



Dallas/Fort Worth Chapter
Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

CURRENT



DEFINING THE POWER OF MEETINGS™

Meeting Professionals International

August 2000

Dallas/Fort Worth Chapter

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Log on to our
WEBSITE

www.mpidfw.org

MPI World Education Congress 2000

By Sandi Galloway, Canadian Tourism Commission, International MPI Conference (PEC/WEC) Liaison

CHANGE! The key word for the World Education Congress, held July 9-11 at the Los Angeles Convention Center. From the Opening General Session to the final evening event, this was a new MPI!



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A quick get together on Sunday for a DFW Chapter photo and we were off to the Opening General Session. The keynote speaker, Larry Embley, defined the 'new performance' with his hard hitting message that existing paradigms are changing and so must we. "To succeed, you must be willing to take performance personally." The changing of the guard followed Mr. Embley when Ed Simeone, CMP handed the gavel to the 2000-2001 International Chairwoman, Evelyn Laxgang, CMP. And then, the moment we had been waiting

for - the exciting rollout of the new MPI Logo and tagline, 'defining the power of meetings'! Off to the DFW Chapter reception and then on to the Opening Night Networking Reception at the Dorothy Chandler Pavilion. A gourmet's delight, almost every major, fabulous LA restaurant offered samplings of their fare (and we wonder why we have trouble watching our weight!).

More, faster, better - Cyber Cafes, technology labs, forums, workshops and 'Hot Topics'. Whether you needed basic, intermediate or advanced tracks, the focus was on thought-provoking global education. On Monday, MeetingPlace 2000 offered planners

the opportunity to meet with more than 500 exhibitors. A special 'perk' for planners was the Virtual Trade Show (VTS), which gave a 'sneak peek' of exhibitors and companies at MeetingPlace 2000. This show was not for amateurs, you had to stay focused and plan ahead to cover this amount of territory. Heck, I was just grateful that I was able to stand and still able to walk off the show floor after four hours in high heels - will I ever learn?

Time flew by and before we knew, we were arriving at our final night gala event and receiving the "star treatment" at Universal Studios Hollywood. We danced, we ate, we had a great time! Then it was over. Once again we've returned home energized, better prepared to meet the challenges that tomorrow will bring and in dire need of a bit of sleep! Better rest up. Less than six months until the PEC in New Orleans. Hope to see you there!



Some members of the DFW/MPI Chapter gather together before the start of WEC with their incoming President, Steve Kemble and out-going President, Steven G. Foster, CMP.



DEFINING THE POWER OF MEETINGS™

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.

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

MPI D/FW Calendar Information

AUGUST

- 9 **Kids Ball** – Union Station - 5:30pm
Marsha Singer (wmsinger@aol.com)
- Education Committee** – World Travel Meeting & Incentives - 6:30pm
Bitsy Burns (burnsb@hvest.com)
- 15 **Membership Committee** – Doubletree Campbell Center - 5:30pm-6:30pm
OD O'Donnell (od@nightlifetalent.com)
- 17 **Program Committee Meeting** – CityPlace Conference Center - 5:30pm-6:30pm
Anna Squire (anna.squire@ourclub.com)
- 23 **Board of Directors Meeting** – Embassy Suites Near the Galleria – 5:30pm-7:00pm
– Steve Kemble (steve.Kemble@airmail.net)
- 24 **Monthly Chapter Meeting** – CityPlace Conference Center – Personality – Luncheon – 11:00am-1:00pm
- 28 **Community Service Committee Meeting**
Westin Galleria – 5:30pm-6:30pm
Tamra Fairbrother
(tamra@themeetingplanners.com)
- 19 **Membership Committee** – Doubletree Campbell Center - 5:30pm-6:30pm – OD O'Donnell
- 21 **Program Committee Meeting** – Las Colinas Marriott - 5:30pm-6:30pm – Anna Squire
- 25 **Community Service Committee Meeting** – Westin Galleria – 5:30pm-6:30pm – Tamra Fairbrother
- 27 **Board of Directors Meeting** – Embassy Suites Near the Galleria – 5:30pm-7:00pm – Steve Kemble
- 28 - **Monthly Chapter Meeting** – Marriott Las Colinas TBD – Luncheon – 11:30am-1:00pm
(Community Service Project – “Warm Their Hearts With Coats and Blankets”)

OCTOBER

SEPTEMBER

- 5 **Newsletter Committee Meeting** - TBD
- 12 **PR/Marketing Committee** – 5:30pm
Stephanie Schroeder
(stephanie.schroeder@starwoodhotels.com)
- 13 **Education Committee** – World Travel Meeting & Incentives 6:30pm – Bitsy Burns
- 10 **PR/Marketing Committee**– 5:30pm
Stephanie Schroeder
(stephanie.schroeder@starwoodhotels.com)
- 11 **Education Committee** – World Travel Meeting & Incentives - 6:30pm – Bitsy Burns
- 17 **Membership Committee** – Doubletree Campbell Center - 5:30pm-6:30pm – OD O'Donnell
- 19 **Program Committee Meeting** – Renaissance North Dallas - 5:30pm-6:30pm – Anna Squire
- 25 **Board of Directors Meeting** – Embassy Suites Near the Galleria – 5:30pm-7:00pm – Steve Kemble
- 26 **Monthly Chapter Meeting** – Renaissance North Dallas – Simple Way To Success? – Breakfast 8:00am – 10:30am
- 30 **Community Service Committee Meeting**
Westin Galleria – 5:30pm-6:30pm – Tamra Fairbrother
(tamra@themeetingplanners.com)

For more details on location and contact information go to www.mpidfw.org

Corrections:

We inadvertently named Ed Griffin in the CMP/CMM photograph, it was Jim Monroe, CMP, CSEP with Gale Sliger Productions. (July issue, Page 7) Ed Griffin, MPI International was a special guest speaker.

