



CURRENT

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

Meeting Professionals International

February 2000

Dallas/Fort Worth Chapter

MPI D/FW closes out 1999 and rings in 2000!



Holiday Gala at Southfork Ranch



January meeting with Dallas City Councilwoman, Laura Miller



Inside

- President's Message 2
- Chicago President Speaks .. 3
- Showcase 2000 4/5
- Hall of Fame 6
- President's Breakfast 7
- January Wrap Up 9
- CMP/CMM Photos 11

February 24th • Lunch Meeting • Dallas Convention Center, "C" Ballroom

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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.

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A Message from the President:

Two years ago I met an amazing group of people in San Diego- the new President-Elects of the eight-



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

largest MPI Chapters - and like me, they had each just embarked on a singular journey of leadership. We spent the next few days getting to know one another, sizing-up the competition, and settling into what would grow into substantial friendships.

This group of Presidents, known as MPI's "Prime Time 9," incorporates a colorful ensemble. Check out the roster: Tracy Furner, Vice-President of Sales for The Hyland Group, is president of the Chicago Area Chapter; Carrie L. Hurd, CMP, Professional Meeting Manager for The Conference Link, is president of the Georgia Chapter; LeAnne Grillo, Conference Director for Pegasus Communications, Inc., is president of the New England Chapter; Mary Ellen Murphy, CMP, National Director of Sales for The Smith & Wollensky Restaurant Group, Inc., is president of the Greater New York Chapter; Cindy Ramesh, CMP, Director of Sales and Marketing for Monterey Conference Center, is president of the Northern California Chapter; P.J. Gonzales, CHSP, CMP, Director of Sales for Harrisburg Hilton & Towers, is president of the Philadelphia Area Chapter; Glenn M. Reighart, CMM, CMP, Director of Meetings and Expositions for the Association of Women's Health, Obstetric and Neonatal Nurses, is president of the Potomac Chapter; and Steven J. Copeland, Director of Sales for Loews Hotels, is president of the Southern California Chapter. As the representative of MPI D/FW, I round out the group.

With so many interesting personalities, geographic contrast and chapter diversity, you might think the nine-largest MPI Chapters have very little in common. You would be wrong. Collectively, the "Prime Time 9" comprises 7,205 MPI members - more than 43% of the entire international association membership. That's a powerful and significant lobby representing money, expertise, time and talent dedicated to MPI. I know, first-hand, the tremendous responsibility and obligation these chapter presidents

assume, as well as the many obstacles challenging them daily.

The issue of the moment, one deserving candid discussion, is member retention. MPI has established a retention goal of 74% for 1999-2000. Only twice this year has the association topped the 70% mark. MPI concluded the last three months of 1999 with totals of 68.61% in October, 68.86% in November and 67.93% in December. Of the nine-largest chapters only Chicago (70.97%), Philadelphia (72.96%) and Georgia (71.57%) had better than 70% retention at year's end. The Dallas/Fort Worth Chapter currently stands at 68.48% with a year-end retention goal is 72%.

Why do members drop? The best information from MPI says the top three reasons cited for non-renewal of membership: 1. Quitting the industry for employment elsewhere, 2. Absence of employer support for MPI membership, 3. No involvement/lack of quality education on the chapter level. With these facts at hand, what are we to do?

Like many associations, MPI has allocated most of its resources to recruitment and not retention. The organization experienced tremendous growth in recent years and currently has more than 17,000 members worldwide. The association added 6,012 members last year - the most ever in MPI history - but also lost over 5,000 members during the same period.

Growth is good for any organization but it's not necessarily the best friend of retention, which is always more manageable at a lower number where members enjoy more interaction, involvement and perceived value. If most members abandon MPI for employment outside the meetings industry, perhaps it's time to consider some minimal requirement for entry into the organization. A prospective member should be employed within the meetings industry for two years before being accepted in MPI? Just a thought.

There could be many factors contributing to the absence of greater employer support for MPI membership, and certainly everyone involved in MPI can do more to effectively communicate the value of employee participation to the corporate bottom line. As both an employer and MPI supplier, I often hear concerns about time commitment and MPI-requested contributions, and these issues certainly touch my business. The



addition of a trade show at the recent Professional Education Conference in Nashville had many chapter leaders troubled by the expected fallout this might have back home when seeking their own support from local suppliers.

