



# CURRENT

## MPI

MEETING PROFESSIONALS INTERNATIONAL  
Committed to Educational Leadership

Meeting Professionals International

January 2000

Dallas/Fort Worth Chapter

# SERVICE IN THE MILLENNIUM

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## Like our New Look?

Let us know! Visit us on our website at [www.mpidfw.org](http://www.mpidfw.org)

or e-mail Marsha Singer at [daldir@onramp.net](mailto:daldir@onramp.net)

or Stephanie Schroeder at [stephanie.schroeder@starwoodhotels.com](mailto:stephanie.schroeder@starwoodhotels.com)



"Toiletry Drive" for the Samaritan Inn



"Toiletry Drive"

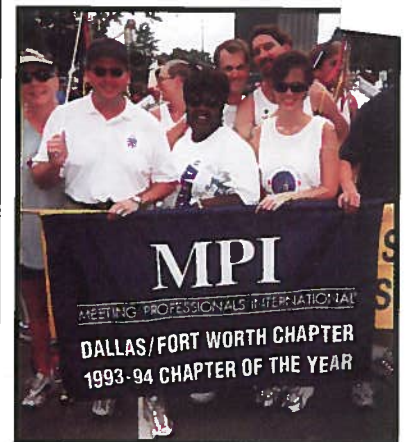


Aids '99 Lifewalk

Make a resolution to get involved in one or more Community Service Projects in the New Year. For information on future events see Community Service article on page 9.



Love for Kids Event at Circle 'R' Ranch



Aids '99 Lifewalk



VNA Meals-on-Wheels Thanksgiving

# 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:

Welcome to Y2K! We've partied through the 1999 Holiday Season and survived the arrival of a New Millennium apparently no worse for wear. Here we are in the Year 2000. Somehow, I thought it would look different.



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

Do you remember imagining in your youth what it would actually be like to live in the year 2000? My own illusions don't even come close to matching present-day reality. In fact, it doesn't appear we've made much progress at all.

Where are the flying cars? What about those floating cities interconnected with moving sidewalks? It also seems someone forgot to invent that conveyor-belt machine that you could walk onto right out of bed in the morning and exit the other side, fully washed, shaved, combed, dressed and ready to go. Perhaps I was expecting "The Jetsons" in the Year 2000. Looks like we're still living with "The Jeffersons."

Oh well, at least no one will be playing that Prince song, "1999" for anytime soon.

### New Year's Resolutions

The next few months are critical ones in the life of MPI D/FW and packed with important events. Make a commitment now to participate in

the Legacy of this Chapter. It's not too late to begin. There are so many great opportunities during the next six months to join your fellow chapter members for outstanding education, fun networking and community involvement.

Find the right niche for you in the pages of "The Current," where each month a calendar of events appears with all the information you need at [www.mpidfw.org](http://www.mpidfw.org) or log on to the Chapter Web Site and start surfing through the diverse offerings available. Make a New Year's Resolution to "Impact the Legacy."

Also, mark your calendar now for a fun event on Saturday, April 8. MPI D/FW will produce a milestone called the "Live It Up Family Picnic." The day will be entirely dedicated to chapter members, their families and friends, and will feature entertainment, food and beverage, games and prizes. This event, created in accordance with MPI's theme "A Matter of Balance," will also serve as the chapter's official fund-raiser.

### MPI PEC Nashville

The MPI Professional Education Conference begins January 30 at Opryland Hotel in Nashville. If you're scheduled to attend, remember there are several chapter functions taking place that week. Please note these and plan to attend.

### Sunday, January 30 - Opening General Session

### Opryland Hotel - 1:30 pm SHARP!

Please come early and help us "reserve" an area for the entire Chapter to sit together at the Opening



General Session. At this time we will distribute the DFW CHAPTER RIBBON AND LEGACY BUTTON.

### Monday, January 31 - Welcome to Nashville - D/FW Chapter Happy Hour

### Opryland Hotel - Davidson C - 6:30 pm - 8:30 pm

Join us for a Happy Hour Networking Reception at the close of a busy day. There will be a cash bar and munchies. Bring a friend! Afterward, we'll depart together for the MPI Foundation Event at the Hard Rock Cafe.

### Tuesday, February 1 - Chapter Photo and Gala Dinner

### Opryland Hotel - The Delta - 6:30 pm SHARP!

Dress up in your finest for the Chapter picture. We will give you the exact location for the photo on-site. Then, we'll move on to the Closing Night Gala.

### Closing Night Gala Ticket Exchange Information

We have reserved several tables under the D/FW Chapter name which you can request when you exchange your Gala ticket during regular registration hours. DO THIS EARLY IN THE CONFERENCE.

## Upcoming MPI D/FW Chapter Meetings

January 27th  
Lunch Meeting  
Adams Mark Hotel

February 24th  
Lunch Meeting at Dallas  
Conv Center "C" Ballroom

## CURRENT Deadlines

ISSUE	DEADLINE
February	Jan. 21, Friday inserts due Feb. 7
March	Febr. 18, Friday inserts due March 6

April ..... March 17, Friday  
inserts due April 3

# Industry Advocacy: Whose City is it Anyway?

By LeeAnn Harle

Just how strong a voice does the meetings industry have at Dallas City Hall?