The photo indicating the incoming Board of Directors was indeed the Outgoing BOD. (July issue, Page 9)

Additions:

June Hall of Fame: Centerpieces were provided by Lillard's Special Events and Productions and Panache.

We also wish to correct the listing for Event Production: It was provided by AVW, Inc.

Condolences:

MPI DFW wishes to express it's sincere condolences to Paula Bruton, Lombarde Mare, for her recent loss of her child.

A Message from the President:



The Value of Participation

Over 100 members of the Dallas/Fort Worth Chapter of Meeting Professionals International just returned from our association's annual



Steve Kemble
Steve Kemble Event Design
D/FW Chapter President

World Education Conference (WEC) in Los Angeles. I attend over ten industry conferences a year. Yes,

that's a lot, but I think every minute of it is worth it in both dollars and time! While at WEC, I was inspired to write this President's Message, for attending the conference reminded me once again of the value attached to these gatherings.

No one will disagree the amount of money one must budget to attend these conferences is substantial. Financially, attendance at these events is easily \$30,000 of my annual marketing budget. Yes, marketing is where I put the dollars and where I feel the strongest value in the conferences is for me. I am

marketing myself and my business to my peers in the industry. For the past five years, those in the industry referring me to others inside and outside the industry have been the number one source of business for my company. I receive great return on my time and money when attending conferences through networking. In fact, I attribute most of my success to attending conferences and forming relationships with people and businesses all over the country. As an independent, I could not produce the volume or level of business without these relationships. They are the number one reason for my success. These people are my partners, and they help my business grow on a daily basis.

The way I look at it, attending conferences allows you to better yourself through the latest industry education, and even though you are gone from your place of business, in the long run it does save you time. For example, earlier this year I booked a major conference at the MPI Professional Education Conference (PEC) in January at our gathering in Nashville. Also, at the WEC tradeshow this year I made contact with many properties in

Chicago where I will produce a program in 2002. Time is money, and by attending these conferences I was able to get incredible education and save time by not having to do a site visit to Las Vegas and Chicago. I knew both cities and I knew the properties, so I did my business at the show.

Furthermore, many of you may be looking to expand your career, or you may be forced to relocate due to your partner accepting a job opportunity outside of Dallas. If so, then attending one of these conferences will allow you to make invaluable contacts all over the world.

Valuable contacts, the opportunity to grow personally and professionally, incredible education and just a bunch of fabulous people that share a mutual trust with me and who often become friends for life—these are just some of the reasons spending my time, energy and money to attend conferences works for me. Please consider joining all of us (100 plus from our chapter alone!) that have discovered the value of industry conferences and attend the MPI PEC in New Orleans in January.



DEFINING THE POWER OF MEETINGS™

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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Steve Kemble Event Design
214-943-5949

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972-513-0054

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BOARD OF DIRECTORS

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214-863-8424
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Hilton Sales Worldwide
972-163-0294

Texas Education Conference

A joint effort of the DFW, Hill Country and Houston Area MPI Chapters.

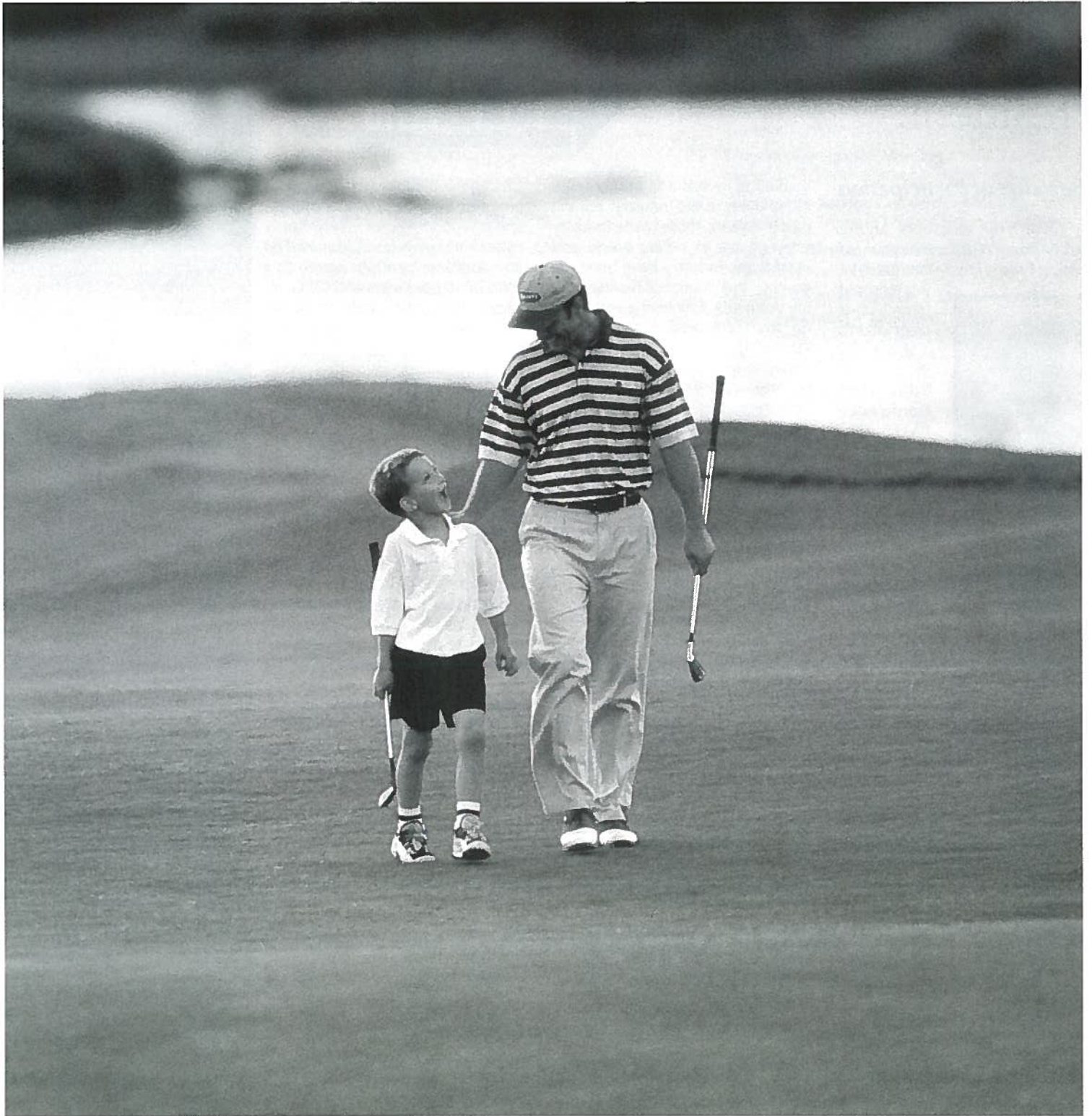
November 3 – 4, 2000, Westin Stonebriar Resort