MPI garnered \$9.2 million in non-dues income growth last year, contributing over \$1,638,100 in chapter support which includes educational programming like The Platinum Series. Possibly how these monies are applied should also be examined, which brings us to lack of quality education on the chapter level. Delivering high-caliber educational programming is an issue in every professional organization, and MPI's introduction of The Platinum Series is certainly a giant step in the right direction. More, however, is needed and I offer two recommendations:

1. More customization of educational programs like the Platinum Series and the implementation of chapter-shared educational offerings should be actively pursued. If networking is the hook used to attract members, then education must be the bait which keeps them coming back for more. Clear and precise educational benefits will satisfy both our members and their employers.

2. MPI should consider a program which includes proportional funding of paid staff to assist its chapters in managing administrative operations. MPI chapters are corporate entities of varying size and needs, but all require both systems and support to operate efficiently. Most chapter leaders are simply overwhelmed with managing administration and operations. Funds allocated to assist chapter administration would permit more focus by leaders to member retention and other vital areas of chapter life.

Member retention is a priority for us all. We need to work together, at both the International and Chapter levels, if the organization is to remain active, viable and relevant. We owe it to our members, especially if we expect to keep them.

Note: What do you think? How can MPI improve member retention? E-mail your thoughts to: stevenfoster@mindspring.com

A Letter from Chicago Area Chapter President

Personal and Professional Relationships "Make It" All Worthwhile

When my dear friend, Steven Foster, asked me to write an article for your great newsletter, I was very honored. Since I joined MPI's Chicago Area Chapter, I have heard so many wonderful things about this perennial Chapter of the Year winner,



Tracey Furner
The Hyland Group MPI
CAC President

the DFW chapter! Getting to know Steven over the last two years, I have realized that all of those things are true! I am in awe!

The special bond that forms between fellow chapter presidents (especially those of like-sized chapters like the Extra Large 9!) has been one of my favorite things about being as my chapter's president. I am fortunate to have many special relationships within my own chapter, but little did I know how much I would come to rely on the knowledge, experience, humor and friendship of Steven Foster, Glenn, LeAnne, Mary Ellen, Cindy, Carrie, Steven Copeland and PJ.

These personal and professional relationships are what keep me coming back to MPI. And that is the question of the hour, WHAT KEEPS OUR MEMBERS COMING BACK TO MPI?

In Chicago, we achieved a major milestone in December 1999 by becoming the first chapter in MPI's history to exceed 1,000 members. At press time, we had 1,007 members. As we'd set a goal of "Reaching New Heights: 1,000 by 2000." As you can see, we reached this goal just in time! As you can imagine, this has been a most exciting time for our chapter and has created a ton of positive energy.

Now we face the challenge of maintaining this base of members! So, my focus switches a bit from sheer growth to one of retention. We now feel that with a stronger focus of our

"attention on retention" (do you see a new theme here?), the growth will come. Our retention rate (just under 71%) is lower than it was last year at this time. We have set a goal to have this rate up to 73% by the end of the fiscal year.

So, Regis, the real million-dollar question is what is the key to increasing retention? I agree with the comments that Steven made in his message to you in this issue. Retention is an issue that is not singular to Chicago, Dallas, Toronto, Italy, or International. It is an issue for all of us!

In my message to the Chicago chapter this month, I made a statement that continuing to improve our educational programs, networking opportunities and communication tools on a chapter level would help us with retention as it has helped us with growth. Furthermore, I agree that increased educational resources from International (i.e. the Platinum Series) are a must in this day of shrinking volunteerism.

Also, I could not agree more that we need to streamline the administrative responsibilities of our paid staff to free them up to work with our members more on important issues. We pay a significant amount of money each year, in Chicago, for an association management firm to help us with our operations. I would venture that they spend double the time on administration than they do on member services. This is not good for our members especially in this technology age.

Also, though, in large chapters, we sometimes fall victim to thinking that our Board of Directors or chapter leadership team can adequately represent the needs of the entire chapter and I think this is dangerous. In Chicago, we have put increased energy into surveying our membership (phone, paper, in person) about their needs and not assuming that we know what their needs are or that they are the same as they were last year.

We have also put a lot of emphasis back on to the basics: hospitality, education and communication. It sounds so easy, but in some ways, we had really gotten off track on what we were offering our members in these areas. Our new "welcome wagon" table at each monthly program is a great meeting place for new members, an excellent learning tool for prospective members and a way of our current members to re-familiarize themselves with the services available to them as members of MPI.

After over six months into my term, I am amazed at the similarities between our chapters. We face similar challenges and have some of the same opportunities. By increasing the communication and relationships between our chapters, I feel that we can all improve the services that we offer our members and, thus, increase retention.

