

Kids Ball 2000



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Right: The MPI Kids Ball 2000 Committee



Center Left: Bruce Wolpert, CMP, Hilton Sales Worldwide presents the Raffle Prize for a trip to Cancun, Mexico along with "Carmen Miranda"

Bottom Right: Angela and Bill Barrett Award for Loving Kids presented to Cindy Brinker Simmons by Chairperson, Marsha Singer, The Dallas Directory

To view more photos from the Kids Ball go the mpidfw.org - Under "news" click to view photos. Use the password 84-363 to access the photos.

A complete follow up article will be in next months issue.



For more detailed
 Information
 Log on to our
 WEBSITE
www.mpidfw.org



DEFINING THE POWER OF MEETINGS™

Dallas/FortWorth Chapter

CURRENT

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MPI D/FW Calendar Information

SEPTEMBER

- 8 **Newsletter & Insert Submission Deadline**
- 27 **Board of Directors Meeting** – Embassy Suites Near the Galleria – 5:30pm-7:00pm – Steve Kemble (steve.Kemble@airmail.net)
- 28 **Monthly Chapter Meeting** – Marriott Las Colinas - TBD – Luncheon – 11:30am-1:00pm (Community Service Project – “Warm Their Hearts With Coats and Blankets”)

OCTOBER

- 8 **Newsletter & Insert Submission Deadline**
- 17 **Membership Committee** – Doubletree Campbell Center - 5:30pm-6:30pm – OD O'Donnell
- 25 **Board of Directors Meeting** – Embassy Suites Near the Galleria – 5:30pm-7:00pm Steve Kemble

- 26 **Monthly Chapter Meeting** – Westin Galleria – Simple Way To Success? – Breakfast 8:00am – 10:30am

NOVEMBER

- 2 **Program Committee Meeting** – Stonebriar Country Club - 5:30pm-6:30pm – Anna Squire
- 3-4 **TEC and Chapter Monthly Meeting** – Westin Stonebriar – Dinner Party - (Community Service Project – Food Pantry)
- MPI/DFW Golf Outing**
- 10 **Newsletter & Insert Submission Deadline**
- 16 **Monthly Chapter Meeting** – Renaissance N Dallas – Joel Zeff – Luncheon – 11:30am-1:00pm (Community Service Project – Food Pantry) – Anna Squire (anna.squire@ourclub.com)

Committee Meetings, other Educational Programming and Contact Information are listed on the website at www.mpidfw.org

WEB SITE NEWS

www.mpidfw.org

Question of the Month:

"Share an interesting way you saved money on your food budget at a meeting."

Go to the mpidfw.org website, *Guest Book* and sign in, tell us your thoughts. To read member comments, go to "Read" *Guest Book*.

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A Message from the President



As summer has drawn to a close and as we enter into another season, I think of change and how we all—in our individual ways—embrace that change.



Steve Kemble
Steve Kemble Event Design
D/FW Chapter President

The fall season always seems to bring lots of excitement, due in part to the cooler temperatures. I relate this excitement to the enthusiasm of our chapter members in the past couple of months. All of you are reacting in a very positive manner to our new monthly meeting program format, the most visible offering we present to our chapter members. The last couple of months have seen not only some of our highest attendance at meetings but also the highest scores. You are becoming accustomed to and accepting of the change in a very affirmative manner.

Sometimes we find ourselves fearful of change; therefore, we don't even attempt it. I encourage all of you who have a passion for something to at the very least attempt this change, for you will never know unless you try it! By attempting the change, you will have taken ACTION! Whatever the result, good or bad, I consider the fact that you attempted to try this change to be a positive.

As we move forward through our year, you will see more change in all aspects of our chapter. We are entering into the 21st century with great vigor. If you see items you think would make our chapter better and more upbeat, let's hear them! Those of you who know me well know there is nothing too bizarre, wacky or crazy for me! So please don't be timid or shy about

bringing your thoughts to me. Additionally, this will give you an opportunity to be involved in our chapter! Remember, this is *your* chapter.

Let's continue to move forward with positive change! The results we are seeing are positive! The energy level is electrifying!! And the temperature outside is cooler! What could be more incredible?!



The Board of Directors establishes strategy and goals for 2000-2001. For complete details visit the website.

NOVEMBER 3 – 4, 2000

Texas Education Conference

By Alan Sims, EventSource.com and Julie Johnson, CMP, Lennox Industries, Inc.

