symphony Center
6:30 p.m.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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CURRENT Deadlines

ISSUE	DEADLINE
April inserts due April 5	March 19, Friday
May inserts due May 10	April 16, Friday
June inserts due June 7	May 14, Friday



E-mail copy (Microsoft Word 7/Windows attachment) to gracie@eaze.net

Gemelli 1999, April 12-17, Precedes European MPI PEC in Italy

In conjunction with the 1999 European MPI Professional Education Conference in Rimini, Italy, the MPI D/FW World Development Committee presents Gemelli 1999.

MPI D/FW's sister-chapter, MPI Italia, will host the Third Gemelli Conference in the Lakes District (Como) and Venice, Italy, April 12-17.

The Gemelli Conference will include outstanding educational sessions and the opportunity to see this part of Italy with those who know it best — our Italian counterparts.

A ground package, which includes hotel rooms—four and five-star properties!—for five nights, food and beverage

functions and complete tours of the area is only \$590—an unbelievably low price!

The European MPI PEC begins in Rimini, Italy, April 18. "Composing the Conference Concerto: Striking an Adult Educational chord in Europe" is the conference theme.

For more information on the Gemelli Conference (coordinated by MPI D/FW Chapter's Worldwide Development Program Committee) contact Bobby Bulger at 214-341-5876.

For more information on the European MPI PEC in Rimini, Italy, contact Meeting Professionals International's Conferences/Meetings Department at 972/702-3051.

President's Message

Telecommunications Equipment Demands Good Business Etiquette

Recently I taught an in-house class on "Business Etiquette and Protocol" for Dallas CVB employees. We focused on courtesy and manners when using fax machines, e-mail and telephones.

Fax Machines

What did we ever do without **fax machines**? Everyone wants things instantly and the fax machine is one method to get it there fast.

Are you courteous in regard to co-workers if sending or receiving long documents? Did you think to call your client or recipient before faxing a 30-page proposal? An opportunity to suggest the best time to receive a long document is most appreciated!



Colleen Rickenbacher,
CMP
Dallas CVB
D/FW Chapter President

E-Mail

How many **e-mail** messages do you receive each day that are business related? Too many jokes, chain letters, "touching stories" and other non-business items will come across the screen.

Think twice before sending these items! Does the recipient have the time to read jokes and do they really want them? Remember: your name is tied to that e-mail forever. You have no idea how many times your joke is sent on to another person and they send it on. Possibly someone along the line is an important client or future business and your inappropriate joke and name comes across their computer.

Be aware of any emotional expressions. Once you hit that "send" button your e-mail message is on its way. You can't rip it up and throw it away. It has been proven that people are more brave and aggressive in their e-mail as opposed to a written letter.

Think twice before using e-mail for thank you notes or formal letters. Is this the proper delivery of that message? Remember that your e-mails are still considered a business transaction. Use proper grammar, use "spell check" and watch abbreviations.

Telephone

And then there's the **telephone**—both the **business phone** and the oh-so-important **cellular phone**.

On a **business phone** call, be sure to give your business associate your full attention. Don't type on the computer while on the phone. Don't send faxes while on the phone; the caller can hear the sound of the fax going through the machine! Don't eat or drink while on the phone.

When leaving a voice mail message, get to the point. Provide your name, purpose of the call and give them your phone number. Don't assume that your telephone number will be remembered. The recipient of your message may be on the road or out of the office and not have access to your phone number.

When you leave your phone number, speak clearly and s-l-o-w-l-y. Nothing is more frustrating than having to replay a message several times so you can understand the number.

Update your voice mail daily. Keep it current and pleasant. If you are out of town or out of the office, provide a brief explanation about how you can be reached if necessary and when you will be returning to the office. Don't ramble on and on. Provide the facts and hang up.

The **cell phone** is another valuable tool that demands close attention to etiquette. Turn the cell phone off in a restaurant or put it on the vibrating mode. Always turn the cell phone off in meetings, seminars, movie theaters and church. This goes for beepers also.

Pay attention to your driving when using the cell phone in the car! Interstate #30 and cell phones do not mix. I confess that I am guilty of using my cell phone while driving, but it is not a good or safe practice. If you *must* make a call, dial two or three numbers, check the traffic and dial two or three more. Please don't check your voice mail and write things down as you are driving down the road.

Courtesy is contagious!

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,500 members in 51 countries and 58 chapters and three clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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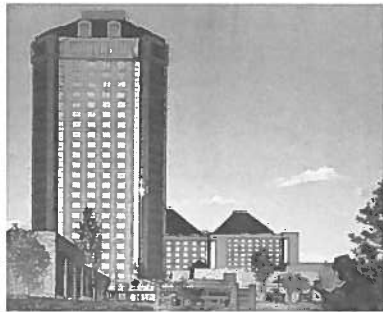
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Matthew Wood Discusses Race to the Olympics—2012

By Sherri Cook, CMP
Sherri Cook & Associates

It's time to get "revved up" for the March 25 MPI D/FW annual meeting in Fort Worth, featuring The Fort Worth Convention Center, The Speedway Club at Texas Motor Speedway, Radisson Plaza Fort Worth and speaker, Matthew Wood, a member of the U.S./International Olympic Committee.

