



# CURRENT

Meeting Professionals International

May 2001

Dallas/Fort Worth Chapter



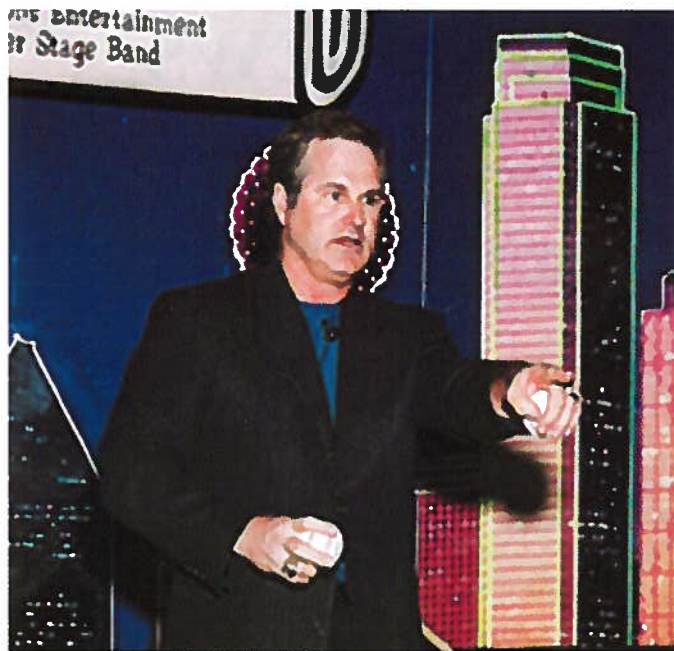
DEFINING THE POWER OF MEETINGS™

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## The Dynamics of Teamwork and The Roles That We Play

By Deborah Comer, Lori Hall and Peg Wolschon



What do meeting planners, suppliers and a baseball game have in common? All three require high performance teams to win. It seems fitting, then, that former Major League baseball player Jim Sundberg spoke on the importance of teams to a sold out group of MPI members at the Diamond Club at the Ballpark in Arlington on Thursday, April 26<sup>th</sup>.

Jim shared important points about teams and appropriately related them back to his ball playing days. What he left us with were key highlights that make teams productive, such as:

- A team is more effective working as a whole than any one person working alone.
- A team requires a focused leader who leads, directs, motivates, and creates an environment where members flourish.
- Defined roles and responsibilities for each member is critical to achieving the team's goal.

But how does this knowledge of teams apply to our profession? For one, meeting planners and suppliers should be an extension of each other's teams. Maintaining open and honest communication

results in creative and innovative ideas which is ultimately reflected in an exceptional event.

Meeting planners and suppliers, and their extended teams, should also have clearly defined roles and responsibilities with individual ownership and accountability. Team members need to understand the importance their part has in accomplishing the overall objective. These roles become especially critical in crisis situations when everyone must quickly perform what is expected of them. Of course, getting together frequently is necessary to get a status update and identify current and potential challenges. This is also the time to brainstorm ideas and boost team members to step out of their comfort zone.

Want a winning team? Become the lead who leads, have team members who are focused on a mission that has been established [as a group] with open and honest communication, and offer an environment that promotes risk taking and going beyond what feels natural. You and your team will soon be on the play field of success!

Jim's experience of 16 years in Major League Baseball, and his awards of American League Golden Gloves (6), American League All-Star (3), and the 1985 World Series Championship catcher really pulled together as he stressed teamwork even when our teams change.

The 168 Chapter members, who attended the April Program, indulged in the fabulous gourmet food prepared by the chef at the Diamond Club. They also became privy to the "secret hand signals" between the catcher, pitcher and coach.

The meeting's sponsor — Pasadena CVB, shared with the group the unique turn-of-the-century atmosphere that truly is Pasadena. A place where you will find over 2,500 hotel rooms, a renovated Conference Center, 500 restaurants and 3 European-style shopping/entertainment districts, all within just 15 minutes of Burbank Airport and 30 minutes from LAX. It's no wonder why so many guests find Pasadena easy to love, and hard to leave. 🌐



DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

# CURRENT

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# MPI D/FW Calendar Information

## MAY 2001

- 23 **Board of Directors Meeting** - Sheraton Park Central Hotel- 5:30pm-7:00pm - Steve Kemble ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net))
- 24 **Monthly Chapter Meeting** - Doubletree - Lincoln Centre - Satellite Communications - Breakfast - 8:00am-9:30am

## 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](mailto: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](mailto:betty@garrettspeakers.com))

For more details on location and contact information go to [www.mpidfw.org](http://www.mpidfw.org)

# WEB SITE NEWS

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

## Question of the Month:

**"What is the strangest thing you have seen in a contract and how did you handle it?"**

Go to the [mpidfw.org](http://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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## Want to Earn your CMP?

- CMP University  
June 9 - 10
- CMP Exam Dress  
Rehearsal June 17

For more details go to [www.mpidfw.org](http://www.mpidfw.org) (go to events) or contact **Jim Monroe, CMP, CSEP** at 214-647-5566 or [jcmonroe@iname.com](mailto:jcmonroe@iname.com)

# A Message from the President



## The Pleasure of *CONTINUED* Involvement

I wanted to take this opportunity to tell you of a great experience I had recently. Many times people that have been in the industry for a number of years become less



Steve Kemble  
Steve Kemble Event Design  
D/FW Chapter President

involved in the organizations of which they are a member because they either get numb to involvement, thinking they have served on all the committees they could possibly serve on, or plain and simple, they just get burned out! This is understandable. Trust me. As one of those who has been in the industry for a number of years and is about to become the Immediate Past President of our chapter, I could very easily sit back and say, "Done! Finished! Thank you!"