This year's Texas Education Conference that will take place November 3–4. It is being held at the all-new Westin Stonebriar Resort located in Frisco. The TEC joins three Texas MPI chapters; The Hill Country Chapter, The Greater Houston Area Chapter and the Dallas/Fort Worth Chapter - and promises an exciting, educational curriculum.

Amanda Gore will kick off the program Friday, November 3. Amanda has a unique background in physiotherapy, psychology and neurolinguistics. Her ability to use group dynamics within her audience is a fantastic experience.

The closing session will feature Randy Pennington, a nationally recognized expert in leadership, change management, and values-based performance. Randy is a frequent presenter at international MPI events and was honored with the Program of the Year award from MPI's Potomac Chapter in 1997-98.

The cost is \$85 for MPI members and you will earn CEU credits. You may also apply for the Jan Pollard Scholarship for funding. Watch for more details in the upcoming weeks. Sponsorship opportunities are still available.

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FRIDAY, NOV. 3, 2000

Call Steven Foster, CMP, at 817-430-1561



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SEPTEMBER D/FW Chapter Meeting

Thursday, September 28, 2000

Creativity: A Necessity in Today's Marketplace

By Julie Johnson, CMP, Lennox Industries Inc.

In keeping with Steve Kemble's theme of **ACTION**, this month the focus is on exploring **Creativity**. The Canadian Tourism Commission is sponsoring the well renowned Canadian speaker and trainer, Kit Grant. He will motivate and inspire us to continually work creativity into our lives and jobs.

Grant has written, marketed and conducted seminars, workshops and keynote addresses throughout North America and internationally. He has undergraduate and graduate degrees in psychology and counseling. Grant has assisted thousands of business professionals in the development of management and people skills with a concentration in customer service and sales. His dynamic and enthusiastic style coupled with his diverse background as a school counselor, clinical psychologist, supervisor, sales person and business owner make him a highly sought after trainer and speaker. Known as the "Director of Comfort Zone Infiltration", Grant will be a positive catalyst for long term personal and professional growth.

The September luncheon sponsor is Krisam Hotels and Resorts. The Krisam Group represents and acts as a National Sales office for a collection of over 125 hotels and resorts. Over the past 25 years, Krisam has developed valuable partnerships with meeting professionals and member hotels by saving them time and money. Krisam's sister company, Global Events Partners can also assist planners with DMC needs and destination exclusivity.



September Host Facility

Dallas Marriott Las Colinas

The new Dallas Marriott Las Colinas, located in the prestigious Las Colinas Center, is just 10 miles from the Dallas/Ft. Worth Airport and 8 miles from downtown Dallas. The 364-room hotel provides over 24,000 square feet of meeting space — the largest room measuring over 10,000 square feet with full service catering facilities. The ballroom overlooks Lake Carolyn on the Los Colinas Mandalay Canal. Other amenities include a concierge floor, indoor pool, hot tub, outdoor terrace, health club, complimentary parking garage and a Mediterranean style restaurant, Bistro Fiera.

DIRECTIONS

From the West: 114 East to O'Conner Blvd. Make a left on to O'Conner to Las Colinas Blvd. Take a left on Las Colinas Blvd. Hotel will be on the right.

From the East: Northwest Highway Spur 348 West to O'Conner Blvd. Go left on O'Conner to Las Colinas Blvd. Take a right on Las Colinas Blvd. Hotel is on the right.

From I-35: I-35 East — Head North on I-35 East to 183 Head West on 183 to 114 Head West on 114, Exit O'Conner Take a right on O'Conner to Las Colinas Blvd. Take a left on Las Colinas Blvd. Hotel is on the right.

FROM I-635: Exit Valley View to O'Conner. Take O'Conner to Las Colinas Blvd. Go right to hotel on the right.

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

August MPI D/FW Chapter Meeting

Creativity: A Necessity in Today's Marketplace

Dallas Las Colinas Marriott

223 West Las Colinas Blvd.

Irving, TX 75039

(972) 831-0000

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

Complimentary Self-Parking in Garage

Member Price: \$ 27.00

Advance Guest Price: \$ 32.00

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

R.S.V.P. to Randie Charnes

by 2:00pm, Monday, September 25, 2000

Reservations received after the deadline will be on wait list only.

ON-LINE REGISTRATION PREFERRED

Website Registration: www.mpidfw.org

• rcharnes@msn.com

• FAX 972-506-7485 (see fax insert)

Green Meetings - Environmentally Responsible Meeting Planning

By Tara Judd, *Imagine Events*



Meetings that are environmentally responsible are about more than just saving the planet. Whether you are a planner, hotelier, or other supplier, choosing to incorporate green practices at any level can make a difference and affect your budget and bottom line. Best of all, starting to go green is easy and there are many simple practices you can start. From the simple act of using less paper and disposable goods in your meetings to entire facilities specifically designed and engineered to maximize resources, every step makes a difference.