Gray Line/Kerrville/Coach USA will provide complimentary motorcoach transportation, from both The Wyndham Anatole Hotel (Chantilly Ballroom Entrance) and Westin Galleria (Parking Lot). Buses will leave the *starting gates* at 5:00 p.m. Reserve your seat on the registration form.

Should you choose to use your own engine, complimentary valet and self-parking are available at Radisson Plaza Fort Worth.

Registration begins at 6:00 p.m. in the west lobby at the Radisson Plaza and orientation is in Texas A.

Then, "motor over" to General Worth Park, adjacent the hotel, for a reception hosted by The Speedway Club at Texas Motor Speedway—who will provide two complimentary tickets to each attendee for the March 26 Texas 500 qualifying rounds at Texas Motor Speedway!

At 6:50 p.m., we'll *sprint* to the Fort Worth Convention Center's entrance on 9th street and veer to the left towards the East meeting rooms (104 – 106) to enjoy a specially prepared dinner and our featured speaker, Matthew Wood.

Wood will elaborate on efforts to bring the 2012 Summer Olympics to Texas. He is a member of the Arlington 2012 Olympic Bid Committee who coordinates with the Dallas 2012 Committee representing all of North Texas.

Wood is involved on both the U.S. Olympic Committee and International Olympic Committee levels.

Radisson Plaza Hotel offers a special \$79 rate to MPI members who would like to stay overnight in Fort Worth. For reservations, contact the hotel and let them know you are attending the MPI meeting.

See complete listing of hosts for the March meeting on page 6.



Matthew Wood

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

March MPI D/FW Chapter Meeting

"Race to the Olympics"
Thursday, March 25

Radisson Plaza Hotel (Parking/Registration/Orientation)

815 Main Street, Fort Worth, (817)870-2100

Fort Worth Convention Center (Dinner & Program)

111 Houston Street, Fort Worth, (817)884-2222

5:00 p.m. Transportation from Dallas (Wyndham Anatole and Westin Galleria)
Westin Galleria Hotel Parking Lot and Wyndham Anatole Hotel/Chantilly Entrance
Self or Valet Parking Complimentary at Radisson Plaza Hotel

6:00 p.m. Orientation, Texas A Room, Radisson Plaza Hotel

6:00 p.m. Registration, West Lobby, Radisson Plaza Hotel

6:00 p.m. Reception, General Worth Park, adjacent to the Radisson Plaza Hotel
(Weather Backup: Lobby, Fort Worth Convention Center)

7:00 p.m. Dinner & Program, Fort Worth Convention Center, East Meeting Rooms (104-106)

8:45 p.m. Buses depart for Westin Galleria Hotel and Wyndham Anatole Hotel

9:30 – 9:45 p.m. Buses return to Westin Galleria and Wyndham Anatole

R.S.V.P. to Randie

by noon, Tuesday, March 23

*Reservations rec'd after the deadline
will be placed on waiting list.*

**FAX 972-506-7485 (see fax insert)*

reserve bus seating on fax reg. form

**rcharnes@msn.com*

Advance Registration \$28

Onsite Registration \$35

Guest Registration \$32

March Host Facilities

Program Host—The Fort Worth Convention Center is situated in the heart of downtown Fort Worth. It contains 145,000 square feet of exhibit space, 21 meeting rooms, an arena with 10,418 permanent seats and the JFK Theater with 2,975 permanent seats. New for 1999 for both the Radisson and the Convention Center is the General Worth Square Connection, designed for organizations that require extraordinary production capabilities for conventions, tradeshow, technical meetings and other special events. This connection ties the Center and Radisson together through the Park offering one-stop shopping inside a two-year window for meetings up to 260,000 square feet of combined function space. Expansion plans are targeted for September.

Dinner Host—Fine Host Corporation is one of the nation's premiere contract food service management companies. Fine Host provides food and beverage concession and catering services to approximately 900 facilities in the recreation and leisure, convention center, education, business dining, health care and corrections markets.

Reception Host—The Speedway Club at Texas Motor Speedway is nine stories high with 120,000 square feet of interior space with features designed for special events: the Starlight Room, a scenic room accommodating 350 guests for dining and dancing; 26,000 square foot Ballroom with seating for 1,000 and six smaller meeting rooms; Health Club & Spa; and 4,800 Verandah outdoor club seats for Speedway Event Seating. Texas Motor Speedway has 160,000 seats.