When I start to think this way, I quickly remind myself that one of the reasons I have been able to take my business to the level I have is due to my involvement with MPI, and in particular the D/FW Chapter of MPI. The great experience that I wanted to share with all of you is this. Recently I traveled to Hawaii as an invited member of a new committee instituted by the international office of MPI. The committee

has been formed to help with development strategies and implementation of those strategies as it relates to the MPI PEC-NA conference. At the meeting the project mission we developed for the PEC-NA is: The PEC-NA should provide the highest level of educational content allowing both Planners and Suppliers to achieve the next level of professional competence. The content and networking opportunities should be dynamic, interactive and diverse. The PEC-NA must be executed at the highest level, in all facets, at a destination that will drive attendance.

I share our mission with you because all of you who know the PEC-NA want it to continue to offer a high level experience and will be excited about the formation of this committee and our mission. Those of you who have not attended, study our mission. We are going to make this the best industry education conference available, and I encourage you to attend!

Why this experience excited me and why I consider it great was that it gave me exposure to a new arena of involvement within our association, a level of involvement that I want to encourage all past leaders of our association to partake. Sometimes in our busy and hurried lives, we forget there is a "next step" to involvement. Take the next step and become involved in the international committees of our

organization! Every year our association gives individuals the opportunity to show interest in its international committees by filling out an interest application. The time for this upcoming year has passed, but don't let that stop you! If you want to become involved in our association on an international level, contact me ([steve.kemble@airmail.net](mailto:steve.kemble@airmail.net)) and let me voice your interest to international and see if we can find a place for you! Additionally, if you were involved in our chapter on a committee level in past years (or this year!) and now want to take the next step by becoming involved in our local chapter in a leadership capacity, you should contact President-Elect Betty Garrett, CMP ([betty@garrettspeakers.com](mailto:betty@garrettspeakers.com)) NOW! Let's all help Betty build an incredible TEAM! I am not going to spill any beans, but folks Betty has a fabulous year planned for us! I mean GET READY!! It's gonna be a WOW! WOW! WOW!!!!!! year!

In closing, my message is this: Continue to STAY INVOLVED!!! Organizations as big as MPI offer many avenues for involvement; take them!! I challenge each of you to think about the days when you were involved, how good it was for your personal and professional growth, and join us again! We want your enthusiasm, energy and just plain ole good self!!



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

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Steve Kemble Event Design  
214-943-5949

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972-513-0054

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### Vice President of Programs

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Independent

### Vice President of PR/Marketing

Stephanie Schroeder  
Starwood Hotels and Resorts  
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### BOARD OF DIRECTORS

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# May Chapter Meeting

Thursday, May 24, 2001 • 7:30 a.m.

## “New York to Oslo to Washington, D.C.” Real-time Satellite Communications

By *Patty Stern Markley, Dallas Meeting Management, Inc.*

The ACTION! Theme for May is **NOW!** Join us for the May monthly MPI D/FW Chapter meeting and learn how you can become a savvy player in your organization and produce “Instant Meetings” through the use of satellite communications. This month’s meeting is a breakfast and will take place at the Doubletree Hotel Dallas Lincoln Centre. Our speaker, Viveca Stock, brings over 20 years of experience in the satellite communications industry. Through the years she has worked alongside hundreds of professional planners to develop Satellite Conferencing and Domestic/International Multi-Point Video Conferencing. Her technical background and expertise have proven to be invaluable to corporations, non-profit organizations and associations.

During her presentation the following questions will be addressed and answered along with lots of visual excitement!

1. How would I know where to start planning a meeting using satellite technology?
2. What are the realistic timeframes to consider in order to plan a successful satellite communications meeting?
3. How are the cities all linked up for that split-second transmission? How do I coordinate multiple cities to receive the satellite transmission?
4. What about site selection and food & beverage coordination for multiple cities?
5. How does the program content, scripting and production get developed?
6. Is my company or association even a candidate for satellite communications?
7. How do I budget for a satellite event?
8. How does my company evaluate the overall success of using satellite communications?

9. What are the advantages/disadvantages of satellite communications versus the tradition of planning meetings separately for people to attend?

Says Viveca, “Both planners and suppliers who thrive on being in the know when it comes to industry trends truly need to become savvy about the concept and implementation of satellite communications.”

We would like to recognize Sol Meliá as this month’s meeting sponsor. Sol Meliá has over 45 years of history, more than 330 hotels in 30 countries and more than 300,000 square meters of meeting space world-wide. All of these figures reflect the leadership of Sol Meliá in different areas of the hotel industry, both on a domestic and international level, including an



often forgotten clear leadership of the Spanish business hotel sector.

May program committee members are: Chair, Patty Stern Markley, Dallas Meeting Management, Inc., and Co-Chair, Bitsy Burns, CMP, H.D. Vest Financial Services. 

### Host Facility

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### DIRECTIONS

**From Dallas-** Located on the Southeast corner of LBJ (635) directly across from the Galleria and just off the service road of the Dallas North Tollway.

**From Fort Worth-** I30 East to I35 North to 635 East. Exit Dallas North Tollway. Remain on service exit, cross over the bridge. The hotel entrance will be on your right.

May MPI D/FW Chapter Meeting

## “New York to Oslo to Washington, D.C.” Real-time Satellite Communications

Sponsored by Sol Meliá

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|-----------------|---|-----------------------|
| 7:30 a.m.       | — | Registration          |
| 8:00-9:30 a.m.  | — | Breakfast and Program |
| 9:30-10:00 a.m. | — | Orientation           |

Please see reader board for room location

Advance Member Price: \$17.00

Advance Guest Price: \$22.00

Walk-In / On-Site Price: \$25.00

R.S.V.P. to Randie Charnes  
by 2:00p.m., Monday, May 21, 2001

**ON-LINE REGISTRATION PREFERRED**  
Website Registration: [www.mpidfw.org](http://www.mpidfw.org)  
[rcharnes@msn.com](mailto:rcharnes@msn.com)

# The Colleen Rickenbacher, CMP Leadership Award

By Pat McCain, CMP, *Krisam Hotels & Resorts*

The Colleen Rickenbacher, CMP Leadership Award was created in 1999 by the MPI D/FW Chapter in an effort to recognize those who continually champion the cause of the CMP/CMM designations. The award was first given to its namesake, Colleen Rickenbacher, CMP, CSEP. In 2000, the award was given to Pat McCain, CMP. As a part of the award procedure, each year the past recipients of the award select three candidates to be recognized for their efforts. Each of the nominees is then asked to complete a nomination submission form. Based upon this input and the vote of the award committee, the 2001 recipient will be selected. This year's nominees will be recognized and the recipient will be announced at the ChaMPion's Breakfast on June 15, 2001 at the Four Seasons Hotel & Resort in Las Colinas.

