



# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL  
*Committed to Educational Leadership*

Meeting Professionals International

April 2000

Dallas/Fort Worth Chapter

*MPI D/FW History in the making . . .*

## Success in **2000!**

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### Article Submissions?

### Questions???

We've changed our article submission information

e-mail to:  
[txpress@eaze.net](mailto:txpress@eaze.net)

or call:  
972.387.8118



The first-ever Supplier Showcase in MPI D/FW history was held Thursday, February 24, at the Dallas Convention Center. Guest speaker was Susie Humphreys, former KVIL reporter. The event was a great success with over 121 vendors and 156 attendees! Above the Event Planning Committee takes a well-deserved break to pose for their 15 minutes of MPI Fame; from left to right: David Gisler, Freeman Decorating Company; Esther Wigley, MAS, Appointments; Suzie Oliver, Challenge Management, Inc., - Committee Chair; Pat McCain, CMP, Krisam Hotels and Resorts; Betsy Hunt, The Maxcel Company, Inc.

April 27th • 6:30 p.m. • Billy Bob's Texas • Fort Worth, Texas

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership  
Dallas/Fort Worth Chapter

## CURRENT

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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.

The *CURRENT* is published 12 times yearly for the D/FW Chapter of Meeting Professionals International, the industry's leading educational and networking resource in meetings management. Statements of fact and opinion are the responsibility of individual writers and do not imply collective opinion of the officers or members of MPI. The *CURRENT* and MPI D/FW Board of Directors are not responsible for the content of advertisements. Any complaints concerning an ad should be directed to the advertiser.

# A Message from the President:

An MPI D/FW member who I've been acquainted with for several years called recently to compliment me on some of the chapter accomplishments of the past few months. A fringe benefit of being president is you get a lot of credit, much of it undeserved, for the chapter's success. I've decided that being chapter president is a lot like being a winning coach; the team does all the hard work and the coach gets his picture on the cover of "Sports Illustrated." I don't deserve the credit, but I appreciate the photo opportunity.



Steven G. Foster, CMP  
Circle R Ranch  
D/FW Chapter President

During our conversation, however, this member made an interesting observation. She said, "I've known you for a couple of years, but I really don't KNOW you that well." That struck me as an interesting remark, because it seems as if I've spoken or met with more chapter members since beginning my term in July 1999, than in my entire 10 years with MPI D/FW.

Then I was reminded that most of those interactions are brief and almost entirely focused on solving a problem, dealing with a concern or assisting on a chapter project - not necessarily time focused on getting to really know someone. I guess a monthly column doesn't exactly provide any real insight into its writer either, so I hope the following will suffice. The exercise was quite revealing.

At the MPI Professional Education Conference held recently in Nashville, one of the workshops offered was facilitated by professional consultant Eric Burton. His program, entitled: "Proception: The Professional Perception System," identifies and describes external behaviors which identify the way a person thinks, solves problems, displays emotions and

interacts with others to get things done. Basically, it identifies your style of personal behavior.

What follows is the verbatim analysis of my "Proception." I've shared it with the people closest to me. There were a lot of heads nodding "yes" and comments like "this is SO you."

Judge the results and draw your own conclusions.

"Steven is a very goal-oriented manager who believes in harnessing people to help him achieve his goals. He may lose interest in a project once the challenge ceases. He may be so self-confident that others see him as arrogant. Steven wants to be seen as a winner and has an inherent dislike for losing or failing. He appreciates people who are team players and will reward those who are loyal.

"Some may view him as stubborn and opinionated. He may try to explain his stubbornness in positive terms. He seeks his own solutions to problems. He has very high ego strengths and may be viewed by some as egotistical. He displays a high energy factor and is optimistic about the results he can achieve. The word "can't" is not in his vocabulary.

"Steven has the unique ability of tackling tough problems and following them through to a satisfactory conclusion. Sometimes he may be so opinionated about a particular problem that he has difficulty letting others participate in the process. Sometimes he becomes emotionally involved in the decision making process.

"When faced with a tough decision, he will try to sell you on his ideas. He prefers authority equal to his responsibility. Logic and people who have the facts and data to support this logic influence him. Many people see his decisions as high risk, however, after the decision is made he tends to work hard for a successful outcome.

"Steven likes people who give him options as compared to their opinions. Steven may lose interest in what others are saying if they ramble on or don't speak to the point. He has



the ability to ask the right questions and destroy a shallow idea. Some people may feel these questions are an attack upon their integrity, however, this is just his way of getting the appropriate facts."

"Proception" also identified several key words that explain behavior. Mine were:

"Aggressive, Competitive, Decisive, Venturesome, Inquisitive, Responsive, Polished, Poised, Optimistic, Trusting, Sociable, Firm, Independent, Self-Willed, Stubborn and Obstinate."

Although "Proception" didn't divulge the following information, I provide it as additional insight.

My favorite movie is "Ben Hur," my favorite musical artist is "Elvis Presley, my favorite leisure activity is deep sea fishing (with golf a close second), and the guest list at my fantasy dinner party would include JFK, Natalie Wood, Abraham Lincoln and Rosa Parks.

Well, I guess that's me, in a nutshell. I don't know if this will help you really know me any better, but at the very least you've got some information for gift ideas.

## DON'T FORGET CURRENT Deadlines

ISSUE	DEADLINE
May .....	April 14, Friday inserts due May 1
June .....	May 12, Friday inserts due May 5
July .....	June 9, Friday inserts due July 2

# April DFW Chapter Meeting

## Thursday, April 27, 2000

### Fort Worth: Old West Meets 21<sup>st</sup> Century

Have you experienced the transformation in Fort Worth? An instant success from its launch last June, visitors arrive in large numbers to witness the daily cattle drives in the Historic Stockyards. Downtown's Sundance Square is brimming with folks enjoying the many restaurants, theaters and Bass Performance Hall productions. Nearby, the museums of the Cultural District are under

major expansion and continue to present blockbuster exhibitions. Ranked one of the best in America, the Fort Worth Zoo will soon unveil its \$40 million Texas Wild! exhibit, complete with meeting space.

Fort Worth's not the same destination from bygone years. And on top of all the attractions, the Fort Worth Convention Center is now under expansion as well.

