

Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

Inside

President's Message.....2
 Calendar Information.....3
 June Meeting.....5
 New Board of Directors...6
 Chapter Partners
 Spirit Award.....7
 May Wrap-Up.....9
 Membership Info.....10
 Show & Sell.....12
 Planner's Point.....13
 Education.....14
 Action Line
 TechKnow Corner.....16
 International News.....17
 Dear CMP
 Grapevine.....18
 From the Heart.....19

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

HAIL TO THE CHIEF

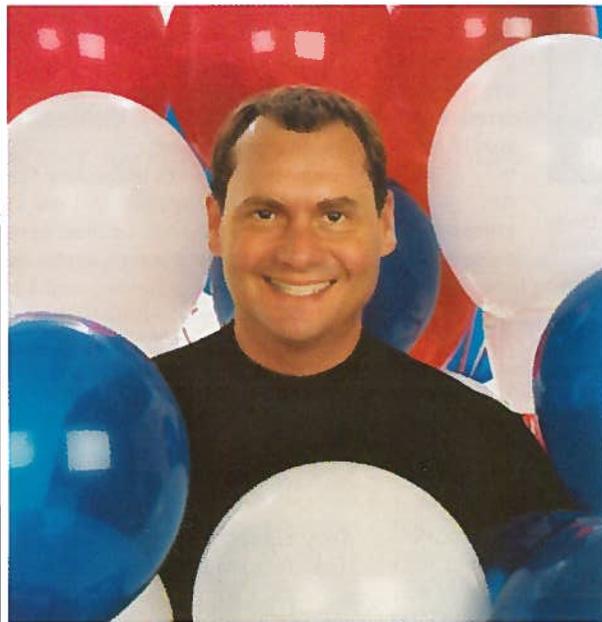


Photo By Ron Bland

Steve Kemble knows the journey of 1,000 miles begins with a first step. Make that a journey of 250,000 miles.

That's the number of air miles Kemble has flown since he took office as MPI D/FW Chapter President one year ago. Dallas' best-known event planner has produced events in Chicago, Los Angeles, Palm Springs, Washington DC, Grand Rapids, Michigan, Beverly Hills, San Francisco, Austin, New Orleans, Boston, Block Island Rhode Island, Las Vegas, Raleigh, New York and Charlotte. It's a wonder he had any time to lead the Dallas/Fort Worth MPI Chapter in 2000-2001, but lead he did.

In true Steve Kemble fashion, it's been a "fabulous" year.

"I knew it was going to be mountains and mountains of work and therefore a large commitment of time, but it never occurred to me that it would also be fun," said Kemble of his term, which ends at this month's Awards Gala at the Adolphus Hotel. "I am serious, I have had a ball and feel we have accomplished so much along the way. I cannot thank the chapter enough for the opportunity."

Much has been accomplished under Kemble's leadership. Monthly attendance and program ratings for the chapter meetings are at an all-time high, several outstanding events were produced, including the chapter's first-ever golf tournament and a record-breaking "Supplier Showcase." Creativity and Fun - two trademarks of any Steve Kemble-produced event, have been pushed to greater heights during his term.

But what's the chapter accomplishment he's most proud of?

"That over 70% of our members have chosen to retain and renew their membership in our chapter this year," he says with obvious delight. "Additionally, while retaining our current members our chapter size has grown to the largest in our history with over 930 members. As far as associations go, these figures are phenomenal. I am proud of it, yet it wasn't just me that made this happen, it was the TEAM work of many people in our chapter."

His biggest challenge as chapter president?

"Believing in myself. I know this may sound silly, yet I knew in my heart that we as a chapter needed to make some changes in the format of our monthly programs in order to help retain and grow our membership. I had to build the courage to propose to the board a concept for our monthly programs that would mean changing the way that we have done things for over 20 years.

"I presented it to the board and they agreed to support the concept change for our programming, and as a result we are receiving our highest attendance and ratings in our chapter's history. I am so pleased, when you go through a big challenge and it works for the good of all involved, it feels so good."

Often, in the "heat of battle," it's hard to fully appreciate the enormous effort it takes to run a year's worth of chapter activities. As president, it's even more difficult to fully enjoy the fruits of those labors.

Continued on Page 18



DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

CURRENT

Dallas/Fort Worth Chapter Office
Dallas/Fort Worth Chapter
PMB 259

7750 North MacArthur Blvd.
Suite 120
Irving, TX 75063-7501
www.mpidfw.org

Chapter Administrator

Randie Charnes
(972) 869-3836
Fax: (972) 506-7485
rcharnes@msn.com

**Vice President Public Relations/
Marketing**

Stephanie Schroeder
Starwood Hotels & Resorts
(972) 985-9997
stephanie.schroeder@starwoodhotels.com

Advertising Chair

Cindy Provence
PDQ Results Printing
(214) 686-3121
pdq-results@swbell.net

Managing Editor

Dana Nickerson Rhoden, CMP, CMM
American Heart Association
(214) 343-8067
dana@seabrookcomputers.com

Assistant Managing Editor

Alainna Palmer, CMP
Excel Communications, Inc.
214-863-8926
apalmer@excel.com

Regular Contributing Writers:

Tamra Fairbrother, CMP,
THE Meeting Planners
Erin Longley, CMP, Imagine Events
Pat McCain, CMP, Krisam Hotel & Resorts
Jim Monroe, CMP, CSEP, Gale Sliger
Productions
Alainna Palmer, CMP, Excel Communications
Percy Sales, Software Spectrum
Patty Stern Markley, Dallas Meeting
Management

Photographer

Jim Woods
J Woods Custom Photography
(214) 395-5036
jwphoto@msn.com

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

A Message from the President



This is a tough one; it is so hard to believe that a year has passed since I became president of what I believe is the greatest MPI chapter in the world! I feel this is true for many reasons, but most of all because the people of this chapter are so phenomenal! When I took this office I knew I would need to call on the support of many, yet I did not realize quite how many! I would not have been able to do the job without all of you. From the first call I made to **Ed Howard CMP**, Embassy Suites, Galleria, to ask him to host the initial six months of our board meetings to the call to **Sandi Galloway**, of the Canadian Tourism Commission to put together our activities at the International PEC and WEC conferences to the calls I am currently making to many of you in support of our June Awards Gala, you all have responded in the most positive of ways! I am very appreciative. There are so many to thank, and I would like to take this opportunity to thank some individuals without whom I absolutely would not have been able to do this job. This will at times get sappy and emotional so if you are not into that, read no further! If you have ever been in a position such as I have been in, you will understand why this message will get that way, for I would be totally negligent and remiss if I did not thank these individuals and bodies of people. Equally important is the fact that I feel it needs to be documented on paper for our chapter's history the incredible job each of these people did for our chapter.



Steve Kemble
Steve Kemble Event Design
D/FW Chapter President

The Members of the D/FW Chapter
All of you! All of you embraced the many changes we made in our chapter this year with an incredible amount of support. We tried so many new and different things and you embraced them all. The new sense of energy you feel in our chapter is because of the involvement from each of you, in your own individual ways. Each of you impressed me, and I feel blessed to have the many special memories each of you created this year for our chapter.

Steven Foster CMP

Steven, our chapter's Immediate Past President, was unselfishly there for me every single time I called upon him. I can never put into words the respect I have for Steven, and I so wish I could spend a hour with each of you to tell you the many things he has done for our chapter and continues to do. Steven, thank you for your friendship, your guidance, and your support. I absolutely could not have done this job without you.

Betty Garrett CMP

I learned so much from Betty. She is studious, caring, and patient. She, too, was there every time I needed her support. With Steven Foster CMP on one side and Betty Garrett CMP on the other throughout the year, I felt like the luckiest man alive. Betty will make a grand president of this chapter. Betty, I only hope I can be for you what you were for me.

The D/FW Chapter Board of Directors

If the Dallas City Council deserves a paycheck, so do these people! WOW!! The work and time that goes into serving this chapter is monumental. In my career, I have never had the privilege to work with such a dedicated group of individuals as I have with these directors! From O.D. O'Donnell retaining and growing our membership to the largest ever in our chapter's history, to Anna Squire for embracing a complete overhaul of

our monthly programming (and having a baby in the meantime!) to Stephanie Schroeder for increasing our advertising dollars in the *Current* and the Website to the highest ever and for providing various Starwood Hotels and Resorts properties for our board meetings, to Cheryl Beasley CMP for making sure our chapter is financially sound again, to Bitsy Burns CMP and Patty Stern Markley for providing our chapter with the highest level of education ever through their unique and creative programming, to Jimmy Eanes CMP, Elizabeth Chandler, Lynn Lewis CMP, Beverly O'Laughlin CMP, Melissa Logar CMP, and Bruce Wolpert CMP for all providing unbelievable support and meticulous guidance on the abundance of issues and projects you were charged with, to Debbie Meyers CSEP for driving the effort to upgrade our website and our registration process. As the membership, you should know this board worked together like no other board I have ever served on. They were a unit, they worked as a TEAM, and they were extremely impressive. We all owe them so much thanks for their time and their commitment to this chapter.