## This year's nominees are



Phyllis Firebaugh, CMP  
*WyndhamJadeIncentives  
MeetingServices*



James Monroe, CMP, CSEP  
*Gale Sliger Productions*



Dana Nickerson-Rhoden,  
CMP, CMM  
*American Heart Association*

## CMP/CMM ACTION LINE!

Test your CMP Quotient! Try to fill in these blanks.

1. The number of sleeping rooms actually occupied during a particular night is: \_\_\_\_\_.
2. The level of illumination already existing in a natural environment is the: \_\_\_\_\_.
3. An electronic device that allows words to be displayed on a television image: \_\_\_\_\_.
4. A meeting at which participants learn about a specific subject by means of practical hands-on application to that subject: \_\_\_\_\_.
5. A microphone which picks up sound primarily from the direction in which it is pointed: \_\_\_\_\_.
6. Music books, sheets or scores: \_\_\_\_\_.
7. The station which receives data transmissions from a communications satellite: \_\_\_\_\_.
8. Center for Exhibition Industry Research (formerly the Trade Show Bureau): \_\_\_\_\_.
9. Connector panel which allows passage of signals: \_\_\_\_\_.
10. Rental of a plane without crew, supplies, fuel or maintenance service: \_\_\_\_\_.
11. Zone in Canada, 225 miles from the U.S. border, dividing the two tax structures applied to Y class fare: \_\_\_\_\_.
12. Accounts receivable mailed to individuals or firms with established credit: \_\_\_\_\_.

13. Lighting instruments that can be computer controlled to move light around the room, and project color and patterns on screens, scenery, walls, or floor: \_\_\_\_\_.
14. Large bed usually measuring 60" x 80" (150 x 200 centimeters): \_\_\_\_\_.
15. Surplus, excess, extra: \_\_\_\_\_.

If you successfully filled in 11 to 15 of the blanks with out looking down at the potential answers, sign up to take the CMP examination right now! If not, see if you can pick the right answers out of the list below.

a) ambient light; b) charts; c) buffer zone; d) CEIR; e) house count; f) character generator; g) intelligent lighting; h) bus; i) direct billing; j) unidirectional microphone; k) working group; l) downlink; m) queen bed; n) dry lease; o) overage

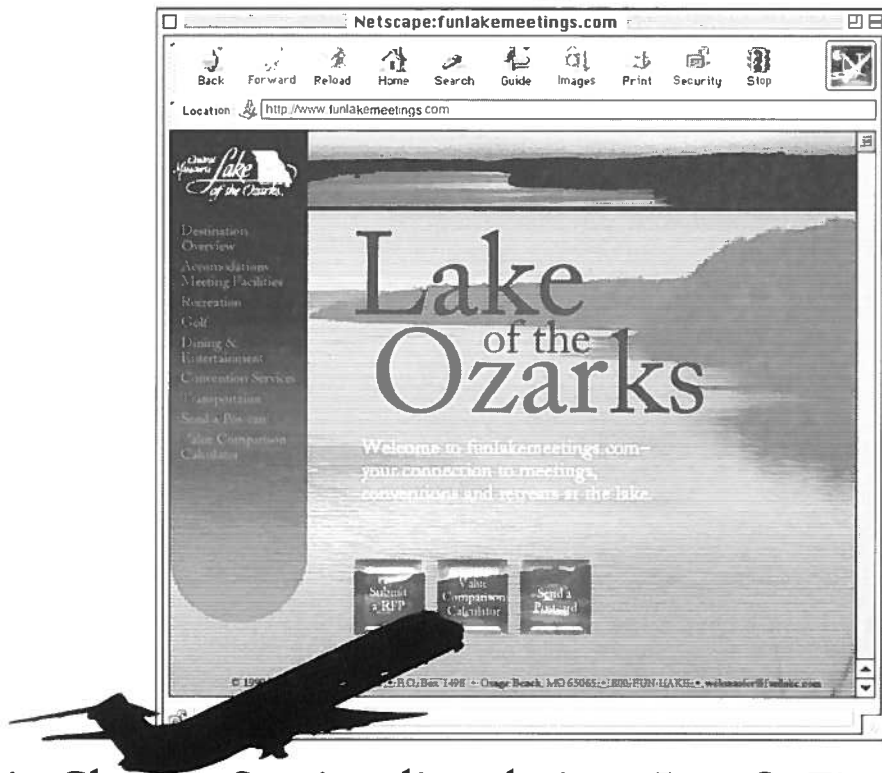
ANSWERS: 1/e; 2/a, 3/f; 4/k; 5/j; 6/b; 7/l; 8/d; 9/h; 10/n; 11/c; 12/l; 13/g; 14/m; 15/o

If you scored correctly between 11 and 15 by picking the answers from those provided, and have been in the meetings industry for 3 years or more, you may be qualified to apply for, study and pass the CMP Exam. Contact Marti Fox, CMP, at [GlobalGoals@aol.com](mailto:GlobalGoals@aol.com) and she will put you on the list for the fall 2001 CMP Study Group.