World-famous Billy Bob's Texas, in the heart of the fun Fort Worth Stockyards, is host of our meeting. You wouldn't expect such a unique venue to host a regular meeting of MPI, so we're pulling out all the stops, including live bull riding, trick ropers, Old West gunslingers, and even line dancing. Great door prizes will be given too.

In his presentation, Douglas Harman, who has served 10 years as president and CEO of the Fort Worth Convention & Visitors Bureau, will detail all the new aspects in this city "Where the West Begins." Harman is active in numerous professional associations, from IACVB to ASAE.



**Douglas Harman**  
President & CEO  
Fort Worth Convention &  
Visitors Bureau

Douglas Harman is President & CEO of the Fort Worth Convention & Visitors Bureau. A speaker at numerous national professional meetings and conferences, Harman also is a writer of more than 50 published articles in professional journals, and artist of numerous cartoons about tourism and local government appearing in booklets, journals and newsletters.

A former Fort Worth City Manager, he also was a professor at both American University and San Diego State College.

Harman has received many industry awards, including the 1992 "American Spirit Award" from American Airlines for accomplishments in promotions efforts with the meetings market.

#### April Host Facility

### Billy Bob's Texas

The Building now known as Billy Bob's Texas was built in 1910 and was once a large open-air barn for housing prize cattle during the Fort Worth Stock Show.

Billy Bob's opened here April 1, 1981 to national attention. With 100,000 square feet of space for entertainment and events, Billy Bob's has 40 individual bar stations, country music's biggest stars, real pro bull riding and a Texas size dance floor for everyone to enjoy.

#### DIRECTIONS

From North Dallas/Airport 635 West to 121 St to 820 West to I-35 South to 28<sup>th</sup> Street. Turn right on 28<sup>th</sup> Street and go 1 1/2 miles to North Main Street, Turn left on Stockyards Blvd. Billy Bob's parking lot is on the left.

From Downtown Dallas/ I-30 West, exit 287 North to I-35 N, exit 28<sup>th</sup> Street, West on 28<sup>th</sup> Street and go 1 1/2 miles to North Main, left on N. Main to Stockyards Blvd, Turn left on Stockyards Blvd. Billy Bob's parking lot is on the left.

#### March MPI D/FW Chapter Meeting



### Billy Bob's Texas

Thursday, April 27, 2000

5:00 PM — Motorcoach #1 departs Wyndham Anatole Hotel

5:00 PM — Motorcoach #2 departs Westin Galleria Hotel

All aboard for fun, prizes and Fort Worth Trivia.  
Buses depart Billy Bob's Texas following the event and return to Wyndham Anatole Hotel and Westin Galleria Hotel.

R.S.V.P. to Randie

by noon, Monday, April 24, 2000

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

• FAX 972-506-7485 (see fax insert)

• [rcharnes@msn.com](mailto:rcharnes@msn.com)

• [www.mpidfw.org](http://www.mpidfw.org)

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

*Committed to Educational Leadership*

Meeting Professionals International is the world's largest association of meetings professionals with more than 17,000 members in 64 countries and 58 chapters and six 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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## MPI International Makes Change on Membership Transfer

The MPI International Board of Directors approved the modification of the MPI Membership Transfer Policy to ensure an easier and smoother process. The new policy is as stated below:

*Membership in MPI shall be recorded in the name of the individual, not the employing organization. In the event a member leaves the employing organization, dies, or for any reason finds it necessary to transfer their membership within the same company, the member may do so providing the following conditions are met:*

Written notice of transfer of membership, signed by the current member or by their direct supervisor, in cases where the membership dues are paid by the employing company, and complete paperwork must be provided to MPI International Headquarters prior to the expiration date of membership. The notice must include the full name and address of the proposed member who will assume the current membership along with a completed application.

Payment of a forty-five dollar (\$45) processing fee must accompany the transfer request.

The term of membership for the new member will be renewable on the expiration date of the original member.

Membership transfers are only applicable to full dues-paying members and are not applicable to life-time members or students.

If you have any questions, contact Pamela Freeman, Manager of Member Records @ 972-702-3015 or send e-mail to [pfreeman@mpiweb.org](mailto:pfreeman@mpiweb.org).

## Upcoming MPI D/FW Chapter Meetings

**April 27, 2000**

Dinner

Billy Bob's – Fort Worth

**May 25, 2000**

11:00 am - Luncheon  
"E-Mail & Voice Mail Etiquette"

**June 22, 2000**

6:00 pm - Dinner  
"Annual Awards Gala"  
Hotel Inter-Continental

## MEMBERSHIP NEWS

### MPI D/FW Chapter Membership Report

**821 Total Members:** 3807 Planners • 411 Suppliers • 23 Students

**26 New Members:** 5 Planners • 18 Suppliers • 3 Students

**67 Renewals:** 34 Planners • 32 Suppliers • 1 Student

**21 Drops:** 11 Planners • 10 Suppliers

*These figures reflect a retention rate of 69.33% — Membership data based on reports valid February 29, 2000*

### Galleria Gold Membership Recruitment Standings

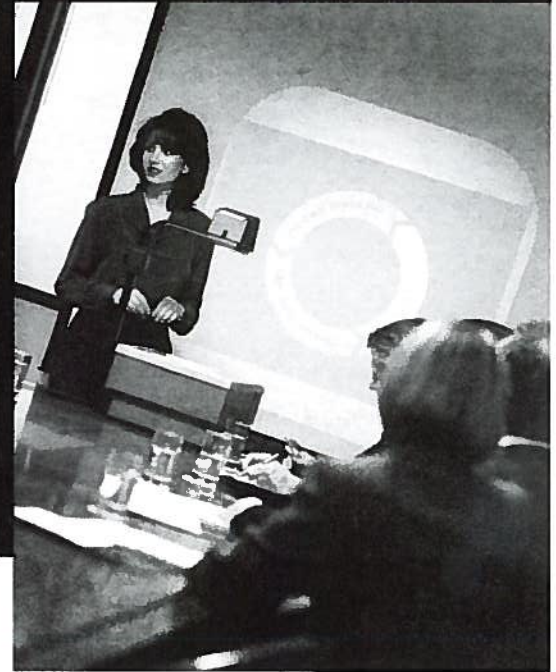
Member	New Members Recruited
O.D. O'Donnell	9
Marguerita Neubauer	3
Phyllis Firebaugh, CMP, Sandi Galloway, Gloria Hernandez, CMP, Lisa South, CMP, Linda Vest, CMP	2