*Educational Workshops • Roundtable Discussions • Trade Show
Special Events • Networking • Golf Tournament*

	<u>Before Sept. 15</u>	<u>After Sept. 15</u>
Registration Fees:		
MPI Member / Non-Member	\$85 / 150	\$110 / 200
Trade Show Booth: 8' X 10' Booth	\$295	\$395

Sponsorship opportunities and Trade Show spaces are still available

Contact Peg Wolschon, CTP at 972-263-0294 ext. 103 or peg.Wolschon@coachusa.com
or Register at www.mpidfw.org



We salute all those who help others get where they're going.

Sabre

www.sabre.com

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JULY D/FW Chapter Meeting

Thursday, August 24, 2000

When You Are Frustrated, You Are On The Verge Of Brilliance

By Erick J. Burton

How brilliant are you? Many of the greatest ideas and products come from leaders because they approach the reality of situations in a special and unique way. Explore "Best Practices" of Planners and Suppliers in the Meetings Industry.

Powerful, positive, and practical is how Erick Burton is frequently described. As President of Burton Resources, Erick has partnered with hundreds of corporations and associations as a professional speaker, facilitator, consultant and executive coach. He equips people with practical tools that enable their organization to succeed.

There are no barriers for Erick in the various ways he motivates people. As a division director for a fast-growing Fortune 500 company in the United States, Erick lead his division to an annualized growth rate of 350%, proving his practical, hands-on approach.

Erick Burton's international expertise is featured in MPI's Platinum Series, Institute II, Professional Education Conference, and the World Education Conference. Erick's unique experiences in the meetings industry as both a planner and supplier will provide thought provoking and practical insight.

Erick Burton's insights are featured in his book on personal and organizational leadership:

Have You Filed Your Flight Plan?

August Program Committee Members are: Tamra S. Fairbrother, CMP- THE Meeting Planners, Paige Braun- The Conventioner and Julie Johnson, CMP- Lennox Industries.

August Host Facility

CityPlace

Customer Service is our way of life. CityPlace's professional staff is committed to making your conference or social function as seamless, productive and memorable as possible.

The 42nd Floor Private Club Room, perfect for receptions and dinners, offers a spectacular view of the downtown Dallas skyline. This innovative facility is only minutes from downtown Dallas, and other prime areas of commerce. Our location cuts down on travel time so you can get down to business.

DIRECTIONS

From West: Take 183 or 114 East. This merges with I35. Take the I45/I75 exit to Houston. Take 75 North to Haskell exit and turn right. Turn right on Weldon and enter parking garage.

From East: Take 30 West. Take 75 North to Haskell exit and turn right. Turn right on Weldon and enter parking garage.

From North: Take 75 South to Haskell exit and turn right. Turn right on Weldon and enter parking garage.

Parking Garage: Park in Garage A or D. Take the Garage elevator to Concourse Level (C.) Walk down the sidewalk and enter the building through the revolving door and take the escalator to Ground Level.

***Please park in our underground parking. Cars parked in surrounding parking lot will be towed.*

August MPI D/FW Chapter Meeting

Attitudes in Leadership

CityPlace Conference Center

2711 N. Haskell Ave.

Dallas, TX 75204

(214) 828-7050

- 11:00am — Chapter Orientation
- 11:30am — Registration / Reception
- 12:00 noon — Lunch & Program

Member Price: \$ 27.00

Advance Guest Price: \$ 32.00

Walk-In / On-Site Price: \$ 40.00

Complimentary Parking in Garage

R.S.V.P. to Randie Charnes

by 2:00pm, Monday, August 21, 2000

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

ON-LINE REGSITRATION PREFERRED:

Website Registration: www.mpidfw.org

• rcharnes@msn.com

• FAX 972-506-7485 (see fax insert)

Spectacular Year of Educational Programming

You want ACTION?! The Education Committee is proud to offer chapter members a number of Educational Programs during 2000-2001. Planners and Suppliers of all experience levels have the opportunity to learn through a variety of program topics!

- **In order to conveniently enjoy all the educational offerings this year, purchase the new E-CARD and save money all year long!**
- **Please continue to support the JPA Scholarship Fund-A respected tradition in our chapter to financially assist members in their professional growth!**

Looking for new Education?

Jump into the action by attending an assortment of programs this year!