Laura Miller  
Dallas City  
Councilwoman

Ours should be among the strongest lobbies in issues affecting business, considering the many jobs and revenue industry

represents. While some members of the meetings industry have cultivated relationships with local lawmakers, we all need to be actively involved and informed in policy decisions.

MPI D/FW continues its commitment to Government Affairs and Industry Advocacy at the January 27 Chapter Meeting featuring Dallas City Councilwoman Laura Miller, one of the most outspoken members of the City Council. Ms. Miller, who represents District 3 which includes Oak Cliff and Southwest Dallas, will provide an inside look at Dallas politics as well as a follow-up to this controversial Sports Arena referendum which passed in January 1998. This issue sparked concern among many in the meetings industry that the suggested forms of revenue, namely an increase in the city hotel occupancy and car rental tax, would put Dallas into a difficult competitive position when vying for conventions and meetings.

During the 1997 Texas Travel, Tourism and Meetings Industry Texas Legislative Action Day, representatives from 14 associations lobbied heavily in Austin against the Brimer Bill, the precursor to the Dallas Arena package. That legislation eventually was passed, and a local referendum was modified to include extensive renovation and expansion of the Dallas Convention Center. The industry then supported the package. But what has happened since then? Have these increases affected your business as a Dallas/Ft. Worth meeting professional? What

really happens at City Hall once a bill has passed?

Find out firsthand from Ms. Miller, who prior to being elected to the Dallas City Council spent six years as a columnist and investigative reporter for the Dallas Observer, two years as a columnist and writer-at-large for D Magazine and was a metro columnist for the Dallas Times Herald. Her extensive journalism career also includes stints at The New York Daily News, The Miami Herald and The Dallas Morning News, reporting on such world events as the Falklands War and Grace Kelly's funeral.

Another highlight on the January meeting is the Presentation of the Police Officer of the Month Award. This month's recipient, Sergeant Cynthia S. Villarreal, is a 24 year veteran of the Dallas Police Department, and will be honored by members of the DPD Command Staff.

This month's meeting is

sponsored by Fiesta Americana Hotels, which will be hosting a trade show during the reception and offering raffle prizes at three properties, the Fiesta Americana Cancun, the Fiesta Americana Coral Beach Hotel and the Fiesta Americana Condesa Cancun. Each package is for a 3-night/4-day deluxe accommodation for 2 guests.

January committee members are Steven G. Foster, CMP (Circle R Ranch), Betty Garrett, CMP (Garrett Speakers International), Bitsy Burns, CMP (HD Vest Financial Services), Beverly O'Laughlin, CMP (CompuCom), Dana Nickerson, CMP (Square One Productions), and LeeAnn Harle (Renaissance Meetings & Incentives).

Facility hosts from the Adams Mark Hotel Dallas are General Manager Paul Upchurch, Director of Catering Steven Kozik, and Catering Sales Manager Tony Cummins, CMP.

## January Host Facility

### Adam's Mark Hotel Dallas

From the moment you enter the lobby, you will be swept away by the energy and excitement from the hotel and its grand features. The hotel is the biggest hotel in Texas plus it is the home to the largest ballroom in Texas which is 41,000 square feet.

The Adam's Mark Hotel is the proud recipient of two distinguished awards: 1999 Hotel Gold Key Award from *Meeting and Convention Magazine* and the prestigious 1999 Stars of the South award from *Meetings South* magazine. These awards are based upon quality of meeting space, guest rooms, staff, services, food and beverages, amenities, ambiance, activities and value.

The hotel has such distinguished features as:

- 1,842 guest rooms and suites
- 211 suites, including 23 presidential suites
- 5 ballrooms
- 1,200 covered self and valet parking spaces
- in-house audio visual department and full service business center on property
- 5 restaurants, 3 lounges and 1 nightclub
- each of 23 Presidential suites has 1,800 sq.ft. of parlor space
- large pre-function space and 70 individual breakout rooms
- multiple phone lines, electrical outlets and fiber optic cabling throughout the International Conference and Exposition Center

# 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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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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lpereira@komen.org

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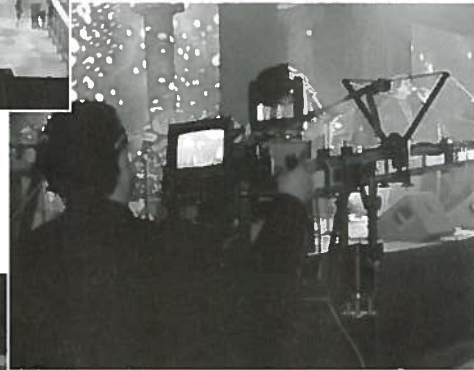
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Fun Factory Decorations & Special Events  
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Fax: (972) 271-7888  
deldudley@aol.com

# Have you been introduced to J&S Show Services

*J&S Audio Visual, Inc. is a full service company committed to attention to detail, customized options, and lasting partnerships. Based here in the DFW metroplex, we provide audio visual services internationally.*



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In-House Operations,  
Show Services**



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J&S Corporate Headquarters:  
3373 Towerwood Drive  
Dallas, TX 75234-2316  
(972) 241-5444  
(800) 852-8771  
www.jsav.com

Our mission: We provide the technology, specialists, and personalized service that allow our clients to effectively communicate via conferences, meetings, and events with a focus on maintaining lasting relationships.