*The following members have recruited one new member:* Arturo Aguirre, Melanie Arturo Aguirre, Melanie Arguello-Hoover, Dawn Ballard, Heather Barton, Rajesh Batra, Carol Benavidez, Joshua Brown, Shirley Bruner, Betsy Burns, Michelle Carter, Sherri Cook, Kellie Cote, Suzanne David, Charlene Dykes, Ashley Ewing, Wendy Ezernack, Tamara Fairbrother, Steven Foster, Betty Garrett, James Genette, Sally Goldesberry, Sandra Harlow, Joan Henderson, Jane Hooker, Debra Lakin, Lynn Lewis, Marie Mahan, Carol Marks, Valerie Neeley, Mark Nickells, Andrea Oram, Kimberly Pearson, Sheri Pizitz, Gregory Pynes, Colleen Rickenbacher, Christina Salibo, Stephanie Schroeder, Marsha Singer, Patty Stern, Lynn Stone & Sonya Wickel

**Grand Prize: \$500 – Let's Recruit for the Bucks!!!**

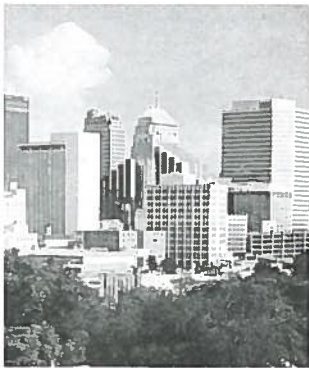
# A Renaissance Person keeps up with groundbreaking news.

(Especially reports of a new  
convention hotel in a city reborn.)



In the heart of a city undergoing an exciting \$300-million

downtown restoration, the new **Renaissance Oklahoma City Hotel Downtown** has opened its doors with the



largest convention facilities in the capital city. With over 300 deluxe

rooms and suites overlooking historic downtown, the hotel offers

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its 25,000-square-foot ballroom. Not to mention contemporary dining,

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jewel of Oklahoma City, call **(405) 232-2050**.



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**OKLAHOMA CITY HOTEL**  
DOWNTOWN  
OKLAHOMA CITY, OKLAHOMA

# February Meeting Wrap Up



## Educational Opportunities & Upcoming Industry Meetings at a glance

### Education

May 10, 2000

Wednesday @ 5:45 p.m.  
Education Committee  
Omni Park West Hotel  
Contact: Tony W. Cummins  
(214) 922-0316  
tlcc.dallas@att.net

### Walk-A-While Programs

May 9

Tuesday, 6:00 – 8:00 p.m.  
Walk-A-While Program  
Pre-Con Meeting (Committee/  
Sponsors In Attendance)  
Venue TBA  
Contact: Patty Stern  
(214) 638-5019 x 243  
psstern@careydfw.com

### CMP Study Group

May 1, 2000

Monday 6:00 – 8:00 p.m.  
CMP Study Group Session 5  
Holiday Inn Select DFW North  
Contact: Bill Reeser, CMP  
214-634-9077 x 417  
reeseb@avw.com

May 8, 2000

Monday 6:00 – 8:00 p.m.  
CMP Study Group Session 6  
Holiday Inn Select DFW North  
Contact: Bill Reeser, CMP  
214-634-9077 x 417  
reeseb@avw.com

May 20-21, 2000

Saturday 9:00 a.m. – 4:00 p.m.  
Sunday 9:00 a.m. – Noon  
CMP University  
Holiday Inn Select DFW North  
Contact: Bill Reeser, CMP  
214-634-9077 x 417  
reeseb@avw.com

**For more information about any of these educational opportunities contact V.P./Education Tony Cummins (Adams Mark Hotel Dallas), 214-922-0316 or tlcc.dallas@att.net**



## February

# Hall Of Fame

Dallas Convention & Visitors Bureau  
Dallas Convention Center  
Freeman Decorating  
Culinaire International

*Clockwise from top left: Shadowcreek Ranch was just one of the many exhibitors that participated in Showcase 2000; the tarot card reader's booth was sponsored by The Hotel-Intercontinental; Rainforest Cafe makes being an exhibitor a lot of fun; featured guest speaker was former KVIL reporter, Susie Humphreys.*



THE QUESTION IS.....WHAT DON'T WE DO???

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Chapter of the Year  
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The International Liaisons are appointed by the Chapter President to provide a vital communication between MPI D/FW members and MPI. Each liaison has a specific assignment and is responsible for providing information to chapter members on areas including Marketing, Government Affairs, Special Interest Groups, Public Relations and both the WEC and PEC Conferences.

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# Hotel Negotiating: Understanding The Roles of Sales, Catering and Convention Services

By: Todd I. Schwartz, Ernst & Young LLP

Several suppliers, meeting planners and others joined The Walk A While Program on February 8, 2000 at The Hotel Intercontinental in North Dallas. Three Hotel InterContinental representatives, Cyndi Martinez, Associate Director of Sales, Christi Baron, Director of Convention Services and Paula Fenner of Catering were our panel guests.

## Sales

There are many versions of contracts, but all contracts should cover dates, rates, space, attrition clauses, cancellation clauses. One thing that is very frustrating for the hotel is when the client does not review the contract carefully, says Martinez.

"It's not that we are trying to be sticklers, but we forecast our revenue based on information in the contract," says Martinez, "we block out the rooms for a group and often turn away group and transient business during those dates. If the group block is too low, we may book an additional piece of business to help us reach our goal to sell out.

One thing Martinez notes is that most hotels hold everything until a certain date (called an option date); if the contract is not sent back by the option date, than it goes back on the market for sale in the hotel.

Martinez also adds that it is important to look at cut off dates and food and beverage minimums. If information about the meeting doesn't go out until the week before the rooming list is due or the cut off for individual call in, then the planner should notify the hotel contact. "Nothing is harder than to request an extension the day a rooming list is due or of a cut-off," says Martinez, "advanced knowledge is the key".

Martinez concluded that one should be honest and up front with everything. "It's a seller's market right now, not a buyers, and it is hard for meeting planners to plan their meetings".

## Sales book it, Convention Services Cooks it.

That's Christi Baron's philosophy.