The world is changing. As individuals and companies, we have become more conscious of the impact that our choices make on our health, each other, and the environment. As we became aware of the impact of trash on the ground, we were more hesitant to litter. Campaigns and concepts like "Don't mess with Texas" are now part of our daily lives. Through education, we no longer tolerate littering. As environmentally responsible concepts, products and services become more mainstream, many of us have come to expect the three "R's" reduce, reuse or recycle. Our clients may feel the same way and expect that our commitment to serving them includes providing green options.

Several companies are on the forefront in our industry in going green. Probably the best known is Fairmont Hotels (Canadian Pacific Hotels). According to Sandi Galloway, member of the MPI Green Meetings 1998 Task Force, Fairmont Hotels remains on the leading edge of green meetings. They have adopted an overall approach to going green and it has resulted in rave reviews from their customers, savings in their budget and the industry prestige that comes from combining such important environmentalism with some of the best hospitality in the world.

Fairmont Hotels practices the three "R's, in many ways. For example,

they provide customers with a choice of re-using their towels and bed linens rather than automatically washing them every day. The simple act of not washing such a monumental

choices make, they enjoy having these options and support the efforts of the company. Customers are even more likely to demand the same options at other properties.

10 Easy Ideas to Be Green

- 1) Ask meeting facilities if they recycle (aluminum containers and cans, coat hangers, corrugated boxes, florescent lamps, glass bottles, kitchen grease, newspaper, organic waste, paper plastics, printer cartridges, Sterno and tin cans.)
- 2) Submit rooming lists, settle master accounts and send other documents by e-mail.
- 3) Plan food and beverage events minimizing the use of disposable items.
- 4) Plan menus focused around abundant locally produced ingredients.
- 5) Recycle toner cartridges and other items from your on-site office. (Use a plain paper fax.)
- 6) Allow attendees to register online.
- 7) Confirm registration by e-mail whenever possible.
- 8) Limit printing of handouts. Print marketing and registration material on recycled paper.
- 9) Instruct facilities to place recycling bins in meeting rooms and hallways.
- 10) Donate surplus food to local shelters, soup kitchens and food banks where local health regulations and cultures permit.

(Reprinted with permission from MPI International from the [www.mpiweb.org/green meetings website](http://www.mpiweb.org/green_meetings_website))

amount of linens each day saves in precious resources (water, materials, and energy for machines) as well as staff time and equipment. The company also provides recycling bins in every room, and water saving devices on their properties. The principle of re-using is also an important one. Soaps and in-room items are recycled and refilled if possible. Items that are no longer up to standard for clients, like linens and amenities, are donated to charities where they are needed and will be reused.

The company provides education on reasons for the green elements in their facility. They have found that once their clients understand the difference that green

By going green, we have an opportunity to meet our client's expectations, have a positive impact on the environment and best of all, save valuable dollars and resources. If your company is not already green, you may be wondering where to start. Going all green, all at once, can be overwhelming. If you are not currently using environmental strategies in your meetings or office, incorporate the habit of reducing, reusing and recycling. It makes it easier to later plan those strategies in your meetings.

Simple ways to go green include re-using badge holders after a meeting (and making it easy for attendees to return them). Take locally grown foods and resources into account

when planning your menus. Use recycled paper for printing and then re-use and recycle it again. Use pitchers of water in meetings instead of containers of bottled water that go straight into the trash. One fun idea is to use edible desserts at center of the table for centerpieces (they are gone by the end of the event!) If you use fresh flowers, donate them to a charity after the event. Be aware of packaging, the less the better (and usually less expensive, too). Re-using, recycling, and choosing an environmentally friendly approach to meetings can save big dollars in your meeting or facility budget. If you are a planner, check with your suppliers to review the environmental policies of the facility. Think of the dollars you can save using online registration. All of those printing and mailing and data entry costs, saved!