**Your Partner In Success**

*J&S actively supports Meeting Professionals International. Our MPI D/FW members are Kevin Jast (General Manager, Dallas), Jeanie Renner (National Director of Hotel Sales), Kristi Carter (Director of Marketing), and David Walters (National Account Executive, Show Services).*

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

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# WHAT A SMART IDEA!!!

By Lianne Pereira, Meeting Planner  
The Susan G. Komen Breast Cancer Foundation

The MPI Dallas/Fort Worth Chapter has the best idea yet to get smart. It's a SMART CARD! It's a ticket to more learning opportunities than members have time to take advantage of. Here's the deal:

For a one-time fee of \$75.00\* members can attend any number of educational programs for six months (January through June or July through December), with exception of the monthly Chapter meetings. The full value of the Smart Card can easily exceed several hundred dollars, if a member could manage to find the time to take advantage of all the educational offerings. The SMART CARD offers exceptional dollar value and unmatched convenience by allowing you to forego the process of requesting checks or reimbursement each and every time you want to attend a program. Below are a few examples of programs you can attend using the SMART CARD.

- The **Walk-a-While-in-My-Shoes** program. A series of 8 "hands-on" sessions covering the fundamentals of event planning from setting objectives and selecting a site to event execution and evaluation. Typical cost is \$15.00 per session.

- The **CMP Study Group and the CMP University**, usually an \$85 cost, is included in the SMART CARD offering. It's an incentive for serious Meeting Professionals to initiate their qualification for CMP certification.

- The **Platinum Series**. A series of seven innovative, professionally facilitated learning experiences, representing the single greatest investment in educational programming of its kind in the history of the meetings industry, sponsored by Hilton and the MPI Foundation. Two workshops this year with typical cost of \$25.00 per workshop.

- **Super Sessions**. Workshops of varying topics throughout the year such as TABC Certification, Teambuilding, the Executive Dine-Around, Power e-mailing, Video and Teleconferencing. Workshops typically costing from \$15 - \$40 per session.

This is just a sampling of the educational opportunities available to Dallas/Fort Worth Chapter members. Each participating member gets one step closer to personal and professional development, their CMP goal, furthering the industry and strengthening the professional community.

For information on how to obtain your SMART CARD, refer to the insert in this issue of the *Current*, or contact Lianne Pereira, CMP at (972) 855-1676.

\* No portion of the Smart Card fee, whether used or not used, is reimbursable. It is a non-refundable purchase. Smart Card fees can no longer be reimbursed by applying for JPA Scholarship Funds.

## Power E-mailing

Need to become more efficient at using e-mail as a communication tool? Want to learn how to customize your e-mail system to suit your needs? Wish you knew why you can't open certain attachments? Frustrated with problems that you don't understand how to fix? Then come to this workshop to learn more about how e-mail software works and how you can better use it to your advantage!

Focusing on some of the most popular e-mail software packages—Microsoft Outlook, Eudora, America Online and Netscape Messenger—this workshop will explore principles generally applicable to all e-mail clients.

Don't miss Power E-mailing 101!  
**Thursday, February 10, 2000**  
The Guest Lodge at Cooper Aerobics Center  
7:45 am Registration and Continental Breakfast  
8 - 9:15 am Workshop  
Instructor: Andrew Longley

## Early Bird Deadline for PEC-North America

The Professional Education Conference – North America 2000, early bird registration deadline was **Monday, December 20, 1999**.

MPI members can register for just \$500 up to that time and attend two dynamic general sessions, choose from over 70 workshops, forums and the technology laboratory and participate in unique networking events.



Erin Longley  
(Imagine Events, Inc.)  
MPI D/FW International  
Marketing Liason

For more information and registration materials, call **1-972-702-3030** or visit the MPI headquarters website at [www.mpiweb.org](http://www.mpiweb.org).

### SIG Forum set for March

The Special Interest Group (SIG) Forum 2000, "SIG Matters" is scheduled for March 29 through April 1, 2000 in Charlotte, North Carolina.

Program plans are being finalized which will include a general session, targeted workshops and forums as well as networking events.

All MPI members and non-members are invited to attend, regardless of whether they belong to a Special Interest Group or not. A detailed program is scheduled to be mailed in January.

### 1998-99 Annual Report Published

MPI has published the 1998-99 Annual Report which details financial performance and highlights the association's program of work during the administration of Immediate Past Chairman Bob Moore.

Entitled, "new highs," the 36 page, four-color report provides a comprehensive overview of one of MPI's most successful years in its 27-year history. Members received a copy of the report with the November issue of *The Meeting Professional*.

## Upcoming MPI D/FW Chapter Committee Meetings

(For Educational Opportunities, see page 6.)