Convention Services takes over from sales once the contract is signed. Most properties have a literature for meeting planners to tell them about the services and rules of that property.

"What's negotiable is devising menus that work with the budget of the group and with the costs of the hotel," says Baron. "Keep in mind that profit on food and beverage is 25%-35% depending on a variety of factors including quality of the food and the amount of staff/labor necessary to create the meal.

"The later clients order the food, the more expensive it gets," says Baron. "Banquets are not like a restaurant where we keep everything that is on the menu in stock," says Baron, "If we did, the prices would be truly exorbitant". "We order the food and schedule the staff once Banquet Event Orders are signed by the client."

Baron adds that last minute calls to vendors for food can increase the hotel's food costs by 10-15%.

"Your convention service manager is your partner in planning your meeting and is the liaison with the rest of the hotel to let them know what to expect. All information, from the agenda, arrival and departure times, off-site events, special requests (like the group drinks lots of Diet Coke), to boxes being sent, telephone lines, etc, in advance, helps make sure the meeting goes better. Sometimes it seems like pulling teeth to get information from the planner", says Baron.

Baron states that information provided in writing works best, including email

Convention Services handles everything and work with literally every department in the hotel. These departments expect the CS manager to know everything about the group. Usually CS managers have very good relationships with the operation side

of the hotel. "They are also sort of our clients", says Baron, "looking to us to tell them how to make things work best".

Baron concluded with a suggestion to take cut off dates seriously. "The dates are there to make your meeting go as smoothly as possible".

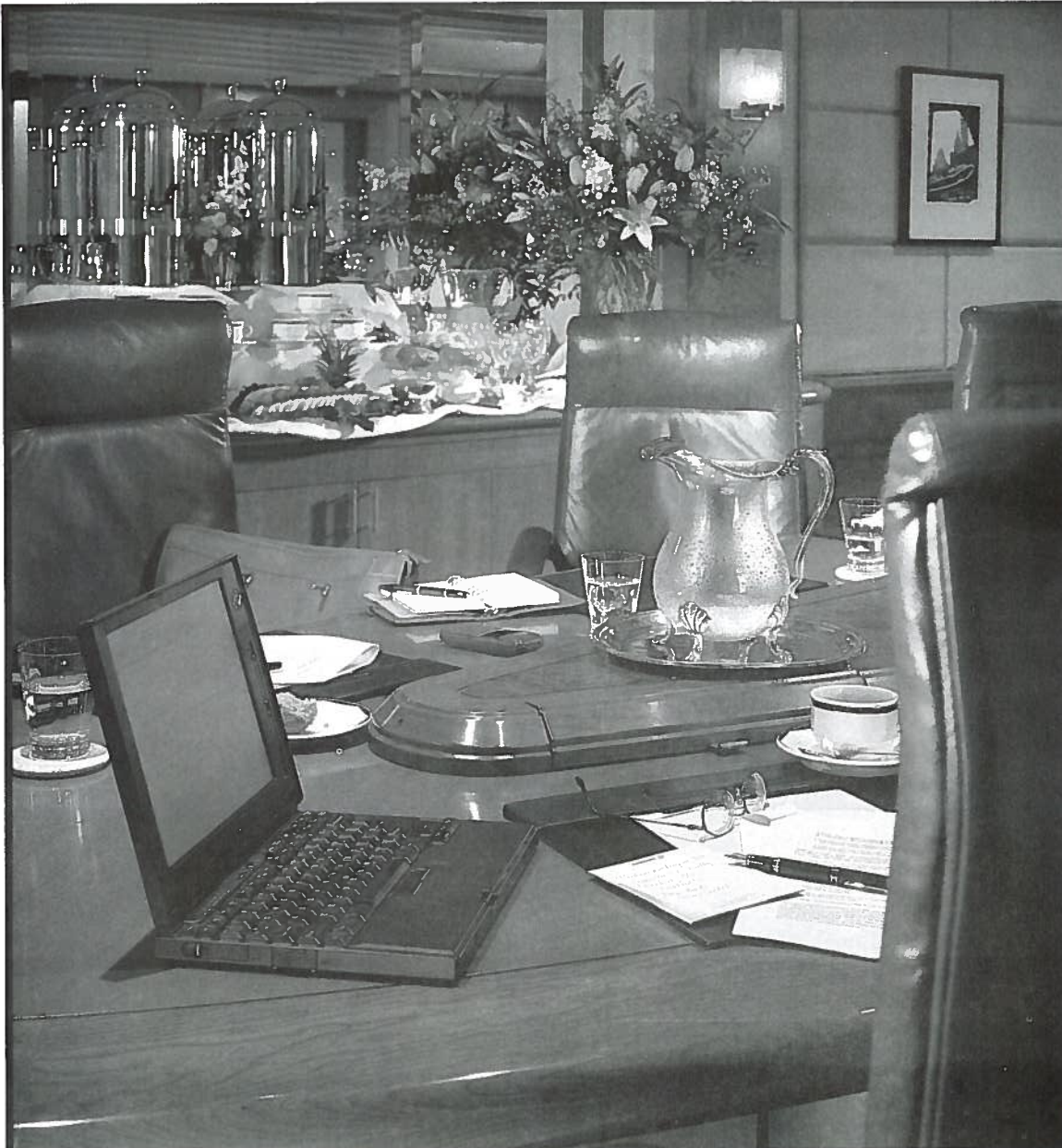
## Catering takes care of 20 rooms or less

Says Paula Fenner, Director of Catering "It really depends on the hotel". Fenner noted that catering handles functions with minimal sleeping rooms – Wedding, Bar/Bat Mitzvahs, Galas, Dinners, Breakfast meetings, etc. Catering is only allowed to sell space after a certain date (called a free cell date) determined by each particular hotel. Catering is last on the list to fit the pieces of the puzzle; if Sales and Convention Services can not fill space, catering is expected to fill the holes. In many hotels, the free cell date also refers to the small meetings sales manager (if they have one) to sell the remaining space and rooms.

"Catering Managers are the combination of the sales and convention service manager," says Fenner, "they book and cook it." "In addition, their groups can often be less straightforward then a convention; they usually have more proposals for unique meals, special set up, more incoming décor/bands, etc. Since many of their clients are not corporate, they may need additional hand-holding and require more time", says Fenner

Fenner concluded that overall, the sales team understands that the meeting planner and their convention is the reason for their existence, but that doesn't mean that the rules are there to be broken. The rules exist to make sure the meeting goes well.