Randie Charnes

One thing is for sure, I absolutely would not have been able to do this job in any form or fashion without the incredible guidance and support from our Chapter Administrator Randie Charnes. Let me put it to you this way. Randie, through the course of this year, had two hip surgeries (two!!) and never missed a beat. Randie, you have been a friend for years and I so respect that you were able to keep our friendship and our professional relationship very defined. Don't get me wrong; we never had one issue! This just impressed me - you were able to do this so eloquently, the sign of a true professional!

Continued On Page 3

MPI D/FW Calendar Information

JUNE 2001

- 15 **CMP/CMM Breakfast** - Four Seasons Las Colinas - By Invitation Only
- 27 **Board of Directors Meeting** - Adolphus Hotel - 5:30pm-7:00pm - Steve Kemble (steve.kemble@airmail.net)
- 28 **Monthly Chapter Meeting** - Adolphus Hotel - Awards Gala - Dinner - 6:00pm-10:00pm

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)

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

WEB SITE NEWS www.mpidfw.org

Question of the Month:

"List a great entertainer or speaker you recently had at your meeting and why."

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

Continued From Page 2

Linda Thornton CMP, CSEP Fun Factory Decorations and Special Events.

When I hear the word "friend," I think of Linda. She is my definition of a true friend. Now is a time when I am glad I am writing this instead of reading this aloud so the tears pouring out my eyes are not evident. When I went to Linda and Ken and asked them if they would support the change in programming I had in mind, they instantly said yes. They came through for this entire chapter with flying colors. Month after month they provided our fabulous set and the labor to install it and strike it. They never asked the chapter for any funds at all. This was a very generous donation I will remember forever. Linda and Ken, I thank you for this and I thank you for all the beautiful work you did for me this year on my "real" jobs all over the United States! I thank them here because many times I was flying in at the last minute or out immediately after a job because of commitments I had to fulfill for the chapter. They were always there for me and I hope you both know I will always be there for you. You are true, lifelong friends. I am so glad both of you are a part of my life.

Luana Stoutmeyer, Maura Gast, Bill Reeser, CMP

WOW!! Luana and her company, Encore Productions Entertainment, was with us every month in some form or fashion giving up many "paying" jobs to fulfill her commitment to bring a great amount of energy to our programs! When she and the Centerstage Band kicked off our year with the tune "ACTION!" we knew we were in store for twelve months of non-stop sensational music, and we got it! Luana, you were a valuable part of our team and I feel so fortunate for your support! Sponsoring the production side of Luana's efforts was Maura Gast of the Irving CVB and Bill Reeser CMP and the entire team at AVW Audio Visual, Inc. (Bill not only supported the entertainment portion of the program, he and AVW also supported the entire program effort!) Every month when I arrived for the monthly program, I looked for Bill and seeing his presence made me so calm and confident. Thank you, Bill!

Dana Nickerson CMM, CMP

Dana gave and gave and gave incredible amounts of time this year to serve as the Managing Editor of our monthly publication,

the CURRENT. As you know the CURRENT is the number one source of information about our chapter to the membership. Gathering all of this information is a very time-consuming task, and Dana did it in the most patient of ways. I applaud where you have taken this publication and the very generous amount of time you continue to give our chapter. Most impressively she managed the CURRENT, plus got her CMM this year - an unbelievable feat! Congratulations, Dana!

I could go on and on. There are so many to thank. You represent the very essence of dedication and professionalism, tempered with caring concern and goodwill for your colleagues. Your contributions to this organization are immeasurable, and you certainly made my responsibility for guiding this chapter a pleasure and a delight. Being president helped me through some very important milestones in my life, some I honestly do not think I could have made without the chapter keeping me very focused. I am in debt to all of you, and look forward to being able to say thank you personally at our Awards Gala in June!



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.

President

Steve Kemble
Steve Kemble Event Design
214-943-5949

President-Elect

Betty E. Garrett, CMP
Garrett Speakers International, Inc.
972-513-0054

Immediate Past President

Steven G. Foster, CMP
Circle R Ranch
817-430-1561

Vice President of Education

Bitsy Burns, CMP
H.D. Vest Financial Services
817-870-6011

Vice President of Finance

Cheryl L. Beasley, CMP
Sabre Inc.
817-931-7923

Vice President of Membership

O.D. O'Donnell
Nightlife Talent & Management Agency -
Panache'
972-789-9340

Vice President of Programs

Anna Squire
Independent

Vice President of PR/Marketing

Stephanie Schroeder
Starwood Hotels and Resorts
(972) 985-9997

BOARD OF DIRECTORS

Planners:

Jimmy Eanes, CMP
Independent
Elizabeth Chandler
The Meadows Foundation
214-826-9431
Lynn E. Lewis, CMP
Jenkins & Gilcrest
214-665-5785
Melissa S. Logar, CMP
PricewaterhouseCoopers LLP
972-724-2258
Beverly D. O'Laughlin CMP
Independent
972-985-1676

Suppliers:

Debbie Meyers, CSEP
Bravo! Entertainment
972-939-2525
Patty Stern Markley
Dallas Meeting Management
972-233-8524
Bruce Wolpert, CMP
Hilton Sales Worldwide
972-701-3750



Now Meetings Are MORE Rewarding.

THE GREAT PALM™ HANDHELD GIVEAWAY.

Now - August 31, 2001

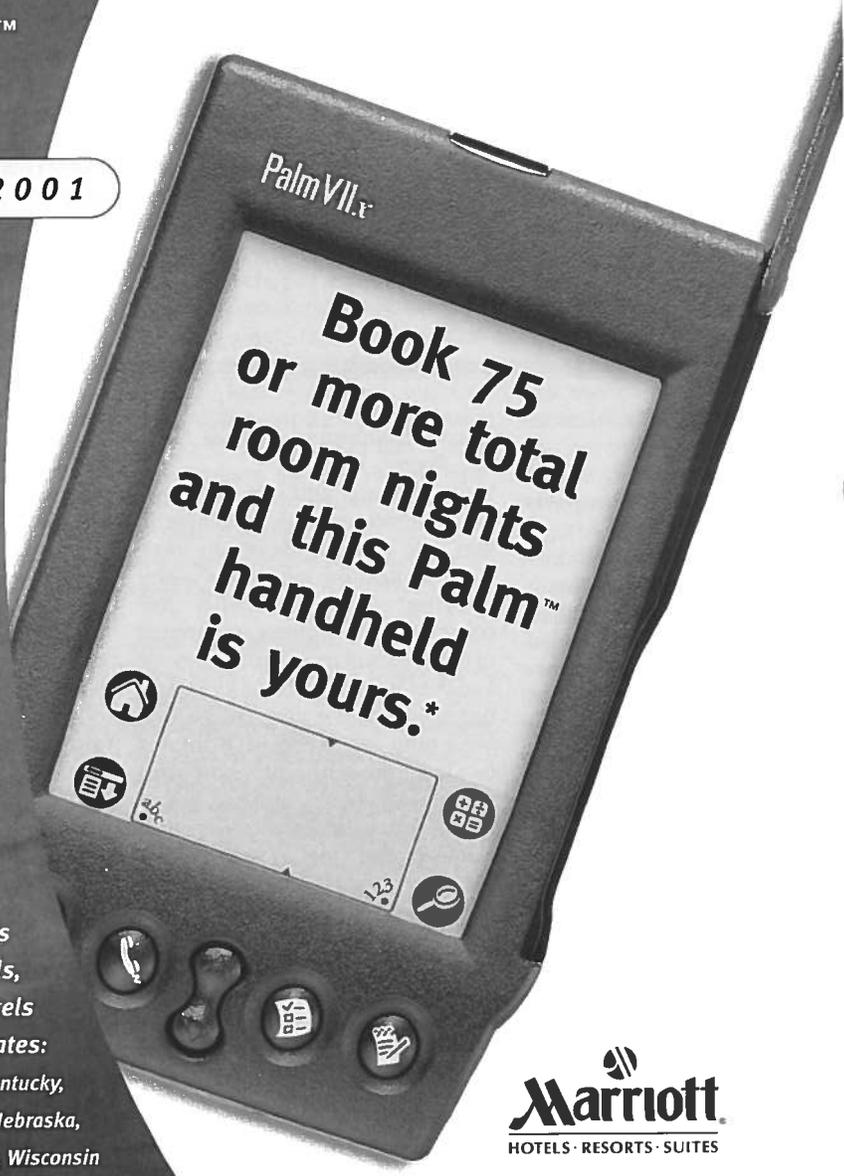
Now when you book a meeting of 75 or more total room nights at any participating Marriott Hotels, Resorts & Suites or Renaissance Hotels you'll not only get a flawless meeting and exceptional accommodations, you'll also get the Palm™ handheld of your choice...free.