- **Inside View Series-** Comprehensive “behind-the-scenes” learning. Visit Supplier Venues and Corporate/Association Planning Departments!
- **The “Interaction” Mentoring Program-**A proven winner in past years for our chapter members! A *proactive* method for growing professionally in the chapter and meetings industry through a committed mentor/mentee relationship!
- **Planner and Supplier Benchmarking Program** -A new, informal series for members from every experience level to attend. The goal is to *proactively* increase communication, enhance business partnerships, and learn from one another.
- **Super Sessions-** If you learn well through teamwork and hands-on participation then watch for the scheduled events! *React* quickly to attend, though, because Super Sessions are always a chapter sell-out!
- **CMP Study Group-**One of the most tried and true offerings from our chapter for members who have qualified to sit for the CMP Exam! (Don't have your “points” to qualify yet? You may be a candidate for the Interaction Mentoring Program.)
- **International Planning and Gemelli-**A relevant program for both Planners and Suppliers as our companies “go global”! We'll present a dynamic program on the challenges and realities of in-bound and out-bound International Planning. Plus, as an added resource tool, the chapter's relationship with its Sister Chapter in Italy (Gemelli) will be incorporated this year!
- **Special Event Case Study Group-**New this year! Formerly part of the Walk A While program, the Case Study Group will consist of members who want to learn more about upscale event planning through developing and implementing the highly renowned CMP/CMM ChaMPion's Breakfast for 2001!
- **Industry Action! Series-** An influential arena for “Hot Topic” subjects to be presented and discussed. Ideal for innovative and advanced level members who face new challenges in the meeting planning process who want savvy solutions to serious issues.

ACT NOW! FOR INFORMATION OR TO SERVE ON A COMMITTEE CONTACT

Vice-President of Education: BITSY BURNS, CMP - 972-870-6011
(burnsb@hdvest.com)

Director of Education: PATTY STERN - 972-233-8524
(starmail@flash.net)

or www.mpidfw.org

CMP Study Group Starts Now

It is time to take **ACTION!** Call Jim Monroe, CMP, CSEP at 214 637-5566, or email him: jcmonroe@iname.com, to reserve YOUR space in the Study Group.

The Convention Industry Council (recently renamed from Convention Liaison Council) has been administering the **Certified Meeting Professional** designation for over 15 years. In a recent survey of CMPs here is what they discovered:

- 94.8% received an increase of peer recognition since obtaining the designation.
- 92.8% said it improved their status as a meeting professional
- 87.3% felt it increased their self-confidence.
- 61.4% indicated that opportunities to advance exist after becoming a **CMP**.

The first Introductory Session will be held August 14th at The Meadows Foundation, 3003 Swiss Avenue. The Six-week Study Group will commence on Monday, October 2, with a Super University following in January just before the exam.

Call or email Jim Monroe, CMP, CSEP at the number or email address above.

**Please note correction of street address from previously published form: 3003 Swiss Avenue.

For more details go to www.mpidfw.org

Richland College Offers Seven Meeting Management Courses

Whether you're a new meeting planner or have years of industry experience, Richland College offers a schedule of courses designed to enhance your educational and professional growth.

- Classes designed for people just beginning a career in the meetings industry include the TRVM 2301 Introduction to Meeting and Conventions, and TRVM 1325 Exposition and Trade Show Management. Each class gives the basics of planning meetings and trade shows.
- Planners with years of experience will want to register for TRVM 2341 International Meeting Management, TRVM 2355 Exposition and Trade Show Operations and TRVM 2331 Convention/Exposition Law and Ethics. (The International class will explore the challenges of planning meetings abroad. The Trade Show Operations class gives an in-depth look at the logistics of planning expositions.)
- Fall computer classes include TRVM 1291 Special Topics – Travel Industry Software: An in-depth look at six different software programs and their application in planning meetings. Software includes Excel, Access, Meeting Trak, Ajenis, and Internetsites. PlanSoft will sponsor two classes on Internet Solutions for Meeting Professionals on September 15 and October 20, 2000.
- In response to repeated requests from chapter members, Richland now offers many classes on weeknights for your convenience.

Classes are offered one night per week, August 28 - December 18 2000 from 6:45 – 9:35 p.m. See schedule below for more details. Cost is based on in-district rates. Classes can be taken for credit or non-credit and are an excellent way to get more educational points for members working on their CMP.

Deadline to register is August 28, 2000. For more information, contact M.T. Hickman, Program Coordinator, Travel, Exposition and Meeting Management, Richland College, 972-238-6097 or mthickman@dccc.edu

WEB SITE NEWS

www.mpidfw.org

Exciting new things are about to happen to the chapter web site. Each month the chapter newsletter will print a "WEB SITE QUESTION OF THE MONTH." The question will be listed and we ask you go to the Website "GUEST BOOK" and answer the question with your comments. Members are welcome to respond or simply read responses in the Guest Book.

Our question for July was "What is one thing you couldn't live without in your office?" Below we have listed responses. Next month look for answers only on the website.

"The one thing I can't live without in my office is a collection of toys - including a pair of drumsticks and a motorized "Lost In Space" Robot. When the deadlines get closer and the tension needs breaking, there's nothing better than hearing "Danger, Danger, Will Robinson" or drumming "Wipe Out" on my desk to ease the stress. My advice: Buy lots of toys and have them at the ready."

Steven G. Foster, CMP, Circle R Ranch

"The item that I would most hate to do without would be my extensive data base that keeps me in contact with the world."

O.D. Odonnell, Nightlife Talent and Management/ Panache'

"Gotta have my spiral legal pad for all my notes. It's worth more than my computer (almost)."

Tracey Smith, CMP, RIA

"I could not do without my computer and E Mail. We all have cell phones, all can be done on E mail, cell and computers. I did a show when I was with AVHQ for a client coming to Dallas, he was in Sweden. Two months of planning, budgets, stage photos. etc. and it was all done via E mail, and only one phone call was made."