*(Special Thanks to the Hotel InterContinental, Prudence Simkin, Westin Galleria - Dallas, and Patty Stern)*



*We anticipate more than your attendees' need for a great guest room.*

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For information and reservations, call your chapter member Stephanie Fues at 214-319-2442.



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# March Meeting Wrap Up

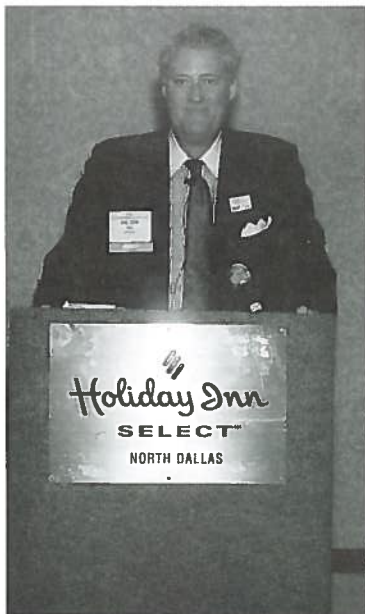
*Right: Committee Members, Leah Belasco, Independent, Sy Retsky, ALS, Cowboy Robot, Denise Hawkins, Stockyard Station, Esther Wigley, MAS, Appointments promoted the recent MPI D/FW Family Picnic held in Fort Worth*



*Left: Community Services Chair, Tamra Fairbrother, CMP, third from left, and committee members have a successful Toiletry Drive at the March Chapter Meeting for the Wilkinson Center.*



*Right: Dvorah Evans, JPA Chair, Dallas Black Convention and Visitors Bureau and O.D. O'Donnel, Nightlife Entertainment, conduct the JPA raffle drawing; below: Dr. Jim Will gives the keynote address at the sponsor site, Holiday Inn Select, North Dallas.*



## Special Thanks!

### **For March donations to the JPA Raffle:**

LeMeridien Hotel, Lunch for Two at 650 North Restaurant  
Dallas Marriott Quorum, Two for Breakfast Escape Package

### **For raffle prizes at our April meeting:**

A "Two For Breakfast" Package (One night with breakfast for two) compliments of the Renaissance Dallas Hotel  
A beautiful gift basket from Ginny's Gifts.

## March

# Hall Of Fame

Featured speaker:  
**Jim Will, Ph. D**

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Luncheon & Overnight  
accommodation for  
Dr. Will:

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Dr. Will:  
**Canadian Tourism  
Commission**

Program Committee:  
**Carol Benavidez  
Sandi Galloway  
Sandy Mukitarian**

# Volunteers Needed!

The MPI Kids Charity Ball



TMKCB Chair 2000  
Marsha Singer  
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The MPI Kids Charity Ball committee is proud to announce the following:

### Mark Your Calendars!

**Saturday, August 19th  
at Hyatt Regency Dallas at  
Reunion**

### Beneficiaries:

**Love For Kids  
Wipe Out Kid's Cancer  
Child Protective Services  
Community Partners  
The MPI D/FW Chapter/  
Education Fund**

The MPI  
**Kids Charity  
Ball**

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Dallas/Fort Worth Chapter  
**August 2000**

## The Walk-A-While 2000 Program Update A Hands-On Learning and Planning Experience

By Patty Stern

Walk A While 2000 is two-thirds of the way toward completing an outstanding series of programs that culminates with producing the 2<sup>nd</sup> Annual CMP/CMM ChaMPion's Breakfast on June 16, 2000.

Since November, participants in the Walk A While program have attended workshops on a monthly basis with distinct industry topics being presented. Program participants have included a number of newer chapter members, many in the industry for only a short period of time plus more seasoned members attracted to seeking out new ideas and information on specific areas of planning.

This year we made a studied decision to invite members with the CMP designation to teach specific topics. October: Dana Nickerson-Rhodes, CMP (Square One Productions) talked about event history and future. November: Charlotte Merrill-Davis, CMP (Event

Source Professionals) shared knowledge about writing RFP's (and we developed ours from her model). December: Diane Smith, CMP (Alcon Labs) gave us great insight on deciding factors for hotel/venue selection. February: Cyndi Martinez, CMP (Hotel Intercontinental) graciously educated us on "who does what" in different hotel departments. April: Bitsy Burns, CMP (H.D. Vest) lead us on the topic of program development for the June event. Additional speakers have been Julie Driver-Grau and Michelle Lemons (International Speakers Bureau) in January who provided in-depth industry expertise on matching the speaker to the audience. Esther Wigley (Appointments) and Marie Rodriguez (MEI Designs) in March interactively showed us methods of theme development using Amenities, Invitations, Programs and all print material to create program unity.

Once again Walk A While, chaired by Patty Stern (Dallas Meeting Management) is working in conjunction with the CMP Study



Group Committee and our "clients" for this year are Bill Reeser, CMP (AVW) and Jennifer Winget, CMP, CHSP (GES Exposition Services). Bill's been in attendance each month participating in the learning process. Even with his CMP designation, Bill is committed to acquiring new education and he's been instrumental in the development of the CMP/CMM Recognition Event.

Bitsy Burns, CMP and Board Member, is co-chair of the Walk A While program and she, too, has been pleased with the educational content presented monthly.

Our final meeting will take place in May with the sponsor of the event, Hotel Crescent Court. At that meeting, we will bring together the concluding phase of planning to prepare for June's event!

Walk A While has proven to be a marvelous educational program for our chapter members and all who have participated "walk away" with new ideas and information to use in their own planning!

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MPI Kids Charity Ball  
Saturday, August 19

Hyatt Regency Dallas  
at Reunion

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## Upcoming MPI D/FW Chapter Committee Meetings

(For Educational Opportunities,  
see page 6.)