*This article is the responsibility of James C. Monroe, CMP, CSEP. These questions are created for promotional purposes and do not represent actual or typical CMP examination questions. The MPI D/FW Chapter supports the CMP Study Group exclusively through its member volunteers and is not sanctioned by the Convention Industry Council.*



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# 2001 CIRCLE OF COMMITMENT PINS

The following MPI D/FW Chapter members have received milestones in their membership. The list below indicates the number of years they have been a member of the Dallas/Ft Worth Chapter. On Thursday, June 28, the Annual Awards Gala will be held at the Adolphus Hotel and the following members will be recognized for their years as a member with a Circle of Commitment Pin.

## 20 Years ( 3 )

David R Gisler  
Melody M Lavagetto  
Patricia F Smith

## 15 Years ( 5 )

Faye Cantrell  
Erin M Donohue  
O.D. O'Donnell  
Lisa A South, CMP  
Marianna Zaparyniuk, CMP

## 10 Years ( 14 )

Holly A Adams  
Nancy D Bryan  
Michelle M Carter, CMP, CHSP  
Francy Fellman  
James S Follett, CHSE  
Betty E Garrett, CMP  
Steven W Kemble  
C.W. Kendall  
Beverly D O'Laughlin, CMP  
Dana Nickerson-Rhoden, CMP, CMM  
Lisa M Parman, CMP  
Gregory P Pynes

Linda R Sergeant  
Tracey B Smith, CMP  
Peg Wolschon, CTP

## 5 Years ( 47 )

Madonna K Barnes  
Delene M Bell  
Toni M Bonnette-Verdi  
Joshua R Brown  
Thomas E Castillo  
Lori C Chance  
Norita M Charnes  
Sally P Clausen  
Kathleen F Cline  
Melody W Cooper, CMP  
Tammy J Crocco  
Suzanne H David  
Dan W Dipert  
James R Eanes, CMP  
Wendy E Ezernack  
Annette M Foster  
Lee T Greer  
Lori L Hall  
Nancy M Hernandez  
Cissy L Horton  
Edward R Howard, CMP

Denise A Howieson  
Jill S Jeffcoat  
Eric Johnson, CMP, CMM  
Diane M Knippa, CMP  
Tracy L Lake, CMP  
Lynn E Lewis, CMP  
Asher L Lortz  
Nancy S Lucas, CTC  
Jennifer E McDonald  
Melody G McInnis  
Kevin D Mellot  
Marguerita P Newbauer  
Konnie Patke  
Karen R Pipkin  
Cynthia S Plotkin, CMP  
Barbara L Powell, CMP  
Steven M Rudner  
Percy C Sales  
Sally H Shank, CMP  
Andrew D Spear  
Phyllann Stansbarger  
Kimberly R Sullivan  
Angela S Wallander, CMP  
Wayne K Wallgren  
Muriel L Wilson  
Anna Woodall

## Spirit Award

The Spirit Award was presented to O.D. O'Donnell in March



O.D. O'Donnell, President of Nightlife Talent & Management Agency/Panaché, is this year's Vice President of Membership for our Chapter. O. D. has been a very involved member of the Dallas/Fort Worth Chapter for 16 years. Throughout his rich history in our organization, he's served many years on the Board and has the esteemed distinction of chairing just about every committee the Chapter has!

Incredibly enough, in all these years O.D. has only missed two monthly meetings!

His dedication, support, and service to the chapter have been extremely visible over the years. If you were to ask O.D. today what the most important thing to him is, he would definitely say it is his passion for membership. As we all know, O.D. does hold the winning record for bringing in the most members to our chapter year in and year out.

Over the past two years, the word "retention" has been the MPI mantra. With the determination of a champion, O.D. decided from the beginning of his term this year as VP of Membership, to drive his committee with a campaign entitled "Attention to Retention." Through this campaign, O.D. has worked extremely hard with his committee to retain the membership in the Dallas/Fort Worth Chapter.

To date, O.D. and his committee are responsible for the Chapter being above, a very hard to achieve, 70 percentile retention rate for eight consecutive months! As Steve Kemble, D/FW Chapter President, stated in his article last month, "I am pleased to announce that of the ten largest chapters in our worldwide association, the D/FW Chapter has the highest retention rate of them all. Wow!"

O.D., your commitment to the membership, and thus the members, of the Dallas/Fort Worth Chapter have allowed our chapter to finish the year in a strong position. Your sincere effort and dedication is duly noted and respected. Quite simply, "Thank You." 🌐



**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](http://www.mpidfw.org/memdir)

Andrea F. Anderson..... Sprint  
 Susanna M. Anthony..... Aramark Events & Catering  
 Nancy L. Berry..... Firethorn  
 Jodi Blackerby..... JAM Advertising Specialties  
 Carla B. Blicksenderfer..... Sprint  
 Mary E. Blum..... Healthcare.Com  
 Amanda C. Britt, CHME..... The Stoneleigh Hotel  
 Kenneth H. Brixey..... Changing Currents  
 Tracy Brown..... Person to Person Consulting  
 Pam J. Brown..... Hello Texas! LLC  
 Chet E. Carroll..... The Westin Mission Hills Resort & Spa  
 Colin Clayton..... Harvey Hotel - Plano  
 DeAnna M. DeBruin..... Sprint  
 Beverly Dewell..... Dewell Events Inc  
 Laura D. Dixon..... Plano CVB  
 Justin W. Dorsey..... Sprint  
 Heather S. Dutton..... Sprint  
 Pam Dzierzanowski..... Seagram Americas  
 Shelly A. Faldon..... Breakfasts to BANQUETS  
 Jennifer L. Field..... Sprint  
 Courtney C. Fields..... Le Meridien Hotel Dallas  
 LaDenna D. Franks..... Glaxo Smithkline  
 Misty R. Franks..... Derse Exhibits  
 Rick M. Hall..... Sprint