Rod Keating, Fun Factory Decorations, Inc.

"The items I cannot do without in my office are Post-It Notes. I have all different sizes and colors. They mark pages, serve as temporary index tabs, indicate signature lines, draw attention to deposit amounts when I submit a check request, mark changes, double as a fax cover sheet, plus dozens of other functions. I can't do without them!"

Laura Yarbrough, CMP

"My headset — it saves the neck and allows me to effectively work on BEOs, event orders, contracts, etc. without strain and it is hands free."

Julie Johnson, CMP, Lennox Industries, Inc.

"Other than my computer & cell phone I couldn't live without a yellow highlighter and my Rolodex!"

Dana Nickerson, CMP, Square One Productions

"One thing I can't do without in my office is e-mail! It is how I conduct the majority of my communications. It allows me to talk to others, answer questions and submit information when I have the time, not when the phone rings."

Alainna Palmer, CMP, EXCEL COMMUNICATIONS, INC.

"I would be lost without a pad and pen - our jobs depend on "details". Now, a great deal of the time I "get" the details via my two other "can't live without's", my telephone and/or computer. Where would we all be without modern technology? I shutter to think!"

Gail LeMare

Web Site Question of the Month for August

What interesting clause have you had to add to a contract?

Go to www.mpidfw.org - Guest Book Sign in and give your answer.

Star of the Month

Let's congratulate Paige Braun as our July "Star of the Month." Paige is Associate Publisher of the Dallas Conventioner. She joined MPI in March 1990, a former board member (1991-1994). Paige was nominated by many but none more so than the committees she serves on. She is very active in "Programs" and "Star of the Month." She dives into any project you place in her hands.



Paige Braun

"If she can't do it, she'll find someone who can!" says her teammates. Paige played behind the scene vital role in our recent successful MPI Family Picnic, and is the rover reporter for monthly Stars. A very well deserved honor for a very dedicated

New Kids on the Block

MPI/DFW New Members for June 2000

To obtain more information about this person, please refer to our web page at: www.mpidfw.org

Ellen J. Allen	Ericsson, Inc.
Madelynn G. Arnold	Ensemble Studios
Jill H. Barbour	PlanSoft Corporation
Gwen Barnes	Student
Ellen A. Brown	Boston Coach
Cheryl J. Colbert-Rodgers	Tyson Foods, Inc.
Jason W. Dalton	Bristol Hotels/Crowne Plaza North Dallas
Debra L. Davis	H.D. Vest Financial Services
Norma T. Dickey	The Entertainment Collaborative
Guy D. Dilger	Sabre, Inc.
Stephanie T. Dishong	Nortel Networks
Kelly A. Ervin	E. Harden & Associates
Melyssa D. Fish	Hilton Arlington
Chandra Grant	Southfork Ranch
Angela D. Hudson	American Airlines
Deborah L. Ison	CSC
Jane A. Ito	Nortel Networks
Kelly L. Jordan	Forth Worth Zoo
Debra A. Luckey	Price Waterhouse Coopers
John Mendez	Granada Movie Grill
Elizabeth A. Neel	Farmers Branch CVB
Donna R. Pasarew	Abacus Restaurant
Tammy B. Pennington	Nurse Week
Terri L. Pennington	International Association for Exhibition Management
Donna F. Pettis	Lucent Technologies
Cathy J. Phillips	Bombay
Kennon W. Pickett	USA Hosts
Alan Sims	EventSource.Com
Bridget Sypolt	Wyndham Anatole
Mark W. Thompson	City of Plano CVB
Danielle M. Timlin	Sabre, Inc.
Chris Torsy	Society of Petroleum Engineers
Diana M. White	Sprint

What to Look for in Buying a Computer

By Lee Rhoden, Seabrook Computers

So you want to buy a new computer or have been given the task of locating that "just right" machine for the office? Welcome to the world of terminology and constantly changing specifications.

Most PC's on the market today will run just about every main stream application (software) sold. When comparing, start with the brand of processing chip or brain inside the computer. Typically, these will be AMD or Intel. AMD is known as a more recent contender in the PC world, and some think that you get a little more speed and power per dollar in a PC using one of these processors. Intel is known as the leader in personal computer processors and considered "the standard". Technically, both are similar, however, their recommendation would lean towards Intel.

SPEED: The speed of the computer, as measured in Megahertz, is typically the second most discussed term about the PC. Both AMD and Intel compare using Mhz, or Megahertz, in descriptions. Average entry level speed of today's machines is 500 Mhz. (133 Mhz was considered "state of the art" 3 years ago!) The top processing speed available today is 1000 Mhz, or referred to as 1 Ghz (Gigahertz). When comparing speed, always compare the model of processor to that speed.

BRAND: Current models in the Intel line include the Celeron, Pentium III, and the Xeon. Models in the AMD line include the K6-3 and the Athlon.

HARD DRIVE/RAM: Hard drive size and computer memory (RAM) are probably the next most compared items in a PC. Hard drive sizes are

currently measured in Gigabytes, with most current models offering 17 GB (Gigabytes) or more. RAM, or random access memory, is the other comparison made when shopping. The typical amount of RAM in the PC of today is 64 MB (Megabytes). More RAM in a computer will certainly add some benefit in speed and ease of operation, but for most software applications, more than 64 MB gives only nominal increases. Most PC's have memory sockets to add RAM later, so money spent here should be secondary.

MODEM: Although the modem is also an essential part of the PC, the traditional 56K V.90 that one would look for in the past as an option is now usually a standard feature (except on laptops). Most new methods of internet delivery such as cable, DSL, ISDN, or wireless, are usually connected via network adapters or proprietary cards provided by the service installer.