### BOARD OF DIRECTORS

**May 24, 2000**

Wednesday @ 5:45 pm  
BOD Meeting

TBA

Contact: Steven G. Foster, CMP  
(817) 430-1561

[stevenfoster@mindspring.com](mailto:stevenfoster@mindspring.com)

### EDUCATION COMMITTEE

**May 10, 2000**

Wednesday @ 5:45 p.m.  
Education Committee

Omni Park West Hotel  
Contact: Tony W. Cummins  
(214) 922-0316

[ticc.dallas@att.net](mailto:ticc.dallas@att.net)

### FINANCE COMMITTEE

**April 26, 2000**

Wednesday @ 5:00 pm  
Finance Committee

TBA

Contact: Cheryl Beasley, CMP  
(817) 931-7923

[cheryl.beasley@sabre.com](mailto:cheryl.beasley@sabre.com)

### PROGRAM COMMITTEE

**May 18, 2000**

Thursday @ 5:30 pm  
Program Committee

TBA

Contact O.D. O'Donnell  
(972) 789-9340

[od@nightlifetalent.com](mailto:od@nightlifetalent.com)

### MEMBERSHIP COMMITTEE

**May 16**

Tuesday @ 5:30 pm

Membership Committee  
Renaissance Meetings (2544 Elm  
Street, Suite 100)

Contact: LeeAnn Harle  
(214) 742-3700

### P.R./MARKETING COMMITTEE

**May 9, 2000**

Tuesday @ 5:30 pm  
PR/Marketing Committee  
Westin Park Central Hotel

Contact: Stephanie Schroeder  
(972) 238-1008

[stephanie.schroeder@starwoodhotels.com](mailto:stephanie.schroeder@starwoodhotels.com)

### COMMUNITY SERVICE COMMITTEE

**May 30, 2000**

Monday @ 5:30-6:30 pm  
Community Service Committee

Crowne Plaza North Dallas/Addison

Contact: Tamra Fairbrother, CMP  
(972) 691-1335

[tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com)



**Alainna Palmer, CMP**  
Excel Communications, Inc.  
'Grapevine' Columnist

## Heard it through the Grapevine!



**Mitchell Cathey**  
'Grapevine' Columnist

**Terry Sue Bowman** is no longer with *Fun Factory Decorations and Special Events*. She will be staying at home with her daughter.

**Jimmy Eanes, CMP**, formerly with *AdvoCare*, recently joined *The Parker College of Chiropractic*.

**Christa Salibo** of *Andersen Consulting* is the proud mother of baby girl, Gabriella Faith. She was born on January 16<sup>th</sup>.

**Heather Herschel**, formerly with *Southfork Ranch Event & Conference Center*, has joined the *Dallas Convention and Visitors Bureau* as a sales manager.

**Gregory Pynes** is now employed with *Events Unlimited* in Dallas.

**Leslie Aldrich**, formerly with *Wyndham Anatole Hotel*, has joined

*Dallas Convention & Visitors Bureau* as a sales manager.

**Cindy Hamilton** with *CityPlace*, is engaged to be married in May.

**Patty Stern** has left *Carey Transportation* to pursue other interests.

*Southfork Ranch Event & Conference Center* recently welcomed film crews from the E! Channel and The Nashville Network, who were at the facility to film footage for two nationally broadcast programs. E!'s "True Hollywood Story" and TNN's "Life and Times" will both explore the legacy of the "Dallas" series upon the city of Dallas and upon the growth of *Southfork Ranch*. The programs are tentatively scheduled to air sometime in spring.

**Laura Yarbrough, CMP** has left *EDS* to pursue other interests.



## From The Heart

The Community Service Committee would like to thank you for such a great response to the Toiletry Drive in March and remind



**Tamra Fairbrother, CMP**  
THE Meeting Planners  
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972 355-4075  
Fax: 972 691-1336  
[tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com)

you that it's time for Spring Cleaning. We are collecting gently used clothes and shoes for men, women and children. Please bring all items in tied or sealed bags to the **M a y Luncheon**.

We will provide valet service so you may drop off your donation prior to the meeting. All clothing and monetary donations will go to our selected charity, The Wilkinson Center.

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# More Food for Thought; Managing Meetings When Holidays Are An Issue

Todd I. Schwartz (Ernst & Young LLP)

You know the scene. . . .you're coordinating a meeting and everything seems to fall into place but you may have failed to recognize, or are unaware of what holidays or special events are in conflict with your meeting or event.

Many "headaches" may result from such an error including low attendance or certain foods that should have been included or eliminated, and were not thought about when planning a meeting.

There are many holidays and celebrations that may cause the meeting planner to think twice when planning special events related to individual's cultures, experiences, beliefs or background which may come into conflict with the meeting at hand. Some holidays require that no work is permitted, others require fasting, therefore the meeting planner should be in tune with customs and holidays that again may be in conflict with their meeting/event.

The meeting planner may want to take note of the following information of different customs and traditions that are happening within the coming months ahead so as to alleviate potential "headaches" later. These holidays and special events are not inclusive, and should be considered when scheduling meetings and ordering food so as to avoid conflicts for attendees at your meetings:

## APRIL

**Wednesday, April 5 through Thursday, April 6:** Muharram, the first day of the first month of the Islamic year, is one of the most significant Islamic holy days. This event begins at sundown on Wednesday, April 5. Avoid scheduling meetings late in the day on Wednesday, April 5. Attendees observing this celebration may request schedule flexibility on April

5 and a personal or vacation day on Thursday, April 6.

**Friday, April 7:** Shabbat is an important Jewish holiday observed throughout the year, every Friday from sundown through Saturday night. Schedule meetings so that staff on out-of-town engagements can return home before sundown. Avoid scheduling late meetings on Fridays.

**Thursday, April 13:** Buddhist New Year is celebrated on this date. Individuals observing this holiday may request a personal or vacation day.

**Wednesday, April 19:** Passover, an eight-day Jewish festival begins on this day at sundown. The first two and last two days of Passover (Wednesday, April 19/Thursday, April 20 and Tuesday, April 25/Wednesday April 26 respectively) are traditionally seen as holy days. Dietary restrictions continue the full week. Avoid scheduling late meetings and meetings around mealtime.

**Thursday, April 20 through Monday, May 1:** The Baha'i Festival of Ridvan is a twelve-day festival starting at sundown on Thursday, April 20. Avoid scheduling meetings late in the day on Thursday, April 20. The first (Thursday, April 20), ninth (Friday, April 28) and twelfth (Monday, May 1) days are observed as holy days. People observing this holiday may request a personal or vacation day on these days.

**Friday, April 21:** Good Friday is the ending of the Lenten season for Christians. People observing this celebration may request a personal or vacation day on this day or request scheduling flexibility.