Jackie D. Heyl..... Adam's Mark Jacksonville  
 Kristine E. Houston..... The Four Seasons Resort & Club  
 Loretta Howard..... Renaissance Dallas Hotel  
 Cathy A. Malloy..... Texas Stadium & the Dallas Cowboys  
 Estela Martinez-Stuart..... Fort Worth CVB  
 Cynthia E. McFerrin..... Sprint  
 Ryan C. McMullen..... Sprint  
 Marianne F. Morris..... Sprint  
 Amanda J. Moses..... Sprint  
 Sherrie O'Neille..... Sprint  
 John A. Osborne..... MPI  
 Melinda K. Ott..... Sprint  
 Lise L. Papanicolas..... Morton's of Chicago - Downtown Dallas  
 Miranda R. Pfaltzgraff..... Del Lago Golf Resort  
 Devisa L. Ransom..... Sprint  
 Janet S. Rapp..... Hilton Dallas Pkwy  
 Tanya D. Roberds..... Harvey Hotel DFW  
 Tobi R. Ross..... ClubCorp  
 Anna M. Scott..... Sprint  
 Julia E. Smith..... Sprint  
 Nancy G. Tullos..... National Motor  
 Dawn M. Weightman..... TIV Inc  
 Sharon A. Whitaker..... Garden Valley Golf Resort  
 Thomas A. White..... 1st Executives Transportation

## "Meet the MPI Challenge and Reap Your Benefits" Recruit a New Member and Win!

There is still time for you to become eligible to win \$10 worth of Galleria Gold our Membership Contest doesn't end until May 31, 2001. Below are the standings as of March 31, 2001.

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>
O.D. O'Donnell	25**
Stephanie S Schroeder	9
Steven G Foster, CMP	6
Wendy Ezernack	3
Julia C O'Brien	3
Leah Belasco	2
Stephanie M Eppler	2
Betty E. Garrett, CMP	2
David R Gisler	2
Katherine E Hines	2
Melanie J Hoover	2
Eric Johnson, CMP, CMM	2
James C Monroe, CMP, CSEP	2
Valerie D Neeley	2
Peg A Wolschon, CTP	2

\*\*Not Eligible To Win Fivash Award

ANNOUNCEMENT FROM THE VATICAN  
 POST (TIMES RUNNING OUT) NOAH'S FILLING UP  
 HIS ARK TWO BY TWO!  
 HAVE YOU RECRUITED YOUR TWO  
 NEW MPI MEMBERS?



REMEMBER FATHER VITO'S WORDS!

The following MPI Members have recruited one member each as of March 31, 2001. If each person below recruits one more member, he/she will win \$10 worth of Galleria Gold!

Lisa S Allen, Barbara Anderson, CMP, Heather L Barton, Cheryl L Beasley, CMP, Carol A Benson, Lisa O Booth, Paige Braun, Bitsy Burns, CMP, Lynne C Bynder, Dianna M Case, Krista Chaich, Deborah C Comer, Karen M Coughlin, CMP, Cecilia Daddio, Dan J Estatico, Tamra S Hughston, CMP, Janice M Gillin, Keri D Hall, CMP, Cindy M Hamilton, Gary E Hammond, Keith D Harrell, 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 K McCain, CMP, Heather M McCown, Renee D McKenney, CMP, Lesley J Meyer, CMP, Debbie L Meyers, Griselle Mussiott, Dana Nickerson-Rhoden, CMP/ CMM, 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, Tally R Shaw, Tracey B Smith, CMP, 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

# April Meeting Wrap Up



*Kenneth Fischang, CHME, CMP Director of Sales with the Pasadena CVB sponsored the April meeting.*



*"Play Ball!"*



*Pasadena CVB and President Steve Kemble help draw the winning names for prizes, that include a trip to the Rize Carlton, Pasadena.*



*D/FW Chapter official photographer and Steven G. Foster, CMP enjoy the ballpark view.*

## April Hall Of Fame

**April's Sponsor**  
Pasadena Convention & Visitors Bureau  
Kenneth Fischang, CHME, CMP

**Facility, Reception, Dinner**  
The Diamond Club at the Ballpark in Arlington  
Doug Martin

**Featured Speaker**  
Sports Training Systems  
Jim Sundberg

**Rangers Tickets & Giveaways**  
Texas Rangers/Southwest Sports Group  
Jill Cogen

**Centerpieces & Other Décor**  
Designs Behind the Scenes  
Abbey Rentals

**Balloon Décor**  
Balloon City USA  
Eddie Heyland

**Table Linens**  
Ducky Bob's  
Jay Cooper

**AV Services & Video Production**  
AVW  
Bill Reeser, CMP

**Entertainment Sponsor**  
Irving Convention & Visitors Bureau  
Encore Productions


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

Registration deadline & fees for MPI members only:

Early Bird price by June 1, 2001 - \$550  
Discount price by June 15, 2001 - \$750  
Full price after June 15, 2001 - \$950

The 2001 WEC offers industry-specific training, career-building networking events and motivating messages in a world-class meeting destination.

MPI offers suggested paths for each of our member groups, including Suppliers and Independent, Corporate & Association Planners. For each member group, attendees will find business-related sessions that include Workshops, Forums, Hot Topic Events, and Technology Labs. Sessions are geared towards basic, intermediate or advanced audiences. 🌐

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

## Risk Management - *You can't afford not to be prepared!*

By Dana Nickerson Rhoden, CMP, CMM, American Heart Association

Unexpected situations are a given in meeting planning. Your speaker gets snowed in, the service staff go on strike, earthquake, terrorists, or food poisoning, and it's all on your shoulders! Having a good risk management plan in place for each meeting is critical.

It's easier (and less expensive) to **keep** your company out of trouble than to get it out of trouble. This is the basic concept of Risk Management.