Thank you for this opportunity to share some thoughts with you. Please contact me at any time at tracy@hylandgroup.com



Let **MEI Designs** create your winning look with graphic design done right!

972-788-4211

marie@meidesigns.com

MPI

MEETING PROFESSIONALS INTERNATIONAL®

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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Chapter of the Year
1989 * 1990 * 1994 * 1996

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

International Chapter Liaisons

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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Legacy Committee Chair

Delinda Dudley
Fun Factory Decorations & Special Events
(972) 271-7444
Fax: (972) 271-7888
deldudley@aol.com

An Event You Will Not Want to Miss!

Why do we attend MPI DFW Chapter meetings? When asked this question on the monthly evaluation form, the leading response is "networking". Other reasons listed include: chance to enjoy a great meal, experience a new venue, hear interesting and educational topics presented, receive updates on the latest issues effecting the industry and have an opportunity to add variety to our schedules.

So what does "networking" mean to you? Exchanging business cards? Meeting new people? Collecting hot leads? Swapping war stories? According to Bob Burg, author of *Endless Referrals*, "Networking is the cultivating of mutually beneficial, give and take, win-win relationships".

For this reason, SHOWCASE 2000, the DFW Chapter's first annual showcase of products and services, is more than just a tradeshow. It will truly be a showcase of the incredible network of suppliers who are members of the DFW Chapter. The SHOWCASE will afford an opportunity for you to meet and visit with people whose support, knowledge and expertise will be of great benefit to you!

Professional speaker and personality, Suzie Humphreys, will be guest speaker at the luncheon. Suzie had audiences laughing for years by adding her homespun wit and infectious sense of humor to Ron Chapman's Morning Show on KVIL.

Over one hundred companies will be exhibiting their products and services. Fabulous door prizes will be given away during morning and afternoon exhibit hours! The Dallas Convention and Visitors Bureau will serve as co-sponsor of the meeting with special considerations being provided by Freeman Decorating Company, the Dallas Convention Center, and Culinaire International. So, don't delay...make your reservations TODAY!



February MPI D/FW Chapter Meeting

Showcase 2000

Thursday, February 24, 2000

Dallas Convention Center
Exhibit Hall "C"

10:00 - 12:00 noon
Registration

10:30 a.m. - 11:45 a.m.
Exhibits Open, Exhibit Hall "C"

12:00 noon - 1:15 p.m.
Luncheon, Ballroom "C"

1:30 p.m. - 4:00 p.m.
Exhibits Open, Exhibit Hall "C"

\$27.00 MPI Member Registration
Complimentary Parking

R.S.V.P. to Randie
by noon, Monday, Febr. 21
Reservations rec'd after the deadline
will be placed on waiting list.
• FAX 972-506-7485 (see fax insert)
• rcharnes@msn.com
• www.mpidfw.org



Guest Speaker
Suzie Humphreys

Exhibit Hall set up by
Freeman Decorating
Luncheon served by
Culinaire International
Meeting sponsorship by
Dallas Convention & Visitors Bureau

February Host Facility

Dallas Convention & Visitors Bureau

... is a work of art. Recognized as "The Best-Run Convention Center in America," the staff remains committed to event satisfaction.

Even with over 800,000 square feet of exhibit space, more than 100 meeting rooms, two ballrooms, an arena, a theater, and the leading wireless Internet service in the convention industry ... a major expansion and other enhancements already are in progress.

DIRECTIONS

Take I-35E (Stemmons Freeway) southbound. Take exit I-475/US 75 to the Lamar/Griffin Street Exit. Take the Griffin Street Exit. Parking lot are to the left and right.