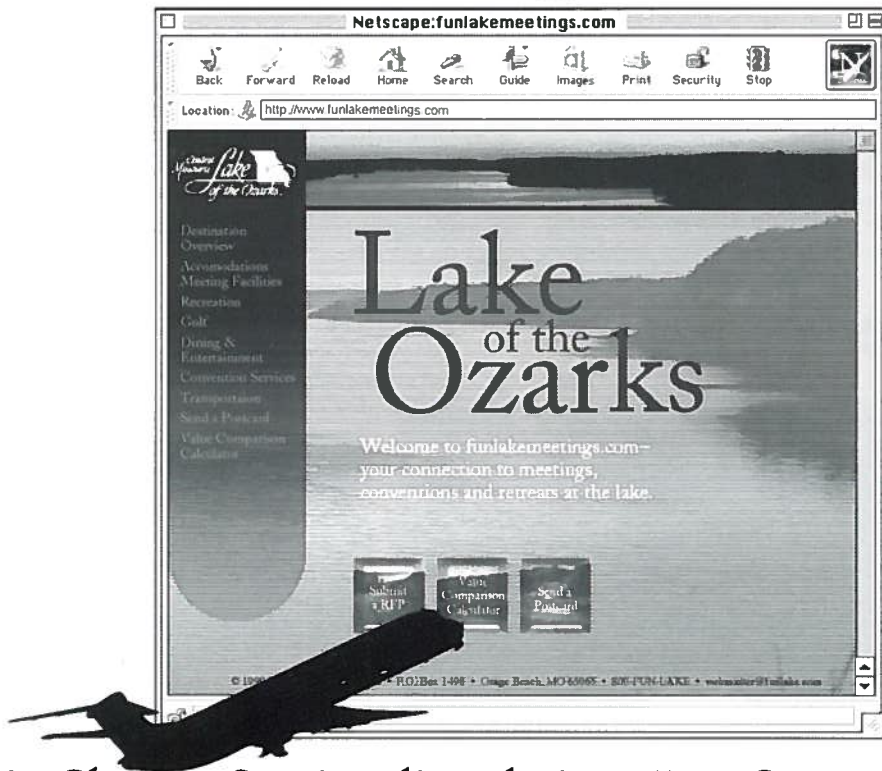
Sandi Galloway has some great advice, "When the meeting is coming to a close, take a look and ask yourself: did I really need all of it? Do you really take that home and use it again? Where can I make some cuts, one for the environment and two to save money?"

Sandi offers, "Most people are willing to make a change when they realize the impact and the difference they make in making environmental choices." If we think about this as we plan our meetings in the first place, we are less likely to spend our dollars on things that are not necessary, will be wasted, and represent potential cost savings that can be shared. From accommodations, to transportation, exhibitions, to planning, the savings from green choices can add up to a positive impact on the environment and our bottom line

Special thanks to Sandi Galloway, Canadian Tourism Commission.



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- Accepts room lists electronically.
- Uses standardized meeting planning software. What kind?
- Web site includes banquet menus, meeting policies and/or floor plans
- Are Sales representative and CSM on-line? Check mail regularly? Accepts attached documents?

Guest Rooms

Desk space accommodates a laptop, is a comfortable height and provides:

- Ergonomic adjustable chair
- Accessible outlet and data port and web access
- High speed data lines
- In-room voice messaging with customizable guest greeting and remote access
- In-room safe large enough for a laptop
- In-room fax machine and printer
- Closed circuit television broadcast capabilities to sleeping rooms

Meeting Rooms

Rooms have:

- POTS (plain old telephone system) lines: number, access, direct dial capabilities, lead time required, cost?
- ISDN lines (lead time required, cost?)
- T1 lines (lead time required, cost?)
- Cable internet access (cost?)

Sound System:

Input capabilities include:

- Microphone jacks and multiple in-room mixer

- Convenient accessory inputs
- Dedicated in-room mixer
- Patch fees for outside suppliers (cost?)
- PA system quality
- Input capabilities – microphones jacks? Accessory inputs? Locations?
- Multiple mic regulations (union facilities will often require an operator for multiple mics)
- Sound isolation from adjacent rooms

Video conferencing:

- Dedicated room? Capacity?
- Offers a Portable system
- Satellite dish or high speed phone line (i.e. ISDN) system such as PictureTel available?
- LCD projector available
- TV Monitors
- Costs

Public Space:

- Networked registration computers and printers
- Secure lockable storage area
- Availability of temporary staff with keyboarding and computer skills
 - Data ports and space for laptops at public telephones and lobby areas

