



Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

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 Information
 Log on to our
 WEBSITE
www.mpidfw.org

And the Award Goes To . . .



**Tracy Smith, CMP
 Planner of the Year**

MPI D/FW wrapped-up the "ACTION" term of President Steve Kemble by handing out its top honors at the chapter's Awards Gala last month at the Hotel Adolphus. Individual members and strategic partners were recognized for their contributions to the chapter in 2000-2001.

The chapter's top honors went to Tracey Smith, CMP of RIA, named the 2001 Planner of the Year and Betty Garrett, CMP of Garrett Speakers International, named 2001 Supplier of the Year. Both awards are presented annually to individual members for a lifetime of contributions to the



**Betty Garrett, CMP
 Supplier of the Year**

chapter in committee and board involvement, meeting industry service, recognition and awards, industry-related speaking engagements and community service.



**Dvorah Evans, CMP
 Rising Star of the Year**

Dvorah Evans, CMP (Dallas Black Chamber of Commerce) received the 2001 Rising Star of the Year, presented to a chapter member who has made a significant contribution to MPI D/FW, has been an MPI member for three years or less and has not served on the board of directors.

The Suzie five ash Member Recruitment Award went to Stephanie Schroeder of Starwood Hotels & Resorts for her efforts in signing-up nine new MPI members last year. MPI D/FW Vice-President of Membership O.D. O'Donnell (Nightlife Talent & Management Agency/Panache), a 7-time winner of the award, made the presentation.

Other individual recognition went to David Gisler (Freeman Decorating Company), Melody Lavagetto (Techstyles Marketing) and Patricia Smith, CMP (PF Smith Enterprises) for achieving 20 years of membership in MPI. Chapter members Steven G. Foster, CMP (Circle R Ranch) and Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers) were recognized for being named finalists for two of MPI's top International Awards. Foster is a finalist for the Marion N. Kershner Memorial Chapter Leader Award and Goldesberry is a finalist for the International Planner of the Year Award.

Steve Kemble presented the 2001 President's Award to Wendy Foster, CMP (Circle R Ranch) and

Continued on page 10



DEFINING THE POWER OF MEETINGS™

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MPI D/FW Calendar Information

JULY 2001

- 26 Monthly Chapter Meeting - Luncheon-
Stadium Club at Texas Stadium -
Bill Butterworth
- 27-29 Board of Directors Retreat -
Cooper Center
(betty@garrettspeakers.com)

AUGUST 2001

- 23 Monthly Chapter Meeting -
Ill Forks Restaurant

SEPTEMBER 2001

- 15 MPI Kids Charity Ball -
Apparel Mart
- 27 Monthly Chapter Meeting - TBD

OCTOBER 2001

- 25 Monthly Chapter Meeting - TBD

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

WEB SITE NEWS

www.mpidfw.org

Question of the Month:

"What topics or speakers would you like to see at our chapter meeting?"

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

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For more details go to www.mpidfw.org or contact
Marti Fox, CTC, CMP
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A Message from the President



WOW...what an incredible year this has been with President Kemble; he has taken the chapter to that next level of creativity. Under his guidance, our meetings were action packed, introduced us to great ideas and even had us take some calculated risks. This year promises to be innovative, fun and encouraging us to take some risks, but more importantly, filled with great **take home value.**



Betty E. Garrett, CMP
GarrettSpeakersInternational
D/FW Chapter President

First of all thank you for electing me as *your* President. The theme chosen for this year is: **Shape Your Future: Connect.** We make connections everyday in this industry. Ian Percy, author of *The 7 Secrets to a Life of Meaning* states, "There is no such thing as an inconsequential connection". Many of you have said that the secret to your success has been the connections you have made in MPI...your relationships. Our chapter needs you to stay connected and help connect others to continue to make this chapter **Number One!**


In addition to the incredible benefits your membership provides, this year we will also focus on three issues: Strategic Partnership Opportunity, Leadership Development and Women's Initiatives. These three areas give us exciting opportunities to stay connected. To keep you connected immediately, our New, revised membership directory is available for pickup during the July meeting;

First, we have established a winning sponsorship package...**BUY MPI!** This new partnership opportunity reinforces all aspects of our chapter. Internally, we encourage you to patronize our annual chapter partners in the **BUYMPI!** Campaign.

It also gives sponsors a unique opportunity to communicate their services and really partner with one of MPI's most active chapters. At the same time, we will also focus on partnering with other associations and individuals in our industry. We want to make sure our members connect with the information, programs and people that can take them to the next level. This revolutionary concept has already been mailed to our strategic members and is well on the way in keeping everyone connected to the MPI D/FW chapter.

Many of you have also asked about **leadership opportunities** in our chapter. We will also focus on helping you develop and cultivate your leadership potential. If you are interested in becoming a chapter leader or just improving your leadership skills, please contact any member of our board or Colleen Rickenbacher, CMP, CSEP with the Dallas CVB. In addition, this year will offer several programs regarding leadership to connect you with the leader within.

Here is an interesting fact: over seventy-five percent of MPI's membership is comprised of women. On the international level, MPI has created the **Women's Leadership Initiative Committee** to provide research, analysis and program development necessary to develop leadership, education and professional opportunities to our members' professional growth. We will use this new program to help us connect with ourselves and with each other.

Connected we are going to have the best MPI year ever to hit Dallas/Ft. Worth. See you at the July meeting in Texas Stadium. Be sure to pick up your new MPI D/FW directory. Come prepared to get involved and connected! 



DEFINING THE POWER OF MEETINGS™

Meeting Professionals International is the world's largest association of meetings professionals with more than 18,000 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 non-members alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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July Chapter Meeting

Thursday, July 26, 2001 • 11:00 a.m.

LEARN THE GREAT WAYS TO BUILD A SUCCESSFUL TEAM



By Carol Benavidez, CMP,
HelmsBriscoe

What a GREAT way to kick off our first line up of the 2001-2002 year with President Betty Garrett's theme of 'Shape Your Future: Connect'. All of us can connect by teaming and our July speaker will explain how a successful team will shape our future. "My favorite NFL team is the Dallas Cowboys", said Bill Butterworth, our motivational speaker for July. With a background in education and counseling, Mr. Butterworth is now a full time speaker expressing how to build and be a player on a successful team. He has spoken to 26 out of the 31 NFL teams communicating success with his education and encouragement through humor, warmth, insight and realism of his presentations.

