



CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

January 2002

Chapter of the Year
1989 ★ 1990 ★ 1994 ★ 1996

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TIME TO TEE IT UP!



Inside this month's "Current" are two special golf inserts. The "Golf & Meetings Issue" includes player reviews of area courses and golf event planning features. Also included is the MPI D/FW "Golf Team Challenge" brochure.



Go For The Gold MPI D/FW Showcase 2002

Thursday, February 21, 2002
Dallas Convention Center - Hall C

Special Features

8:30 a.m. - 11:30 a.m.
11:30 a.m.
12:00 p.m.
3:30 p.m.

Educational Workshops
Tradeshow Opens
Lunch in the Hall
Tradeshow Closes

All of this for just \$27.00!

A block of guest rooms has been set aside for our Showcase attendees at The Adolphus hotel at the special room rate of \$109.

Look for more details on this event at www.mpidfw.org and in next month's issue of the Current. If you are interested in exhibiting, please contact Tamra Hughtston, CMP at: 214.631.7476, ext 22.

For more detailed
Information
Log on to our
WEBSITE

www.mpidfw.org



DEFINING THE POWER OF MEETINGS™

Meeting Professionals International is the world's largest association of meeting professionals with more than 18,000 members in 64 countries and 58 chapters and six clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and non-members alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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A Message from the President



DALLAS/FORT WORTH CHAPTER




Betty E. Garrett, CMP
Garrett Speakers International
Chapter President

Well the holidays are behind us. Isn't it wonderful to renew our friendships and spend time with family? Now, it is time to get ready to rumble with MPI D/FW!

The next six months are going to blow your socks off! Your board has been working hard to make sure you receive exceptional value for your membership. Here are some of the highlights awaiting you: the January monthly meeting scheduled for January 31st is featuring Ed Griffin, CEO of MPI International who will discuss the "state of the meetings industry" and how 9/11 has affected the hospitality industry. Buck Revell, former deputy director of the FBI will inform us on security issues facing us since 9/11 and how to keep our attendees safe. February highlights our annual Tradeshow on February 21st where Ken Blanchard will be in attendance autographing his new book. Our first Leadership Institute is scheduled for February 8th with exciting keynote speakers and breakout sessions dedicated to giving you the tools you need as an effective leader. Then we have our annual golf outing, which is featuring our first golf clinic along with the tournament with some splendid prizes.

There are a lot of things you will not want to miss. Also, MPI D/FW is sensitive to these economic times. If you should find yourself in a job transition (especially due to a lay off from your job), you are allowed to attend 3 monthly meetings without charge while your newsletter continues! You are important and your continued involvement is important to MPI D/FW. We also realize the importance to you of attending these meetings for networking purposes and to stay abreast of industry trends. Be sure to notify Randie Charnes, chapter administrator, via fax or email if you have experienced a change of address. Randie's contact information is: 972-506-7485 FAX or rcharnes@msn.com. Your chapter continues to work for YOU while you shape your future connecting with your peers.

We Need YOU....yes, YOU to run for office. This month the chapter will be looking for new leaders to run for office. We need YOU to step up to the plate and help us take this awesome chapter to the next level. In this issue you will find a nominations ballot for your completion. Get on board with an exciting chapter by becoming a chapter leader! Stay connected and be a part of a fabulous team! 



Maura Gast,
FCDME
Irving CVB

“CURRENT” AFFAIRS

SBA Loans Aimed at Industry Recovery

Editor's Note: Each month, this column will present an industry profile, hot topic debate or industry event review to focus reader interest and discussion on “Current” Affairs. Your participation and feedback in this effort is both vital and welcome. Take this opportunity to voice your opinion. Let me know what you think. - Steven G. Foster, CMP, Managing Editor.

Since the events of September 11, the hospitality industry has been ravaged in a way none of us could imagine. Here in Irving, that impact is felt just as dramatically as it has been elsewhere around the world. While our staff continues to work to identify new customers and assure current ones of Irving's viability as a destination, we are also looking for any information we can provide the industry, which may offer a different kind of support.

You may already be aware of the U.S. Small Business Administration September 11 Economic Injury Disaster Loan Program, which was initiated to provide funds to eligible small businesses. These funds help small businesses meet ordinary and necessary operating expenses that they could have met, but are unable to now as a direct result of the destruction of the World Trade Center or the damage to the Pentagon on September 11 or as a direct result of any Federal action taken between September 11 and the effective date of this program's implementation October 22, 2001.