Parking, Registration, Orientation, Guest Rooms—The historic (the only hotel in Fort Worth in the National Registry of Historic Places), 517 room, Radisson Plaza Hotel is situated in downtown Fort Worth, two blocks from Sundance Square, the premier entertainment district in the Southwest.

EDUCATION NEWS

Hosts for March Chapter Meeting *see details on page 5*

The Fort Worth Convention Center (Program)

Kirk Slaughter
Public Events Director
James Horner
Asst. Public Events Director
Amber Godard
Administrative Assistant

Fine Host Corporation (Dinner)

Marilyn Garrett
Gen'l Mgr., Fort Worth Conv. Center
Martin Thorson
Gen'l Mgr., Albuquerque Conv. Center
Chef Drew Deckman
Executive Chef, FW Conv. Center
Chef Steve Shimmin
Executive Chef, Albuquerque Conv. Ctr.

The Speedway Club at Texas Motor Speedway (Reception)

Andrew (Andy) Osborne
Asst. General Manager

The Radisson Plaza Fort Worth (Parking, Orientation, Registration, Rooms)

Kevin McMahon
Director of Marketing
Don DeFeo
Director of Sales
Dirk Thomas, CMP, CHME
Associate Director of Sales

March Committee Members

Diane Smith, CMP
Alcon Laboratories, Inc.
Dirk Thomas, CMP, CHME
Radisson Plaza Hotel
Sherri Cook, CMP
Sherri Cook & Associates
Charlotte Merrill-Davis, CMP
Event Source Professionals

NEXT MONTH!

Read the first of a 3-part series
about MPI D/FW's partnership
with Richland College
(by M.T. Hickman)



Educational Opportunities & Upcoming Industry Meetings *at a glance*

March 20

"Windows 95/Word 97/Power Point
Presentations"
or "Planet SABRE"
Richland College Campus
8:00 a.m. – 12:00 noon for both classes
free to MPI volunteers who want to help & learn
Contact: M.T. Hickman, 972-238-6097

April 5- May 10

CMP Study Group Sessions
Mondays, 6:00 p.m. – 8:00 PM
Place: Harvey Hotel DFW Airport
4545 W. John Carpenter Fwy. (Hwy 114)
Fee: \$45 members
Contact: Dana Nickerson, CMP, 214-343-8067
or Mary Lynn Novelli, CMP, 214-346-1886

April 11-17 & 18-20

Gemelli 1999 Seminar & PEC Europe
Where: Milan, Italy
Contact: Bobby Bulger, 214-341-5876

April 13

PO'Ds 1 & 3
"Effective Pre-Con Meetings"
DoubleTree Lincoln Centre
8:00 a.m. – 9:30 a.m.
Fee: \$15 members, SMART card
Contact: Patti Palacios, 972-306-7659
or Carol Benavidez, 940-320-0130

April 13

Walk-a-While
"Pre-Con Meeting/Audio Visual and Registration"
Wyndham Anatole Hotel
6:00 p.m. – 8:00 p.m.
\$15 members fee, \$20 non-members, SMART
card
Contact: Patti Stern, 214-638-4828
or Elizabeth Baryshev, 972-417-3255

April 17

"Internet" – Industry sites
or "PlanSoft" – Site selection/RFP
Richland College Campus
8:00 a.m. – 12:00 noon for both classes
free to MPI volunteers who want to help & learn
Contact: M.T. Hickman, 972-238-6097

April 8, Thursday

Hospitality Sales & Marketing Association
International (HSMIA) Dallas
Chapter Golf Tournament & Awards Luncheon
Buffalo Creek Golf Club, Rockwall
Contact: Don Offill, American Golf Corporation,
972-445-2020

April 20 – PO'Ds 4, 9 & 10

Guest Speaker – TBD
Diamond Club at The Ballpark in Arlington
5:30 p.m. – 9:00 p.m.
MPI Members are invited to join the Diamond
Club Hospitality Soiree at 6:30 PM
Fee: \$15 members, SMART card
Contact: Tamra Fairbrother, 817-795-9006
or Dirk Thomas, 817-870-2100

May 8

"Ajenis" or "Meeting Trak"
Richland College Campus
8:00 a.m. – 12:00 noon for both classes
free to MPI volunteers who want to help & learn
Contact: M.T. Hickman, 972-238-6097

May 11 - Walk-a-While

"Scripting/Logistics/Scheduling"
Location: TBD
6:00 p.m. – 8:00 p.m.
\$15 members fee, \$20 non-members, SMART
card
Contact: Patty Stern, 214-638-4828
or Elizabeth Baryshev, 972-417-3255