Mr. Butterworth is going to motivate our Dallas team with (3) GREAT needs of individuals, (4) GREAT barriers to teamwork and (5) GREAT traits of effective teams. Mr. Butterworth, author and speaker, has a schedule speaking to diverse groups of people and companies starting his career at the request of Walt Disney.

As a GREAT coincidence, Mr. Butterworth will be speaking at our host facility, Texas Stadium, home of a successful team. As we walk in the footsteps at the quarters of a GREAT team, the Cowboys Locker Room will feature all of the MPI committees ready to draft new players. Join today to be a part of a GREAT team.

July program committee members are Chair, Sy Retsky, (National Contract Management Association) and Co-Chair, Carol Benavidez, CMP, (HelmsBriscoe). 

Host Facility

Texas Stadium

When the Dallas Cowboys are on the road, Texas Stadium becomes the perfect location for a super celebration!

The gridiron itself can host touch football and corporate olympics, as well as unique cocktail receptions and dinners. The Stadium Club delights guests with a panoramic view of the playing field for meetings and gala banquets. Let our Executive Chef and his team create signature hors d'oeuvres, custom entrees or traditional Texas fare to complement your next function.

DIRECTIONS

From Downtown Dallas - Take I-35 North to Hwy 183 West, exit Loop 12, North to Gate 1 entrance.

From Fort Worth or MidCities - Take Hwy 183 East toward Dallas, exit Loop 12 North, then exit Hwy 114 and follow the access road around to Gate 1 entrance.

From North Dallas - Take 635 West to I-35 South to Loop 12 South, exit Hwy 114, turn left under Loop 12 at 2nd traffic light, follow the access road to Gate 1 entrance.

From D/FW Airport - Take Hwy 114 East to Hwy 183 West exit. Stay on access road to Gate 1 entrance.

From Love Field Airport - Take Mockingbird Lane West to Hwy 183 West, exit Loop 12 North to Gate 1.

From West Dallas - Take Loop 12 North exit Hwy 114, follow access road to Gate 1 entrance.

July MPI D/FW Chapter Meeting

LEARN THE GREAT WAYS TO BUILD A SUCCESSFUL TEAM

Texas Stadium

2401 E. Airport Freeway
Irving, Texas 75062
972-785-4040

Chapter Orientation	---	11:00 a.m.
Registration, Reception,		
Committee Trade Show	---	11:30 a.m.
Lunch and Program	---	12:00 p.m.

(Pick up new membership directories)

Complimentary Self Parking

Advanced Member Price:	\$27
Advanced Guest Price:	\$32
Onsite Price:	\$40

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Team Success

GREAT WAYS TO BUILD A SUCCESSFUL TEAM

'Shape Your Future: Connect'

R.S.V.P. to Randie Charnes
by 2:00p.m., Monday, July 23, 2001

ON-LINE REGISTRATION PREFERRED
Website Registration: www.mpidfw.org
rcharnes@msn.com

EDUCATION

“GOOD AND GETTING BETTER” -Give 100%-

“The differences between peak performers and everybody else are much smaller than ‘everybody else’ thinks”

Charles Garfield

*“Life is like a 10-speed bicycle.
Most of us have gears we never use.”*

Linus

Have you ever tried to go swimming without getting your hair wet? Most of us have attempted this, usually without success. This futile effort often results in getting your hair at least damp and looking pretty bad anyway or not having much fun because you're so concerned about your hair!

In life's activities, the *peak performers*- those who are most productive, who win more often than they lose and succeed more often than they fail - are those who jump in, get *“in the swim”*, and give 100%. Peak performers know that when they give 100% of their energy, effort, and commitment to a project, the greatest satisfaction and greatest rewards are received. Plus, they have more fun!

During the 1996 Olympic games in Atlanta, a petite 18 year-old gymnast name Kerri Strug showed the world what it means to give 100%. Despite a painful injury to her ankle on the first attempt at the vault, Kerri made the decision to go for the second

one anyway. Knowing that a second vault would worsen her already-injured ankle, Strug, in a rare demonstration of pure courage, went all out to help win the first-ever-gold medal for the U.S. women's gymnastic team.

The next day *USA Today* said that Kerri's vault “ranks near the top of any list of great sporting moments.” The newspaper went on to say, “Our sports need players like Strug. Our kids need role models like Strug. Our society needs moments like hers.”

When people give 100%, they become an inspiration to others. Richard E. Byrd, an early polar explorer and the first person to fly over the North Pole, said, “Few men during their lifetime come anywhere near exhausting the resources dwelling within them. There are deep wells of strength that are never used.”

Unlike Kerri Strug or Richard Byrd, most of us will never be placed in a position that forces us to go all out; most of us will not be asked to make that kind of sacrifice. But all of us have the opportunity each day to give 100% - to be the best at what we do.

So, today – whatever it is that you will be doing - give it your best. If you're working with a client, creating a special event, dealing with your staff, selecting a vendor, or planning a meeting, jump in headfirst and give it your all with 100% sincere enthusiasm and interest.

After all, Peak Performers know that “good enough” is *never good enough*.

Copyright, 2001. Great Days Presentations

Julie Alexander was the Keynote Speaker at the CMP/CMM ChaMPion's Recognition Breakfast on June 15, 2001 and is represented by Garrett Speakers International. 🌐

“Planners Are From Mars, Suppliers Are From Venus”

While this may seem like a true statement, the reality is that Planners and Suppliers have different responsibilities and perspectives on a day-to-day basis. A program was presented in April to over 25 attendees who candidly addressed issues and posed questions to a pre-selected panel from varied disciplines.