MONITOR: Unlike complete systems in the past, computers are usually sold today with monitors separately. The 15" and 17" tube monitors are currently the most cost-effective choices, with 17" prices continuing to drop. Although flat panel LCD displays can also be great choices, pricing on these has not declined, and can quickly destroy a budget for a PC. For both screen size and ability to utilize higher resolutions easily for low cost, the 17" tube or CRT monitor as it is called is the best buy.

For more information contact Lee Rhoden of Seabrook Computers 972-480-0060 or main@seabrookcomputers.com



IF YOU THINK BUSINESS HAS NO PLACE IN A RESORT, THINK AGAIN.

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July Meeting Wrap Up



Left: Steve Kemble discusses the Needs Assessment results with Tim Wade, CMP and how the chapter will implement new ideas this coming year. A new stage set and format was unveiled to present new ideas and programming to the DFW Chapter. L to R: Tere Miyares from St Petersburg/Clearwater CVB (Sponsor), Steven Foster, CMP (Circle R Ranch), Tim Wade, CMP (Sabre, Inc), and Steve Kemble, President

Below: Some of the Kids Ball committee helps to promote the upcoming MPI Kids Charity Ball.

Below: The Education Committee helped members "Stay Afloat" and promoted the innovative educational programming coming in 2000-2001 (see page 6).

Below, Right: Luanna Stourmeyer and Encore Productions provided musical entertainment for members during the presentation



July Hall Of Fame

Featured Speakers

Tim A. Wade, CMP
Sabre

Facility, Reception, Luncheon

Wyndham Anatole Hotel
Michele Zurlo / Sue Suppliss

Sponsor

St. Petersburg/Clearwater CVB
Tere Miyares

Interactive Character

Jeff Kribs
Roll With It Telepictures

A/V Services and Video

Production
Presentation Services
Jeff Maddox

Centerpieces

Wyndham Anatole Hotel/Bel
Fleur
Michelle Zurlo / Sue Suppliss

Special Entertainment

Irving Convention & Visitors
Bureau
Maura Gast
Encore Productions
Luana Stoutmeyer

Stage, Set-Creative Design & Production

Fun Factory Decorations and
Special Events
Linda Thorton

July Program Committee

Dvorah A. Evans
Dallas Black Chamber of
Commerce

Tim A. Wade, CMP
Sabre

Leah Belasco
Leah Belasco Consulting

Steve Kemble
Steve Kemble Event Design

Anna Squire
Stonebriar Country Club

First Tier vs Second Tier Cities

Is Your Group Really Ready to Play in the Major Leagues?

by Sherry DeLaGarza, Meetings & Conventions Manager, INNUG

Our association had just celebrated it's 18th Annual Conference, setting record attendance and booth sales for the third year in a row. We continually outgrew facilities under contract. Not only occupying an entire convention center, but we needed meeting space in nearby hotels. In 1997, at two months out, our room

block was already sold out. A mad search for additional rooms left us with 24 hotels and a shuttle bus bill three times what we had budgeted. The time had come. We felt the need to seek out first tier city locations. So, we picked up our Minor League gear and headed to the Major League field.

But we quickly found out that we needed to learn a new set of rules, including:

- Attrition
- Stringent Cancellation Clauses
- Competition for space
- Higher hotel and convention center rates

After a few months of unsuccessful negotiations we hired an industry lawyer to give us advise on how to proceed. Finally, contracts were signed and we were on our way to our first First Tier City!

We began negotiations with another first tier city. After a full year of negotiations we reached an impasse and struck out. Just like us, these guys wanted to win. This one just didn't work out. In the next city we found the hotel rates put us in a "force-out" situation.

In planning for the city we successfully contracted it was difficult to get vendor's attention. In their eyes, our event was still twelve months away and they had several

other pieces of business before ours. We no longer were afforded some of the concessions we had become accustomed to. Some other challenges included:

- one hotel advertised lower rates over the Internet;
- 24% of our delegates booked in local boutique hotels outside of our block
- our industry market changed;
- our biggest sponsor changed it's marketing focus;

We learned how to read many other pitches too:

- additional signage was needed in the expansive convention center;
- additional draping was needed in the exhibit hall to bring it down to the size we needed;
- the city night life was a draw for the delegates - needed to start later in the morning, and end earlier in the evening;

So, the next time we decide we to play on a Major league field, we will be equipped with the knowledge of:

- less need for sponsored events - the city provides ample opportunities;
- less need for Food and Beverage events - more local restaurants to choose from;
- lower hotel room blocks needed;
- lower shuttle bus usage;
- more details in marketing materials

If your group is considering a walk down the street to play on the bigger field, be sure to bring the proper equipment and be ready to step up to a higher level of competition. For some groups it will be well worth the effort. Others may need to reconsider.



Sherry DeLaGarza
INNUG

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From The Heart



Meet the Chair of the MPI Kid's Charity Ball

Interview with Marsha Singer, Chair MPI Kids' Charity Ball



Tamra Fairbrother, CMP
THE Meeting Planners

TF: How many years has the charity ball been in existence and how much money has it raised?

MS: The MPI D/FW Kids Charity Ball has been in existence for years but has dramatically changed identity since 1993. From the very beginning, the D/FW chapter was encouraged by International to include a fundraiser as part of the community services commitment. The designated charity of International was Give Kids The

World. Initially, the Chapter produced an annual fundraiser simply called "Annual Charity Event". It was organized completely by the board and required that the committee in charge to meet every week. In 1994, when Mary Lynn Novelli, CMP, was asked to chair the event, she solicited the advisory support of Gregory Pynes and Dana Nickerson, CMP, to create something more visible and responsive than just an "Annual Charity Event". The event was held at the Fairmont Hotel; the name was changed to the Kids' Ball and an amazing \$9000.00 was raised. The beneficiaries that year were Give Kids the World and the North Texas Food Bank. The event has since evolved to include anywhere from 3 to 5 charitable beneficiaries with a gross revenues of over \$400,000.00 over 6 years. Our goal this year is \$80,000.00 plus.