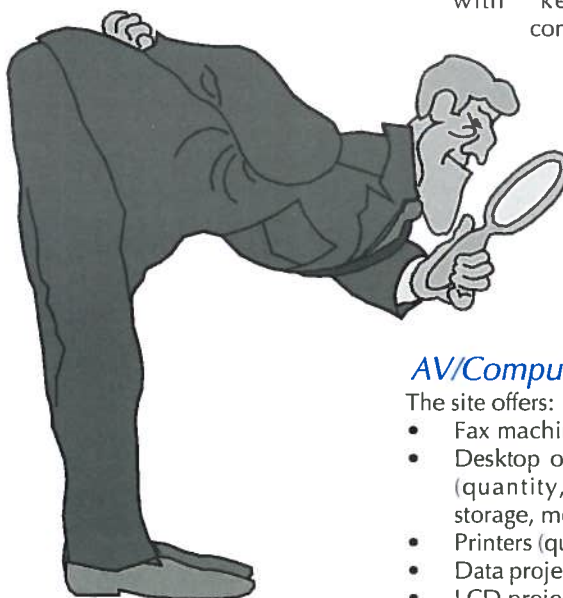
Business Center:

In addition to copy machines do they offer:

- Computers (type, quality, software, storage and memory)
- Scanners
- Printers
- Internet Access
- What hours of operation?

Meeting Rooms Overall Technical Needs:

- Technician capabilities, experience and labor rate (computers, networking, telephony, internet)
- References
- True ceiling height – for proper screen sizing and placement.
- Ergonomic (16-hour) chairs
- Electronic audience polling capabilities
- Simultaneous translation capabilities
- Distributed floor outlets for computer labs



AV/Computer Supplier:

The site offers:

- Fax machines (cost?)
- Desktop or laptop computers (quantity, processor type, storage, memory, cost?)
- Printers (quantity, type, cost)
- Data projection capabilities
- LCD projectors (do not accept LCD panels)
- DLP (digital light processing) projector
- High-end data projectors
- Modems (speed, type) 33.6K, 56K (flex or X2)
- ISDN converter
- Off site backup

Lighting:

Rooms have:

- ADSL (asynchronous digital subscriber line) access lighting controls
- Location of controls and are they programmable?
- Can lights above screens be turned off?
- Windows in room with good darkening capabilities

Corbin Ball, CMP is a speaker, technology consultant and writer. To contact him send e-mail to corbin@corbinball.com or visit his website at www.corbinball.com. A special thank you to Adams Business Media.

August Meeting Wrap Up

Approximately 250 members and guests were in attendance at the August monthly chapter meeting held at CityPlace. Once again, our President, Steven Kemble followed his talk show format with style and pizzazz. The topic was "Innovation" and the program proved to be quite that. The Mexican Tourism Board, the meeting sponsor, gave away several trips to Mexico and CityPlace served an innovative, Mexican-themed meal.

Erick Burton proved to be a powerful, motivating and positive speaker. Burton's focus was on the power of embracing change. Most of us are uncomfortable with change and to illustrate that, everyone was asked to stand and move one seat to the left. To gain better insight on resistance to change, he presented and explained the ten steps of change. Burton also discussed several leadership myths and recommended we dismount the "dead horses" that many of us insist on riding. He even gave his **Top Ten List** of why individuals as well as organizations continue to ride dead horses. Erick Burton was entertaining, enthusiastic and kept the audience's attention by occasionally reverting to signage that we frequently encounter but that have humorous innuendoes. To conclude, he believes that everyone is a leader and through strategic planning, the direction we are headed can be changed. He left us with this quote: "A flight of a thousand miles starts with leaving the ground."

August Hall Of Fame

Please salute the following companies and individuals for their contributions to the meeting.

Featured Speaker
Erick Burton

Facility, Reception, Luncheon
Cityplace Conference Center

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Carmen Canavati

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Tamra S. Fairbrother, CMP
THE Meeting Planners

Paige Braun
Dallas Conventioneer

Julie Johnson, CMP
Lennox Industries



Above: Eric Burton, speaks to MPI DFW about change management

Left: Percy Sales and Beverly Sumabat named Stars of the Month

Top Right: Mexican Tourism Board representative were this months sponsors.

Bottom: MPI members are entertained with activities and featured talent.



The fact that we've been the recipient of numerous awards isn't that unbelievable.



Chateau on the Lake Resort Hotel, Branson, MO

The fact that we still have rooms available is.

When you consider the facilities, service, location and beauty of Chateau on the Lake, it's no surprise that we've been the recipient of such prestigious honors as the AAA Four Diamond, Gold Key Award, Pinnacle Award, and Planner's Choice Award. And it's those same qualities that keep us a favorite among meeting planners. Fortunately, we may still have rooms available for your fall or winter meeting. From November 13 through April 5, 2001, the Chateau is offering Value Dates that will enable you to select an extra perk for your program—from free use of selective audiovisual equipment, to one complimentary Ambassador Suite for every 20 paid rooms, to free guest room upgrades for all your attendees. And that's in addition to hosting your meeting at an incredible rate of \$89–\$134 plus applicable taxes. A little hard to believe, isn't it? Call, fax or email today for more information.