No matter which Palm™ handheld you choose, the high-tech level of organization you'll get will have you planning in a whole new way.

For details on the *Great Palm™ Handheld Giveaway*, talk to your Marriott or Renaissance sales representative, call 800-559-9018 or visit www.marriottgiveaway.com.

The Great Palm™ Handheld Giveaway is available at participating Marriott Hotels, Resorts & Suites and Renaissance Hotels nationwide, including properties in these states:
Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, New Mexico, Ohio, Oklahoma, Texas, Wisconsin

*Subject to availability. Meeting must be booked between 4/1/01 and 8/31/01, consist of at least 75 total room nights, and must occur by 12/31/01. Blackout dates apply. Not valid with any other offers or promotions. Offer does not apply to previously booked meeting, citywide or affiliate bookings. Free Palm™ handheld will be awarded only after a contract has been signed. Certain fees apply to cancelled meetings. Palm™ and the Palm™ logo are trademarks of Palm™ Inc. or its subsidiaries.



Awards Gala

Thursday, June 28, 2001 • 6:00 p.m.

MPI D/FW Celebrates 2000-2001 *A Class ACTION*



By Debbie Meyers, CSEP

It's all class as the famous Hotel Adolphus Dallas plays host to the annual MPI D/FW Awards Gala and Celebration on Thursday evening June 28, 2001. An elegant evening is in store for those who will join in on the festivities.

The past year has been *action* packed under Steve Kemble's leadership. We have seen this chapter on to a new level. Celebrate the chapter's success and share in honoring the best of the best in our chapter in style.

Planner, Supplier, Facility and Program of the Year will be awarded as well as the Suzie Fiveash Award for membership recruitment, Rising Star and President's Award. Pick up your commemorative pins for 5, 10, 15, 20 and 25 years of membership or cash in on a little Galleria Gold if you've recruited new members in to the chapter.

With renowned Chef William Koval at the helm the Adolphus promises to provide an impressive menu. The planning committee has brought together some of Dallas' best entertainers to help with the celebration as well. After dinner and the awards presentation dance into the evening with the sounds of the Phares Corder Orchestra.

So mark the date and don't miss this special opportunity to network, celebrate and socialize!

Host Facility

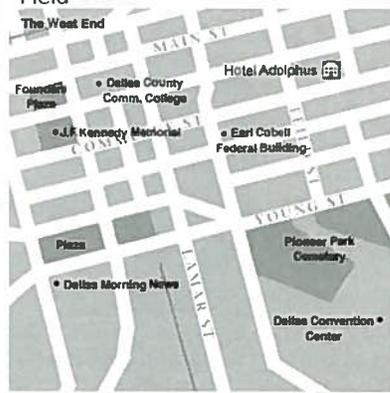
Hotel Adolphus Dallas

Fortune, flamboyance, and fame came together in 1912 to produce the Grande Dame of Dallas Hotels. The founder of Hotel Adolphus Dallas, Missouri beer baron Adolphus Busch, chose to honor his adopted city with 21 stories of unabashed baroque splendor. Critics have called his Texas landmark "the most beautiful building west of Venice."

DIRECTIONS

From Tollway or 35 - Take 35 South to Downtown. Take the 2nd Commerce exit (this is Commerce St. East) - that puts you on Commerce going one way. The hotel is 8 blocks on the left at the corner of Commerce and Field.

From I30 - Follow to downtown. Take the Commerce/Reunion Exit - that is Commerce St, which is going one way. The hotel is 8 blocks on the left at the corner of Commerce and Field.



June MPI D/FW Chapter Meeting

"A Class ACTION" The Annual Awards Gala

Hotel Adolphus Dallas

1321 Commerce
Dallas, TX
214-742-8200

Opening Reception --- 6:00 p.m.
Membership Awards --- 6:30 p.m.

*Circle of Commitment Pins
Galleria Gold, and more*

Dinner & Awards Ceremony --- 7:00 p.m.

*Program and Education Awards
Presentation of Chapter Awards*

**Installation of 2001-2002 Board of Directors
Dancing with the Phares Corder Orchestra**

\$45 per person - member/non-member
\$55 per person - on site
Valet parking - Special reduced rate of \$5

Sponsored By

Palm Springs Desert Resorts CVB
Marriott California's Premier Desert Resorts
Merv Griffin's Resort Hotel & Givenchy Spa
Hilton Palm Springs Resort
Westin Mission Hills Resort
Palm Springs International Airport

R.S.V.P. to Randie Charnes
by 2:00p.m., Monday, June 25, 2001

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



President
 Betty E. Garrett, CMP
 Garrett Speakers International
 (972) 513-0054
 Fax: (972) 513-0540
 betty@garrettspeakers.com



DALLAS/FORT WORTH CHAPTER

**2001-2002
 Officers and Directors**



President-Elect
 Cheryl L. Beasley, CMP
 Sabre Inc.
 (817) 931-5955
 Fax: (817) 967-9763
 cheryl.beasley@sabre.com



Immediate-Past President
 Steve W. Kemble
 Steve Kemble Event Design
 (214) 943-5949
 Fax: (214) 943-2811
 steve.kemble@airmail.net



VP Finance
 Melissa S. Logar, CMP
 PricewaterhouseCoopers LLP
 (972) 724-2258
 Fax: (972) 691-1557
 melissa.s.logar@us.pwcglobal.com



VP Education
 Patty L. Stern-Markley
 Dallas Meeting Management
 (972) 233-8524
 Fax: (972) 661-1986
 patty@dallasmeetingmanagement.com



VP Membership
 Elizabeth S. Chandler
 The Meadows Foundation
 (214) 826-9431
 Fax: (214) 824-0642
 echandler@mfi.org



VP Programs
 Anna K. Squire
 Independent
 (972) 712-8606
 asquire@worldnet.att.net



VP PR/Marketing
 Beverly D. O'Laughlin, CMP
 Beverly O'Laughlin & Associates Inc.
 (972) 985-1676
 (972) 964-2166
 beverlyolaughlin@aol.com



Director of Finance
 Wendy Foster, CMP
 Circle R Ranch
 (817) 430-1561
 Fax: (817) 430-8108
 wendyfoster@circlerranch.org



Director of Programs
 Erin E. Longley, CMP
 Imagine Events
 (972) 758-9355
 Fax: (972) 964-1369
 erin@imagineevents.com



Director of WebSite
 Debbie L. Meyers, CSEP
 BRAVO! Entertainment
 (972) 939-2525
 Fax: (972) 939-0312
 debbie@bravo4u.com



Director of Administration
 Nicole Northrop, CMP
 Omni Mandalay
 (972) 869-5527
 Fax: (972) 869-9053
 nnorthrop@omnihotels.com



Sherry L. DeLaGarza, CMP
 Society of Petroleum Engineers
 (972) 952-9319
 Fax: (972) 952-9435
 sherrydelagarza@hotmail.com



Dvorah A. Evans, CMP
 Dallas Black Chamber of Commerce
 (214) 421-5200
 Fax: (214) 421-5510
 dae@dbcc.org



Tamra S. Fairbrother, CMP
 The Meeting Planners
 (972) 691-1335
 Fax: (972) 691-1336
 tamra@themeetingplanners.com



Sandi Galloway
 Canadian Tourism Commission
 (940) 321-3458
 Fax: (904) 497-4975
 sandi.galloway@ctc-us.com

2000-2001 Chapter Partners

MPI/DFW Chapter Partners are individuals and companies supporting the involvement of this association by donating their time, talent and services to our chapter.

We wish to salute the following strategic partners:

DIAMOND LEVEL SPONSORS (\$10,000+)

Adam's Mark Hotel
AVW Audio Visual
Four Seasons Las Colinas
Freeman Companies
Roll With It TelePictures

GOLD LEVEL SPONSORS (\$5,000+)

Canadian Tourism Commission
Circle R Ranch
Diamond Club
Encore Productions Entertainment
Eric Burton/Burton Resources
Fun Factory Decorations & Special Events
Garrett Speakers International, Inc.
Jim Sundberg/Sports Training Systems
Jim Woods Photography
Joel Zeff Creative, Inc.
LeMeridian Dallas
Nightlife Talent & Management Panaché
Renaissance Hotel Dallas-Richardson
WB Ranch

SILVER LEVEL SPONSORS (\$2,500+)

Cityplace Conference Center
Dallas Marriott Las Colinas
Del Frisco's Steak House
ETC (Executive Travel Cons & Productions)
Events Unlimited, Inc.
Galveston Conv. & Visitors Bureau
Irving Convention & Visitors Bureau
Renaissance Dallas Hotel
The Guest Lodge @ the Cooper Aerobics Center
The Meadows Foundation
Westin Galleria Dallas
Yellow Rose Touring & Special Events Co.