What are Risks? These are things that will put you and your organization at peril. Such things as injuries, power outages, negative media coverage, low attendance to your meeting (if you are dependent on on-site registration and income). Construction, not just at your hotel, but blocks away slowing your shuttles down? Some are obvious, some are not. Your job is to determine the risks and develop a good plan. A good risk management plan lets you do four things:

**Avoid the Risk:** A good site inspection and good questions can avoid a large portion of your risks. Don't be distracted by the suite, the good food and surroundings. Ask questions, ask for prior clients' input, get behind the scenes and see the risks. Is a competitor two doors down the hall from your meeting? Or construction on property, in the city or at the airport?

**Accept the Risk: *Do not accept a risk you cannot control.*** Most suppliers prefer you to accept the burden of the risk, but if you do not have the control, do not accept the risk. This includes liquor service, parking, labor, and power. If you are serving alcohol you might consider getting a deductible with your insurance to protect yourself. The small premium is worth the price. If you plan a meeting in Denver in January, accept the fact there might be a snowstorm. Make plans accordingly.

**Shift the Risk:** The most effective risk management plan is to shift the risk. This is done in your contract. Have a contract with absolutely everyone! Everything needs to be in writing. If you are providing wonderful "optional activities," waivers need to be signed and the company providing the services needs to accept the risk, not your organization. Rule of thumb: **Shift the risk to the party who best controls the risk.**

**Insure the Risk:** Next to good contracts, insurance coverage is your greatest protection. Your insurance deductible should equate to the level of risk you are willing to take. A million dollar policy is not enough today; the standard is fast becoming two million dollars.

Below is a fictional meeting. Determine the risks and then develop a plan to address the risks.

Her client, the EverGlo Nuclear Power Corporation, has contracted Connie Meeting Planner, an independent meeting planner, for their next meeting. They recently went through a merger, with employee layoffs and their stock price has dropped. With the power costs being so high, things are volatile within the company. They must have a shareholders and sales meeting to re-energize their sales staff and introduce a new management and marketing plan. They plan to meet in the Bahamas the second week of September 2001. It is critical this meeting is a success or they could go out of business.

They plan a four-day meeting that includes:


Introduction of new nuclear management team, a new plant proposal and a vote on the new Board of Directors. As their plants are worldwide, they plan to have much information simulcast via the Internet. Special guest speakers, including politicians and celebrities, will be flown in.

Social activities will include outdoor dinners nightly and firework displays, unique food, open bars, and entertainment ranging from musicians and live animal acts. The CEO's son has a band who wants to perform.

Special expensive gifts will be ordered for the guests and will be delivered to their rooms nightly. Also a hospitality suite will be open 24 hours with full open bar (self-service) and a complete kitchen (for those late night snacks).

Spouses and children have been invited and optional sponsored activities include: jet skiing, snorkeling, hiking, gambling, parasailing and guided tours of the island.

EverGlo is financially challenged and the success of this meeting is critical. They believe they should spend all of their money on entertainment, good food and wine and risk management plans are not worth the extra expense. They have contracted an independent planner to help plan their meeting and her fee is based on a per person cost. What would you do?

Identify the risks and the methods of how to address them. Hint: There is a minimum of 20 large basic risks in this meeting. What is your plan? Go to the [www.mpidfw.org](http://www.mpidfw.org) under 'news', for a follow-up article to see the Risk Management plan. 

## Are you prepared with a Meeting Kit?

Every meeting planner needs a good "meeting kit" that is restocked and carried to all meetings. It should have at least the following:

- Disposable camera
- First aid kit
- Medication for allergies, digestive and ache/pains (for yourself), individual packets for others. (Caution how you pack when going internationally)
- Flashlight
- Retractable measuring tape
- Screwdriver
- Telescoping or laser pointer
- Canvas gardening gloves (for unloading manuals-avoid papercuts)
- Spray adhesive for changing signs
- Sample slide and overhead for checking projectors for focusing
- Inexpensive stick-on digital clock for the speaker
- Smaller battery-operated pencil sharpener
- Extra batteries
- Extension cords
- Razor or matt knife for opening boxes
- Self-sealing plastic bags – for everything!
- Pre-made signs (in a file folder) for: Reserved; In Session-Do Not Disturb; Will Return in a few minutes; Please use other door.
- Tape, Stapler, Staples, Scissors, Rubberbands
- Blank paper
- Black marker
- Flip chart markers
- Staple remover
- Thank you notes
- Blank envelopes (to deliver notes, gratuities, etc.)
- Clear fingernail polish

# 2001-2002 Awards Nominees Announced

MPI D/FW Chapter is proud to present the nominees that have been selected by the membership for Chapter Awards. In addition two members, Steven G. Foster, CMP and Sally Goldesberry, CMP, CMM are nominees for International Awards. The Awards Gala will be held Thursday, June 28, at the Adolphus Hotel.

## Chapter Planner of the Year Nominees



**Bitsy Burns, CMP**  
*H.D. Vest Financial Services*



**Melissa Logar, CMP**  
*PricewaterhouseCoopers, LLP*



**Tracey Smith, CMP**  
*RIA*

## Chapter Supplier of the Year Nominees



**Betty Garrett, CMP**  
*Garrett Speakers International*



**Stephanie Schroeder**  
*Starwood Hotels & Resorts*



**Anna Squire**  
*Independent*

## Rising Star Nominees



**Dvorah Evans, CMP**  
*Dallas Black Chamber of Commerce*



**Tara Judd**  
*Imagine Events*



**Jeannie Renner**  
*J&S Audio Visual, Inc.*

The MPI D/FW Chapter is proud to recognize these outstanding individuals and their contributions to the local meetings and events industry.

### Memorial Chapter Leader Award



**Steven G. Foster, CMP**  
*Circle R Ranch*

The Marion N. Kershner Chapter Leader of the Year award recognizes an MPI member demonstrating exceptional leadership in the meetings industry with significant contributions at the Chapter level.