The panel participants were:

Bitsy Burns, CMP (Planner Perspective)

Debbie Meyers, CSEP (Supplier Perspective)

Tara Judd (Non-Profit Planning)

Laurie Sprouse, CITE, CMP (DMC's)

Renee McKenney, CMP (Third-Party Hotel Representation)

The interaction between the panel and the audience was instantaneous! A frank approach provided for in-depth conversations between the panel and the audience about:

- **Q-How do Suppliers effectively develop relationships with Planners?**
A-Invest the time to do your homework on the company and learn the Planner's method of working before initiating a relationship!
- **Q-Why do DMC's want special pricing from partnering Suppliers?**
A-DMC's negotiate for good pricing to stay competitive in the market. They make decisions based on quality of service before price and have the desire to develop long-standing relationships with other Suppliers that brings higher volume over time for both parties.

- **Q-What should a Planner think about when considering new Suppliers to work with?**
A- Invest the time for an appointment with the Supplier. Listen to the services offered by the Supplier and *don't be afraid* to try a new Supplier service. However, *do* make a sincere effort to develop new relationships with Suppliers who are involved in Industry Organizations and work on committees so you can learn their work-styles and reliability.
- **Q-What's the biggest myth about Third-Party Hotel Representation?**
A- The biggest myth is that a direct out-of-pocket cost is incurred to use Third-Party companies. On the contrary, before any commission is ever earned, a Third-Party Hotel Representative spends enormous amounts of time researching sites, traveling to do site inspections and presenting only properties that perfectly match the Planner's criteria. The most important consideration is to feel confident in the company you select to find sites for you.

Ben Guerrero, National Sales Manager for the South Padre Island CVB found the workshop valuable because everyone was recognized during the exchange of ideas that took place. “I was so enthused when I left the program. The information was beneficial; in fact, when I returned home I used one of the tips shared by Bitsy about personalizing written communication and how it impacts developing relationships.”

This program will be repeated as an “Encore” Program in 2002. 🌐

ChaMPion's Breakfast 2001

Third Annual CMP & CMM Recognition Event "Good and Getting Better Each and Every Day"

By Patty Stern Markley,
Dallas Meeting Management,
2001-2002 VP of Education

The third annual CMP/CMM recognition breakfast brought together over 150 planners and suppliers from the D/FW area to celebrate the industry designations of Certified Meeting Professional and Certified Meeting Management professional.

The ChaMPion's Breakfast, hosted annually by the MPI D/FW Chapter, was sponsored this year by The Four Seasons Resort & Club in their grand new Ballroom.

The message of this year's theme "Good and Getting Better" was communicated by the keynote speaker Julie Alexander. Julie wove stories that involved many notable guests in the audience and related the relevance of our responsibility as valuable industry leaders to strive each day to be enthusiastic about our endeavors and to take good care of each other!

Edwin A. Griffin, Jr., CEO and President of MPI International gave insights to the state of the meetings industry. Emceed Ms. Colleen Rickenbacher, CMP, CSEP, (Dallas CVB) and Ms. Pat McCain, CMP, (The Krisam Group) presided over the program. The three nominees for the 2001 Colleen Rickenbacher, CMP Leadership Award: Phyllis Firebaugh, CMP, (Wyndham Jade Incentives & Meeting Services), James Monroe, CMP, CSEP, (Gale Sliger Productions), and Dana Nickerson-Rhoden, CMP, CMM, (American Heart Association) were honored for their contributions as inspirational leaders in

our industry. A very pleasantly surprised Phyllis Firebaugh, CMP was the recipient of this year's award!

MPI D/FW Chapter deeply appreciates each sponsor who participated in the 2001 CMP & CMM Recognition Event. Your support and belief in recognizing the value that Certification lends to furthering the Meetings Industry is a genuine compliment and we thank you!



Phyllis Firebaugh, CMP (Wyndham Jade) named recipient of the Colleen Rickenbacher, CMP Leadership Award. Pictured: Pat McCain, CMP (Krisam Hotels and Resorts), Phyllis Firebaugh, CMP, Winner and Colleen Rickenbacher, CMP (Dallas CVB)



Keynote speaker Julie Alexander tells the group to strive each day to be excited about what we do, take good care of each other and yourself!



Below: Edwin A. Griffin, Jr., CEO and President of MPI International gave insights to the state of the meetings and while Steve Kemble (Steve Kemble Event Design) reminded Ed that DFW Chapter has the highest retention rate of all large chapters, with over 950 DFW members.



2001 CMP & CMM Recognition Event committee included (l-r) Leah Belasco (Kelly Service), Bill Reeser, CMP (AVW), Jan Gillin (Dallas CVB), Larry Lawson (Gary Musick Productions, Bitsy Burns, CMP (H.D. Vest Financial Services), chair: Patty Stern Markley (Dallas Meeting Management/ Engaging Events!) and Peg Wolschon, CTP (Production Transport).

Didn't meet in Vail.



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“The Art of Saying ‘Thank you’”



Marti Fox, CTC, CMP
GlobalGoals, Inc.

Last month I wrote about the mysterious “service charge” and what that term means in budgeting for the meeting planner and some questions to ask the facility to ensure you understand what/who is covered and is not covered.

In May, I was revising the CMP University practice tests with Jim Monroe, CMP, CSEP and I came across the new Convention Industry Council (CIC) Manual, 7th Edition definition – “Gratuities or service charges vary from one establishment to another, but not greatly. They are mandatory charges, whereas tips are discretionary. Service charges are not considered tips. Gratuities or service charges can range from 17-20% of the net catered function price. Service charges do not necessarily apply to food and beverages only. Many facilities levy them on audiovisual equipment or meeting room rental as well. If an extra tip is broken out on the bill and given entirely to the staff, then it is not taxed. If any portion of the tip goes to the hotel, it is considered subject to the state’s sale tax. Separate charges for labor are also taxable.”

**How do I budget gratuities and tips?
Try one of these methods**

1. CIC and several sources recommend 1-1 1/2% of total program cost in excess of your food and beverage gratuities and service fees, which are probably mandated.

2. Decide on a set amount per attendee - i.e. \$5-\$10 per person, per day for a medium-sized domestic meeting, a bit higher for a smaller meeting, labor-intensive meeting or international meeting. \$4-\$8 per person, per day for a large meeting of 200 or more people.
3. Arbitrary, not related to total bill. A flat amount estimated for different personnel but adjusted on-site based on actual performance. Recommend only using this method if you have a history with the project you are working on.