BRONZE LEVEL SPONSORS (\$1,500+)

Air Jamaica Ltd.
Krisam Hotels & Resorts
Mexico Gov. Tourism Board
Pasadena Conv. & Visitors Bureau
Presentation Services
Puerto Rico Conv. & Visitors Bureau
San Antonio Conv. & Visitors Bureau
Sol-Melia Hotels
Southwest Desert Resorts
Steve Kemble Events Designs

FRIENDS OF THE CHAPTER (Less Than \$1,500)

AMF Fun Fest
AMS Production Group
Bill Reed Decorations
Crowne Plaza-Market Center
Culinaire International
Dallas Conv & Visitors Bureau
Dallas Marriott Quorum
Dallas Meeting Management
Del Lago Resort & Conference Center
DFW Lakes Hilton
Doubletree Club
Doubletree Hotel & Executive Center-Plano
Doubletree Hotel Campbell Centre
Doubletree Hotel - Lincoln Centre
Dr Pepper/SevenUp Inc
Ducky Bob's Party & Tent Rentals
Embassy Suites Hotel Galleria
ePlanGolf.com
Events Source Professionals
Fairmont Hotel
Granada Movie Grill
Half Moon Bay Resort & Beach Club
Hard Rock Café'
Harvey Hotel-DFW Airport
Holiday Inn Select North Dallas
Hotel Adolphus
Hyatt Regency-Dallas
J&S Audio Visual Inc.
Lombardi Mare
Lone Star Park
Malibu Speedzone
Marriott Rivercenter-Marriott Riverwalk
(San Antonio)
Planet Hollywood
Plano Centre
Plano Convention & Visitors Bureau
Radisson Hotel Denton & Eagle Point Golf
Club
Rainmaker Advertising
Sambuca Jazz Café
Sheraton Park Central
Southwest Airlines
Southwest Sports Group
St. Petersburg/Clearwater CVB
Starwood Hotels & Resorts
SuperShuttle DFW
Wyndham International
Wyndham Jade

Spirit Award

This month's Spirit of MPI award goes to our Director of Education, Patty Stern Markley of Dallas Meeting Management, Inc. Patty congratulations!!!!



Patty, of Dallas Meeting Management, joined MPI about 5 years ago and immediately dove in and became an extremely active and dedicated member of the D/FW Chapter. Her desire and willingness to learn and stretch professionally is an inspiration to many. She has a passion for building strong, professional relationships and has successfully matched planners and suppliers together in building better business programs for all.

Patty has a tremendous vision for education and is mostly responsible for the quality educational programming opportunities provided through the Chapter this year. Her undying support of MPI and what it represents makes Patty one of the best cheerleaders for MPI and the meetings industry!

Meetings and conventions *the way you like them!*

Grand Casino has it all—thousands of square feet of flexible meeting space, beautiful ballrooms and an experienced staff to help plan a flawless event.



Grand Casino Gulfport

- 2 beautiful hotels featuring 1,000 spacious rooms and suites
- Over 12,000 square feet of flexible meeting and banquet space for all types of functions



Grand Casino Biloxi

- 2 magnificent hotels with 1,000 deluxe rooms and suites
- Over 42,000 square feet of flexible space for meetings, banquets, receptions, balls, exhibitions and conventions



Grand Casino Tunica

- 3 first-class hotels with over 1,300 luxurious rooms and suites
- Grand Casino Convention Center—over 27,000 square feet of flexible meeting space
- Multipurpose event center, perfect for trade shows, meetings and live entertainment



Of course, when it's time to take a break and shake things up a bit, no one provides entertainment quite like we do! Experience exciting gaming action at our world-class casino, dine on fabulous cuisine, relax at Bellissimo Spa & Salon, enjoy superstar entertainment and sporting events or play a round of golf.

Please contact the Hotel Sales Department for more information.

**Grand Casino Gulfport, Grand Casino Biloxi &
Grand Casino Tunica • 1-888-946-1946**



www.grandcasinos.com

May Meeting Wrap Up



Steven G. Foster, CMP, Circle R Ranch introduces the new Board of Directors at the meeting. They will be inducted at the June Awards Gala. For a complete listing of the new BOD see page 6.



Chuck Berkheimer of Sol Melia Hotels & Resorts was the meeting sponsor, talks to Steve about exciting new things with Sol Melia Hotels & Resorts.



Viveca Stock of Worldwide Satellite Communications talks to Steve Kemble about satellite communications and meetings.



Above: The Community Service committee helped to collect clothing outside the Doubletree.

Right: The Doubletree Lincoln Centre hosted the May meeting with a unique breakfast display.



Makeup demonstrations emphasized that doing a satellite event is like doing a live TV show... make-up is part of the "behind-the-scenes."



May Hall Of Fame

May's Sponsor
Sol Melia Hotels

Facility, Reception, Dinner
The Doubletree Lincoln Centre

Featured Speaker
Viveca Stock
Worldwide Satellite
Communications

**AV Services & Video
Production**
AVW
&
Worldwide Satellite
Communications

Entertainment Sponsor
Irving CVB
&
Encore Productions

Stage Set Sponsor
Fun Factory Decorations &
Special Events

Addition to April's Hall of Fame

Stage Set Sponsor
Fun Factory Decorations
and Special Events
Linda Thornton, CSEP, CMP

For the complete
Wrap Up story
log on to our
WEBSITE
www.mpidfw.org

MPI D/FW Chapter is the third largest chapter worldwide with 930 members!

New Kids on the Block

MPI D/FW New Members for May 2001



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

Ashley W. Anderson.....	Cowboys Golf Club	Keith May.....	Outrageous
Mozella L. Brown.....	Women of Faith	Janet L. Mayer.....	EDS
Melody A. Carson.....	Leadership Network	Susan M. O'Grady.....	Exxon Mobil Corporation
Paul J. Chaston.....	The Westin Beechwood	Michael C. O'Hara.....	US Postal Service
Tammye L. Cockburn.....	Meeting by Design	Sherri Pederson.....	BRAVO! Entertainment
Cheree' D. Daniels.....	Star Brand Ranch Executive Retreat	Cynthia K. Puccini, CMP.....	Leadership Network
Angelia Y. Davis.....	Frito Lay Inc	Mary R. Sanger.....	Blue Mesa Grill
Gena A. Edwards.....	Tour 18	Karen M. Schott.....	US Postal Service
Matthew Feldman.....	HCareers.Com	Cyndi L. Sizemore.....	Sabre Inc
Sandra K. Fouke.....	Dallas Palm	Christine A. Smoyer.....	American College of Emergency
Tammy Herring.....	Wyndham Arlington	Dee Spurlock.....	Home Interiors & Gifts Inc
Patricia G. Hughes.....	American College of Emergency	Robie T. Sustayta.....	Hampton Inn Downtown
Richard J. Jacob.....	Harrah's Shreveport Hotel & Casino	Julieanne Tainter.....	Radisson Hotel Central Dallas
Laetitia M. Kirchman.....	TAC	Mary C. Weidenfeller.....	EDS
Shay D. Lary.....	MTZ Meetings	Christa D. Welther.....	Young Presidents Organization

GALLERIA GOLD CONTEST STANDINGS

These members have already won \$10 worth of Galleria Gold for every two members they've recruited!!!

<u>CHAPTER MEMBER</u>	<u># OF RECRUITS</u>
Leah Belasco	2
Stephanie M Eppler	2
Wendy Ezernack	3
Steven G Foster, CMP	6
Betty E Garrett, CMP	2
David R Gisler	2
Katherine E Hines	2
Melanie J Hoover	2
Patricia K McCain, CMP	2
Debbie L Meyers, CSEP	2
James C Monroe, CMP, CSEP	2
Valerie D Neeley	2
Julia C O'Brien	3
O.D. O'Donnell	28 ***Not Eligible to Win Fiveash Award
Joseph B Porporino	2
Stephanie S Schroeder	9
Tracey B Smith, CMP	2
Peg A Wolschon, CTP	2

REMEMBER FATHER VITO'S WORDS!