Showcase 2000 Exhibitors

- Absolute Entertainment
 Advanced Team Concepts
 AME Fun Fest
 American Airlines Group & Meeting Travel
 American Airlines Training & Conference Cntr.
 Appointment Promotional Advertising
 ARAMARK @ Dallas Market Center
 Arlington Convention & Visitors Bureau
 Audio Visual Headquarters
 AVW Audio Visual, Inc.
 Bass Hotels and Resorts
 Billy Bob's Texas
 Bravo! Entertainment
 Bridlewood Golf Club
 Bronco Bowl Entertainment Center
 Canadian Tourism Commission
 Carey Transportation
 Carol Marks Music
 Cityplace
 Corporate Massage
 Crowne Plaza Hotels
 Culinaire International
 Dallas Convention & Visitors Bureau
 Dallas Cowboy Cheerleaders
 Dallas Fan Fares
 Deer Lago Golf Resort & Conference Center
 Designs Behind the Scenes, Inc.
 DFW Airport Marriott
 DFW Airport Marriott South
 Double Diamond Resorts
 Doubletree Hotel Lakeside New Orleans
 Eddie Deen's Ranch at Downtown Dallas
 Embassy Suites Dallas Love Field
 ERASE Enterprises
 Exhibitgroup/Giltspur
 Fairmont Hotel
 Fiesta Americana
 Fort Worth Convention & Visitors Bureau
 Freeman Decorating Company
 Garrett Speakers International, Inc.
 GES Exposition Services
 Ginny's Gifts, Inc.
 Global Audio Visual
 Golden Sports Tours
 Gourmet Dallas, A Jim Lee Company
 Grapevine Convention & Visitors Bureau
 Hilton Sales Worldwide
 Holiday Inn Select DFW North
 Hotel Adolphus
 Hotel Galvez/Tremont House
 Hyatt Regency Dallas
 Hyatt Regency DFW
 IGNITION! Creative Group, Inc.
 International Speakers Bureau, Inc.
 Irving Convention & Visitors Bureau
 J & S Audio Visual Inc.
 Ken-Ran Entertainment
 Krisam Hotels and Resorts
 Le Meriden Hotel
 Magic Tradeshow Promotions
 Melrose Hotel
 Mesquite Convention Center/Hampton Inn
 Morning Star Productions
 Nightlife Talent & Management
 Omni Richardson Hotel
 Party & Event Designers
 PGI
 Plano Convention & Visitors Bureau
 Providence Convention Bureau
 Rainbow Entertainment
 Renaissance Dallas Hotel
 Renaissance Dallas North
 Richland College
 San Jose Convention and Visitors Bureau
 San Luis Resort & Conference Center
 Shadowcreek Ranch/Daddy Jack's Restaurant
 Sheraton Tamarron Resort
 Sixth Floor Museum at Dealey Plaza
 Speedzone
 Star Brand Ranch Executive Retreat
 Sterling Hotels & Resorts, Summit Hotels
 Stockyards Station
 Success Builders International
 Super Shuttle DFW
 Swisshotel Management Corporation
 Tapley Entertainment Inc.
 Texas Sumo, Inc.
 Today's Gourment
 Tour 18 Golf Course
 Tourism Quebec
 Vail Valley Tourism and Convention Bureau
 Waxahachie Civic Center
 Westin Galleria Dallas
 Westin Stonebrier Resort North Dallas
 Wyndham Anatole Hotel
 Wyndham International

*Thank you
 to all of you who are making this
 Special Event possible!*



From The Heart

Personal Care Items needed for Area Families



Tamra Fairbrother
 1825 Flatwood Drive
 Flower Mound, Texas
 75028
 972 355-4075
 Fax: 972 691-1336
 fairbrother@mindspring.com

The MPI D / F W Community Service Committee will be collecting much-needed personal care items to donate to the Wilkinson Center of Dallas. Since its opening in 1982, The Wilkinson Center helps an average of 18,000 people each year with food, clothing, employment assistance and other emergency needs. Trial sizes of soap, shampoo, conditioner, lotion and sewing kits collected from your travels or hotel stays will furnish these families with the daily necessities many of us take for granted.

Bring your donation to the meeting, March 24, 2000 where we will furnish an area for your collections. Brian Burton, Executive Director for The Wilkinson Center will be on site to extend a personal thank you for your contribution.

Also, mark on your calendar to start your "Spring Cleaning" for our "Dress for Success" program which is tentatively scheduled for the April meeting. We will collect gently used articles of clothing for men, women and children for The Wilkinson Center. Watch for more details in next months CURRENT.

Monthly Meetings are held the last Monday of each month at the Crowne Plaza North Dallas/Addison 14315 Midway Road, Addison, Texas 75001 — (972) 980-8877 5:30p.m. -6:30p.m.

Upcoming MPI D/FW Chapter Committee Meetings

(For Educational Opportunities, see page 6.)

BOARD OF DIRECTORS March 22, 2000

Wednesday @ 5:45 pm

BOD Meeting

TBA

Contact: Steven G. Foster, CMP

(817) 430-1561

stevenfoster@mindspring.com

EDUCATION COMMITTEE

March 8, 2000

Wednesday @ 5:45 p.m.