These loans are intended only to provide the amount of working capital needed by a small business to pay its necessary operating expenses and obligations until operations return to normal. The purpose of these loans is not to cover lost income or lost profits, or losses attributable to an economic return. The loan amount limit is \$1.5 million, and is limited to the actual economic injury as calculated by the SBA. **IMPORTANT:** You have until January 21, 2002 to apply with the SBA. The SBA Disaster Area 3 Office is located at 4400 Amon Carter Blvd., Suite 102, Fort Worth, TX 76155. The phone number is (800) 366-6303.

The SBA has specific standards as to what defines a “small business;” depending on your SIC code, it may be related to your annual average receipts or number of employees or your actual business. Call the SBA for further information or explore it in detail online at www.sba.gov.

Listed below are some of the SIC codes that may relate to your business to make your research a little easier. If your type of business is not listed below, you might visit the OSHA site online at <http://www.osha.gov/oshstats/sicser.html>, to find your code.

Related Industry SIC Codes

4724 Travel Agencies

Establishments primarily engaged in furnishing travel information and acting as agents in arranging tours, transportation, rental of cars, and lodging for travelers. Tour operators primarily engaged in arranging and assembling tours for sale through travel agents are classified in Industry 4725.

4725 Tour Operators

Establishments primarily engaged in arranging and assembling tours for sale through travel agents. Tour operators primarily engaged in selling their own tours directly to travelers are also included in this industry.


5812 Eating Places

Establishments primarily engaged in the retail sale of prepared food and drinks for on-premise or immediate consumption. Caterers and industrial and institutional food service establishments are also included in this industry.

7011 Hotels and Motels

Commercial establishments, known to the public as hotels, motor hotels, motels, or tourist courts, primarily engaged in providing lodging, or lodging and meals, for the general public. Hotels which are operated by membership organizations and open to the general public are included in this industry. Hotels operated by organizations for their members only are classified in Industry 7041. Apartment hotels are classified in Real Estate, Industry 6513; rooming and boarding houses are classified in Industry 7021; and sporting and recreational camps are classified in Industry 7032.

7929 Bands, Orchestras, Actors, and Other Entertainers and Entertainment

Establishments primarily engaged in providing entertainment other than live theatrical presentations. These establishments include bands, orchestras, and entertainers. 

DALLAS/FT. WORTH
CHAPTER
MPI

DEFINING THE POWER OF MEETING™

CURRENT

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2001-2002 CHAPTER PARTNERS

(as of January 2002)

This is a time to reflect on those partners who contribute their time, talent, resources and energy to enrich our lives. Without the commitment of these organizations and individuals, the MPI D/FW Chapter would not be able to produce quality educational programs, participate in industry leadership events or sponsor community service projects.

Please take time to say "thank you" to these MPI D/FW Chapter Partners for helping to "Shape Your Future and Connect" thus far this year.

Diamond Level Sponsors (\$10,000 +)

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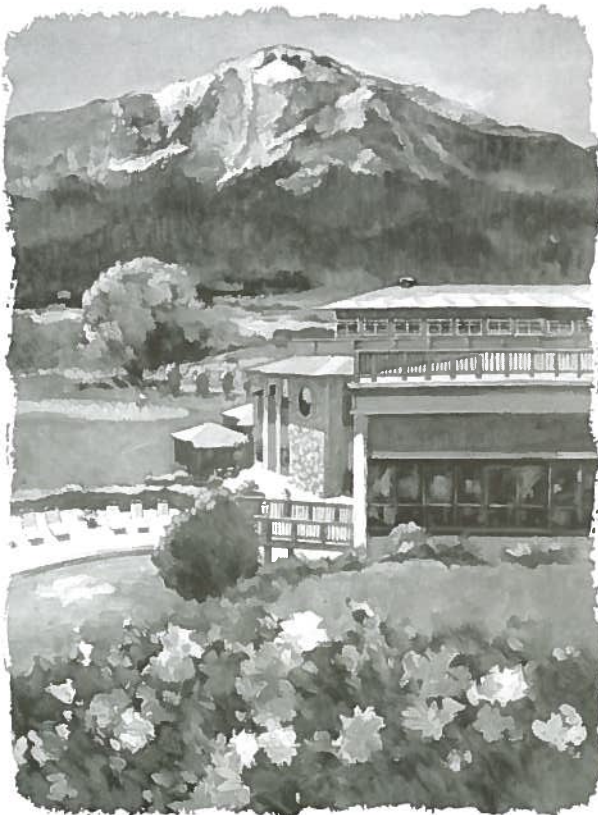
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January Chapter Meeting: Thursday, Jan. 31, 2002 • 11:00 a.m.