TF: How long have you personally been involved?

MS: I have personally been involved with the event since 1996 as a volunteer. In 1999, I was co-chair and had the privilege to accept the Chair position for 2000. There was no real "chair" prior to 1994. That year, Mary Lynn Novelli, CMP, volunteered to take on the task of taking the ACE to another level.

TF: How many beneficiaries are typically selected?

MS: The beneficiaries are chosen by an application process and the past chairs committee chooses the charities based on a variety of criteria. The number of beneficiaries changes each year due to the history of the prior year's event. All beneficiaries are local. Our goal this year is to give more to fewer as well as make our chapter a beneficiary and expand the opportunity to attain monies as an education institution by creating the MPID/FW Chapter Education Fund.

TF: What seems to be the largest draw for donations?

MS: The silent auction is our biggest on-site money maker but all the areas are a very close second. This year, all the signature bears are designer bears, no autographed cumberbunds, which will really increase the value of each bear. Of course, corporate sponsorship is the

driving force behind the event.

TF: How many members do you typically have on the committee? How many volunteers?

MS: The Kids Ball committee generally consists of 25 to 30 dedicated Chapter members. There are 10 to 12 subcommittees, each with a chair and individual members. We have 30 to 40 volunteers on-site the day and evening of the event.

TF: Why do you remain involved?

MS: I remain involved because of the gratification I get from seeing the far reaching effects this event has on the lives of thousands of children in the Metroplex. I can't think of a better way to focus my time on helping children that need so much and have so few resources to rely on.

TF: What are some programs within the Charity Ball that have been added throughout the years?

MS: The most significant addition to the Ball (in my opinion) was the Bill and Angela Barrett Award for Loving Kids created in 1996. Second to that is the T.I.M.E. award created last year by Pat McCain to recognize the corporate sponsor who has continually increased their support for the Ball.

For more details on the MPI

Kid's Charity Ball go to www.mpidfw.org



Heard it through the Grapevine!

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

Delinda Dudley, formerly with *Fun Factory Decorations & Special Events*, has joined the ranks of Texas educators. She is teaching at Plano East Senior High School. While she is excited, she hates saying "good-bye" and will miss everyone. To keep in touch, e-mail her at DelDudley@aol.com.

Debra Lakin, CMP has left *Excel Communications, Inc.* to pursue other interests. She was formerly director of events.

Brenda Miller, CMP has relocated back to Dallas from *World Bank* in Washington, D.C.

Congratulations **Jeff Jowdy** of JJJowdy Photography who recently celebrated the birth of his second son, Jacob.

Laura Yarbrough, CMP has left *Excel Communications, Inc.* to pursue other interests. She was formerly a project manager.

Joe Bedsole, formerly with the *Le Meridien Hotel*, has joined the *Dallas Marriott Las Colinas* as director of sales. This new hotel opened in July and will be hosting our September chapter meeting.

Rob Keating has joined *Fun Factory Decorations & Special Events*. He was formerly with AVHQ.

To submit information to *Heard It Through the Grapevine!*

Please contact:

Alainna Palmer, CMP at
214-863-8926/214-863-8576(fax)
apalmer@excel.com



A reception was recently held at Stanley Korschak honoring the recipient of the Angela and Bill Barrett Award for Loving Kids. L-R, Bill & Angela Bareet, Cindy Brinker Simmons (recipient), Bob Simmons, Norman Brinker, and Marsha Singer (Chairperson)

Designing Effective Business Cards

Each year 4.5 billion business cards are printed in America, and they include rectangular, square, double-sided, folded, black-and-white, or red all over. Some are sparse, elegant; others warm and folksy. What does your business card say about you and your business?

"Business cards are the least expensive and most often used form of advertising," says Ken Erdman, founder of the Business Card Museum in Erdenheim, PA. First called tradesman cards, they only circulated among the rich in the 1600's.

Despite their variety, business cards share one goal: "to make you memorable and desirable," says Lynella Grant, author of *The Business Card Book*. The trouble with most business cards is they miss the mark; Some are too flimsy; others cram in too much information; still others

don't include enough. "The trick is to produce a card that's both distinctive – and practical," says Joliet, Illinois based designer Tim Scott whose work is featured in the series, *"The Best of Business Card Design. It should be creative enough to grab a person's attention, but not so creative that it's hard to read."*

The most common sin is clutter, says Grant. And no wonder. Along with name, address, and phone number, today's cards must consider fax numbers, pagers, cell phone, email and Web site. One solution Grant recommends is a double-sided or folded card. Another is to include only two key numbers (usually phone and fax) and an email or web site address (not both). Also take into consideration of where you place the numbers on the card. Often times the fax number is more prominent than the phone number forcing the caller to redial, creating

frustration. When you have a lot to say, need to give information in two languages, or just want to make a bold statement, double-sided cards are an ideal solution. Put all the critical information on one side, however.

When it comes to paper, Grant suggests choosing an 80-pound or heavier stock. "If a card is flimsy, it implies that your business is too," she explains. Textured, earth toned papers evoke feelings of warmth and work well for rustic or ecologically minded businesses or proprietors. Illustrations or photographs help business cards convey an attitude. Clip-art books offer a huge assortment and offer a great source of images. And if color is used – in the paper stock or ink, it should reflect the nature of the business. "A clothing boutique can get away with sexy, impulsive color like red or purple," she says, "whereas a floral shop may

want something fresh, like yellow or green." And although more traditional companies may want to stick with a conservative palette, that isn't necessarily black-and-white. "Think of a bankers tie," suggests Grant. "Navy blue, with burgundy, perhaps a touch of gray or saffron. All would be appropriate.