May 22 & 23

CMP University
"Boot Camp" before the exam
Saturday, 9:00 a.m. – 4:00 p.m.
Sunday, 9:00 a.m. – 12:00 noon
and Monday, June 21
New "CMP Exam Dress Rehearsal"
Monday, 6:00 p.m. – 9:00 p.m.
Place: Harvey Hotel DFW Airport
4545 W. John Carpenter Frwy (Hwy 114)
Fee: \$125 members, for all three sessions
Contact: Dana Nickerson, CMP, 214-343-8067
or Mary Lynn Novelli, CMP, 214-346-1886

For more information about any of these educational opportunities call
Marti Fox, CTC (BTI Americas) 214-905-8550

EDUCATION NEWS

The Platinum Series MPI D/FW Participates in Pilot Program for New Educational Series



By Patty L. Stern
Carey Chauffered Services

The pilot module of the new "Platinum Series" was a remarkable learning experience. "The Art of Negotiating: Speaking the Same Language" was the first of seven focused, interactive educational programs to be delivered at the chapter level.

A strong mix of more than 100 planners and suppliers assembled for a seminar of interactive activity. Seating was designed to allow each participant "hands-on" practice in negotiating effectively and creating WIN-WIN situations when doing business.

This seminar enabled participants to understand each other's professional needs more clearly. The art of negotiating efficiently is critical to success in planning endeavors. As the dynamics of the

meetings industry change, the selection of suppliers and the relationship-building process is vital for any business to be completed efficiently.

Participants learned "Six Steps of Negotiation for a Win-Win Objective" and practiced tactics, self-assessment and understanding (through listening!) the needs/wants of others. This culminated with actual negotiation sessions.

Sponsored by Hilton and the MPI Foundation, with support provided by United Airlines, the Platinum Series is a new educational opportunity for MPI members. Its unique nature demonstrates a new approach to interactive and collaborative learning.

Participants in this first presentation module felt fortunate and honored that MPI D/FW was selected as the first chapter to host—and help fine tune—this pilot program.

Watch for information on the next module and plan to attend! This is education at its finest!

Tidbits from the Top News from MPI International

Platinum Series Debuts

MPI, in conjunction with its curriculum partner, Lore International Institute, is finalizing the rollout of MPI's single most dramatic educational offering to chapters—"The Platinum Series," seven innovative, professionally facilitated, learning experiences.

After a preview to MPI D/FW members in January (see related article on this page), additional modules will be available this month.

The award-winning Lore International Institute of Durango, Colorado is designing the curriculum for the seven Platinum Series modules in conjunction with the MPI Education team. The first three modules will be Communicating the Language of Business, Speaking the Same Language-The Art of Negotiation, and www.meetingexperience.com.

Each three-hour module in The Platinum Series is a facilitated work session that focuses on a different critical learning objective as identified by MPI's membership. The series is sponsored by Hilton and the MPI Foundation, with support provided by United Airlines.

For more information call the MPI Education Department at 972.702.3094.

Next CMM Program May 20-26

The Certification In Meeting Management (CMM) course is being offered for the second time in 1998-99 on May 20-26 at Michigan State University, East Lansing, Michigan.

This university-certified global designation for senior-level meeting professionals consists of an application to determine eligibility, home study, a five-day residential immersion course and a three-part examination. The entire experience is strategic in nature as opposed to tactical.

For more information and an application, call the MPI Education Department at 972.702.3023 or 3025.



Submitted by
Michelle Carter, CMP, CHSP
(Wyndham Anatole)
MPI D/FW International
Marketing Liason



CMM

Attention D/FW CMPs and CMMs!
**The First Annual CMP Recognition Event
Scheduled for June 1999!**

Plan to attend a breakfast recognizing the efforts and distinguished certification within the Meetings Industry. This event will be CMP/CMM-exclusive.

You and fellow colleagues will have the opportunity to network with each other and celebrate your professional endeavors! More details forthcoming!

D/FW Meetings & Hospitality Industry

JOB BANK

Voice Mail 972-381-5624

February Meeting Highlights

LaDonna Gatlin: 'Tune Up Your Life with DO-RE-MI'

Grammy Award winner LaDonna Gatlin—sister of country music's famous Gatlin Brothers—was the featured speaker (and singer!) at the February MPI D/FW Chapter meeting at Renaissance Dallas North Hotel.

"Going far beyond music to deliver a powerful message," Gatlin used the musical alphabet to illustrate seven life-balancing principles and encouraged her audience to "tune up your life" by listening to the "Do-Re-Mi's."



- DO** DO the right thing
- RE** REalize the potential of others
- MI** MInd your mind.
- FA** FAilures can be turned into life experiences
- SO** SOlutions begin with me
- LA** LAugh!
- TI** TIme is our most precious resource. Use it wisely.
- ... and that brings us back to
- DO** We end where we begin by DOing the right thing because everything is based on character and integrity.