### International Planner of the Year Award



**Sally Goldesberry,**  
**CMP, CMM**

The International Planner of the Year award recognizes an MPI member with lifetime service and leadership in the meetings industry at both the Chapter and International levels.

## Using Audience Response Systems

*"I'd like to ask the audience."*  
Audience response systems (ARS) allow participants at one or more locations, using wireless communication devices, to respond instantly to questions posed to them... with the results displayed graphically in seconds for everyone to see.

Organizations spend over 100 million dollars every year to rent or purchase response systems for interactive corporate meetings, association programs, educational symposia, game shows, individualized testing, opinion research, planning and decision making sessions, public forums, annual meetings and trade shows.

### Top ARS Suppliers & Custom Systems

There are over 20 worldwide suppliers of audience response systems - each with their own features and limitations. Most can also develop custom systems for your special needs and use for Internet applications also.

The demand for audience response systems continues to grow exponentially.



### The Major Attractions of Audience Response Systems

\* Your meeting participants are directly engaged, giving them voice and value.

\* Through game shows and team competitions, everyone in your audience has fun while their learning is enhanced.

\* Expert knowledge from your audience is translated to everyone.

\* You achieve closure and consensus on key decisions in seconds, avoiding long hours of unnecessary debate, and even more hours tabulating paper results.

\* You can collect anonymous information, leading to more accurate opinion and learning assessment.

\* You can collect tabbed or individual results for later analysis.

\* Integrated with multimedia and the Internet, you can offer the most powerful before, during & after communications available.

\* The ratings of your interactive meeting will markedly improve over more traditional meeting ratings.

Web-based meetings and multisite events extend your program's reach and impact. Hundreds of companies and non-profit organizations are switching to multimodal meetings that allow a traditional on premise meeting to occur in conjunction with, fully

complemented by, electronic conferencing for broader audiences that cannot, will not, or cannot afford to attend.

### Full Range of Distance Meetings Services - From Consulting to Program Management & Delivery

Most companies provide a full menu of services ranging from technical consultation and content design to complete program management and delivery. The range of electronic meeting systems and resources is ever-growing, such as:

#### \* Web-based Meetings & Conferences

- Realtime Interactive Broadcasts (Synchronous)
- On Demand Interactive Access To Presentations & Information (Asynchronous)

#### \* Satellite Conferences

- Multisite Interactive Broadcasts

#### \* Land Line Videoconferences

- Multisite Interactive Broadcasts
- TVL & 3D Visualization

You can integrate audience response technology (audience participation, contests, assessment) into any distance meeting and create powerful custom web sites that communicate and promote all aspects of your meeting to your audience.

In addition, with the use of PowerPoint in most presentations, you can adapt your presentation to your audience response.

*"Is that your final answer?"* 

## CAROL MARKS MUSIC, INC.

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## How to Get Business in MPI

You've joined MPI, you go to the chapter meetings, pass out your business card and you still don't have any new business? Probably not, it simply doesn't work that easily. You hear it all the time – get involved. Sure, that's easy to say, but you say, "I don't have the time to join a committee and work on projects for MPI. I need to spend time on my paying job." Please reconsider. Look at your involvement as an investment. Meeting planners form relationships first. They place their trust in you and the services you say you can provide. How do you form that relationship and build that trust? Work side-by-side on a committee. It's sometimes the only way to meet people, form a trusting relationship and learn about their work ethic. It doesn't happen overnight. Planners have choices and with all things being equal, why would they work with you over someone else – RELATIONSHIPS!

Here are just a few things you can do to help promote your business. Remember, the meeting business is about relationships. People need to get to know you. Here's how you can show members what you can do.

1. Join the program committee and help plan the monthly chapter meetings. Your goods and/or services could be showcased. Best of all, others get to see how well you follow through, your attention to detail and creativity.
2. Write articles for the website or newsletter. Become an expert. We need people to write about technology, sales and marketing tips, planner tips to name a few.
3. Be a speaker for educational programs or chapter meetings. You aren't a professional speaker? Most experts aren't, but share your ideas. Be part of a panel. Or better yet, form a panel of experts to talk about topics of interest. If there isn't a program you can speak about, start one!
4. Donate your goods and service to MPI chapter programming. There isn't a program planned? Again, plan one—become a committee chair and form a new topic and idea. Select the venue and go from there.
5. MPI Kids Charity Ball is one of the best ways to showcase your services and talents. The auction committee can use your items for the auction. Donate your goods or services and open up to new business contacts. It can cost very little or next to nothing.
6. Become a subscriber member to other chapters. If your business is beyond the DFW area, join other chapters and get their mailings. If you travel, go to other chapter meetings, in fact, plan your travel schedule around it.
7. Sponsor a chapter meeting – come on stage and present your product or service. It's a great way to get your ideas to others.
8. Advertise - the newsletter or website are great opportunities to tell your message.
9. GET INVOLVED— Relationships are not built with only an ad or passing out your business card. Get to know people and they will get to know you. 🌐

**Winner - ISES Esprit Award 2000**  
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# Dear "Current" Meeting Professional



"Current Meeting Professional"

**Q:**

*I was recently assigned the task of keeping track of the air travel arrangements, housing, tours and special requests of over 1000 attendees for an incentive trip. What program would you suggest for keeping track of this data?*

**A:**

My recommendation would be something that we have recently used. There is a program called Microsoft Access. It is a database management system that you can customize for any of your events. The data is input into each individual attendee record, and from that data, informative reports can be generated. The tables can also be exported into an Excel spreadsheet, just in case the receiver of the report does not have Access.

**Q:**

*Believe it or not, we are currently planning our holiday party. We will have approximately 1500 people in attendance. We're looking for some way to create some interaction at the dinner tables, since a lot of the people will not know one another.*

**A:**

Something that worked really well for our holiday party last year was serving family style. It created a more "cozy" and "family-like" setting. They were "forced" to interact when they were asked to "pass the potatoes," or "try some of this, it's great!" This really added a nice touch to the holiday festivities.