"As you walk life's highway, always remember to give everyone you meet a warm smile... and an MPI membership application"



The following MPI Members have recruited one member each:

Lisa S Allen, Heather L Barton, Cheryl L Beasley, CMP, Carol A Benson, Lisa O Booth, Paige Braun, Bitsy Burns, CMP, Lynne C Bynder, Melody Carson, Dianna M Case, Krista Chaich, Deborah C Comer, Lisa A Conwell, Karen M Coughlin, CMP, Cecilia Daddio, Heather A Deal, Jami C Enfield, Dan J Estatico, Tamra S Fairbrother, CMP, Janice M Gillin, Lori L Hall, Cindy M Hamilton, Gary E Hammond, Nancey M Hernandez, Emily Hine, Edward R Howard, CMP, Steven W Kemble, Bradley D Kent, Fred H Knieberg, CMP, Juliann E Krumbholz, Peggy A LaBounty, Debra C Lakin, CMP, Gail D. Lemaire, Melissa S Logar, CMP, Michael D Lynn, Cyndi Martinez, CMP, Patricia L Marriott, Heather M McCown, Renee D McKenney, CMP, Lesley J Meyer, CMP, Carol B Mazingo, Griselle Mussiett, Dana L Nickerson, CMP, Danielle L. Oakley, Susan Odum, Konnie Patke, Ivy L Peterson, Carol A Rees, CMP, Lesly D Rehaut, CMP, Patricia G Renno, Rachel M Rickman, Jennifer E. Roberts, CMP, Laura L Rosell, Suzanne L Silver, Becky A Steur, CMP, Dottie L Stowe, CMP, Bridget Sypolt, Rick D. Tabone, CTSM, Deborah F Weaver, CMP, Pamela A Wilemon, CMP, Amanda O. Willbanks, Janis G Williams



We're spending
\$25 million.
You get the change.

Change. Change. Change. \$25 million worth. This is what we are spending to transform the Southwest's most complete lakeside resort and conference center. With over 300 all-suite accommodations, a 60,000 square-foot dedicated conference center, an 18-hole championship golf course, a 300 slip marina, 11 tennis courts, a health spa, 2 pools, and a beautiful 22,000 acre lake, we are already pretty extraordinary. But change is happening and you get to keep it.

The true measure of meetings.



600 Del Lago Blvd.
Montgomery, TX 77356
tel 800.348.1542 • fax 936.582.4918
www.dellago.com

*Just 45 minutes north of Houston's
George Bush Intercontinental Airport.*

Curing the Isolation blues

Independent Planner, Sales Person, Tele-commuters, Working from Home?

Going solo is a double-edged sword. The calm and quiet of our office make it possible to get so much more done. No pointless meetings, idle coworker's chatter or meddling supervisors. On the other hand, there's no one to brainstorm with, swap professional secrets or accomplishments with, or chat with at the coffeepot.

Working from home can be isolating. Work relationships are a big part of our sense of community. When we shed our corporate skins, we lose these ready-made relationships, too.

"Feelings of isolation are very common among those who work at home alone," says Debra Major, Ph.D. an associate professor of psychology at Old Dominion University. "Telecommuters working for large corporations report that a sense of isolation is one of the biggest drawbacks of working at home. It's potentially worse for self-employed people because they don't have a support structure provided by an employer."

People vary in their tolerance for working alone. Some professions, such as meeting planning, offer more built-in opportunities for contact than others. If you're on the phone and communicating via fax and email all day, you're less likely to feel isolated. Here are some helpful hints to help beat those isolation blues.

Make Local contacts: Get involved in professional organizations (MPI, PCMA, HSMIAI, ISES, etc) and also local community projects (church, charitable organizations, schools). This is your networking community. It is especially important for small business owners to network and those who work in professions that don't offer a lot of communication (ie, computer programmers). It helps spread the word, develop new friendships and work relationships.

Explore On-Line Communities: Internet networking as well as Web-based sales is providing a new world of contact with the rest of the world. It's available 24/7 and it's free. It offers instant professional advice and feedback.

Maintain Professional Networks: Don't just join professional organizations, get involved in them, worldwide if needed, and maintain those relationships. Keeping constant contact maintains communication and helps develop your professional base.

No matter what your life situation or profession, the key to curing isolation is reaching out to others. 🌐

Winner - ISES Esprit Award 2000
"Best Entertainment Production"

Go with a Winner
because
Event Entertainment
is more than bands!

Cirque

Celebrities

Custom Shows

Characters

Bravo!
entertainment

www.bravo4u.com
972-939-2525

A Service Charge Surprise! Or whatever you think would catch their eye!

By Marti Fox, CTC, CMP, GlobalGoals, Inc.

I had the privilege of co-developing “The Art of Saying Thank You”, for the 2001 TEC in Dallas with Karen Coughlin, CMP and Tony Cummins, CMP. In a few short planning sessions we all learned about the many nuances of acknowledging service personnel in the hospitality industry.

Then, a couple of weeks ago, e-mails started flying between MPI friends and colleagues about the issue of Service Charges. The perception was that Services Charges went to service staff much like gratuities; to supplement the minimal salaries that they were paid. Oops! But the cat was out of the bag when Alainna Palmer, CMP and Dana Nickerson, CMP, CMM working on different projects in different cities broached this topic with the hoteliers with whom they were working, and these ladies were shocked!

Alainna’s host hotel divided the 19% Service Charge as follows: 12.5% to wait staff, 1% to banquet management and 5.5% to the hotel for administrative costs. Dana’s San Antonio host hotel charges a 20% Service Charge and absolutely none of it goes to the wait staff! It is all administrative costs and the hotel said no one has ever asked this question before.

Well this is an area that I learned a lot about from the TEC preparation. Both Tony and Karen agreed that “Service Charge” is not another term for “Gratuities.” The differentiation being Service Charges almost always has a portion going to the “house” and gratuities are almost always 100% distributed amongst service staff.

Having differentiated these terms, the next questions is, “So who gets paid and how much?” And the answer is – the vendors are almost always glad to share who is covered, but feel no obligation to share how much goes where. Well, this is disturbing to a planner, since we want to acknowledge good service and encourage outstanding service for our clients during their stay at the hotel.

So here are a couple of questions to put on your MUST ASK list as you plan your next program:

What are the Service Charges?

How are they distributed?

If wait staff are minimally - or not at all - compensated by the Service Charge paid to the hotel, am I expected to offer gratuities in addition to the service charge?

What is the customary percentage ratio of the food and beverage to be budgeted?

Is there anyone else in the banqueting department for whom I should budget gratuities?

Can you suggest a policy?

Why is this important to ask about in the PLANNING & BUDGETING STAGE? We all need to adhere to our budgets and minimize any surprise expenditures at the end of the program. Also, if you want to have excellent service after the first day of food functions, you want to ensure that the staff feels they have been “taken care of”.

Last but not least – Service Charges are taxable, Gratuities are generally not taxable. How does the bottom-line compare? \$65 dinner + 20% Service Charge + 12% tax = \$87.36 per person versus \$65 dinner + 20% gratuity + 12% tax = \$85.80...now multiply that by 300 participants X 3 days and it begins to add up fast and you may even have to further tip the staff!

See next month’s issue for more in this series “The Art of Saying Thank You”! 🌐

Meeting Agenda

- 9-10AM Multilevel marketing in the New Millennium
- 10-11AM 3rd Quarter Capital Projections
- 11AM-4PM Whip the Boss's behind all over the track like a rented mule until he cries for mercy, have lunch, then go back for seconds on the Boss
- 4-5PM Slide show

Atlanta 770-514-1118

SPEEDZONE
Wanna Race?

SpeedZone has full-service catering, meeting facilities and experienced event planners for groups of any size. Plus a state-of-the-art game room and four classes of real racing including Top Eliminator Dragsters* that go from zero to 70 in 3.2 seconds. All meetings should go this fast. www.speedzone.com

Dallas 972-247-RACE I-35 at Walnut Hill

Los Angeles 888-6-MALIBU

International Planning Seminar

By Deborah Comer

"What do you mean I have to pay a \$30,000 currency conversion service charge on our \$1,000,000 program? You don't understand; I didn't budget for this!" "But I asked for a podium, not a riser, and a flashlight, not a torch! I assumed the words meant the same in England as they do in the US. After all, we are both speaking English."

Going international? Then be prepared. If you think planning a meeting in the US requires attention to unimaginable details, add countless more that must be considered when going overseas.

Fortunately for MPI members, our organization has a wealth of resources to guide you through the added details of planning a program abroad. And for those who attended the May 8th International Planning Seminar held at Dr. Pepper/Seven Up, Inc. Headquarters in Plano, they received the information and insight firsthand from expert Planners and Suppliers who have tremendous experience in successfully putting together events worldwide.