Photos by VISTA

February meeting attendance
(+ 46 over Feb. 1998)
Highest attendance this year
—at the December Holiday



Program Committee members for at Renaissance Dallas North Hotel (Hackberry Creek Country Club) (Nightlife Talent and Management) Atterberry (Wyndham Anatole Hotel)





The MPI Kids Charity Ball 1999 was a big focus at the February chapter meeting. Promoting the ball during the pre-meeting reception were **Jennifer Felke** (The Trade Group), Chair **Pat McCain, CMP** (Krisam Hotels and Resorts) and **Patti Wilke, CMP**.

Hall of Fame

Please salute the following companies and individuals for their contributions to the February meeting at the Renaissance Dallas North Hotel.

Featured Speaker
LaDonna Gatlin
provided by Garrett Speakers International

Meeting Sponsor
Puerto Villarta Tourism Trust
Maria Escarfullery, Fiesta Americana Hotels

Facility, Reception, and Luncheon
Renaissance Dallas North Hotel

AV Services
AVHQ/Event Staging
Rainbow Audio Visual

Decor/Centerpieces
Appointments Professional Advertising
Joy Cook Designs

February Program Committee
O.D. O'Donnell
Nightlife Talent and Mgt. Agency

Anna Squire
Hackberry Creek Country Club

Kerri Atterberry
Wyndham Anatole Hotel



February meeting
Anna Squire
O'Donnell,
Kerri

Photos by VISTA



LEFT: Promoting The MPI Kids Charity Ball 1999 were **Steven Foster** (Circle R Ranch), and **Esther Wigley, CAS** (Appointments Professional Advertising).

*JPAPG
(Jan Pollard Award
for Professional
Growth) funds
totaled \$371 at the
February chapter
meeting!*



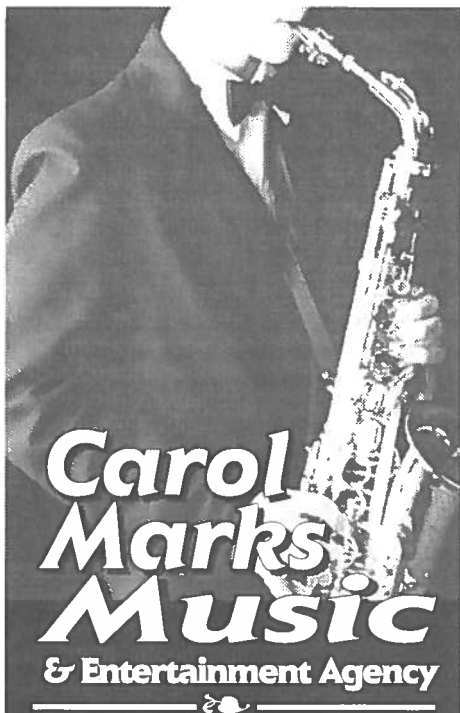
Sponsors of the February meeting at Renaissance Dallas North Hotel were **Puerto Vallarta Tourism Trust and their hoteliers**. MPI D/FW members had the opportunity to visit with representatives from The Fiesta Americana Hotels, The Westin, The Sheraton, The Krystal Hotel, The Presidente Hotel and La Joya Mismaloya. The Tourism Trust/Aero Mexico gave away a six-days, five-nights trip to the Fiesta Americana Puerto Vallarta hotel with round trip air via Aero Mexico.

Third Annual
Texas
Education
Conference



November 5-6
Renaissance Austin Hotel

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Selecting Keynote Speakers

By Melissa Parks, CMP • H.D. Vest Financial Services

A keynote speaker can make or break your meeting. The keynote speaker is the first thing your attendees hear, or the last. A keynote can set the tone for your meeting.

Hiring speakers your attendees will love is tricky work. I've managed to find some speakers my group would like to hear again and again. I've also hired some that left me looking for one of those large hooks to pull them offstage!

Because I use about eight keynotes and 24 breakout speakers a year, I spend a lot of time reviewing speaker information and videos. Here are some of my tips on successful speaker hiring.

Finding the right speaker

Work with a limited number of reputable speaker bureaus. Talk to other planners about bureaus they use and like. One bureau may not be enough if you hire a number of speakers, but five is probably too many.

The best way to work with a bureau is to create a one-page information sheet about your company, including meeting dates, location, budget, expectations—as well as a list of previous speakers. This will help the bureau find a speaker that meets your parameters.

If you are inundated with speaker bureau sales calls, you will do yourself and them a favor by A) faxing them your one-pager and asking them to fax back some ideas or B) being polite and telling them you are already working with a number of bureaus and you are happy with the service they provide. Most salespeople will appreciate your honesty.

Get referrals

Talk to other planners in your industry—including competitors. Find out who they hired and how it went. Ask your attendees for suggestions of speakers they've heard at other conferences.

If you have a speaker in mind, talk to the planner who hired that speaker last.