Create a gratuity plan – “The most unasked question!”

1. Early in the planning process, it is important to speak to your hotel, CVB, and other

4. Avoid the “waiting palm” syndrome and duplicate tipping by discussing tipping in your program résumé that you submit to the facility at least 30 days prior to your program. Jill Heyerdahl and I were discussing this very issue. Over the last year, she has organized programs in Mexico, the Caribbean and in California; arranging for bellman gratuities to be paid via the Master Bill. In all three cases, when services were rendered and she openly shared her “gratuity plan” with the bellmen, the response was, “Oh, we don’t get all that.” This concerned her so she approached the sales or convention services manager (CSM)

on the issue to get accurate information. That way she was able to respond appropriately to each circumstance. It may even help to have the sales person or CSM in the conversation with the service staff so all parties are quite clear on how compensation is being handled. 5. Also discuss your plan openly at your internal pre-con to ensure that your staff understands who to acknowledge, what

WEBSTERS’ DEFINITIONS

T.I.P. – acronym: “To Insure Promptness”, (n) a gift or sum of money tendered for a service performed or anticipated. (v) to bestow a gratuity

Gratuity: (n) something given voluntarily or beyond obligation, usually in return for, or in anticipation, of some service.

Service Charge: (n) a fee charged for a particular service, often in addition to a standard or basic charge, can also be called a service fee.

Service Charges	vs	Gratuities	vs	Tips
Required		Required		Voluntary
Taxable		May not be taxable		Not taxable
To Facility & maybe personnel		Only to personnel		Only to personnel

vendor sales staff (who are not usually tipped, thus are unbiased) as to the customs, expectations or protocol of the specific area or venue. Giving a tip to someone whom is not permitted to accept or is not expecting a tip can be as confusing or rude as it is to forget someone who was an integral part of the success of your program.

2. Put your plan on paper with estimated financial value attached.
3. Discuss your plan openly at the pre-con meeting with heads of departments to ensure that their staffs understand how they

- for and appropriate amounts with an organized, portable record keeping system.
6. Make sure you print flyers to be put up in key employee areas in the facility explaining your “Gratuity Plan”.

Next month we will discuss the details and share creative ideas on the “who, what and where” of acknowledging outstanding service!

This article is created from the 2000 T.E.C. presentation by:
Tony Cummins, CMP, Marti Fox, CTC, CMP and Karen Coughlin, CMP.

June Meeting Wrap Up

Continued from page 1

Gene Garrett (Garrett Speakers, International) for their support of the Immediate Past President and President Elect during 2000-2001. This award is presented to a chapter member who has made a significant contribution to the chapter over the course of the past year by assisting the president in recognition of outstanding work, often behind the scenes, to impact the life of the chapter. This marks the third time this award has been presented to a chapter member.

Vice-President of Programs Anna Squire (Squire & Associates) presided over the 2001 Program Awards, showcasing the chapter's top educational and venue offerings.

The "Program of the Year Award" went to the January 2001 "Government Affairs & Industry Advocacy" meeting held at the Plano Centre. The program, moderated by PBS Talk Show Host Dennis McCuiston, CSP (McCuiston & Associates) featured a panel discussion with Dallas City Councilwoman Laura Miller and Dallas County Judge Lee Jackson.



Gene Garrett swore in Betty Garrett, CMP (Garrett Speakers International) as 2001-2002 President. Gene is also Betty's partner and husband.



2001-2002 Chapter President Betty Garrett, CMP and the new Board of Directors were sworn in during the Gala and her theme for the coming year, "Shape Your Future - Connect," was unveiled.

Program Committee members who produced the winning event were Betty E. Garrett, CMP, (Garrett Speakers International), Steven G. Foster, CMP (Circle R Ranch), Sy Retsky (National Contract Management Association) and Dvorah Evans, CMP (Dallas Black Chamber of Commerce).

In his final remarks to the chapter as president, Steve Kemble recounted the successes of his call to "ACTION" this year. Among the highlights were a redesign of the monthly chapter meeting format, a hugely successful Supplier Showcase themed after the hit TV show "Survivor," the most successful MPI Kids Charity Ball to do and a series of "chapter firsts," including the first chapter golf tournament, and the first breakfast meetings in over 10 years.



The Renaissance North Dallas Hotel was named "Meeting Facility of the Year" for hosting the November 2000 chapter meeting. General Manager Keith Clampet accepts award.

Kemble said of special importance was the chapter's membership soaring to over 950 members, and a year-end retention rate of more than 70%.

"You empowered me with a creative license to try some new concepts in the operation of our chapter," Kemble told those in attendance. "Our many successes are testaments to the contributions each of you made to those concepts. You embraced change with an incredible surge of energy. Your contributions are immeasurable, and each of you certainly made my responsibility guiding the chapter a pleasure and delight."



Elise Galka Colson, CMP Palm Springs Desert Resorts CVA was the program's sponsor.

2001-2002 Chapter President Betty Garrett, CMP and the new Board of Directors were sworn in during the Gala and her theme for the coming year, "Shape Your Future-Connect," was unveiled.



Hotel Inter-Continental named "Special Event Facility of the Year" for hosting the 2000 Awards Gala. Shown General Manager Michael Spamer; Director of Catering Paula Fenner and MPI D/FW member Michelle Geller-Randel.

The President's From the Heart Award was presented to Linda Thornton, CSEP, CMP, Fun Factory Decorations for her support of the monthly chapter programming with the unique staging and sets used this past year for the programs.

The Awards Gala was sponsored by the Palm Spring Desert Resorts Convention & Visitors Authority. Elise Galka Colson, CMP represented the Palm Springs Desert Resorts CVA.



David Gisler (Freeman Decorating Company), were recognized for achieving 20 years of membership in MPI.

Hosts from the Hotel Adolphus were General Manager Greg Champion, Director of Sales Alan D'Zurilla, Director of Catering Adele Ichillian, Executive Chef William Koval, Banquet Manager Douglas Ochoa, and MPI D/FW members Gail Lemaire, Tom Yates and Nancy Hernandez.



Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers) was recognized for being named a finalist for the MPI International Planner of the Year Award (to be announced at WEC)

June Chapter Partners

Please salute the following companies and individuals for their contributions to the Awards Gala



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PHARES CORDER ENTERTAINMENT

ELISE GALKA COLSON, CMP
PALM SPRINGS DESERT RESORTS
CONVENTION & VISITORS
AUTHORITY

MEMBER PROFILES

Each month the Current will profile DFW members, a planner and a chapter partner supplier.

Planner Profile



Cheryl Beasley, CMP
Sabre, Inc

As the 2000 Planner of the Year Cheryl Beasley, CMP, Sabre, Inc. is this month's planner. Cheryl is also serving as President-Elect and will serve as the chapter president beginning July 2002.

Personal: Born April 18th (after WWII is all I'll commit to) in Wood River, IL. Cheryl is married with two grown children, Andrea and Jace and two grandsons, each 5 years old - Michael & Jacques.

Professional; Director of Event Marketing with Sabre, Inc. She manages a department of 10 planners and support staff who develop and implement over 100 events per year.

The events are for both customers and employees and are held in locations worldwide. The average attendance for our customer events is 150 and the average event for employees is around 500. Cheryl has been in the meetings industry for 19 years, 14 years of which have been at Sabre Inc.

What would you do if you weren't on this industry?: If I were to leave

the industry right now I'd get my easel and paints back out of the closet and devote the rest of my time to tending my garden and rocking babies.


What do you like best about the business?: The people
Least?: The people!

What is it that many people don't know about you? Not many people know that Cheryl's great grandmother was a Cherokee Indian maiden. Her father sold her to her Irish immigrant great grandfather as her tribe was making their march known as the Trail of Tears.

What do you do in your free time: In her free time she like's to read, go to movies with her husband and spend time with her grandsons.

Your favorite vacation spot? Her idea of a great vacation is to stay home. If she had to choose a place for a retreat it would definitely be in the Smokey Mountains.

What is your advise to someone new to the industry? Tto continually look for ways to educate yourself. You can never know too much about our ever changing business. Also, its very important to maintain your high standards, not just in the production of your events, but in the manner in which you conduct your business.

Cheryl would also like to do more to advance the position of meeting planners as a valuable asset to their clients' or corporations' bottom line. 

Supplier Profile



Steven G. Foster, CMP
Circle R Ranch

This month's profile is Steven G. Foster, CMP, Circle R Ranch. As the recipient of the 2000 Supplier of the Year Award and the 1999-2000 Chapter President Steven will serve as the Managing Editor of the MPI DFW Chapter Newsletter, the *Current* starting next issue.

Personal: Born. Jan. 7, 1956 at March Air Force Base in Riverside, California. Steven is married to his business partner, Wendy Foster, CMP in September 1995. They are the only married couple to both hold the CMP designation. They have two children, Aubrey, 4 and Conor, 2 months and a ranch full of horses and one Texas longhorn steer.

Professional: Managing Partner, Circle R Ranch. Steven and his wife Wendy operate a family-owned meeting and event ranch in Dallas. Steven has 16 years in the meetings industry. He started as a state certified tour guide in Hawaii and has worked in destination management, transportation and meeting planning.

What would you do if you were not in the meetings industry? Own

a fishing charter & dive center in the Cayman Islands.

What do you like Best about your job? Worst?
Best: I like the everyday challenge that change brings to our business. The ability to respond and succeed in stressful times is what separates the professionals from the dabblers in our industry.
Worst: I don't like firing people. I'm good at it, but I don't like to do it.

What is something people don't know about you? At this point in my career, I don't think there's much about me that is a secret. I do like to sing Elvis Presley songs in the shower.

What do you like to do in your free time? Ride my Harley Davidson, play golf and read books on the JFK Assassination.

What is your favorite vacation and/or travel spot? Anywhere there's a beach and a golf course. Two favorites are Saint Lucia and Hawaii.

What advice would you offer to someone starting our in this business? Be committed to long hours, hard work, stress and competition. Know that your reputation is the only thing that distinguishes you from everyone else. Do what you say you're going to do. Surround yourself with good people.

To reach Steven call 817-430-1561 or email at stevenfoster@circrerranch.org. 

MEMBERSHIP

“Eyes on the Summit”

2001 – 2002 National Membership Campaign


By Elizabeth Chandler
The Meadows Foundation,
VP of Memberhsip

“Build Connection on Every Level”, says MPI Chairman of the Board, Jerry Wayne

“Shape Your Future – Connect”, says MPI DFW Chapter President, Betty Garrett, CMP.

Your chapter has grown to include over 950 professionals in the Dallas/Fort Worth area. The membership committee’s efforts were rewarded by maintaining over 70% of our members during the 2000-2001 chapter year. Our chapter is now ranked among the top five in the nation. We should be proud of our achievements!

One of the goals of our International Office is to position chapters to reach their “Peak Performance”. Your chapter is already positioned to reach peak performance by participating in top notch, advanced educational programs, by networking with leading professionals of the meetings industry and by stretching our professional development as we serve on one or more of this chapter’s committees.

Reach your professional summit and bring others along side you as we partner together to make the Dallas/Fort Worth Chapter stronger during 2001-2002. 

New Kids on the Block MPI D/FW New Members for June 2001



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

Shannon E. Beckman.....Dave & Busters
Kimberly A. Brice.....Shreveport Bossier Conv & Tourist
Pamela G. Child.....Outrigger Waikoloa Beach Resort
Cathrine L. Cummings.....Compaq Computer Corporation
Sonia C. Fong.....Greater Miami CVB
Mary Hall.....Holiday Inn Select DFW North
Anthony B. Henshaw.....Bronco Bowl Entertainment
Susan M. Kerigan, CMP.....VHA Inc
Carrie E. Lacy.....Westin/Sheraton Park Central Hotels
Larry W. Lawson.....The Gary Musick Companies
Stephanie Lo.....GetThere
Shari Macfee.....The Berrington Group
Jeff J. Means, CMP.....Royal Travels