### BOARD OF DIRECTORS

January 26, 2000  
Wednesday @ 5:45 pm  
BOD Meeting  
Westin Galleria Hotel  
Contact: Steven G. Foster, CMP  
(817) 430-1561  
[stevenfoster@mindspring.com](mailto:stevenfoster@mindspring.com)

### EDUCATION COMMITTEE

January 12, 2000  
Wednesday @ 5:45 p.m.  
Education Committee  
Omni Park West Hotel  
Contact: Tony W. Cummins  
(214) 922-0316  
[tlcc.dallas@att.net](mailto:tlcc.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](mailto:cheryl.beasley@sabre.com)

### PROGRAM COMMITTEE

January 20, 2000  
Thursday @ 5:30 pm  
Program Committee  
Adam's Mark Hotel  
Contact O.D. O'Donnell  
(972) 789-9340  
[od@nightlifetalent.com](mailto:od@nightlifetalent.com)

### MEMBERSHIP COMMITTEE

January 18  
Tuesday @ 5:30 pm  
Membership Committee  
Renaissance Meetings (2544 Elm Street, Suite 100)  
Contact: LeeAnn Harle  
(214) 742-3700

### P.R./MARKETING COMMITTEE

January 11, 2000  
Tuesday @ 5:20 pm  
PR/Marketing Committee  
Westin Park Central Hotel  
Contact: Stephanie Schroeder  
(972) 238-1008  
[stephanie\\_schroeder@itsheraton.com](mailto:stephanie_schroeder@itsheraton.com)

### COMMUNITY SERVICE COMMITTEE

January 31, 2000  
Monday 5:30-6:30  
Community Service Committee  
Crowne Plaza North Dallas/  
Addison  
Contact: Tamra S. Fairbrother  
(817) 795-9006 x2034  
[fairbrother@mindspring.com](mailto:fairbrother@mindspring.com)



## Educational Opportunities & Upcoming Industry Meetings at a glance

### Education

**January 12, 2000**  
Wednesday @ 5:45 p.m.  
Education Committee  
Omni Park West Hotel  
Contact: Tony W. Cummins  
(214) 922-0316  
[tlcc.dallas@att.net](mailto:tlcc.dallas@att.net)

### Walk-A-While Programs

**January 11**  
Tuesday, 6:00 – 8:00 p.m.  
Walk-A-While Program  
Choosing The Right Speaker To Fit Your Audience  
Venue TBA  
Contact: Patty Stern  
(214) 638-5019 x 243  
[psstern@careydfw.com](mailto:psstern@careydfw.com)

### Super Sessions

**January 10, 2000**  
Monday, 6:00 – 9:00 p.m.  
Teambuilding Safari  
Embassy Suites & Bass Pro Shops Outdoor World  
Contact: Jill Heyerdahl, CMP  
(972) 293-1509  
[djem@aol.com](mailto:djem@aol.com)

### CMP Study Group

**January 10, 2000**  
Monday 6:00 – 9:00 p.m.  
CMP Exam Dress Rehearsal  
D/FW Lakes Hilton  
Contact: Bill Reeser, CMP  
214-634-9077 x 417  
[reeseb@avw.com](mailto: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](mailto:tlcc.dallas@att.net)**

# So, you want to be a CMP?

By Jennifer Winget, CMP, CHME

Have you set career goals for the new millennium? Are you striving to be your best in the New Year? If so, you may want to consider earning your "Certified Meeting Professional" designation.

Beginning with our session "How to Become a CMP" on February 21, the DFW Chapter of MPI will be sponsoring a session to assist you in putting together your point schedule and qualification process for your CMP Certification.

Beginning April 3<sup>rd</sup>, the CMP Study Group Committee will conduct a 6-week class. These class sessions

cover every aspect of the meetings industry, featuring speakers who are not only CMP's, but are specialists in their areas of the meetings and exposition industry.

Our speakers are available during class time to answer your questions about their specialty, as well as specific questions about their CMP test experience.

For additional preparation, sign up for the CMP University on May 20-21. This weekend "University" is a great opportunity to review the course study, and practice taking the CMP test! We also have a lot of fun!

The spring sessions will be held at the Holiday Inn Select DFW Airport North. For additional information on these sessions, contact Jennifer Winget, GES Exposition Services via e-mail at [jwinget@gesexpo.com](mailto:jwinget@gesexpo.com), and refer to the insert in this issue of the *Current*.

## MEMBERSHIP NEWS

### MPI D/FW Chapter Membership Report

**798 Total Members**

382 Planners • 402 Suppliers • 14 Students

**17 New Members**

6 Planners • 10 Suppliers • 1 Student

**42 Renewals:** 20 Planners • 22 Suppliers

**18 Drops:** 6 Planners • 11 Suppliers • 1 Student

*These figures reflect a retention rate of 68.01%  
Membership data based on reports valid Nov. 30, 1999.*

### Galleria Gold Membership Recruitment Standings

Member	New Members Recruited
O.D. O'Donnell	8
Marguerita Neubauer	3
Lisa South, CMP	2
Linda Vest, CMP	2

*The following members have recruited one new member:*

Arturo Aguirre, Melanie Hoover, Dawn Ballard, Rajesh Batra, Carol Benavidez, Joshua Brown, Shirley Bruner, Bitsy Burns, Sherri Cook, Kellie Cote, Suzanne David, Wendy Ezernack, Phyllis Firebaugh, CMP, Betty Garrett, CMP, James Genette, Sally Goldesberry, CMP, Gloria Hernandez, CMP, Joan Henderson, Jane Hooker, Debra Lakin, Lynn Lewis, CMP, Marie Mahan, Carol Marks, Gregory Pynes, Colleen Rickenbacher, CMP, Christina Salibo, Stephanie Schroeder, Marsha Singer, Lynn Stone & Sonya Wickel

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

## Making Meetings & Events Work at Every Level

Fred H. Knieberg, CMP

Different people have different expectations at every meeting or event, be they senior management, suppliers, or participants. How can



Fred H. Knieberg, CMP

you bridge the gap of the needs and expectations between each level in your organization? Every Meeting and Event Professional knows all too well that this is

among their most challenging roles.