Make your speaking engagement go smoothly

Send a confirmation letter or fax. Even after you have signed the contract and sent the deposit, send a confirmation with the title and objective of the speech clearly written out so they can see how you are promoting them. Confirm the date, time, location, room name, hotel and airfare agreement, transportation agreement, expected audience size, dress code, where to go upon arrival, room set-up, audio-visual needs, who will be introducing them, what is going on before and after they speak, and most importantly, an emergency phone number where you can be reached (day or night) before the meeting.

Create a profile of your group and/or company

I created a speaker packet that includes: our mission statement as a firm; who we are and how we got started (financial firm with 6800 reps around the country); the goals of the meeting and the goals for the firm for the year; four pages of information on who will be sitting in the audience (their education level, business types, age, income, interests, hot buttons, taboos, etc.), tools we use to support our reps, and recent initiatives of the firm (local training efforts, new paperwork support system, new website features, etc).

This gives the speaker the opportunity to customize his/her presentation and mention projects the audience is familiar with and we want to promote.

Reconfirm

Schedule a conference call two weeks out to make sure the speaker has read your packet and is aware of any new information. If there are any sensitive issues, make sure they are aware.

Reconfirm by fax or email one week prior to the meeting. Include the speaker's hotel confirmation number and information about finding the limo at the airport. Send the name badge and a schedule of events. Sometimes speakers will wander the exhibit hall to meet people before they speak.

Day of the speech

Introduce the speaker to the individual who will provide the onstage introduction. Make sure the A/V staff has the speaker's name spelled correctly if it will be flashed onstage. Make sure the speaker knows how to find the limo to get back to the airport. Pay the speaker, if appropriate.

After the speech:

Send the speaker a thank you note with a summary of the evaluation comments and results. Let your speaker bureau rep know how they did or copy them on the thank you note.

I've learned most of these things the hard way, so if you'll take my advice, you'll be well on your way to hiring speakers your group will love and who will make you look like a star!

SPOTLIGHT: CHAPTER PARTNERS

"Spotlight: Chapter Partners" is a new feature recognizing various individuals whose companies support involvement in Meeting Professionals International by donating their time, talent and services to the D/FW Chapter.



Jim Monroe, CMP

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If an MPI event could be compared to an Academy-Award-winning movie, MPI D/FW member Jim Monroe, CMP, gets the nomination for Director of the Year. Monroe, Design Director and Senior Meeting Manager at Gale Sliger Productions, has been the creative force behind MPI D/FW's last two Awards Galas, and is once again bringing his considerable talent to bear on this year's celebration event in June at the Morton H. Meyerson Symphony Center.

It's an effort he's well prepared for. Jim holds a master's degree in Theater Arts from the University of Cincinnati, with a specialty in scenic design and stage lighting. His collaboration with event planner Gale Sliger spans more than 25 years, the last 15 together under the banner of Gale Sliger Productions, which supplies custom and rental decorations, floral design, draping, as well as complete meeting and event management service.

"Gale and I worked together in the meetings and special events profession long before there was real recognition of it as a profession," recalls Monroe. "In that time we have seen a lot of changes."

Perhaps the biggest change has been the development and growth of professional organizations like MPI, which Monroe says opened new doors of education and cooperation throughout the industry. An MPI member for just four years, Monroe has learned some valuable lessons and new insights.

"It has been a great experience for me, professionally and educationally. After years of working within the profession in Dallas, I gained, as an MPI member, a new sense of the whole business. I came to understand the larger picture and where we all fit within it. This has been a major influence on our partnering philosophy, and MPI is a great organization to partner with."

Question: Which MPI D/FW member is most qualified to run away and join the circus? Answer: Bruce Wolpert, CMP, who is both a dedicated marathon runner and practicing clown.

As Director of Worldwide Sales for Hilton Hotels Corporation, Wolpert has juggled many interests during his 18-year career in the hotel industry, the last 10 with Hilton National Sales. Last year, Hilton Hotels USA and Hilton International formed a strategic alliance which expanded Wolpert's network across more than 400 Hilton Hotels Worldwide.

It's a global challenge he has accepted with the trademark enthusiasm Bruce brings to any endeavor in which he's involved. Just consider his MPI service. Wolpert joined MPI in 1995 and immediately began taking on big challenges—the first of which was earning his Certified Meeting Professional (CMP) designation. Upon achieving this certification, he then joined the CMP Committee and began assisting other MPI D/FW members with obtaining the highly-prized meeting certification.

"I promised (CMP Committee Chair) Pat McCain that I would give something back, so Cyndi Martinez, who also passed the test with me, and I taught the next class," said Wolpert. "I probably made more friends in the CMP study class than at any single meeting."