Education Committee

Omni Park West Hotel

Contact: Tony W. Cummins

(214) 922-0316

ticc.dallas@att.net

FINANCE COMMITTEE

March 22, 2000

Wednesday @ 5:00 pm

Finance Committee

TBA

Contact: Cheryl Beasley, CMP

(817) 931-7923

cheryl.beasley@sabre.com

PROGRAM COMMITTEE

March 16, 2000

Thursday @ 5:30 pm

Program Committee

Holiday Inn Select North Dallas

Contact O.D. O'Donnell

(972) 789-9340

od@nightlifetalent.com

MEMBERSHIP COMMITTEE

March 21

Tuesday @ 5:30 pm

Membership Committee

Renaissance Meetings (2544 Elm

Street, Suite 100)

Contact: LeeAnn Harle

(214) 742-3700

P.R./MARKETING COMMITTEE

March 6, 2000

Monday @ 5:30 pm

PR/Mktg. Committee

Sheraton Park Central

Contact: Stephanie Schroeder

(972) 238-1008

stephanie.schroeder@starwoodhotels.com

Presidents Breakfast

March 7, 2000

Tuesday @ 8:00 am

Planners - Breakfast With the

Presidents

Adam's Mark Hotel

Contact: Steven G. Foster, CMP

(817) 430-1561

stevenfoster@mindspring.com



Educational Opportunities & Upcoming Industry Meetings at a glance

Education

March 8, 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

March 14
Tuesday, 6:00 – 8:00 p.m.
Walk-A-While Program
Promoting & Marketing Your Event
Venue TBA
Contact: Patty Stern
(214) 638-5019 x 243
pstern@careydfw.com

CMP Study Group

February 21, 2000
Monday, 6:00 – 7:30 p.m.
How to Become a CMP:
Information Session
Holiday Inn Select DFW North
Contact: Bill Reeser, CMP
214-634-9077 x 417
reeseb@avw.com

Monday, 7:30 – 9:00 p.m.
How to Complete the CMP
Application
Holiday Inn Select DFW North
Contact: Bill Reeser, CMP
214-634-9077 x 417
reeseb@avw.com

March 13, 2000
Deadline to File CMP Test
Application

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

Upcoming MPI D/FW Chapter Meetings

February 24, 2000
Lunch Meeting at
Dallas Convention
Center "C" Ballroom

March 23, 2000
Luncheon
Holiday Inn Select North
Dallas

April 27, 2000
Dinner
Billy Bob's – Fort Worth



CURRENT Deadlines

ISSUE DEADLINE

March Feb. 18, Friday
inserts due March 6

April March 17, Friday
inserts due April 3

May April 14, Friday
inserts due May 1




Heard it through the Grapevine!

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

Mitchell Cathey
'Grapevine' Columnist

Alicia Harrison with *Gourmet Dallas* had a baby girl on October 22nd. Lauren Nicole weighed 7 pounds, 13 ounces.

Phyllis Firebaugh, CMP has joined *Wyndham Jade* as sales director for incentive and meeting services. She was formerly with *SEI Incentives*.

Lisa South, CMP, with *Computer Language Research*, and her husband are going to do some peaceful living on Lake Grapevine on a 56' boat.

Gina Jowdy-Justman is the new director of sales for *Jowdy Photography*.

Teresa Sevilla, previously with *AEROMEXICO Airlines*, has accepted a position with *Fiesta American Hotels & Resorts* as regional sales manager.

Maria Escarfullery has left *AEROMEXICO Airlines* to stay at home with her family.

Tamra Fairbrother, formerly with *The Diamond Club* has resigned her position to pursue other interests within the industry.

And...many exciting events have been taking place at *PGI*...

Patty Phelps and her husband, Steve, had their third child. Her name is Georganne, and was born on December 29th.

Heather McCarthy was recently engaged over the Thanksgiving holiday. The date is set for October.

Nancy Fitzgerald is the proud owner of a new home in Hollywood Heights.

Kelly Dunaway was recently engaged to Shawn Kirkland.