Annual "Government Affairs & Industry Advocacy" Report

by Dvorah A. Evans, CMP
Dallas Black Chamber of Commerce

This month's chapter luncheon meeting, set Thursday, January 31, at the Hyatt Regency Dallas, will present a powerful presentation focusing on the many changes taking place in the meetings industry. Produced as part of MPI D/FW's annual "Government Affairs & Industry Advocacy" campaign - winner of the chapter's past two "Program of the Year" awards - this is a meeting you cannot afford to miss!

The important questions will be answered, as MPI D/FW tackles vital issues that will "shape our future" and will ultimately "connect" us to each other:

- legislation being addressed in Congress
- forecasts affecting industry businesses and organizations
- travel safety and security

Professional speaker, author, corporate business consultant and PBS television host, Dennis McCuistion, CSP returns to moderate the program. Co-founder of the Foundation for Responsible Television, he also is the host of his own nationally syndicated television show, McCuistion Television Program.

The program will include a "State of the Industry" address by Edwin L. Griffin, Jr., CAE, president & CEO of Meeting Professionals International (MPI), as well as a special presentation by Oliver "Buck" Revell, the former Special Agent in Charge-Dallas Division of the Federal Bureau of Investigation. Revell is president of Revell Group International, Inc., a global business and security consulting firm and President of the Law Enforcement Television Network (LETN), a nationwide satellite network for law enforcement training, education and news.

Another highlight of this program will be the annual presentation of the Dallas Police Department's "Officer of the Month" Award. This year, the D/FW Chapter will honor 17-year veteran Senior Corporal Richard D. "Rick" Lusk, Jr. for his overall excellence in police work, commitment to the community and family, and dedication above and beyond the call of duty.

The January chapter meeting is sponsored by the Dallas Convention & Visitors Bureau. January Committee Members are: Co-Chairs, Gregory Pynes & Dvorah A. Evans, CMP, Sherry DeLaGarza, CMP, Peg Wolschon, CTP, CMP and Sy Retsky.



Ed Griffin,
Jr., CAE



Dennis
McCuistion



Oliver "Buck"
Revell



Sr. Corporal
"Rick"
Lusk, Jr.

Host Facility

Hyatt Regency-Dallas

With the recent completion of a \$72 million renovation and expansion, the 28-story Hyatt Regency Dallas has become an even larger and grander hotel! Featuring an 18-story atrium and adjoining 50-story Reunion Tower, the hotel now boasts 160,000 square feet of public function space including three ballrooms, two exhibit halls, 55 meeting rooms and 41 hospitality suites. New guestrooms were added bringing the total to 1,122.

DIRECTIONS

North Dallas Tollway South:
Follow the Dallas Tollway South through the Wycliff Toll Plaza. Follow the right lane and exit to I-35E south to Waco. Merge to middle lane and exit right at Reunion Blvd/Commerce Street. Take a right to Reunion Blvd. and make a left at the stop sign. Follow Reunion Blvd. to Hotel Drive, make a left and follow to front entrance.

I-75/Central Expressway South
Follow I-75 South. Merge right to I-35E South to Waco. Exit onto I-35E South to the Reunion Blvd/Commerce Street exit. Take a right and make a left onto Reunion Blvd. Follow Reunion Blvd. to Hotel Drive, take a left and follow to the front entrance.

I-30 East from the West (Fort Worth)
Follow I-30 East. Follow right lane to Industrial Blvd. exit. Turn left onto Industrial Blvd. and make a right at the light onto Reunion Blvd. Follow Reunion Blvd. to the right and turn left at the light onto Hotel Drive. Follow Hotel Drive to the front entrance.

I-35E South or Hwy. 183 West from the Dallas Fort Worth Airport:
Take International Parkway South (South Exit) out of airport. Follow signs to Hwy. 183 East. Merge to I-35E South (to Waco). Continue in the center lane of 35E and exit right to Reunion Blvd./Commerce Street. Take a right to Reunion Blvd. and turn left at the stop sign onto Reunion Blvd. Follow Reunion Blvd to Hotel Drive, make a left on Hotel Drive and follow to front entrance.