* Not applicable to groups already booked. Minimum 10 paid rooms per night, maximum 80 rooms. Room upgrades apply to Traditional rooms (into Chateau King or Deluxe Lakeview rooms). Based on availability.



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ANOTHER EXCEPTIONAL RESORT BY JOHN Q. HAMMONS HOTELS, INC.

Dear "Current" Meeting Professional



Connie
(Current Meeting Professional)

Dear Connie,

Many times I have had a need for some quick advice from another meeting professional. Certain issues come up in the meetings and hospitality industry where another person's viewpoint or experience could be of benefit to me and possibly many other professionals out there. Have you ever thought about having your own column in the *Current*? Many MPI D/FW Chapter members would also find this to be a useful tool in exchanging information. Maybe you could have members submit questions to you, and responses would follow in the next month's issue.

Sincerely, Quick Advice, Dallas, Texas

Dear Quick Advice,

What a fabulous idea! I will take your advice and incorporate it into my very first "Dear Connie Meeting Professional" column. Members can submit their questions prior to the newsletter deadline date, and a committee of meeting professionals will be appointed to offer their expert advice. Submissions will be answered in the following month's issue, as you suggested.

I am really looking forward to hearing from the many meeting professionals out there! Write to me, and our committee of experts will share their experiences and answers with you.

With kind regards, Connie

Write to Connie by submitting your questions to: *Alainna Palmer, CMP*, palmer@excel.com, 214-863-8576

Tidbits from the Top News from MPI International



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

Sign up Now for Institutes I & II in Cancun, Mexico!

Take time out to further your career! Plan to attend the 2000 Institutes I & II scheduled for October 22-26 at the Melia Cancun Convention Center Beach & Spa Resort in Cancun, Mexico. These two customized, integrated certificate programs in meeting management are designed as five-day residential immersion courses for basic and intermediate level meeting professionals. For more information and registration materials, visit www.mpiweb.org or call 1-972-702-3051. Early discount registration deadline is September 15. Final registration deadline is October 6.

CMP/CMM ACTION LINE

This is an exciting time to be in the meetings and events profession. Opportunities within the profession keep expanding. Expectation of professional standards and practices is at an all time high and so are salaries. It is time for each of us to take action to accumulate as many qualifications as possible in order to take advantage of this positive business climate.

MPI D/FW CMP ACTION INFORMATION

The introductory classes for the Fall 2000 CMP Study Group were held on August 14th. If you did not participate but still want to pursue your CMP designation, contact Jim Monroe, CMP, CSEP at Gale Sliger Productions via email jcmonroe@iname.com or at 214 637-5566. Deadline for submission of application is September 11, 2000, so contact Jim on or before September 1st if you want to take the test when it is next offered on January 20th.

CMP STUDY GROUP will run on Mondays, October 2 through November 13, 2000 (off October 9, for Yom Kippur). It will be held at The Meadows Foundation, 3003 Swiss Avenue, from 6 PM until 8 PM. Pre-registration is preferred, but walk-ins will be accepted. This Study Group is recommended for candidates who plan on taking the exam in January or the following July.

CMP UNIVERSITY will be held, at a location to be determined, on January 6th, 7th and 8th. It is a weekend plus session.

INTERNATIONAL CMP ACTION INFORMATION

The CMP program is now housed and administered by the Association Management Group (AMG Inc.) out of McLean, Virginia, for the Convention Industry Council (CIC).

The CIC has been renamed from what was previously the Convention Liaison Council (CLC).

A new Recertification Form is in the works. Remember that recertification is not something you can wait until you are six months out to qualify for! Stay involved in your industry organizations and active in your profession.

A new updated and expanded 7th edition of The Convention Industry Council Manual is due to be published this year. Although no official notice has been given, the manual is likely to affect those candidates who will be taking the January 2001 exam.

A new designation, CMP Retired, is now available to those members of our profession who are no longer active full-time due to retirement. A new Directory of CMPs is available on the CIC web site at www.cmponline.org. There is also critical information regarding the designation and examination process on the website.

MPI D/FW Gemelli Program

By Diane Smith, CMP, Alcon Laboratories

You may have thought the MPI D/FW and MPI Italia Chapters' Gemelli (twin) Program had taken a hiatus. Not true! It's alive and well ... and working.