Bruce also has served on the Program Committee and The MPI Kids Charity Ball Committee, donating various Hilton Hotel accommodations to the event's silent auction, as well as being the co-sponsor with Delta Air Lines of last year drawing to Hawaii.

Bruce's advice to his fellow MPI members: Get involved. "This is a great organization for education and networking. It's best to get involved, so you can take full advantage of all the benefits MPI offers."



Bruce A. Wolpert, CMP

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PEC 1999: 'A Whole New Ballgame' of Education and Fun



By Lynn E. Lewis
Ernst & Young LLP

Among the more than 2,000 attendees at MPI's Professional Education Conference 1999 in Vancouver were 1,764 from the United States; 380 from Canada; and 41 from overseas

Vancouver was a sight to see. The Vancouver Convention and Trade Center was right by the water overlooking beautiful, snow topped mountains.

Keynote speaker Peter Ueberroth was a hit! A former *Time* magazine "Man of the Year," Ueberroth served five years as president and CEO of the Los Angeles Olympic Organizing Committee and organized the 1984 Olympic Games.

Ueberroth, managing director of Con-tarian Group Inc, discussed "staying on the cutting edge."

Educational sessions provided the opportunity to learn, grow, and network with fellow planners and suppliers. Classes ranged from technology's latest planning software applications to meeting consolidation.

Mark Victor Hansen, a co-author of the wildly popular "Chicken Soup" series of inspirational books inspired goal-setting.

Entertainment by Grammy Award winner Sandi Patty, numerous impressive receptions with wonderful food, Rendezvous for a Reason (sponsored by Hard Rock Café), a sponsored "breakfast in bed," plus luncheon entertainment by Marty Stuart, bands with different ethnic backgrounds, and trapeze artists were among the many entertainment features.

MPI D/FW was an award winner, bringing home an "Award for Excellence" in Education.

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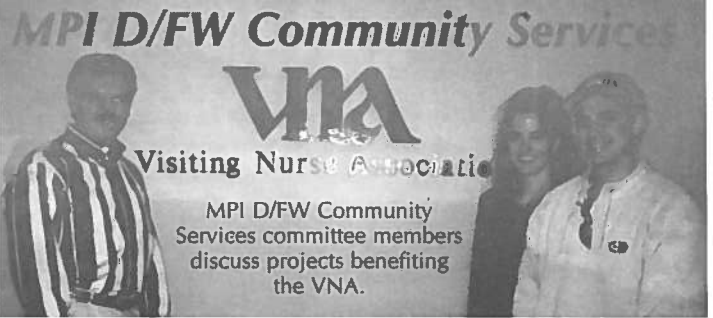
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M.T. Hickman
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'Grapevine' Columnist

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Mitchell Cathey
Palomino Euro Bistro
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Allyson Ashley, CMP, Hilton DFW Lakes, and her husband, Merrell are enjoying being parents for the first time. Elizabeth Quinn Ashley was born December 10.

Francy Fellman discontinued her catering business, Culinary Classics Catering, to start **Fellman Motorsports Services**, a company providing hospitality services at racetracks and corporate incentive programs focused on stock car racing.

Gregory Pynes, Hand & Associates Marketing Communications, is a nominee for MPI's Marion V. Kershner Memorial Chapter Leadership Award. The International Awards Committee will name the recipient in July.

Carmen Murphey accepted the position of convention services manager, **Adam's Mark Hotel Dallas**.

Dana Cooper recently moved from Houston to Irving to accept the position of sales manager at **Omni Mandalay Hotel**, Las Colinas.

Candice Haun is the new events manager, **Saga GameWorks**.

After 10 years as director of meetings and conventions for the Society Diagnostic Medical Sonographers, **Suzie Oliver** left to join **Challenge Management Inc.**, a multi-management event planning company, as senior consultant meetings and events.

Tamara Quilty was named manager of corporate incentives, **Dr Pepper Seven Up Inc.** She was formerly with MCI Planners.

Lanay Fournier-Strokes, program manager events marketing, **Sprint**, and her husband, Kevin, are expecting their first child in late April.

Jeanie Renner returns to the D/FW area as general manager, **J&S Audio Visual** Tarrant County. Jeanie left six years ago and since then has lived in Houston working for J&S Audio Visual. Most recently she was in residential real estate in Scottsdale, Arizona.

Sally Goldesberry, (*Meetings and Exhibit Specialists*), and **Jennie McNeill** (*Texas Grain and Feed Association*) can now add "CMM" as well as "CMP" to their names. Both recently earned the CMM certification.

To submit items for this column contact

M.T. Hickman (Richland College) 972-238-6097; fax 972-238-6333, or mthickman@dcccd.edu; or Mitchell Cathey (Palomino Euro Bistro), 214-999-1222; fax 214-999-1115.