Annual "Government Affairs & Industry Advocacy" Report

Thursday, January 31, 2002

Hyatt Regency - Dallas

300 Reunion Blvd. Dallas, Texas 75025
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Sponsored by

Dallas!
CONVENTION & VISITORS BUREAU

- 11:00 am: Chapter Orientation - Windsor Room
11:30 am - 12:00 pm: Registration & Reception
Landmark Ballroom Circle & Foyer
12:00 pm: Lunch & Program - Landmark Ballroom
1:30 pm: MPI D/FW Member Networking Session
- Windsor Room

Valet Parking - \$9.00 (3 hrs. or less)

Advanced Member Price: \$27.00
Advanced Guest Price: \$32.00
Onsite Price: \$40.00

R.S.V.P. to Randie Charnes
by 2:00 p.m., Monday, January 28, 2002
fax: 972-506-7485

ON-LINE REGISTRATION PREFERRED

Website Registration: www.mpidfw.org
email: rcharnes@msn.com

December Meeting Chapter Partners

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

Facility, Reception, Dinner

Omni Mandalay Hotel at Las Colinas
Mohamed Elmougy, General Manager
Nicole Northrop, CMP, Nat'l Sales Mgr.
Mark Millikan, Director of Catering

Sponsor



Event Decor

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Bill Sloan

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Presentation Services
Alex Rodriguez

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Jim Woods

"America's Holiday Classics"



NCS Learn staff pose with "Cindy Lou Hoo" and "Hoosville" decor provided by Lilands Special Even



Gala Chairs:

Steven Foster, CMP, Circle R Ranch

Wendy Foster, CMP, Circle R Ranch

Holiday Gala Committee:

Nicole Northrop, CMP, Omni Mandalay Hotel at Las Colinas

Mark Millikan, Omni Mandalay Hotel at Las Colinas

Gloria Ford, CMP, Radisson Hotel N. Richardson

Ben Guerrero, South Padre CVB

Diane Ray, NCS Learn

The photo set was provided by Yellow Rose Touring & Special Events Company

It's A Wonderful Life"



Moving from behind the camera was Bill Sloan (Bill Sloan Photography), who sponsored the "Beach Santa" photos. Also pictured is Donna Johnson (American Airlines Training & Conference Center).



Arriving guests were greeted with a "Bah Humbug!" from Ebenezer Scrooge. The set, puppeteer and "Scrooge" provided by Chris Arrendondo with Eclipse Entertainment.



Holiday Gala Facility hosts from the Omni Mandalay Hotel and the Omni National Sales Office rolled out a lavish reception and dinner for MPI members and their guests.



Chapter member O.D. O'Donnell (Nightlife Talent/Panache) enjoys the reception buffet accented with island decor and hula dancers.



MPI D/FW Chapter President Betty Garrett, CMP joined Ben Guerrero and the staff and guests of the South Padre Island Convention and Visitors Bureau for the pre-event festivities. South Padre CVB was the sponsor of the Holiday Gala. The decor set was provided by PGI.



Dana Nickerson-Rhoden, CMP, CMM
American Heart Association

Advancing Women

Men's Response to Women's Survey Reveals "Different" Perspectives

The yearlong study of women's perspectives of their ability to advance in the workplace and the subsequent survey with the same questions asked of men resulted in drastically different results. The following are key points of comparison.


Qualities to Succeed in the Meetings Industry ~ While women ranked physical appearance as the least important quality needed to succeed in the meetings industry, this was ranked close to the top by men who felt it was significant. Men also ranked "knowing how to get people to like you" much higher and "being politically aware and astute" while women considered the ability to adapt to new situations much higher.

Strategies to Advance Professional Career ~ Men credited "gaining experience in various functional areas" much higher than women, but based less importance on "developing a working style with which your superiors are comfortable." Men also put greater importance on the ability to relocate and networking outside of their company.

Work/Life Balance ~ Men on the average placed less importance on achieving balance than women. The overall numbers are low with the exception of "exercising regularly," which closely reflects the emphasis on health that also shows in the women's results.

Keys to Leadership ~ Men ranked "encouraging risk," "keeping your cool" and "being an expert" higher than women, whose emphasis weighed greatly on "trusting subordinates" and "developing vision."

It is clear from the overall results of the survey men's perception of what it takes to gain leadership roles is drastically different from women's perspective. What do we do with this information? Programming from the D/FW Chapter that addresses these issues began with a kick-off program held January 14th at the Stoneleigh Hotel.