More than one card? Of course, who says a person should have only one card? "Different cards are great, says Grant, "especially if there's consistency among them so there's no confusion about the company's message.

There's one sure way to find out if a business card works. Says Erdman: 'If you hand it to someone who says, 'What a great card!' then you know you've got a winner.

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Lisa Silver,
Freelance Writer for Kinko's*

Presentation points

By Amanda Gore, Amanda Gore, Inc.

1. The most powerful presentation points are pausing and breathing
2. Plan and practice your presentation
3. Know your content completely
4. Concentrate on good openers and closers
5. Have one central theme and 3 or 4 related points
6. Focus on the process and sparkly bits
7. Use stories to get the message across
8. Make a point, illustrate it with examples and highlight its relevance
9. Get the audience involved and participating
10. Use your face, voice, body and location to differentiate points
11. Close what you started
12. BE ENTERTAINING - and breathe!

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at the Annual Awards Gala.*

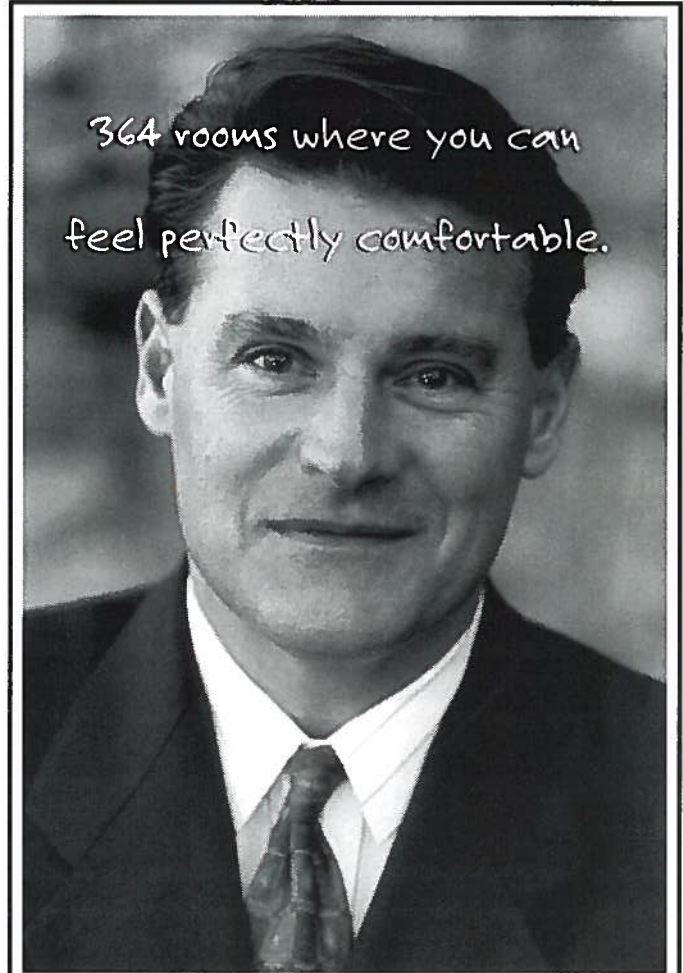
Your event allowed our group to showcase some ideas for an awards ceremony as well as a high energy dance. We were very encouraged by the response we received, and hope that you will call us for a variety of musical and specialty acts in the future.

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Special thanks to O.D. O'Donnell and Steven Foster for graciously providing assistance regarding the program.

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August 2000

**FAX REGISTRATION FORM
MPI D/FW Chapter Meeting
"Attitudes in Leadership"**

August Chapter Meeting – Cityplace Conference Center - Thursday, August 24, 2000 – 11:00 a.m.

Fax this form to chapter headquarters: 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: 2:00 p.m., Monday, August 21, 2000 (Strictly Enforced)

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

MEMBER REGISTRATION: (Please print legibly)

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Member Name: _____

Company: _____

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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 \$27 - Guest Price \$30
Walk In/On-Site/Late \$40- no exceptions)**

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

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Guest's Company: _____

My Guest is a Planner Supplier

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Guest's Company: _____

My Guest is a Planner Supplier

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(SEE REVERSE SIDE FOR ON-LINE REGISTRATION INSTRUCTIONS)**

REGISTRATION CLOSSES AT 2:00 PM ON MONDAY, AUGUST 21, 2000 - NO EXCEPTIONS!

Member Price - \$27.00

Guest Price - \$30.00

Walk In/On Site/Late - \$40.00 - **STRICTLY ENFORCED**

We expect a very large crowd for this event and urge you to register early using the registration available on this web site.

In order to ensure quick service at the check in desk on the day of the event, please pre-pay for you and your guests. Registration via the web site is secure and your credit card information is safe.

Remember, you do not receive a reply to FAX registration.

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Please read or print out these instructions.

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- 1 When ready to register click on the link noted in the last instruction.
2. From site home page, click on EVENTS
3. Locate the event. If you want further information about the event, click on the event; if you just want to register, click on the blue arrow.
4. You will be directed to Log On. This will require entry of your last name and membership number.
5. Once logged on, click on EVENTS again.
6. Click on the blue arrow. Your registration form will appear and be partially completed. Complete the remaining information and submit the form.
7. Use the SPECIAL REQUIREMENTS SECTIONS to inform the Chapter Office of any information the office will need. You may register your guests in this section.
7. You will receive an acknowledgement of your RSVP, a description of the event and directions to the venue.
8. Are you ready to register? Click here: www.mpidfw.org

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 requirements 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.