Holiday Gala HALL OF FAME

Southfork Event & Conference Center

Facility, Reception,
Centerpieces, Dinner
Lisa Allen

Liland's Special Events

Set Décor for Ballrooms
Delene Bell

Abbey Party Rents

China & Stemware
John Jakob

AVW Audio Visual

Lighting
Valerie Neely

BBJ Linen

Specialty Linens and Chair
Covers
Joy Johnson-Floyd

JJowdy Photography

Pictures with Santa
Jeff Jowdy

Nightlife Talent

Jazz Duo
Band
Santa Claus
O'D O'Donnell

Kitty Carter Dance Factory & Katha Black Entertainment
"That's Dancing" Dance Troupe
Kitty Carter, Katha Black

PROGRAM COMMITTEE

Lisa Allen
Southfork Ranch

Heather Hersley
Southfork Ranch

O.D. O'Donnell
Nightlife Talent

Esther Wigley
Appointments

MPI D/FW SPECIAL SERIES

"MEETING PLANNERS BREAKFAST WITH THE PRESIDENTS"

TUESDAY, MARCH 7, 2000, 8:00 a.m. - 9:30 a.m.

Adams Mark Dall Hotel • 400 North Olive Street • Dallas, TX 75201 • (214) 922-8000

8:00 am: Registration & Continental Breakfast - Chaparral Board Room, 38th Floor, Center Tower, Chaparral Club • 8:30 am - 9:30 am: Meeting Planner Roundtables

Hosted by

1999-2000 MPI D/FW Chapter President Steven G. Foster, CMP
President-Elect Steve Kemble
Immediate-Past President Colleen Rickenbacher, CMP

MPI D/FW MEETING PLANNERS ARE INVITED TO "BREAKFAST WITH THE PRESIDENTS" FOR A DISCUSSION OF ISSUES AND CONCERNS INVOLVING OUR CHAPTER AND ITS MEETING PLANNER MEMBERS. THIS EVENT IS OPEN TO MPI D/FW MEETING PLANNERS ONLY AND DESIGNED AS AN OPPORTUNITY TO MEET WITH THE CHAPTER LEADERSHIP.

RSVP to Randie Charnes, Chapter Administrator by noon, Friday, March 3, 2000

Advance and On-Site Registration: \$15.00

Reservations received after the deadline will be placed on the waiting list.

FAX: (972) 506-7485 (see fax insert) or EMAIL: rcharnes@msn.com

online registration at www.mpidfw.org

NO TELEPHONE RESERVATIONS ACCEPTED

JUST REMEMBER: MAMBO!

Meeting Planners
Adams Mark Dallas Hotel
March 7 @ 8:00 am
Breakfast with The MPI Presidents
Opportunity Just for You!

Life As A Game . . .

Submitted by Mary Sharp

Imagine life as a game in which you are juggling five balls in the air.

Your name them – Work – Family – Health – Friends – Spirit, and you're keeping all of these in the air.

You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls – family, health, friends and spirit are made of glass.

If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same.

You must understand that and strive for balance in your life. How?

1. Don't undermine your worth by comparing yourself with others. It is because we are different that each of us is special.

2. Don't set your goals by what other people deem important. Only you know what is best for you.

3. Don't take for granted the things closest to your heart. Cling to them as you would your life, for without them, life is meaningless.

4. Don't let your life slip through your fingers by living in the past or for the future. By living your life one day at a time, you live ALL the days of your life.

5. Don't give up when you still have something to give. Nothing is really over until the moment you stop trying.

6. Don't be afraid to admit that you are less than perfect. It is this fragile thread that binds us together.

7. Don't be afraid to encounter risks. It is by taking chances that we learn how to be brave.

8. Don't shut love out of your life by saying it's impossible to find. The quickest way to receive love is to give; the fastest way to lose love is to

hold it too tightly; and the best way to keep love is to give it wings.

9. Don't run through life so fast that you forget not only where you've been, but also where you are going.

10. Don't forget that a person's greatest emotional need is to feel appreciated.

11. Don't be afraid to learn. Knowledge is weightless, a treasure you can always carry easily.

12. Don't use time or words carelessly. Neither can be retrieved. Life is not a race, but a journey to be savored each step of the way. Yesterday is History, Tomorrow is a Mystery, and Today is a gift: that's why we call it – "The Present".

Written by the CEO of Coca-Cola, Brian G. Dyson, and used as Georgia Tech's Commencement Address.

Volunteers Needed!



The MPI Kids Charity Ball

TMKCB Chair 2000
Marsha Singer
The Dallas Directory, Inc.
214-823-4370

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*

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

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a Club Level with enhanced amenities, 59,000 square feet of meeting space,

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

a fitness center and day spa, and impeccable service.