In the next program in MPI's Platinum Series, you will learn how to align the objectives of key players and how to link those objectives to corporate strategy and R.O.I for an even greater impact. This interactive skill-building session will address face-to-face techniques such as building alliances with executive sponsors and coaching - essential tools in managing expectations.

The Platinum Series consists of seven highly interactive and entertaining learning programs developed in collaboration with MPI and sponsored by Hilton Hotels and the MPI Foundation with support provided by United Airlines.

It's not too early to mark your new millennium calendar for Tuesday, April 4. Reservation forms will be available and included with the March edition of the "Current"

# Spotlight: Chapter Partners

by Peg Wolschon, CTP

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



Jyll Bishop  
Hunting 1<sup>st</sup> Class

It is interesting how people develop their special niche of expertise. Jyll Bishop has found hers – specializing in entertaining corporate groups at small upscale properties, in particular, the small private executive conference coupled with unique recreational activities such as bird, whitetail and exotic hunting outings. She knows this market inside and out, and her clients contact her to find a first class facility to entertain their clients and develop strong lasting relationships.

Jyll has been a member of MPI since 1993, and has volunteered on multiple committees including Public Relations & Marketing, New Member Involvement, TEC-1997, New Member Orientation Buddy Program and currently the Smart Card. This year she arranged for the Chapter's Board of Directors retreat to be at Greystone Castle, where all were treated to a clay pigeon shooting lesson during a break in the weekend program.

Her background stems from a B. S. degree in Hospitality Management from Florida International University and 10 years in restaurant and hotel operations, followed by another 10 years in conference sales which included Riverside Farms where she developed her specialty in marketing corporate hunting properties.

She loves to take guests out to a ranch that have never held a gun and help them learn the protocols of shooting. The guests' reactions are hilarious, they get into it and some turn out to be very good shots — done safely, shooting is lots of fun. When you are looking for someone to help you out, you are definitely in the Ballpark with Tamra Fairbrother, Director of Sales & Catering for The Diamond Club at The Ballpark in Arlington. She handles groups of 100-1000 for private events and hosts smaller game day groups as well.

Tamra became a member of MPI in Philadelphia three years ago but did not get involved until returning home to Texas in 98. She began as Chairperson for POD9, which gave her the bug to get more involved. She then branched out into several committees recently taking over as Chairperson for the Community Service Committee. She also is on the Walk-A-While and Program Committees and is currently studying for her CMP. Tamra finds

her involvement rewarding. "The personal and professional growth has been immeasurable. The amount of knowledge in the room at any given luncheon can only be surpassed by the generosity of each person there. MPI Members are willing to share their time, knowledge and experience. It's sort of like unconditional love."

Her sales career first started as a representative with State Farm Insurance and lasted eight years. Before returning to Texas two years ago to work for The Diamond Club, Tamra handled Special Events and Catering with Dave and Buster's for almost three years. She has a love for people and truly cares about their complete satisfaction.



Tamra Fairbrother  
Ballpark Diamond Club  
1090 Ballpark Way  
Arlington, Texas 76011  
817 795-9006 ext. 2034  
Fax: 817 860-5136

Some of her favorite quotes will give you insight on Tamra Fairbrother: "The speed of the leader is the speed of the gang", "What you put into the lives of others comes back to you ten-fold", "It is far better to wear out than to rust out" and naturally the "Golden Rule" of doing unto others as you would want done to you.

## Showcase 2000 Set for February

Showcase 2000 will be held at the Dallas Convention Center on Thursday, February 24. Sponsored by the Dallas/Fort Worth Chapter, all supplier members will be given the opportunity to exhibit their products and services to the MPI membership prior to the luncheon and for two hours afterwards. The Dallas Convention and Visitors Bureau will serve as a co-sponsor along with

Culinaire International, Freeman Decorating Company and the Dallas Convention Center. Suppliers may reserve exhibit space for a nominal fee. Space is limited and will be assigned on a first-come, first-served basis. The Exhibitor Prospectus has been mailed to all Supplier Members of the DFW Chapter who are encouraged to send their completed contract with the appropriate

payment as soon as possible to ensure their participation. For additional details, or to receive exhibitor information, contact Suzann Oliver (Challenge Management, Inc.) at 972-755-2560 or Esther Wigley (Appointments) at 972-788-1702. David Gisler (Freeman Decorating Company), Pat McCain (Krisam Group) and Pat Smith (PF Smith Enterprises) also serve on the steering committee.