Additional guest speakers will alternate monthly with "Happy Hour Forums" that will include social networking for one hour, followed by a one-hour discussion on a specific topic designed for women and their issues. It will be fun and informative. Upcoming programming will include Business Etiquette and Protocol for Women (did you know women should not put on their lipstick at the table following a meal?), health-related program at the Cooper Clinic, leadership and communication skills development and many more. 

IF YOU THINK BUSINESS HAS NO PLACE IN A RESORT, THINK AGAIN.

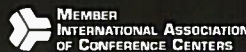


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Sherry DeLaGarza, CMP
Dallas HR Management Assoc.

MPI Announces News Levels of Member Support

MPI, both locally and internationally, is answering the needs of so many of our "family members" who have recently lost their jobs or seen a major downturn in the contracts they are receiving.

On the local level, MPI D/FW formed a task force to determine what we as a chapter can do to help unemployed members, both personally and professionally, through these difficult times. As a result, the following measures are available to all D/FW Chapter members:

- Recently unemployed members may attend up to three monthly meetings per year on a complimentary basis.
- Use the JPA Professional Growth Award funds for educational sessions. Regular rules apply.
- Attend the Job Search Support Group networking opportunity following most monthly meetings. Contact Matt Powers at mattjpowers@aol.com or 214-341-6067 for more information.
- Receive a reduced cost for website resume postings.
- Visit the website (www.mpidfw.org) for increased information such as a list of recruiters in the meetings/hospitality industry who might be searching for employees and a chat room to discuss leads, resume tips, and interview techniques.

On the international level, MPI has developed several programs to assist new and renewing members, including:

- Postponement of the scheduled increase in annual membership dues.
- Current members who renew between the 10th and 11th month of their membership year will receive a complimentary distance-learning course, valued at \$200.
- Waiver of the \$50 application fee for anyone who dropped their membership in the past year, but renews between 11/19/01 & 1/31/02.
- New members will receive a Family Values \$50 coupon, redeemable at the 2002 PEC-NA Conference, along with one complimentary distance-learning course valued at \$200.

- Each existing member who recruits a new member will also receive a \$50 coupon redeemable at the 2002 PEC-NA Conference.

MPI most recently announced the Unemployed Member Assistance Program for MPI members who have become unemployed since September 11, 2001. The MPI Foundation, through a grant from the Hilton family of Hotels, has established a support fund to provide up to six months of extended MPI membership. Each of these initiatives includes restrictions and guidelines. For more specifics on qualifications, visit the website www.mpiweb.org.

MPI is where you will find your networking opportunities, whether you are looking for a job or just searching for something new. Your fellow members are one of the strongest support groups you'll find - we all want to see each other succeed. Now, it's easier to succeed and maintain your membership and involvement with MPI.

Don't forget! Be sure to let us know where to find you should you become unemployed. Contact the MPI D/FW Chapter administrator at rcharnes@msn.com.



Todd Quigley
Behind the Scenes

Spirit of MPI Award!

Todd Quigley with Behind the Scenes is always helping the Program Committee as one of our partners. He has volunteered his services to work with relief efforts for New York and Washington DC. He is like the "Energizer Bunny"....he keeps on going, going, going with a smile on his face. He is a shining example of the volunteer worker.

Todd is also a member of the Education Committee's JPA Scholarship program. He has consistently recruited valuable prizes for the drawings at our Chapter meetings and developed the vacation prize semi-annual drawing. The JPA funds are very valuable to our membership during this season in our industry. Thanks Todd!

Big Bucks for Booking in the Branch!

Farmers Branch is home to 12 Outstanding Brand Hotels, 85 Corporate Headquarters, 35 Fortune 500 Companies. So whether traveling to FB on business or pleasure, you will not find a better view of the Metroplex than the one from Farmers Branch.

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- **Step 1:** Call Maureen Gutierrez at FBCVB at 972-919-2634
- **Step 2:** Book \$50K in rooms revenue in one of our twelve Farmers Branch Hotels
- **Step 3:** Receive a Cash Incentive of \$750.00
- **It's that Easy!!**



*Best Western Dallas North *Comfort Inn Dallas North *Days Inn North Dallas *Doubletree Club Farmers Branch *Econolodge Dallas Airport *Fairfield Inn by Marriott Dallas North *Hilton Dallas Parkway *Holiday Inn Select North Dallas *La Quinta Inn Farmers Branch *Omni Dallas Hotel Park West *Renaissance Dallas North *Studio PLUS Farmers Branch*



New Kids on the Block

Welcome to Our Newest Members!