Presenters and their topics included:

Tamara Quilty, Dr Pepper/Seven Up, Inc. (also the host) on *Going Global*
Sandi Galloway, Canadian Tourism Commission on *Who Do You Contact?* [Embassies, Consulates, and Tourism Offices]

Linda Leroy, SEI Incentives, LTD on *RFP & Site Selection*

Laurie Sprouse, Ultimate Ventures and Phyllis Firebaugh, Wyndham Jade on *In-Bound & Out-Bound Planning* [utilizing Destination Management Companies]

Carol Girouard, Maritz Travel Company and Michele Galler-Randel, Intercontinental Hotel on *Contracts and Negotiations*

Charles Barry, Garry Larr, and Michael O'Brien, TBA Entertainment on *Production and Staging of General Session*

Marti Fox, GlobalGoals, Inc. on *Partnering with an Airline* and *Dealing with Foreign Currencies*

Tamara Quilty, Dr Pepper/Seven Up, Inc. on *Preparing Attendees*

A half-day simply was not enough time to learn all that is necessary on this topic. But important points surfaced and various resources were cited for additional information.

So, what were the takeaways from this valuable session? There are too many to list, but the ten that stood out, in particular, are below:

1. Do not expect things done the American style. After all, you are not in America.
2. Appreciate, rather than expect, when the natives speak in a language. Be patient in your conversations and be considerate of the sacrifices they have made to learn to communicate in English (imagine yourself trying to speak in their native tongue; that should give you patience).
3. Take into consideration cultural differences. One in particular is that other nationalities tend to operate at a much slower pace with a minimal sense of urgency. Warning, this can be frustrating! Remember #1 above.
4. Traditions are taken seriously. For example, don't have your program over a holiday when *everything* is closed (i.e., stores, museums, parks, transportation, restaurants). You'll have bored [and possibly angry] attendees.
5. Business is conducted with trust and verbal agreements are the preferred way to execute a contract [verses documenting all the details, like the American style]. If you want a particular clause in a contract, provide it to them. It eliminates any potential misunderstandings created from a language barrier.
6. Don't assume that the same conveniences that are available in the US will be available abroad. Two that are commonly overlooked are the accessibility of the Internet, as well as the venue's power capacity. Also, communicate to the attendees what they can expect at their destination in terms of conveniences we take for granted in the US (and there are many).
7. Their laws are different! ADA (American Disabilities Act), for example, is nonexistent overseas. Utilize the local Destination Management Company to assist with persons with special needs. They will know how best to accommodate them.
8. Shipping can be a nightmare, aside from the fact that, coupled with the customs costs, can put you over budget. Have a reliable, dependable, and communicative customs broker. This is a must!
9. Some countries still require a Visa (and I'm not referring to the credit card). Allow plenty of time to have them processed.
10. Budget high. You pay more for less and you may be required to pay for something that you not normally pay for in the US (i.e., food function space).

Did I already mention not to expect things done the American style? 

"A Look At Ethics"

Educational Event Industry Action Series, recently held on Tuesday March 27, 2001, at the Renaissance Market Center

The panel included:

Linda Byars Swindling, Facilitator

Panel: Colleen Rickenbacher, CMP of the Dallas Convention & Visitors Bureau, Robert Thraikill of the Hilton DFW Lakes Executive Conference Center, Ed Griffin, Jr., CAE of Meetings Professional International, Steve Rudner from the Law Offices of Steven Rudner, and Fred Knieberg.

From mechanics to presentation to content – extremely well done! And all, for only \$20.00. How fortunate we are to have been given such a quality educational opportunity at such an inexpensive cost!

Mechanics

- ◆ A "food for thought" e-mail was sent in advance with pertinent questions to which we were asked to respond to Linda previous to meeting.
- ◆ At registration, each participant received a specific color (one of five, which indicated table assignment.) Approximately 30 people attended. The perfect number!
- ◆ The "Talking Heads" were not ensconced behind a dais in the traditional panel discussion format. They were strategically seated amongst us, one at each table.

Presentation

- ◆ Linda began the program with a unique icebreaker. We were asked to stand, introduce ourselves to our neighbors, and shake hands with our LEFT hand. Try it. It really opens up your perspective.
- ◆ Linda then canvassed the group for topics of interest with regard to ethics, and she listed them on a flip chart. Yes, these topics made for lively discussions!
- ◆ The MPI Survey of Ethics was used for the exercise portion of the meeting.
- ◆ Excellent, substantive handouts including a copy of MPI's Principles of Professionalism, CIC Member Organizations Principles of Ethical Conduct, and a number of reprints.
- ◆ The Hotel did a beautiful job

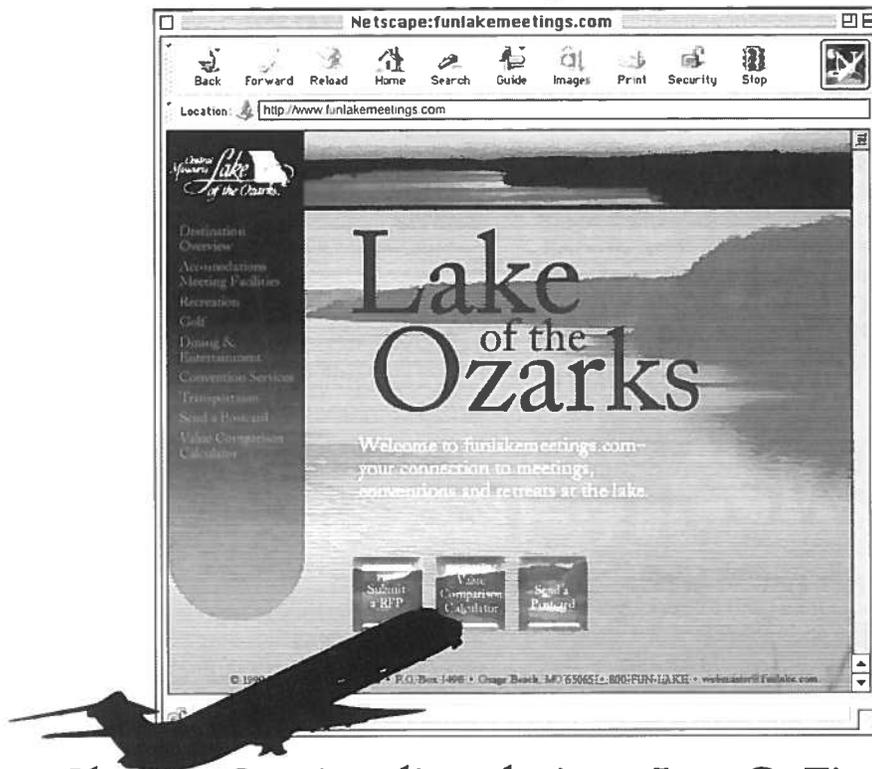
Content

Among the specific topics discussed were third party commissions, point systems, attitude, contracts, Fam Tours, personal use of internet and e-mail, and personal use of employers' supplies.

Fascinating thing was how a certain behavior or philosophy could be considered ethical and unethical, given the context or circumstances. Is running your personal mail through the company's postage machine unethical or an entitlement? Surfing the net, sending or receiving personal e-mails – is this really wrong or can it be justified? When does gift giving cross the line between incentive and bribe? 

This was a very thought provoking seminar and a well received one as evidenced by the extremely high marks noted on the evaluation sheets. 

Now, there are two new ways to get to
 Central Missouri's
LAKE OF THE OZARKS



**Air Charter Service directly into Lee C. Fine Airport
 & www.funlakemeetings.com**

Offering 225 holes of premier golf, unique shopping opportunities - including the state's largest top brand outlet mall - and a wide array of leisure options.

You may choose from more than 50 resorts, hotels, motels and condos, with a variety of meeting amenities.

You will find over 350,000 square feet of meeting space, thoroughly professional facilities and impeccable service. ALWAYS IN SEASON™

Kansas City Group Sales Office • Melody Thuss • 816-347-9090 • lakecvb@tfs.net



Produced in cooperation with the Missouri Division of Tourism.
 LAKE OF THE OZARKS CONVENTION & VISITOR BUREAU
 TRI COUNTY LODGING ASSOCIATION



CMP/CMM ACTION LINE!

By James C. Monroe, CMP, CSEP, Gale Sliger Productions

There has been a lot of action in the CMP world this past year. The Convention Liaison Council (CLC) changed its name after 51 years and became The Convention Industry Council (CIC). The CIC is the administering organization for the Certified Meeting Professional (CMP) designation. The organization also added a couple of industry associations to its roster raising the total affiliates to 29 associations representing over 81,000 individuals and 13,000 firms and properties.