In May of this year, MPI D/FW Chapter past-president and Gemelli Committee member, Diane Smith, CMP traveled to Bologna, Italy to address students enrolled in the European Masters in Congress Management (EMCM) course.

The complete story can be found on the website at www.mpidfw.org

New Kids on the Block

MPI D/FW New Members for August 2000

To obtain more information about a member, please refer to the website at: www.mpidfw.org/memdir

- Richard T. Abram EventLink International Inc.
- Teri L. Abram EventLink International Inc.
- Susan D. Ashmore Dave & Buster's Inc.
- Kerri L. Atterberry Adams Mark Hotel Dallas
- Paula W. Banta Nat'l Independent Automobile Dealers Assn.
- Tena J. Brown Castle Rock Marketing
- Sharon D. Capka DFW Airport Marriott Hotel
- Dawn R. Caston Corporate Business Solutions Inc.
- Fred E. DeSota Hyatt Regency DFW
- Jackie R. Devine Renaissance Richardson Hotel
- Dawn M. Dixon Doubletree Hotel & Conference Center
- Andy Edwards Texas Society of CPA's
- Stephanie M. Eppler Wyndham Hotels & Resorts
- Roddy J. Garcia Young Presidents' Organization
- Miki Gulati Embassy Suites DFW Airport South
- Marilyn J. Harbour SpeedZone!
- Brian Hendon Official Meeting Facilities Guide
- Paula J. Hutchinson Rosenbluth International
- Brandi A. Jackson Dave & Buster's, Inc.
- Diana M. Leary Town of Addison
- Pam Madewell Fun Factory Decorations & Special Events
- Patricia L. Marriott Frito-Lay
- Lisa M. Maxwell Nick & Sam's
- Rebecca A. May Production Group International
- Heather M. McCown Software Spectrum Inc.
- Serena M. McSweeny USA Hosts
- Adrienne D. Melton Teacher Universe Inc.
- Cynthia D. Mignini PriceWaterhouseCoopers LLP
- Laura L. Moore Lennox Industries Inc.
- James K. O'Donnell Mobilestar Network
- Terri L. Oosterhuis ClubCorp USA Inc.
- Quintin N. Pell Outstanding Productions
- Sydney L. Provence Corporate Business Solutions Inc.
- Michele Ramsey Young Presidents' Organization
- Diane C. Ray Nortel Networks
- Debra A. Reed MTZ Meetings LLC
- Richard A. Robichaud Meeting Professionals Int'l
- Cathy M. Rogers PriceWaterhouseCoopers, LLC
- Cheryl L. Shepherd Wyndham International
- Gloria A. Sleutel Doubletree Hotel Lincoln Center
- April Spearman Dave & Buster's, Inc.
- Lynn M. Stiller American Eagle
- Bradley H. Thiessen Cullen Ranch
- Kristi A. Thompson The Home Builder Assn. Of Greater Dallas
- Debbie A. Tork Radisson Plaza Hotel Ft. Worth
- Julie Vogel Sheraton Suites Market Center



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

Heard it through the Grapevine!

Linda Swindling and her husband Gary celebrated the birth of a beautiful baby girl on April 15. Her name is Taylor LeAnn.

Matt Sciarrino, formerly with the *Hyatt Regency Dallas*, has been name associate director of sales at the *Hyatt New Orleans*. Matt and his wife are expecting their first child (a boy!) August 10.

Todd Schwartz has moved from the Dallas office of *Ernst & Young LLP* back home to Cleveland, Ohio where he will be the meeting planner for *Cap Gemini-Ernst & Young US, LLC*.

Wedding bells are ringing for **Tamra Fairbrother, CMP**, of *The Meeting Planners*, who is excited to announce her engagement to Philip Hughston. The wedding will take place in 2001.

Chad Enloe, of the *Hyatt Regency Dallas*, and his wife **Ashley Enloe**, of the *Hotel Intercontinental*, are expecting their second baby on January 12, 2001.

To submit information to *Heard It Through the Grapevine!*
Please contact:

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

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planning a corporate golf getaway, organizing an executive retreat or setting up a sales incentive trip, your next meeting belongs at The Lodge of Four Seasons in Missouri's beautiful Lake of the Ozarks. We've invested over \$3 million in guest room renovations — and with 30 function rooms, over 40,000 square feet of meeting and banquet space and advanced AV technology, our set-up staff will professionally handle any of your meeting requirements. Meetings generally require work. Might as well have some fun while you're at it.