## Volunteers Needed!

The MPI Kids  
Charity Ball



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Marsha Singer  
The Dallas Directory, Inc.  
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2000!

### Committee Meetings

**Monday, January 17:**  
5:30pm at  
Holiday Inn Select,  
DFW Airport North

**Tuesday, February 8**  
5:30pm at  
Westin Park Central  
with PR and Marketing

### RSVP

Marsha Singer  
214-823-4370  
if you are able to attend

## The MPI Kids Charity Ball

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August 2000

# November Stars of the Month

The month of November provided us the opportunity to acknowledge two deserving DFW members as Stars of the Month.



**Gloria Hernandez, CMP**  
Catering Director  
Holiday Inn 114

Gloria Hernandez, CMP is the Catering Director for the Holiday Inn 114. Hernandez has been a very active chapter

member for many years, diligently working behind the scenes on various committees. Most recently, she chaired the September monthly program which covered TABC laws and regulations, is co-chair of the member involvement committee and has also donated her property for the President's Meeting Planner breakfast. Congratulations!

Jennie McNeill, CMP, CMM is the Director of Meetings & Conventions with Texas Feed & Grain. McNeill has been a local chapter member for two years. Prior to her time here in the Metroplex she was instrumental in the development of the Louisiana chapter and also served as their President. Most recently she chaired the October monthly program on CMP and was active in putting together the President's Meeting Planner Breakfasts. McNeill has also distinguished herself within the local chapter by being one of three local chapter members to hold both the CMP and CMM professional designations. Congratulations!

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## The Diamond Committee Polishes Up

Ever come to a meeting and wonder "who are all these new people?" or "does anyone remember who I am?" In such a large chapter, that is not uncommon. Or maybe you are a member who has just never gotten involved but know that you have some experience and wisdom to share with others. If so, we would like for you to become a member of the *Diamond Committee*.

This committee was formed to tap into that wealth of resources and talent still "lying in the mine." Some members were once actively involved and others are looking for an opportunity to shine. Diamonds are of great value, regardless of how long they've been around, and we are looking to polish up some in the D/FW Chapter. President Steven Foster challenged members to make a difference in their chapter through involvement and help to Impact the Legacy!

The first meeting of the Diamond Committee was a luncheon and roundtable discussions on "How to Make my MPI Membership More Valuable," overlooking the baseball diamond of The Ballpark in Arlington on November 12. Tamra Fairbrother of *The Diamond Club* welcomed all with gracious hospitality and fabulous cuisine, according to the 17 members in attendance. A drawing was held for an exciting week-end in New Orleans at *The Windsor Court*, generously provided by Joel Hueske, mpg\*.

The Diamond Committee will meet again the third week in January. If you are interested in participating and have not yet been contacted, please call Phyllis Firebaugh, CMP, Wyndham Jade Incentives and Meeting Services, 972.726.8636. Not even the unparalleled D/FW Chapter can have too many diamonds!

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# From The Heart

By now, the stockings and trees have been put away and hopefully the outside lights taken down. It's now time for New Year's Resolutions promising to get organized, lose weight and put forth the effort to carry the Christmas Spirit of giving throughout the year.

The Community Service Committee is finalizing upcoming opportunities for you to participate in making another person's life brighter. We can't promise dramatic weight loss or even that you will become organized because of your involvement but I am willing to bet you will gain personal satisfaction and grow from this special experience.



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Being involved doesn't mean you have to give up your day job in order to contribute. You may be able to commit to one particular event or be able to bring clothes for our "Dress For Success" program.

If your hearts desire is to lend a helping hand, please consider attending one of our monthly committee meetings or contact me so I can fax or E-mail you information of upcoming events.

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.



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

## Heard it through the Grapevine!



**Mitchell Cathey**  
'Grapevine' Columnist

**Cheryl Owens**, formerly with *Omni Park West*, has joined *Embassy Suites Market Center* as director of sales.

*Event Source Professionals* was inducted into the H-E-B Hall of Fame.

**Laurie Sprouce, CITE** with *Ultimate Ventures* was named SITE Member of the Year at SITE's International Conference in Las Vegas.

**Michael Glen**, formerly with *Southfork Ranch*, was named director of tourism for *Grapevine Mills Mall*.

**Gregory Pynes** has accepted a position with *Dell Computer* in Austin. He was formerly with *Hand & Associates*.

**Bryan Davis, Hyatt Regency**, was elected as vice president of membership and **Laura Jenkins, Fossil Rim Wildlife Center**, elected vice president of finance for HSMIA.

**Kristi Sartorius** celebrated the birth of her first child, a baby girl born on October 21<sup>st</sup>.

**Katherine Hines** has left the *Melrose Hotel* to join *DFW Lakes Hilton* as sales manager.

**Wendy Ezernack** has joined E. Harden as director of sales. She was formerly with the *Wyndham Anatole Hotel*.

**Keith Hickman** of *The Sixth Floor Museum* has been promoted to manager, group sales & events. He joined the museum in January 1996 as the business development associate.

**Janette Edwards**, formerly with *VarTec*, has accepted a management position as senior travel coordinator with *Galactic Marketing, Inc.*

**Paula Mize-Kelley** joined the *Apartment Association of Greater Dallas* in October as director of events. Her previous position was director of sales for the *Dallas Market Center*.