Amy G. Misenhimer.....La Cima Club
Maria L. Murillo.....Unique Entertainment
Kevin D. Nelson.....Putt-Putt Golf & Games Dallas
Joyce W. Nissen.....Knowledge Development Centers
Michael J. O’Brien.....TBA Entertainment Corporation
Kelly L. Patrick.....Renaissance Dallas North
Ashley Z. Prokasy.....Doubletree Lincoln Centre
Todd Scartozzi.....Omni Hotels
Boniene B. Scroggs.....Lawry’s the Prime Rib
Frank B. Sheldon.....SeeUthere.Com
Deborah L. Spencer.....Bill Communications
Janet M. Von Strohe.....The DMC Network
Amy K. Westerman.....HR Southwest Conference

Advances in Onsite Tradeshow Technology

by Corbin Ball, Corbin Ball & Associates

Technology is making the job of a show manager onsite easier while improving services to show attendees and exhibitors. Here are just a few advances:

Registration

Onsite registration for medium to large shows has often required full-service registration companies to set up the network of computers. Advances in computer technology have made networks easier to set up and manage, even by non-IS staff, and are allowing show managers to handle their own registration. Reg-Net (www.reg-net.com), for example, provides registration software designed specifically for trade show managers wishing to manage it themselves rather than having to outsource at a higher cost.

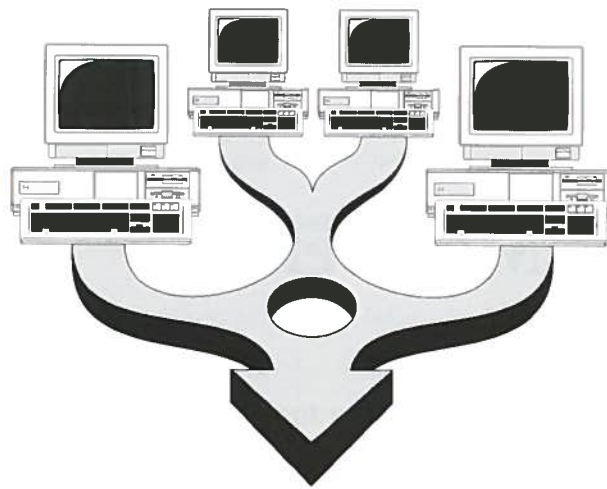
The hottest trend in show registration, however, is the explosion of web-based registration capabilities. Using a single online registration database, real-time registration statistics can be pulled even from a remote location via a password-protected web browser. Self-registration stations using Web-based, on-line registration forms are allowing onsite registrants to do all of the data entry, cashiering (via credit card) and badge printing. These web-based registration forms (with the intuitive logic of drop-down boxes and required fields) are much more accurate and require less staffing than paper-based forms. Web-based forms also provide ideal sponsorship opportunities using banner ads hosted by the exhibitors. Convention Data Services (www.cdsreg.com) is among the registration companies that provide Web-based registration, self-registration and a variety of lead retrieval options.

Lead Retrieval – Attending Tracking

Lead retrieval advances are also providing new efficiencies. Two-dimensional barcode technology (using PDF417 — the same used for e-stamps) now stores up to 1800 characters embedded in the barcode on standard paper badge. 2-D bar codes eliminate the need for more costly dual-badge systems. They provide rich lead retrieval data immediately to the exhibitor rather than just an ID number used with old single

dimension bar codes. Also, they are much faster to read than credit cards or magnetic stripes and, therefore, can more easily be used to track attendee movement through the hall. Dietze Enterprises (www.dietze-inc.com) is one of a number of companies that provide the 2D scanners and expertise to incorporate into your registration system.

In a related area, "Contactless Entrance Tracking" is an option offered by Compusystems, Inc. (www.compusystems.com). Radio frequency chips attached to a badge (costing about \$2 each) can selectively track attendee movements in the hall providing detail to show managers about



what days, when and how long specific attendees are on the show floor, and from which entrance they enter and leave. Although individual booth visits are not tracked, this technology can provide valuable data to show managers about attendee movements and hall usage.

Messaging

The old way of getting messages on a slip of paper is being replaced with high-tech, feature-rich versions. The ID number on the badge becomes the password to a range of new telecommunications services.

Conference Management Systems LLC (www.cmsusa.com) provides a voice message

service from their Park Ridge, IL based call center. A T-1 line connects from the call center to the show floor with a bank of message phones. Each attendee receives his/her own mailbox with a personal access code and usage instructions. This number may be given to anyone who may need immediate contact. Unlike a message on a small slip of paper, this service provides the attendee with a full detailed message in the caller's own voice (no matter what language — a real advantage for international attendees). Messages may be picked up 24 hours a day from any phone anywhere or at the event message center.

TEC Communications (www.teccomm.com)

offers an internet-based messaging system that delivers messages across the floor and email from around the world while informing attendees of sessions, exhibitors, and products. Prior to the show, TEC will add your event name to an Internet address such as www.yourassociation.postmessage.com. Now anyone who knows the address may enter this site and search the list of attendees and post a message in a mailbox. Within minutes the name will appear on the marquee scrolling message monitors along with messages posted on site. The attendee sees their name and using their lead retrieval card accesses their mailbox to read it and reply. Much of the cost of these systems can be covered using advertising opportunities on the display screens.

Product Locators/Kiosks

Most halls now provide high-speed data lines — some with wireless options, making the availability of "Cyber Cafes" and email messaging systems more widespread and easier to set up. However, there are additional services and promotional opportunities using these same onsite email/data terminals that extend far beyond standard email and web surfing.

BlueDot.com (www.bluedot.com), for example, offers "On-Site Conference Kiosks" providing secure messaging and e-mail, special announcements (such as schedule changes), fully

searchable and interactive product and exhibitor locator maps, seminar information searches, personal event scheduling, and links to local area maps and information. Other applications include: give-a-way lists, show specials notices, press release center, airline information, and customizable personalized show calendars.

Job Locators

Onsite job placement centers have been a challenge in the past. Prospective job searchers, sometimes currently employed, often avoided these areas out of fear of being seen by the current employers. Now, job seekers can discreetly look at what is available and be connected with the prospective employers with a few clicks and keystrokes.