The CIC launched a new marketing and promotional campaign in 2000 to expand awareness of its programs and increase the CMP brand identification. This year a five-year program has been launched, a bold new initiative entitled Accepted Practices Exchange (APEX). This program is bringing the entire industry together to establish accepted practices in seven key areas: Terminology, History/Post Event Reports, RFPs, Resumes and Work Orders, Meeting and Site Profiles, Housing and Contracts.

Locally, the DFW MPI Chapter has 7 new CMPs after the January examination and there is a fresh crop of candidates who have finished the Spring 2001 semester CMP Study Group and are now diligently working together in self-directed study groups. The final formal session will be the CMP University this coming June 9, 10 & 16th at a location to be announced. If you are interested in participating, contact Jim Monroe, CMP at Gale Sliger Productions, (214) 637-5566 or via email at jcmunroe@airmail.net.

As a final call to action for this season, I would invite all Certified Meeting Professionals to join us at the CIC Conclave in Cleveland, Ohio, August 16th through 18th, at the Renaissance Cleveland Hotel Tower City Center, kicking off at The Rock and Roll Hall of Fame. The following is excerpted from the April 20, 2001 press release by the CIC.

This annual program for CMPs provides certificants with an exclusive forum to contribute their expertise to the CMP Program by preparing test questions for future examinations. To ensure that the CMP exam continues to cover material relevant to today's meeting professionals, these questions are then added to the CMP examination question bank. Attendees will also participate in a new continuing education session, earn 12 points toward CMP recertification, gain valuable insight from industry veterans on developing successful study programs and network with myriad meetings professionals.

Registration for the 2001 CMP Conclave is open exclusively to CMPs for a fee of US\$125 per CMP, and the deadline for registration is July 17th. For more detailed information about Conclave or about the Sponsorship Program, visit the CMP website at www.cmponline.org or contact CIC Vice-President, Susan Krug, CMP at 703-610-0242 or via email at skrug@conventionindustry.com.

This is a very exciting program and a great opportunity to develop professionally, as well give back to the industry. I hope to see you there. 

TECHKNOWcorner

Powerful presentation tips to enhance your meeting.

By Dave Walters, J&S Audio Visual

We are living in a digital world, and computer-generated presentations are now more prevalent than ever in the meetings industry. This has become most apparent in the field of medical meetings. The role of the slide projector is lessening, and many organizations are taking the necessary steps to transition their presenters from 35mm slides to PowerPoint. The projection systems that are out now provide a clean, crisp alternative to the low-light output of a standard slide projector. This transition makes most sense to the larger events using multiple screens to deliver the content. With a computer-generated presentation, a single computer signal can be delivered to an infinite number of screens. If a presenter is using 35mm slides as their medium, then there has to be an equal number of slide projectors to the amount of screens. This just puts more equipment into the mix, adding potential problems to the success of an event. As we see the trend rapidly moving to computer presentations, I have put together some tips that I believe will help ease the transition for you, the meeting professional.

A great solution to the headache of multiple presenters with multiple computers is to provide them with a central computer system in which their presentations are loaded for them. The ideal situation is to network a couple of computers together at the production platform, utilizing one as a loading/editing station and the other as the main show computer. With this system in place you are less apt to run into technical difficulties with a presenter who has no prior PowerPoint experience. You should always make sure that your vendor has qualified personnel operating these computers. Although the computers are at the production platform, we have equipment that allows for a presenter to still run his presentation from the lectern. This keeps the technology in the hands of your production professionals. If you provide a central computer system for your presenters, please make sure they are desktop units, and not laptops. Laptops have power-saving functions that will allow the unit to "fall asleep" at various

increments to save on power consumption. It is embarrassing to the presenter if during his or her keynote speech, the screens lose signal because the sleep mode has gone into effect.

Now that you have put your central computer system into place, there are a few guidelines that you will need to place upon your presenters. First, you should make sure that they bring their PowerPoint presentation in Windows format. They should bring either a PC-Zip disc or a PC CD-ROM. For presentations over 10 megs in size, a CD-ROM is needed. If a presenter is MAC-based, then they must provide a PC disc version to your computer operators. This will help everyone during the loading process.

The loading schedule is very important to the process as well. Presenters who have morning presentations should have theirs loaded the afternoon before. Afternoon presenters should arrive the morning of their presentation to have theirs loaded. We encourage presenters to bring their own laptops to rehearse in the Speaker Ready room.

As far as content and image go, a few tips are as follows:

- We recommend a minimum 36 point typeface.
- Use color for emphasis only. Avoid red and green text. White or yellow lettering is attractive on a blue background. Be considerate of those who are colorblind.
- Limit content on slide to seven lines or less, and do not use more than seven words per line.
- Two or more slides are better than one very detailed slide.
- Darker slide backgrounds work best.
- When choosing fonts, remember that your number one priority is readability.

I hope this has been a useful tool as you watch your presenters move into the digital presentation world. Finally, remember that technology is a wonderful thing, but there is no substitute for a qualified company with technical people to assist you in making the change in the digital world. 

News From MPI International



*Erin Longley
Imagine Events, Inc*

U.K. PRIME MINISTER INVITES MPI CEO TO REPRESENT GLOBAL MEETING INDUSTRY AT WORLD TRAVEL LEADERS SUMMIT ADDRESSING IMPACT OF FOOT-AND-MOUTH DISEASE

By special invitation of British Prime Minister Tony Blair and the Duke of Edinburgh, Prince Phillip, Edwin L. Griffin, Jr., CAE, president and CEO of MPI, attended the exclusive World Travel Leaders Summit held in London, April 17 through 21 to address the effect of foot-and-mouth disease on the meeting and convention industry in the U.K.

As head of the world's largest association for meeting professionals and suppliers, Griffin was the Summit's sole meeting industry representative. At the Summit, Blair discussed the actual number of cases of foot-and-mouth disease among livestock in the U.K.; efforts of the British Tourist Authority (BTA) to encourage meeting planners to continue to bring conventions to the U.K.; and dispelled rumors by underscoring facts, indicating that the disease is much less widespread than previously reported.

During the meeting, Griffin met privately with Blair and discussed suggestions for short- and long-term education initiatives to combat negative meeting industry perception issues surrounding the disease. Griffin provided insight on how MPI members have been affected in the U.K. based on a survey of the association's 200-member U.K. chapter and planners from Fortune 500 companies.

"We are impressed with the seriousness with which the British government has addressed foot-and-mouth issues and its commitment to educate numerous business segments about its impact. We're honored to have the opportunity to contribute to this very important Summit and continue efforts to raise the visibility of the meeting industry," remarked Griffin. "Attending a Summit of this caliber reinforces the level to which meetings have risen in the global consciousness."

According to the BTA, tourism and meetings and conventions bring an estimated 12.5 billion pounds to Great Britain each year with 2.5 billion pounds of that figure generated by the U.S. alone.

"The British Tourist Authority, on behalf of the Prime Minister and other dignitaries, were pleased to have Meeting Professionals International take such an active leadership role in representing the meeting and convention industry at our recent World Travel Leaders Summit," said Jeff Hamblin, OBE, chief executive for the British Tourist Authority. "Together, we were able to accomplish the important objective of clarifying the foot-and-mouth disease impact on this industry as well as reaffirm the importance of meetings to the U.K. economy. We look forward to working with MPI and other travel organizations of this global industry in the future."

ECONOMIC IMPACT OF MEETINGS ADDRESSED BY MEXICO LEADERS

On April 23, Griffin also represented the industry by meeting with Leticia Navarro, the Secretary of Tourism for Mexico, where the two discussed Mexico's presence and visibility in the world meetings market. With a wealth of destinations, excellent infrastructure and a renowned reputation for hospitality, Mexico is poised to take the lead in setting the standards for the meetings industry in Latin America. MPI's chapter in Mexico City has skyrocketed from 12 members to 100 members since its inception in January 2000. Currently, discussions are underway for Griffin's possible return trip to Mexico to meet with Mexico President Vicente Fox, Secretary Navarro and Director General Javier Vega of the Consejo de Turismo to discuss growing opportunities for Mexico in the new global meetings market.

**2001 World Education Congress
Las Vegas, July 22-24
The Venetian Resort Hotel &
Casino**

Don't forget to register for the *2001 World Education Congress (WEC)* in Las Vegas on July 22-24! Last chance to register in advance and receive a discounted price is June 15 so hurry! Attend fabulous networking events and valuable educational sessions, and find the vendors you are looking for at MeetingPlace.

Call 972-702-3031 or go to www.mpiweb.org for more information.