### HAPPY NEW YEAR!!

To submit items for this column contact  
**Mitchell Cathey, 214-520-3901;**  
or **Alainna Ryan, CMP**  
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214-863-8926; fax 214/863-8576;  
aryan@excel.com.

## 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 2<sup>nd</sup> Annual CMP/CMM Recognition Special Event 2000!

### Your Participation Is Important & Appreciated

LOOK FOR THE PHOTO STUDIO IN JANUARY AND 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)

# December Star of the Month

**Phyllis Firebaugh, CMP** is the Regional Sales Director for SEI Incentives.



**Phyllis Firebaugh, CMP**  
Regional Sales Director  
SEI Incentives

Firebaugh has been a member since 1985 and during this time her accomplishments and dedication

to MPI have been vast. She received the Supplier of the year award in 1992. Firebaugh has served on the Board of Directors for the local chapter in various capacities, in addition to holding the position of President during 1996-1997. On an international level, she has served on the International Awards Committee. At one time or another she has served on virtually every DFW MPI committee. Most recently she has been heading up the Diamond Committee which helps bring inactive members back into active involvement. Firebaugh has been an unofficial mentor and inspiration to many local chapter leaders. Congratulations!

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**Westin Galleria/Starwood Hotels & Resorts**  
**Yellow Rose Touring & Special Events**

If you have participated in an MPI-sponsored event with donated/discounted products or services, you need to be recognized in the MPI D/FW Chapter Partners Program.

MPI Chapter Partners receive recognition in the chapter newsletter, the CURRENT, and are recognized at the Annual Awards Gala in June.

For information on the MPI D/FW Chapter Partners Program, or to submit corrections to this list, contact Peg Wolschon (Coach USA), 972-263-0294 x103.

## Let's Put the "Business" Back in Business Casual Dressing

By Linda Thomas



Linda Thomas

There has not been this much confusion on how to dress for success since women had to choose between the mini, midi and maxi skirt lengths and men had to think about leisure suits.

There are 3 forms of business casual attire to consider when dressing yourself; Executive (dressy), Mainstream (smart) or Baseline (relaxed).

**Executive casual or dressy** always has a jacket, sport coat or blazer with dress slacks for men, skirt or dressy slacks if you are a woman. Thin-soled shoes are appropriate at this level. The wider the heel of the shoe and the thicker the sole, the more casual it becomes. The executive casual looks have more

colors than men are used to wearing in the traditional power suit.

The **Mainstream casual** is a safe, middle of the road interpretation of day-to-day business activities. At this level, you can wear a jacket or not. If you choose not to wear a jacket, you want to still make sure your arms are covered in the form of cardigan, pullover sweater, twin sweater set (for women) or a long sleeve shirt with a pullover sweater or a vest. The clothes here are less structured, so at this level, you can wear pants, that are dockers, khakis, or denim that is black or cream-colored. Blue jeans are too informal at this level.

You always want to be sure that your clothes, ON ANY LEVEL, are clean, pressed and in good repair. You want to daily wear the appropriate hosiery, socks, underwear and well-maintained footwear. Clean, styled hair makes a superb daily impression. Proper fit is the key in any look you choose.

**Baseline casual** is the most

relaxed look acceptable for business situations. Jeans are a great choice for climbing a mountain, but a questionable choice for climbing the corporate ladder.

Information that truly helps co-workers, is the "WHAT TO BE AVOIDED" list. Avoid these clothes at any time:

- Jeans with holes, tears or stains, or wrinkled jeans
- Leggings, spandex pants
- Tight stirrup pants
- Shorts (inc. biking shorts)
- Tank tops, cropped tops
- Chiffon, see-thru, lacy tops
- Bedroom slippers
- Thong sandals or strappy sandals
- Clogs
- Hiking boots
- Birkenstocks
- Exercise wear
- Jogging suits, sweatshirts
- Waffle texture or knit terry tops
- Day glow or metallic colors
- Velour
- Garish print sport shirt
- Windbreakers, or nylon parkas

- Wrap skirts, sarong dress styles
- Revealing slits
- Fluffy bows or ruffles
- Gathered tiers or flounces
- Pure linen (it wrinkles)
- Satin (excessive shine)
- All-polyester gabardine
- Fully elasticized, pull-on pants (always bulky)
- Side zipper pants (never lay smoothly on the hip)
- Gimmicky styles (very narrow or overly wide legs)

So be brave, be beautiful and create a powerful appearance that is perfect for you, your company and the new millennium.