Tradeshow Multimedia (www.tmiexpos.com) offers a range of messaging and other electronic services. Among them is their "Job Locator Service" allowing employers to browse attendee resumes, and permits attendees to look at positions available in the field. Searches can be conducted by geographic area, job title, or any other keyword. Data provided by the show managers can be easily imported into their

system, and formatted for onscreen delivery, and fully indexed on every word. Information may be printed on a laser printer. With messaging services built in, it then becomes a snap to communicate and connect the job seeker with the employers.

Survey / Prize/Validation Stations

Make surveys fun and easy for your attendees while increasing the response rate and automating the data crunching. Tradeshow Multimedia among others offers interactive survey/contest stations. Colorful screens guide show visitors through questions via touch screen or mouse. A keyboard can be attached to allow attendee comments and fill in "other" responses. Results are tallied in real-time, so winners can be posted shortly after voting is closed for at-show award presentations. Eliminate duplicate voting, or restrict voting to certain registration categories by using badge readers and/or a link to the registration database.

Not all halls were created equally and neither are floor plans. You can reward attendees for visiting any number of remote locations with prize/validation stations that operate in a similar manner.

Show Contractor Services

GES (www.gesexpo.com) is rolling out the "Wireless Ambassador Show Services System" this year with hopes of doing away with the traditional services desk, as we know it. A single antenna (requiring about 30 minutes setup time) provides high-speed wireless Internet access to show service representatives on the floor. These roving representatives can place/change service orders, track marshalling, track package delivery and, essentially everything else the Show Service Desk provides. Instead of exhibitors having to stand in line at the services desk, this technology is allowing the desk to come to the booth with significant improvements in service.

These are some ways that technology is making the show manager more efficient while increasing services to the show visitors. The major changes are still emerging. In the next few years, wireless palm devices will handle everything from lead retrieval, to downloadable product directories, to customized downloadable show programs, to links for show contractor services and more. As computer processing capability continually becomes faster, cheaper and smaller, we will see changes in nearly every way show managers handle information continue to evolve dramatically. 🌐

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Advertising Opportunities in the MPI Current and www.mpidfw.org



Cindy Provence
PDQ Results Printing

Smart Sales people are always looking for new and better ways to promote themselves and their businesses. The MPI D/FW Chapter offers a variety of ways to increase your company's exposure at rates far better than most traditional forms of advertising.

Since its inception in 1977 the DFW Chapter has grown from 4 members to over 950 in 2001! That is how many members are viewing your advertising every month! Don't forget the "pass along" factor, when members pass on their copy to other planners.

What a great opportunity to advertise in the monthly newsletter "the Current" and take that a step further and advertise on the website. Double exposure!

Statistics show our members go to the web site www.mpidfw.org on a regular basis to use the chapter directory, to post jobs and

resumes, to see the calendar of events, register for monthly meetings and to obtain general information about our chapter. This is fast-becoming the most used tool of communication for our members. Advertising opportunities include Banner Ad location on each page. Visit the website to see what location you want. Remember there is only one banner ad allowed per page, this means exclusive space provided for one full year.

Isn't it time to advertise your business with the Dallas Fort Worth MPI *Current* or the online web site www.mpidfw.org!

For additional information about advertising in the Current contact: Cindy Provence, Advertising Chair at 214-686-3121 or pdq-results@prodigy.net.


For additional information about advertising on the WebSite contact Debbie Meyers, CSEP, 972-939-2525 or debbie@bravo4u.com.

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From The Heart



Suzanne Silver
HamptonInn-WestEnd

The Community Service Committee will be participating in the "Shoes for Orphan Souls" program sponsored by Buckner Orphan Care International located in Dallas. You may not be able to walk a mile in the shoes of an orphan child, but you can help orphan children walk into a brighter future. All donations are taken to children across the country and across the world, in countries like Russia, Romania, and China.

Shoes and socks will be collected at the August MPI/DFW Monthly Chapter Meeting. Donated items should be for children, age's birth-18 and, due to customs regulations, the shoes and socks should be brand new. Warm shoes and winter boots are well-needed items.

Monetary donations are also accepted and will be used to purchase shoes and socks. Please feel free to personalize your donation by including a photograph of yourself or family and a note to the child who will receive the shoes.

In the year 2000, approximately \$300,000 was raised for the "Shoes for Orphan Souls" program. The MPI/DFW Community Service Committee is pleased to lend a helping hand in achieving success with the goal for 2001.

Please feel free to contact Suzanne Silver at ssilver@hamptondallas.com or Jackie Thornton with Buckner Orphan Care International at jthornton@buckner.org for more information. We look forward to seeing you in August! 🌐

Chapter Finance Update



Cheryl Beasley, CMP
Sabre Inc.

Cheryl L. Beasley, CMP,
V.P. Finance

The Chapter will closed its books for this fiscal year on 6/30/01. The Chapter operates on resources received primarily from membership dues and advertising and sponsorships from its membership. Each year the Chapter Board of Directors and Committees work hard to create innovative programs and activities that contribute additional funding

to assure the Chapter's ability to run effectively. Here's an update on some of those programs for this fiscal year:

The MPI Kids Charity Ball	\$23,975.00
The Annual Supplier Showcase	\$14,652.00
The "rainy" golf outing	\$2,325.00
Texas Education Conference (TEC)	\$3,529.00
Current Newsletter Advertising & Web Sales	\$54,315.00

Congratulations to each of the committees who contributed their time and energy to raising these funds for our Chapter. Without your efforts the Chapter could not provide the membership with great educational programing, an award winning newsletter and the technological wonder of a web site and on-line registrations.

The MPI D/FW Chapter financial reports are available to the membership. A monthly report is made at the monthly Board meeting, and each Board member receives a copy. Should you have any interest in our financial standing, please feel free to ask any Board member to share their copy with you. 🌐

Spirit Award

This month's Spirit of MPI award goes to Cindy Provence. An active and enthusiastic member from the moment she joined MPI. Just a few of the many contributions include providing the fulfillment house, printing, and mailing of our CURRENT Newsletter. The largest to date project is coordinating the printing of the Membership directory...in a rush no less.