2	0	0	1
WORLD EDUCATION CONGRESS			
ADULT EDUCATION AND NETWORKING FOR THE GLOBAL MEETING INDUSTRY			
<ul style="list-style-type: none"> • Professional Development Curriculum • Intuitive General Sessions 		<ul style="list-style-type: none"> • Career-Enhancing Networking Events • MeetingPlace 2001 Trade Show 	
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p><i>For information and registration, phone 1-972-702-3051. Or log on to MPIWeb at www.mpiweb.org</i></p> </div>			
 <p>DEFINING THE POWER OF MEETINGS™</p>			
l a s v e g a s 2 2 - 2 4 j u l y 2 0 0 1			

Continued From Page 1—Hail To The Chief

"At times, I would have to stop, sit back and take pleasure in the chapter," he recalled. "Many times during the year I would sneak off into a corner and just watch the chapter in ACTION! Whether it be at a monthly program, the golf tournament, the holiday event, the Supplier Showcase, an educational program, The Kids Charity Ball, or another of the many projects we did as a chapter this past year. It gave me such great joy to see this dynamic chapter producing such quality events."

As Kemble prepares to hand the MPI D/FW gavel over in just a few days, he also has had time to reflect on what he'll do with all the "free time" available to him once he's out of office. His answer, like the man himself, will surprise you.

"Simply put, I look forward to the free time I will have. Due to my MPI responsibilities, I had to turn down a lot of business this year, because I did not have the time to execute the jobs at the level that makes me proud, and my clients have come accustomed to expect. When my term is over, I have made a very well thought out decision not to give all that time back to my business, but to give some of it to myself.

"People are constantly telling me I am a workaholic who works way too many hours. They are right! So I look forward to a little time to myself, I think it will be quite healthy. I owe it to the chapter and my MPI term as President for helping me realize this, for had I not been President I would have kept working at the same pace I have for years."

There you go MPI D/FW. You've helped Steve Kemble "stop and smell the roses." A job well done! 🌐

Dear "Current" Meeting Professional



"Current Meeting Professional"

Q:

We're looking for a unique amenity idea for a trip to the Caribbean. We would like for the item to be indicative of the destination, and be shared by a couple due to a low budget. Do you have any recommendations?

Regards,
Gift Giver

A:

Your timing couldn't be more perfect. We just had an event in April in Mexico! Our in-room amenity consisted of a large woven bag that contained a men's and ladies straw hat, a sarong, a hammock and a conch shell. Many compliments were received on the choice we made. All this only cost us around \$58.00 and we had them purchased and assembled locally by a DMC to save on shipping costs and hassles.

Q:

I am worried about so many layoffs with some of the large corporations. They are especially targeting the meeting and events departments. Then, they end up outsourcing the same services to a third-party vendor. Looking into the future, I can see that happening with our company as well. I can't decide whether or not to wait it out or to start looking elsewhere. I enjoy my job and the people I work with. What should I do?

Sincerely,
Undecided Future

A:

As we have many times heard, "always keep your options open" or "always keep your feelers out there." With these troubled times of the economy, it never hurts to get in the practice of interviewing. Even if you're still unsure as to whether or not you would want to leave your current position, you may be surprised what you find out there. Who knows? You may find a fantastic job with opportunities you never dreamed of having. If you feel as though you could not think about leaving the company, and you can take a chance financially, then stick with it and see where it takes you. Another alternative would be to prepare an ROI (return on investment) analysis.. Beat them to the punch and show them just how much your services are worth!

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



Heard it through the Grapevine!

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

Mina Cowan has joined *United Way of Metropolitan Dallas*. She was formerly with *Verizon*.

Babies and wedding bells...

Jennifer Hyle, CMP with the *Fairmont Hotel* is expecting her first child! Congratulations!

Tamara Fairbrother, CMP with *THE Meeting Planners* married Philip Hughston at the *Westin Stonebriar Resort* in Frisco on April 28th. Best wishes for a beautiful life together!

Bryan Davis with the *Hyatt Regency Dallas* and his wife, Jane Ellen have been blessed with a beautiful baby girl. Katelyn Grace was born on March 9th weighing 5 pounds, 10 ounces and 18" long. Katelyn is their first child. Congratulations!

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



DEFINING THE POWER OF MEETINGS™



From The Heart

MPI D/FW Chapter
Community Service Committee Report Card for the Past Year

Thank you D/FW MPI for Making it A Great Year!

PROGRAM DATE	PROGRAM	SUCCESS
March 23, 2000	Toiletry Drive	\$ 580
April 11, 2000	Love 4 Kids Senior Day	Volunteer Efforts
May 25, 2001	Clothes Drive	\$ 3,500
July 27, 2001	Back To School Drive	\$ 576 (All Cash Donations)
August 19, 2000	MPI D/FW Kids Charity Ball	Volunteer Efforts \$ 4,656
September 28, 2000	Blankets & Coats	\$ 679
November 23, 2000	Food Pantry	\$ 169
December 13, 2000	Meals on Wheels	Volunteer Efforts
December 9, 2000	Love 4 Kids	Volunteer Efforts \$ 5,504
January 25, 2001	Gimme Games	\$ 175
	Back Pack/Lunch Totes	\$ 1,500
February 22, 2001	Operation Kindness	\$ 84 (All Cash Donations)
March 22, 2001	Toiletry Drive	\$ 525 \$ 7,788
April 26, 2001	Special Olympics	Volunteer Efforts
May 24, 2001	Dress For Success	
	Total Year to Date	\$ 11,288

aw
eds benefited many charities with the largest benefactor being The Wilkinson Center. The Wilkinson Center of Dallas assists more than 18,000 people each year in the Dallas area with food, clothes, bus passes, after school programs and job assistance.

CMP's and CMM's Mark Your Calendar ChAMPion's Breakfast 2001

The Education Department of the MPI D/FW Chapter, in appreciation for the professional endeavors of CMP's and CMM's in the North Texas area, is proud to once again present the eagerly anticipated Annual CMP/CMM ChAMPion's Recognition Event for 2001!

The Recognition Event for 2001 will be held at *The Four Seasons Hotel & Resort, Las Colinas* on Friday, June 15, 2001.

Please plan to attend! What a wonderful opportunity to visit with industry peers during breakfast, hear an astounding keynote speaker and partake in the presentation of the *Colleen Rickenbacher, CMP Leadership Award!*

Look for your invitation in the mail.

If you have changed your contact information in the last year, please contact Patty Stern Markley at 972-233-8524.

CAROL MARKS MUSIC, INC.

The "Stars" exclusively represented by Carol Marks Music include:

"Since 1971"

Providing these and many other Musical Entertainers for Weddings, Corporate and Private Events.

- ★ Emerald City
- ★ The Roof Raisers
- ★ Random Axis
- ★ Kalimbe Caribbean Band
- ★ Mack Mallone & The Swing Machine
- ★ Harpists, Strings, Pianists, Brass Groups, Jazz Combos, and DJ's
- ★ Comedians, Magicians, Seasonal Entertainers, Look-alikes, Speakers, Novelty Acts and more...

J.D. Monson

Soul Tsunami

Daughter Judy

Savvy

In The Groove Dallas Unlimited

972★231★4091

www.carolmarksmusic.com

GMP

experience excellence

**UK Location
American Owner
International Perspective**

Choose GMP to successfully manage your overseas events

Global Meeting Planning

Tel: +44 (0)29 2023 2322 Fax: +44 (0)29 2023 2325
Email: enquiries@global-meeting.co.uk
www.global-meeting.co.uk



REFINING THE POWER OF MEETINGS™

www.mpidfw.org

Dallas/Fort Worth Chapter
PMB 259
7750 North MacArthur Blvd.
Suite 120
Irving, TX 75063-7501

PRE-SORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
DALLAS, TX
PERMIT NO. 1930



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



MASQUE

The Fashion of Intrigue

A fashion show featuring the designs of Betsy Johnson, Gucci, Prada, Versace and Oilily

Thursday, August 9, 2001

6:30 pm -- 9:00 pm

The International Apparel Mart Fashion Theater

Ticket Prices:

\$35 General Admission

\$60 VIP Seating



MASQUERADE

Helping to Unmask the Future

A masquerade ball to please the senses.

Saturday, September 15, 2001

6:00 pm -- Midnight

The International Apparel Mart Great Hall

Ticket Prices:

\$100/per person

\$900/table of ten

For sponsorship opportunities for both events please contact: Sherry DeLaGarza, CMP at sherrydelagarza@hotmail.com or Gregory Pynes at gregory@eventsunlimitedinc.com

For further questions, please call the MPI D/FW Kids Charity Ball Hotline at 972-377-8335