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From The Heart

Community Service Committee Increases Annual Goal

The Community Service Committee has increased the previously set goal of \$5,000 to \$10,000 only five months in to a 15-month program.

The Wilkinson Center of Dallas is a joint ministry of Munger Place United Methodist Church and the East Dallas Cooperative Parish. The center serves more than 18,000 people each year by offering a food pantry, employment and emergency assistance, and programs meeting the special needs of children.



Tamra Fairbrother, CMP
THE Meeting Planners

In March, our "Toiletry Drive" raised \$580 of in-kind donations, furnishing everyday personal care items to families in need. The "Dress for Success" clothing drive in May filled a van with \$3,500 of quality clothes for men, women and children. Recently, our "Back-to-School Shoe Drive" raised \$571, which equates to more than 43 pairs of new shoes and socks for local school-aged kids. That's more than \$4650 raised in only a few short months! These dollars do not appear without your love and support. The committee is very grateful.

At the September Monthly Luncheon, please bring at least one gently used coat or blanket in preparation for the cold winter months ahead. The Wilkinson Center will be on hand to pick them up from 11:00am until 12:15pm and will furnish a tax receipt for your contribution.

JPA Thanks You!

A Very Special Thank You to...

Bass Hotels & Presidente Inter-Continental Hotels-Mexico - (3 nights, 4 days All-Inclusive Stay in Los Cabos)

The Guest Lodge at the Cooper Aerobics Center - (Retreat Spa Package)

Hotel Adolphus/The Bistro Restaurant
(Lunch for Two)

...for JPA prize donations for the July Meeting

Your support means so much to so many!

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Trade Shows – YOU are your company

By Julia O'Connor, Trade Show Training, Inc.

Visitors rushing down the aisle, giving you the 3-second look over and the 3-minute "What do you do?" opening. This may be the only time your company has to make a first impression – any impression! Make it positive.

According to the Center for Exhibition Industry Research (CEIR), it's the staff in the booth that has the most impact on the bottom line.

Professionalism:

Proper booth etiquette. Look good, smell good. Stand up, don't sit and slouch. No food, drink, cell phone, etc. Don't chat with other staff. Face front so that visitor looks at your exhibit. Practice all those Good Manners your mother taught.

Active Engagement:

Eye contact. Firm handshake. Approachable body language. Don't look at others when talking to me. Look interested in me.

"...It's the best face to face marketing event on earth."

Conversation Starters:

Ask intriguing questions or first statements. Are you interested in me or am I just a body to give a brochure

to? Don't force handouts on me.

Adequate Staff:

Are there enough people to handle the audience? Suggested ratio is 2 staff per 10 x 10' space.

Qualifying Techniques:

Do you ask questions before giving a sales pitch? Do you listen to me? Do you know what I'm talking about?

Informed and Helpful:

If you can't answer my questions, do you have a suggestion? Do you know who has the answer? Will somebody follow up, or is it up to me to find out on my own? Does your company have competent people? Do I trust you to work with

my company?

The Close:

How does the conversation end? The purpose is to move the sales process forward. Take your calendar! Did you suggest an appointment? A meeting at my office? Do I get the brush-off? Do I feel like I got the brush off?

Trade shows are hard work – physically, emotionally and fiscally – but it's the best face-to-face marketing event on earth. Use it well.

Julia O'Connor, President of Trade Show Training, Inc.

Contact her at info@tradeshowtraining.com



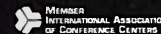
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**FAX REGISTRATION FORM
MPI D/FW Chapter Meeting
"Creativity"**

September Chapter Meeting Dallas Marriott @ Las Colinas - Thursday, Sept 28, 2000 – 11:00 a.m.

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

NO TELEPHONE RESERVATIONS ACCEPTED

Deadline: 2:00 p.m., Monday, September 25, 2000 (Strictly Enforced)

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

MEMBER REGISTRATION: (Please print legibly)

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- no exceptions)**

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

VEGETARIAN MEAL CARDS ARE AVAILABLE AT THE REGISTRATION TABLE
(SEE REVERSE SIDE FOR ON-LINE REGISTRATION INSTRUCTIONS)

**REGISTRATION CLOSSES AT 2:00 PM ON MONDAY, SEPTEMBER 25, 2000 - NO
EXCEPTIONS!**

Member Price - \$27.00

Guest Price - \$30.00

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

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

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

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

Web Site – On-Line Registration

Please read or print out these instructions.

To register for an event on-line, do the following:

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

ALCOHOL POLICY

MPI D/FW Chapter

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