*This holiday idea was developed by Stephanie Haynes with Excel Communications, Inc.*

To submit a question or comment to "Current" Meeting Professional, please contact Alaina Palmer, CMP, Excel Communications, Inc. 214-863-8926 (phone), 214/863-8576 (fax) apalmer@excel.com (email)



DEFINING THE POWER OF MEETINGS<sup>SM</sup>



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

## Heard it through the Grapevine!

**Cecilia Daddio, CMP** has joined *Lennox Industries* as events & incentives manager. She was formerly with *Le Meridien* and recently earned her CMP designation.

**Kami (Price) Proulx** was recently wed in October 2000. She has accepted a new position with Nth Degree as an account executive.

**Gloria Ford** (formerly Hernandez) has moved back to Dallas. She has accepted a position with the *Radisson Hotel North Dallas*.

We have a star in our midst! **Dana Nickerson-Rhoden CMP, CMM, American Heart Association** was recently showcased on Good Morning Texas for a home office "makeover." For her participation, she won a whole new office! Congratulations, Dana!

Stay tuned listeners, for a new radio talk show about Internet dating called "Dating Online." **Francy Fellman** is the producer and host of this program, airing every Saturday night beginning April 7<sup>th</sup> on FM 105.3 at 8:00 P.M. She will also be planning singles events around the metroplex. Contact Francy if you would like to be a guest on the show. Francy is with *Fellman Motorsports Services*.

**Denise Howieson** has joined *ZOOM.7*. She was formerly with *IGNITION! Creative Group*.

**Beth Caylor** with the *American Heart Association* was married to Steve Croll on April 28. Congratulations to the newlyweds, who are honeymooning in St. Kitts.

**Wendy and Steven G. Foster, CMP's**, *Circle R Ranch* welcomed the latest addition to their family on April 20, Conor Kennedy Foster, a boy 9 lbs and 20". Congratulations! ...and don't forget to ask Steven about his other new baby - Harley

To submit information to *Heard it Through the Grapevine!* please contact Alaina Palmer, CMP at 214-863-8926 (phone) 214-863-8576 (fax) or apalmer@excel.com (email)



## From The Heart

Remember to bring your Gently Used Clothing items for Men, Women and Children to the May Breakfast Meeting.

**"Clothes Drive"**

**Thursday, May, 24, 2001**

**7:00am – 8:00am**

**Doubletree Dallas Lincoln Centre**

We will be set up on the Southeast portion of the hotel across from the garage parking. Pull in to the circle-drive, The Wilkinson Center staff will unload your contribution, supply you with a receipt then you will self-park your vehicle and attend the breakfast meeting.

*It's that easy!*



DALLAS/FORT WORTH CHAPTER

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

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



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

### *Mark your Calenders*

#### **MPI Kids Charity Ball Masquerade**

*"Helping to Unmask the Future"*  
**Saturday, September 15, 2001**  
**Great Hall at the International Apparel Mart**

**Fashion Show**  
**Thursday, August 9, 2001**  
*"The Fashion of Intrigue"*

**For more information on volunteering,  
sponsorship or tickets contact Percy Sales at  
[percy.sales@softwarespectrum.com](mailto:percy.sales@softwarespectrum.com)**

### **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 May.

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



The MPI D/FW Community Service Committee in preparation for the new year is conducting a very brief survey regarding how our members volunteer their time to the community. By completing the survey, you can help us better understand the types of programs you would like us to furnish over the next twelve months.

**Respondents completing the entry form will be entered in a drawing courtesy of The French Room at the Hotel Adolphus for dinner for two. June 1, 2001 is the deadline to be entered.**

**1.) Which of these 2000-01' Community Service Programs did you contribute to:**

*(Check all that apply)*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Coats and Blankets | <input type="checkbox"/> Food Pantry        | <input type="checkbox"/> Holiday "Love 4 Kids" |
| <input type="checkbox"/> Gimme Games        | <input type="checkbox"/> Operation Kindness | <input type="checkbox"/> Toiletry Drive        |
| <input type="checkbox"/> Clothes Drive      | <input type="checkbox"/> Shoe Drive         | <input type="checkbox"/> Special Olympics      |

**2.) What non-profit organizations or charities do you contribute your time and/or financial support? *(Check all that apply)***

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> AIDS Foundation                            | <input type="checkbox"/> American Heart Assoc.   | <input type="checkbox"/> Bryan's House                |
| <input type="checkbox"/> Habitat for Humanity                       | <input type="checkbox"/> Juvenile Diabetes       | <input type="checkbox"/> March of Dimes               |
| <input type="checkbox"/> Susan G. Komen<br>Breast Cancer Foundation | <input type="checkbox"/> SPCA/Operation Kindness | <input type="checkbox"/> Other (please list)<br>_____ |

**3.) How often do you participate in any type of community service event?**

*(Please indicate a number in one space below)*

- times per week       times per month       times per year

**4.) What community service efforts would you like to have organized by the MPI D/FW C.S.C.?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5.) What seems to be the best time for you to participate?**

*(Check all that apply)*

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Weekdays | <input type="checkbox"/> Daytime                |
| <input type="checkbox"/> Weekends | <input type="checkbox"/> Evenings (after 5p.m.) |

**6.) Would you like to receive information regarding upcoming community service projects?**

\_\_\_\_\_ (yes/no)

*(Please complete the following information. You will only receive updates if you have checked this space).*

Name: \_\_\_\_\_ I am a:  Planner  Supplier  
Company: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Thank you for your time.**

**Thank you for your time. Please fax back by June 1, 2001 to (972) 691-1336.**

For more information on the MPI D/FW Community Service Committee Meetings, please e-mail [tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com) or fax to the number above.