**Friday, April 28:** Good Friday is observed in the Eastern Orthodox and Coptic Christian religions. People observing this event may request a personal or vacation day or request scheduling flexibility.

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**MPI DALLAS/FORT WORTH CHAPTER**  
**February 2000 NEW MEMBERS**

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**The MPI Kids Charity Ball is the seventh fundraising event produced by Meeting Professionals International, D/FW Chapter. In the previous six years, the generosity of sponsors have generated over \$350,000 and directly benefited kids in Dallas and Fort Worth.**

For your generous tax-deductible donation you will receive the following:

<p><b>Guardian Angel - \$15,000</b>  Premium recognition on all materials  "The MPI Kids Charity Ball – Presented by <u>Your Company</u>"  Recognition in all media promotions  Special Recognition at the media reception  Special Recognition in the MPI D/FW newsletter  Full page ad to run two times in the MPI D/FW newsletter  Full page ad in The MPI Kids Charity Ball program  Special Recognition in The MPI Kids Charity Ball invitation  Recognition and award presented at the event  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP Check out at the auction  Two complimentary tables of ten with premium seating  Hyatt Regency Dallas Hotel Suite the night of the event</p>	<p><b>Diamond - \$10,000</b>  Premium recognition on all materials  "<b>Celebrity Bears</b>– Presented by <u>Your Company</u>"  Recognition in all media promotions  Recognition at the media reception  Recognition in the MPI D/FW newsletter  Half page ad to run two times in the MPI D/FW newsletter  Full page ad in The MPI Kids Charity Ball program  Special Recognition in The MPI Kids Charity Ball invitation  Recognition and award presented at the event  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP check out at the auction  Two complimentary tables of ten with premium seating  Hyatt Regency Dallas Hotel Suite the night of the event</p>
<p><b>Platinum - \$7,500</b>  Recognition in all media promotions  Invitation to the media reception  Recognition in the MPI D/FW newsletter  Half page ad to run one time in the MPI D/FW newsletter  Half page ad in The MPI Kids Charity Ball program  Recognition and award presented at the event  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP check out at the auction  Two complimentary tables of ten with premium seating</p>	<p><b>Gold - \$5,000</b>  Recognition in all media promotions  Invitation to the media reception  Recognition in the MPI D/FW newsletter  Quarter page ad to run one time in the MPI D/FW newsletter  Half page ad in The MPI Kids Charity Ball program  Recognition and award presented at the event  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP check out at the auction  Two complimentary tables of ten with premium seating</p>
<p><b>Silver - \$2,500</b>  Recognition in all media promotions  Invitation to the media reception  Recognition in the MPI D/FW newsletter  Quarter page ad in The MPI Kids Charity Ball program  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP check out at the auction  One complimentary table of ten with premium seating</p>	<p><b>Bronze - \$1,500</b>  Invitation to the media reception  Recognition in the MPI D/FW newsletter  One eighth page ad in The MPI Kids Charity Ball program  Recognition on customized signage at the event  Invitation to the Sponsor/VIP reception and auction preview  VIP check out at the auction  One complimentary table of ten with premium seating</p>



The MPI Kids Charity Ball

Produced by: Meeting Professionals International  
Dallas/Fort Worth Chapter

The 2000 recipients of your donations are:

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Event Date: August 19, 2000

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Location: Hyatt Regency Dallas

MPI D/FW CHAPTER SPECIAL EDUCATION FUND



# The MPI Kids Charity Ball

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## SPONSORSHIP AGREEMENT

*Event Date: August 19, 2000*

*Location: Hyatt Regency Dallas*

**Company/Firm/Foundation:** \_\_\_\_\_  
(As it should appear in all sponsorship listings)

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

### The MPI Kids Charity Ball

#### Sponsorship Levels:

(See Back for Benefit Packages)

Guardian Angel - \$15,000

Diamond - \$10,000

Platinum - \$7,500

Gold - \$5,000

Silver - \$2,500

Bronze - \$1,500

Table of 10 - \$900

Individual Ticket/s - \$100  
(# of tickets \_\_\_\_\_ x \$100)

Gift of Love - \$ \_\_\_\_\_

#### Enclosed is:

Check in the amount of \$ \_\_\_\_\_ Payable to *The MPI Kids Charity Ball*

Master Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Visa # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

American Express # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on the credit card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

The undersigned does hereby give and donate the above amount to The MPI Kids Charity Ball and Meeting Professionals International (MPI) D/FW Chapter, as a charitable contribution to the designated charities. Proceeds benefiting LOVE FOR KIDS, COMMUNITY PARTNERS RAINBOW ROOM, WIPE OUT KIDS' CANCER and the MPI D/FW CHAPTER SPECIAL EDUCATION FUND are tax-deductible donations.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

MPI D/FW Representative / Phone: \_\_\_\_\_

**NOTE:** For recognition on The MPI Kids Charity Ball Invitation, the completed Sponsorship Agreement must be received by May 12, 2000. Program deadline and ad specification will be sent upon receipt of this Agreement.

**Please retain a copy of this agreement and return the original to:**

Bruce Wolpert – MPI D/FW Chapter Office – PMB 259, 7750 N. MacArthur Blvd, #120, Irving, TX 75063-7501

**FAX REGISTRATION FORM**  
**MPI D/FW Chapter Meeting - "Take A Walk on the Wild West Side"**

April Chapter Meeting – Billy Bob’s Texas - Thursday, Apr. 27th – 6:30 p.m.