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



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January Meeting Wrap Up

Phrase, “the show must go on” took on a new meaning when members awoke to see sleet mixed with snow falling the morning of the monthly meeting. For those who weathered the elements, they were greeted to a



Betty Garrett
(Garrett Speakers International, Inc.)
Co-Chr. Jan. Sub Committee

wonderful experience at The Adam’s Mark Hotel. It was a fabulous luncheon with Dallas City Councilwoman, Laura Miller, delighting the audience with her candor and humor on the latest arena issues and how we can become involved with community affairs.

Teresa Sevilla with Fiesta Americana Hotels & Resorts was the official sponsor of the program which contributed to



the fun-filled atmosphere during the reception. Fiesta Americana Hotels & Resorts gave away three deluxe hotel packages consisting of 3 nights and 4 days at the Fiesta Americana Cancun, Fiesta Americana Condesa Cancun and Fiesta Americana Coral Beach Hotel. The winners were as follows:

Chirine Nasser,
The Fairmont Hotel

Brian Davis, Hyatt Regency
Dallas at Reunion

Jane Atkinson, Vince
Poscente Inter-national

Members of the DPD Command Staff honored Police Officer of the Month, Sgt. Cynthia S. Villarreal, a 24-year veteran of the Dallas Police Dept. Assistant Chief of Police, Greg Holiday was on hand to present the prestigious award.



January HALL OF FAME

Featured Speaker
Laura Miller

Facility, Reception, Luncheon,
Adam’s Mark Hotel Dallas
Tony Cummins, CMP

Official Program Sponsor
Fiesta Americana Hotels & Resorts
Teresa Sevilla

Centerpieces
AM Flowers (Adam’s Mark)
John Taff

AV Services and Video
Production
**AMAV (Adam’s Mark
Audiovisual)**
Tom McSwain
&
AVW Inc.
Bill Reeser, CMP

Linens
Adam’s Mark Hotel
BBJ Linens
Joy Johnson Floyd

Other Décor – Plants
Bread’N’Butter
Ken Ofshe

PROGRAM COMMITTEE

Betty E. Garrett, CMP
Garrett Speakers International

Steven Foster, CMP
Circle R Ranch

Lee Ann Harle
Renaissance Meetings &
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January

Star of the Month

Kevin Mellot became a DFW Chapter member in June 1996. Through his company, ERASE Enterprises, Kevin demonstrates his passion for security and training.

Kevin has been serving the DFW Chapter as both a presenter and as a member of the Program committee. Kevin made an explosive presentation at the DFW Marriott in January 1999 on disaster management, which was Program of the Year for 1998/1999. In August 1999, Kevin served as the Program Chairperson when Corbin Ball spoke about Internet usage. Kevin took the stage again for the November 1999 program. When the fire alarm went off during the presentation, it surprised the audience to learn that it was not a planned part of the program.

Kevin's material is most beneficial to all meeting professionals: whether it is for professional or personal use. No wonder Bill Gates consults with Kevin about his personal security issues.

The DFW Chapter salutes Kevin Mellot for his participation and dedication along with the impactful and memorable programs he presents.

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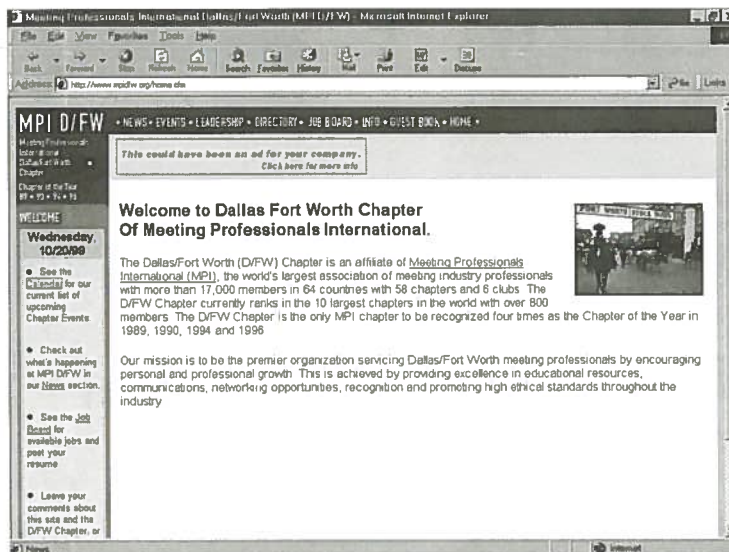
FOR CMP/CMM DESIGNATED MEMBERS ONLY

During the monthly MPI D/FW Chapter Monthly Meetings please plan on having a professional photo taken by Jim Woods (Jim Woods Photography). This project is brought to you by the Walk-A-While Committee and the CMP Study Group Committee in preparation for the 2nd Annual CMP/CMM Recognition Special Event 2000!