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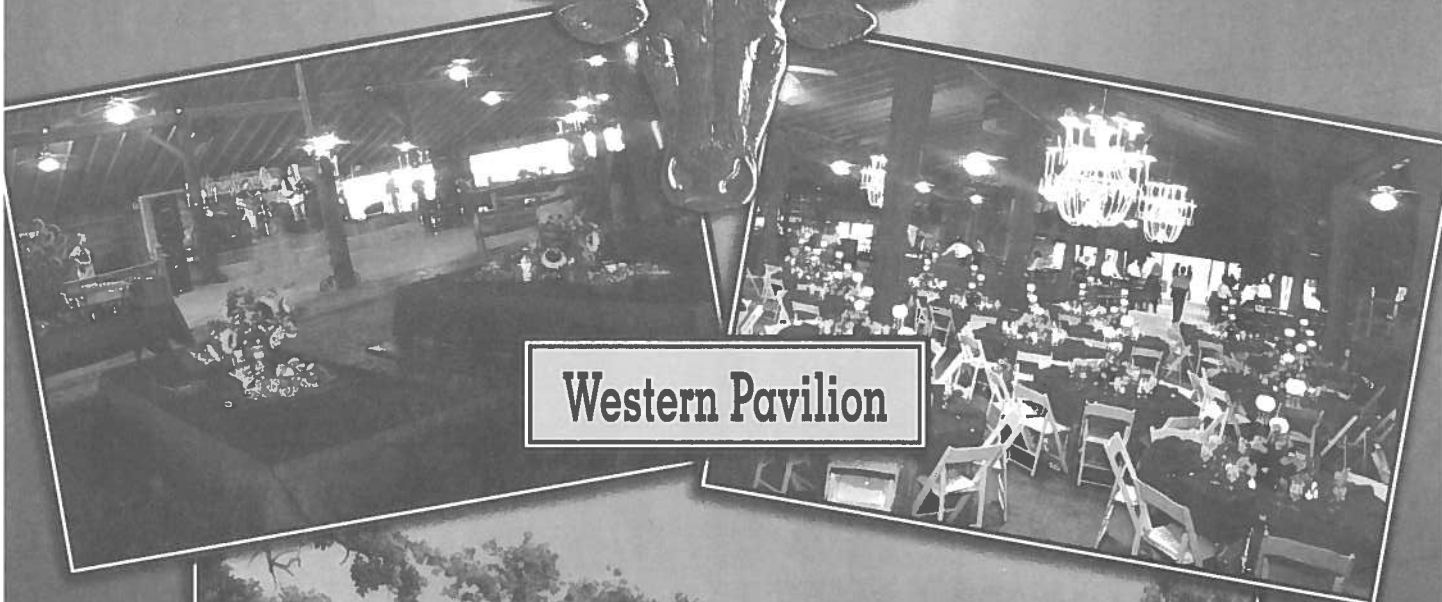
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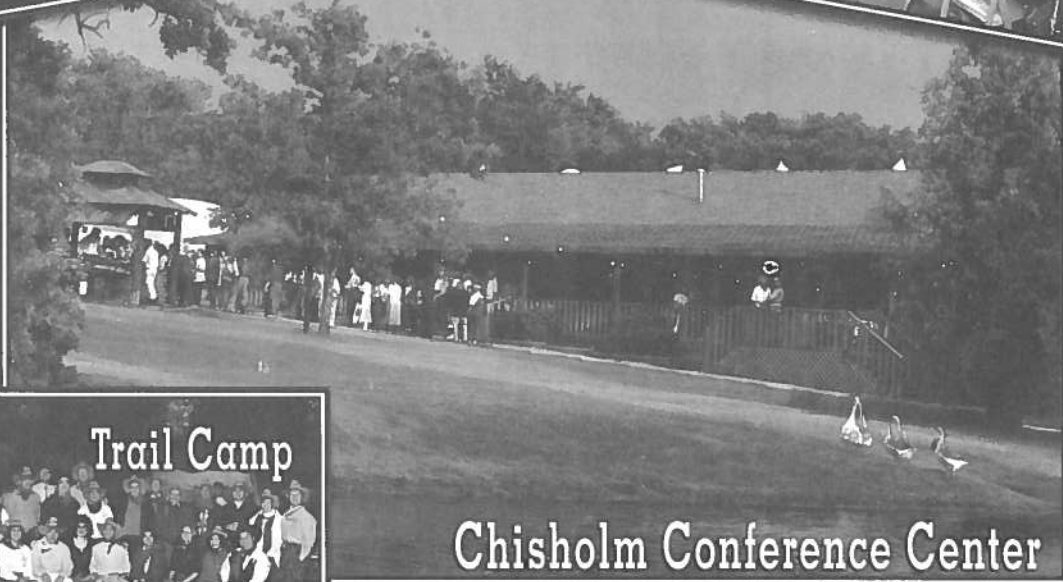
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