Fax form to chapter office @ 972-506-7485 or e-mail info to rcharnes@msn.com or use On-Line Registration via web site: www.mpidfw.org (preferred method of registration)

**NO TELEPHONE RESERVATIONS ACCEPTED**  
**Deadline: noon, Monday, April 24, 2000**

\*\*\* Please retain the fax confirmation sheet and bring it to the registration desk the day of the meeting.\*\*\*

**MEMBER REGISTRATION: (Please print legibly)**

I am a Planner  Supplier  Membership #: \_\_\_\_\_

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

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

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

E-Mail Address: \_\_\_\_\_

Web Site: \_\_\_\_\_

**Pre-Paid Credit Card Express Registration: (Must include payment for guests)**

Type of Card:  VISA  MasterCard  American Express Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Card number : \_\_\_\_\_

Total Amount to Charge: \_\_\_\_\_ (Member Price \$32 - Guest Price \$37- On-Site/Late \$40)

**I agree to pay this amount according to my credit card agreement. No refunds for registrants who fail to attend.**

Signature: \_\_\_\_\_

\*\*\*\*\*

Guest's Name: \_\_\_\_\_

Guest's Company: \_\_\_\_\_

My Guest is a Planner  Supplier

\*\*\*\*\*

Guest's Name: \_\_\_\_\_

Guest's Company: \_\_\_\_\_

My Guest is a Planner  Supplier

**BUS INFORMATION - # of riders using bus from the Anatole \_\_\_\_\_ Galleria \_\_\_\_\_**

VEGETARIAN MEAL CARDS ARE AVAILABLE AT THE REGISTRATION TABLE  
(SEE REVERSE SIDE FOR REGISTRATION RULES)

# Registration Guidelines

## Via FAX

1. Always use **BLACK INK**. Blue ink or pencil will not fax well.
2. Always print all information legibly. This will help prevent misspelled names.
3. Always give complete credit card account information; type of card, account number and expiration date. Again, write legibly.
4. If you pay by credit card and have a guest or guests, you must pay for them as well. Partial payment will not be allowed. If this policy is not followed, your RSVP will not be considered pre-paid.
5. If you pre-pay by credit card and become a NO SHOW, your fee will not be refunded unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
6. If you pre-register but do not pre-pay and become a NO SHOW, you will be billed for your fee unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
7. Fax reservation closes at 12:00 noon on the Monday before the event. **AT THAT TIME THE FAX MACHINE WILL BE TURNED OFF AND WILL NOT BE RECONNECTED UNTIL 9:00 A.M., THE FRIDAY AFTER THE EVENT.**
8. FAX RSVP's are not acknowledged - keep your FAX verification from your fax machine. All fax forms received are brought to the event by the Chapter Secretary. Without your verification, we will rely on our records.
9. E-mail RSVP's will be excepted after the 12:00 noon deadline on the Monday before the event, **providing they have an origination time stamp prior to 12:00 noon.** All e-mail RSVP's are acknowledged.
10. **NO TELEPHONE RSVP's ARE ACCEPTED!!!**
11. Pre-registered and Pre-Paid RSVP's will be held at the appropriate registration desk until 10 minutes after the meeting starts. At that time, any remaining RSVP's will be considered NO SHOWS and seats will be released to Walk In Registration desk.

## Via E-Mail

1. Always give complete credit card account information; type of card, account number and expiration date.
2. If you pay by credit card and have a guest or guests, you must pay for

- them as well. Partial payment will not be allowed. If this policy is not followed, your RSVP will not be considered pre-paid.
3. If you pre-pay by credit card and become a NO SHOW, your fee will not be refunded unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
4. If you pre-register but do not pre-pay and become a NO SHOW, you will be billed for your fee unless you cancel before 5:00 P.M. on the Wednesday prior to the meeting.
5. E-mail RSVP's will be excepted after the 12:00 noon deadline on the Tuesday before the event, **providing they have an origination time stamp prior to 12:00 noon.** All e-mail RSVP's are acknowledged.
6. Pre-registered and Pre-Paid RSVP's will be held at the appropriate registration desk until 10 minutes after the meeting starts. At that time, any remaining RSVP's will be considered NO SHOWS. The seats will be released to the Walk In Registration desk.

## Walk-in Registration

1. Walk In Registration (On Site) is handled on a first come first served basis, regardless of a individual's status with the association.
2. Your fee will be collected at the time you register and will not be refunded if you cannot be seated due to space limitations.
3. Walk In participants will not be seated until 15 minutes after the program starts. All Pre-registered and Pre-paid participants will be seated first.
4. Walk In Fees are: **\$40 - Lunch , \$45 - Dinner**
5. There are no exceptions to the Walk In Rules unless authorized by the President or VP of Programs.

## No Show Policy

A **NO SHOW** fee equal to the amount charged for the event shall be collected from individuals who have registered, but fail to attend. This includes monthly meetings, educational offerings with pre-registration and other events for which posted or faxed RSVPs are required for attendance.

Members with outstanding **NO SHOW** charges are not eligible for scholarship awards. Any reimbursement payments due to individuals with outstand-

## Directions to Billy Bob's Texas

From North Dallas/Airport 635 West to 121 S to 820 West to I-35 South to 28<sup>th</sup> Street. Turn right on 28<sup>th</sup> Street and go 1 ~ miles to North Main Street, Turn left on Stockyards Blvd. Billy Bob's parking lot is on the left.

From Downtown Dallas/ I-30 West, exit 287 North to I-35 N, exit 28<sup>th</sup> Street, West on 28<sup>th</sup> Street and go 1 ~ miles to North Main, left on N. Main to Stockyards Blvd, Turn left on Stockyards Blvd. Billy Bob's parking lot is on the left.

ing **NO SHOW** charges will have the amount of the outstanding fees deducted from the amount reimbursed

## NSF Checks

**NSFs** shall be collected from individuals and a fee of **\$15** shall be collected in addition to the amount of the original check. Any payment of **NSF** items that proves uncollectable will require the individual to make payment in cash, cashier's check or some other guaranteed bank draft.

Any member that has incurred three **NSFs** in one fiscal year (July 1 through June 30) will be required to pay all Chapter events with cash or other guaranteed funds for the remainder of that year. In addition, any member with one or more outstanding **NSFs** shall not be eligible for scholarship awards and will have the amount of the outstanding **NSF** and bank charges deducted from any reimbursement due from the Chapter.

## Credit Card Declines

Notice shall be posted at all events for which credit card payments are accepted stating that any declined credit card charges will be assessed a **\$15** fee in addition to the amount of the original charge by cash, check or a different credit card. If a second decline of a card is received an additional **\$15** fee will be charged and cash only will be accepted as payment.

## Alcohol Policy MPI D/FW Chapter

MPI D/FW recognizes and supports the many legitimate uses of alcoholic beverages in the process of conducting our business and social activities. As a chapter, we also recognize that the use and consumption of alcohol at our functions carries with it the requirement to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol. We further support those efforts that seek to inform our members of the issues concerning alcohol use and in offering assistance to any members seeking further information and/or assistance either personally or professionally.