Your Participation Is Important & Appreciated

LOOK FOR THE PHOTO STUDIO IN FEBRUARY!

Please Note: You must be certified as a CMP or CMM. No fees are incurred for having the photo taken. (At your discretion, you do have the opportunity of purchasing proofs directly from Jim Woods photography)



mpidfw.org



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Montreux, Switzerland°

New York, USA

Quito, Ecuador°

Seoul, South Korea

Sharm El Sheikh, Egypt (2000)

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Date Submitted: _____



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter

**Saturday, August 19, 2000
Auction Sponsor Guarantee Form**

Name of Company Providing Donation: _____

Name as to be listed in the Program: _____ List as Anonymous

Address: _____

City: _____ State: _____ Zip Code: _____

Company Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

Very Important! Please complete the following and send brochures, menus, sales kit, etc. to display with your gift:

Title of Gift: _____ Retail Value of Gift: \$ _____

If you are donating a hotel stay, please identify the number of nights offered: _____

Description of Gift (as it should be printed in the program): _____

Use a separate sheet should you require more space.

Limitations of gift (expiration dates, etc.): _____

- Will Mail Donation Donation Enclosed/Attached Pick Up Donation

Please pick up donation at: _____ on: _____

All donations must be received no later than noon on August 18, 2000

The MPI Kids Charity Ball - 2000 Likes to recognize our sponsors in our program and possible other directories. If you would like to be listed, please indicate which section your company name should appear. There is no charge for auction or corporate sponsors for inclusion in this special section. Please circle the section below that best fits your company:

- | | | | |
|---------------------|--------------------|-----------------------|---------------------|
| Airlines | Children | Gifts | Restaurants |
| Animal/Pet Care | Communications | Hotels | Special Event |
| Apparel/Accessories | Convention Bureaus | Lighting | Planning |
| Art/Framing | Décor | Meeting Facilities | Transportation |
| Attractions | Destination | Personal Services | Travel & Incentives |
| Audio/Visual | Management | Photography | Video Services |
| Balloons & Design | Entertainment | Printing | Other: |
| Beauty Cosmetics | Event Planners | Professional Services | _____ |
| Car Rentals | Flowers | Promotional Items | |

No we are unable to participate at this time with an auction item, but would like to have information on becoming a table sponsor. **Contact:** _____ **Phone:** _____

In lieu of a donation, we have enclosed a Gift of Love in the amount of: \$ _____

Please retain a copy for your files & fax or mail a copy to: Beverly Sumabat, Silent/Live Auction Co-Chair
Houghton Mifflin Company
13400 Midway Road, Dallas, TX 75244
Phone: 972-851-5504 Fax: 1-877-806-8019

This will account for a tax receipt

**FAX REGISTRATION FORM
MPI D/FW Chapter Meeting
"SHOWCASE 2000"**

**February Chapter Meeting
Dallas Convention Center
Thursday, Feb. 24**

Exhibitor Registration/Setup	8:00am – 10:30am
Attendee Registration	10:00am – 12:00 noon
Exhibit Hours	10:30am – 11:45am
Luncheon Program	12:00nn – 1:15pm
Exhibit Hours	1:30pm – 4:00pm
Exhibit Teardown	4:05pm – 6:00pm

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

NO TELEPHONE RESERVATIONS ACCEPTED

**Fax this form to chapter headquarters: 972-506-7485 or e-mail info to rcharnes@msn.com
Payment may be made by credit card in advance, or by cash, check or credit card on-site. No shows will be billed.**

Deadline: noon, Monday, February 21, 2000

MEMBER REGISTRATION: (Please print legibly) (Please make copies for additional registrations)

I am a Member Non-member Membership #: _____

Member Name: _____

Company: _____

Phone _____ Fax: _____

E-Mail Address: _____

Web Site: _____

Pre-Paid Credit Card Express Registration:

Type of Card: VISA MasterCard American Express Exp Date: _____

Name on Card: _____ Card number : _____

Total Amount to Charge: _____ (Member Price \$27)
(Walk In/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: _____

**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 Tuesday 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 Tuesday 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.
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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 Dallas Convention & Visitors Bureau

Take I-35E (Stemmons Freeway) southbound. Take exit I-475/US 75 to the Lamar/Griffin Street Exit. Take the Griffin Street Exit. Parking lots are to the left and right.

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, cashiers 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 remained 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.