Linda Thomas is a Professional Image Consultant and Certified Personality Trainer. Linda has created Power Appearance Seminars to train companies and individuals how to dress up-to-date, implement new dress codes (such as Business Casual) and how to work together as a powerful team. For more information call metro 940-321-2594 [www.powerfulappearance.com](http://www.powerfulappearance.com)

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Dallas, TX 75251  
972/239-7367 (phone) 972/239-7378 (fax)  
e-mail addr: bhunt@sdms.org

**Cindy R. Kreklow** **PO<sup>4</sup>D 1**  
Omni Dallas Hotel Park West  
1590 LBJ Freeway  
Dallas, TX 75234  
972/869-4300 (phone) & 972/869-0215 (fax)

**Gary A. Leissner**  
The Wright Group  
2900 West Anderson Lane #20-145A  
Austin, TX 78757  
512/420-0666 (phone) & 512/420-0682 (fax)  
e-mail addr: galutex@aol.com

**Beth M. Owen** **PO<sup>4</sup>D 3**  
AMF Fun Fest  
3805 Beltline Road  
Addison, TX 75001  
972/620-7700 (phone) & 972/620-7787 (fax)

**Amanda Parsons** **PO<sup>4</sup>D 2**  
Women of Faith  
820 W. Spring Creek #400  
Plano, TX 75023  
972/424-1900 (phone) & 972/424-1717 (fax)  
e-mail addr: aparsons@women-of-faith.com

**Serene J. Rosancrans** **PO<sup>4</sup>D 7**  
Hampton Inn & Suites Convention Center  
1700 Rodeo Drive  
Mesquite, TX 75149  
972/329-3100 (phone) & 972/329-3101 (fax)

**MPI DALLAS/FORT WORTH CHAPTER**  
**November 1999 NEW MEMBERS**

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**Laurie E. Shaw**

San Luis Resort Conference Center & Spa  
4105 Katy Court  
Frisco, TX 75035  
972/712-9936 (phone) & 972/712-5320 (fax)  
e-mail addr: leshaw@ficnet.com

**Hala M. Sibai** **PO<sup>4</sup>D 2**

Wyndham Hotel – Las Colinas  
7015 Nicki Street  
Dallas, TX 75252  
972/650-5910 (phone) & 972/650-5920 (fax)  
e-mail addr: hs07734@hotmail.com

**Lynda K. Thomas** **PO<sup>4</sup>D 2**

CompuTrac, Inc.  
222 Municipal Drive  
Richardson, TX 75080  
972/234-4241(phone) & 972/669-0570 (fax)  
e-mail addr: lyndat@computrac.com



**FAX REGISTRATION FORM  
MPI D/FW Chapter Meeting  
"Government Affairs"**

January Chapter Meeting – Adam’s Mark Hotel - Thursday, Jan. 27 – 11:00 a.m.

Fax this form to chapter headquarters: 972-506-7485 or e-mail info to rcharnes@msn.com

**NO TELEPHONE RESERVATIONS ACCEPTED**

**Deadline: noon, Tuesday, January 25, 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 \$27 - Guest Price \$30  
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: \_\_\_\_\_

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

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

My Guest is a Planner  Supplier

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

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

My Guest is a Planner  Supplier

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**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.
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 RSVP's 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 Adam's Mark Hotel Dallas

400 North Olive Street, Dallas, TX 75201  
(214)922-0392

From Woodall Rogers Freeway, take the Pearl Street Exit and go South on Pearl Street: proceed on Pearl Street until Live Oak: turn right onto Live Oak - go 1 block, turn right onto Olive Street. Immediately get in the left lane and turn left into Self Parking Garage.

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 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.

# MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

## MPI D/FW Education Committee Presents

### Power E-Mail 101: A Workshop on E-Mail Use & Techniques

Thursday, February 10, 2000

7:45 a.m. - Continental Breakfast/Check-In

8:00 - 9:15 a.m. Workshop

The Guest Lodge at Cooper Aerobics Center

12200 Preston Road, Dallas, TX, 75230

Need to become more efficient at using e-mail as a communication tool? Want to learn how to customize your e-mail system to suit your needs? Wish you knew why you couldn't open certain attachments? Frustrated with problems that you don't understand how to fix? Then come to this workshop to learn more about how e-mail software works and how you can use it to your advantage!

Focusing on some of the most popular e-mail software packages -- Microsoft Outlook, Eudora, America Online and Netscape Messenger -- this workshop will explore principles generally applicable to all e-mail users.

You can expect to learn more about:

- Sending attachments
- Customizing your mailbox using mailbox rules
- Maximizing preferences
- Creating signatures
- Using distribution groups
- Avoiding e-mail viruses
- Other useful shortcuts!

**Register by Tuesday, February 8**

**Fax or e-mail information to Tony Cummins, CMP at 214-343-9838 or [tlcc.dallas@att.net](mailto:tlcc.dallas@att.net)**

**NAME:** \_\_\_\_\_ **COMPANY:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**MPI MEMBERS:**  \$15.00      **NON-MEMBERS:**  \$20.00      **SMART CARD:**  \$ 0

*Pay on-site via check made payable to MPI D/FW Chapter or pre-pay now via Credit Card (fax only)*  
**DO NOT SEND CREDIT CARD NUMBERS VIA E-MAIL. PAY AT DOOR WITH CREDIT CARD**

**Pre-Paid Credit Card Express Registration: Type of Card:**  Visa     Master Card     AMEX

**Name on Card:** \_\_\_\_\_ **Card #:** \_\_\_\_\_ **Expires** \_\_\_\_\_

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

**Signature:** \_\_\_\_\_ **Total Amount of Charge:** \_\_\_\_\_

**ALL NO SHOWS WILL BE BILLED!**