Cindy Provence
PDQ Results Printing

Cindy was an integral part in selling over \$50,000 in Advertising for the CURRENT. The most Advertising Sales in the history of our Newsletter. Her future will be focused on Community Service and The MPI DFW Kids Charity Ball.

Her many contributions and can-do attitude exemplifies the Spirit of MPI. This months JUNE 2001 MPI Spirit Award goes to Cindy Provence, of PDQ Results Printing.



Heard it through the Grapevine!

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

Suzanne Silver has recently moved from the *Doubletree Campbell Centre* to their sister property, *Hampton-Inn West End* as director of sales. The hotel will be going through \$7 million in renovations and will convert to a Doubletree Hotel in 2002.

Courtney Crawford, formerly with *Studio Movie Grill*, has left the industry and is now selling residential real estate with *Ebby Halliday Realtors*. She is also excited to announce her engagement to Michael "Mickey" Williams. They are planning an April 2002 wedding in Sante Fe. Congratulations, Courtney!

Wedding bells are in the air for **Stephanie Haynes** with *Excel Communications*. Stephanie will be wed to Doug Horn on June 30th in Houston. Best wishes, Stephanie!

Teresa Kurtz has left the Westin Stonebriar Hotel to pursue other interests.

The old Dallas Power and Light building, across the street from Neiman-Marcus, is going to be renovated into a Marriott Hotel of about 250 rooms.

Angela May with *MTZ Meetings* and her husband, Thomas just celebrated the birth of a baby boy. He is their second child.

Cindy Martinez is no longer with the *Doubletree Hotel Lincoln Centre*. She is currently living out of state to pursue other interests.

Steve Kemble of *Steve Kemble Event Design* was pictured in the Living Style section of the *Dallas Morning News* for his recreation of singer Bouÿrg's Academy Award winning spectacle gown, including the swan egg!

Brian Acheson, CSEP was featured in *Special Events Magazine's* June issue a new CSEP. Congratulations!

Peg Wolschon, CTP has recently joined *Production Transportation* selling transportation and related services for meetings and conventions.

To submit your "gossip", please contact
Alainna Palmer, CMP
Excel Communications, Inc.
Fax (214) 863-8576
apalmer@excel.com

We regret we did not indicate that the article "A Look at Ethics" (page 14, June Issue) was written by Linda Sergeant, Bill Reed Decorations.

Dear "Current" Meeting Professional



"Current Meeting Professional"

Q:

If budget does not allow, and I am to conduct a site visit of a location outside of my metropolitan area, what steps do I take to ensure that the facility for the meeting/event is conducive to my needs and of acceptable quality?

Regards,
Quality Conscience

A:

In this high-tech age, we have more resources literally available at our fingertips. Many venues and hotels now have available virtual websites where you can actually view the facility, sometimes with 360 degree viewing capabilities. This is an awesome tool! If the location is not to that advanced stage just yet, it would be wise to request some recent photos, brochures and/or marketing materials. As well, request a list of most recent clients who have utilized their facilities, especially those with groups of your size.

Q:

I am planning a dinner for very large corporate sales team. My challenge is finding a centerpiece that is fun, and not the typical (although beautiful) floral arrangements. Can you offer suggestions on something unique and different? I am open to all kinds of suggestions.

Sincerely,
Center of Attention

A:

Sounds like a fun event you're planning! There are so many interesting ideas for the center of your table, that I will just name several...miniature ice sculptures, battery operated neon shapes, metal or iron sculptures, spilling baskets of fruit (or other items to complement the theme), lava lamps, picture frames on stands with greenery/flowers, fish bowls with live fish, toy cars/trucks, glow sticks (in various types of containers), hubcaps, sand & seashells, varying heights of dessert trays, candelabras, lamps, bonsai or other miniature tree, pedestals with draped fabric, fruit instead of flower arrangements, statues, hats, trophies and the list goes on. Just about anything can be used as a centerpiece. If none of these work, flip through a magazine, look at the pictures and see what kind of ideas pop out at you! You'll be amazed!

To submit a question to *Dear CMP*, contact
Alainna Palmer, CMP
Excel Communications, Inc.
Fax (214) 863-8576
apalmer@excel.com



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The MPI D/FW Kids Charity Ball is just right around the corner. So break out the costumes and get ready for an evening to help local kids charities! We have 2 exciting events for you this year that surely will entertain all who attend.



The MPI Kids Charity Ball

Produced by Meeting Professionals International
Dallas/Fort Worth Chapter



The Meeting Professionals International Dallas/Fort Worth Chapter is pleased to announce its 2001 MPI Kids Charity Ball and Fashion Show.

The first ever MPI Kids Charity Ball Fashion Show entitled Masque "The Fashion of Intrigue" will be held at the International Apparel Mart's Fashion Theater on August 9, 2001 at 6:00pm. The fashion show will feature fall fashions from Gucci, Prada, Versace, Betsy Johnson and Oilily. The Annual MPI Kids Charity Ball, entitled Masquerade "Helping to Unmask the Future" will be held on September 15, 2001 at the International Apparel Mart's Great Hall at 6:30 p.m. The Ball will feature collectible teddy bears, the Ball's mascot, will be costumed by local and famous fashion designers and offered during the silent auction. Also, a silent and live auction with over 200 items will be featured. In addition, the Bill and Angela Barrett Award for Loving Kids will be presented at the ball.

The 2001 MPI Kids Charity Ball expects to raise more than \$80,000 for this year's beneficiaries: Love for Kids, Wipe Out Kids Cancer, AIDS Arms and The MPI D/FW Chapter Education Fund. The MPI Kids Charity Ball is open to the public. Tickets for the fashion are \$35 for general admission and \$60 for VIP Seating. Tickets are limited to this event. Tickets to the Charity Ball are \$100 per person, tables of 10 are \$900, and Corporate Sponsorship opportunities begin at \$1,500. For ticket information or sponsorship opportunities, call The Kids Charity Ball Hotline at 972.377.8335.

Organized and sponsored by the MPI Dallas/Fort Worth Chapter and this year presented by Sabre Inc. (Guardian Angel Sponsor), The MPI D/FW Kids Charity Ball has distributed more than \$450,000 to children's charities and causes in its nine-year history. 