Pamela K. Ashworth-Hooper, CMP.....The Center for American & Intl Law
 Antoinette Bornstein.....Wyndham Palace Resort & Spa
 Erin Botik.....Dallas Fan Fares Inc
 John T. Evans.....Popolos
 Ann K. Gorman.....The Westin Mission Hills
 Angela M. Guthrie.....Harvey Hotel DFW
 Cindy A. Heichel.....Student
 Kelly B. Hoster.....Westin Stonebriar Resort
 Deanna M. Jensen.....Sheraton Suites Market Center
 Vicki L. Johnson.....Dave & Buster's
 Patricia R. Royal.....Winstead Sechrest & Minick P.C
 Joan Wynne.....Wynne Limousines & Sedans



Suzanne Silver
Hampton Inn-West End

From The Heart

The Community Service Committee will be accepting donations for Operation Kindness at the February Chapter meeting. Operation Kindness is a no-kill animal shelter. Since all animals are tended to until adopted, this is an expensive process and we would like to offer our help.

Donations will be accepted prior to the tradeshow event at the February meeting. The shelter does take care of both cats and dogs, so food, litter, toys, and blankets are all needed. Also, they need cleaning supplies such as paper towels, bleach, laundry detergent, etc. Monetary donations will be accepted. Any assistance you can provide would be greatly appreciated.

Operation Kindness staff will be on hand for questions and adoption information.

Please contact Event Chair Jamie McDonald at jamie@lewisvillechamber.com or by phone at 972-436-9571 for further information.

2002 Institute for Leaders

An Opportunity for All Aspiring Leaders and Current MPI D/FW Leaders

Friday, February 8, 2002

Circle R Ranch

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12:00 noon - 1:30 p.m.
1:30 p.m. - 2:30 p.m.

Registration & Buffet Luncheon
Opening General Session featuring John Paul, founding partner of Association Works and author of *"Achieving Customer Delight in Your Organization"* Leadership Workshops

2:45 p.m. - 3:45 p.m.
4:00 p.m. - 5:00 p.m.

Closing General Session featuring Ellen Castro, faculty member of Business Leadership Center at SMU and author of *"Spirited Leadership: 52 Ways to Build Spirit on the Job"*

5:00 p.m. - 6:30 p.m.

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Cost: \$45 Members \$65 Non-Members

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Heard it through the Grapevine!

Alaina Palmer, CMP
Highwire
'Grapevine' Columnist

Richard S. Pollack with *Rainbow Entertainment and Special Event Services* was interviewed for the November issue of *Meeting Professionals* on "Choosing Your Dream Client."

Colleen Rickenbacher, CMP, CSEP is a grandmother! Shaeffer Murphy Lott was welcomed into this world on November 19th at 10:04 A.M. She weighed 7 pounds 15 ounces and 21" long. Congratulations!

Jolene Houser Thrasher, CMP of the *Renaissance Dallas Hotel* and Brian Thrasher with *J & S Audio Visual* welcomed their first child, Syndey Kay on August 29th, at 8 pounds, 7 ounces. Congratulations to the proud parents!

Bruce Wolpert, CMP has joined *Dolce International* as director of sales and marketing for the American Airlines Training & Conference Center.

Kevin Jost, Vice President of *J&S Audio Visual* and Nicole Northrop, CMP Group Sales Manager at *The Omni Mandalay Hotel* are tying the knot! Both active members of MPI D/FW Chapter met through Nicole's best friend Lynn Lewis, CMP of *Jenkins & Gilchrist* and got to know each other better by running into one another at various MPI events. The couple will wed in Maryland in September 2002.

To submit member news and information, please contact
Alaina Palmer, CMP
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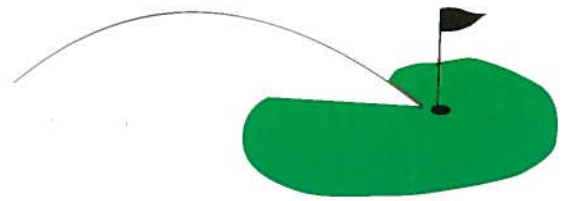


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GOLF & MEETINGS SPECIAL ISSUE

Dallas/Fort Worth Chapter

January 2002

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DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGSSM

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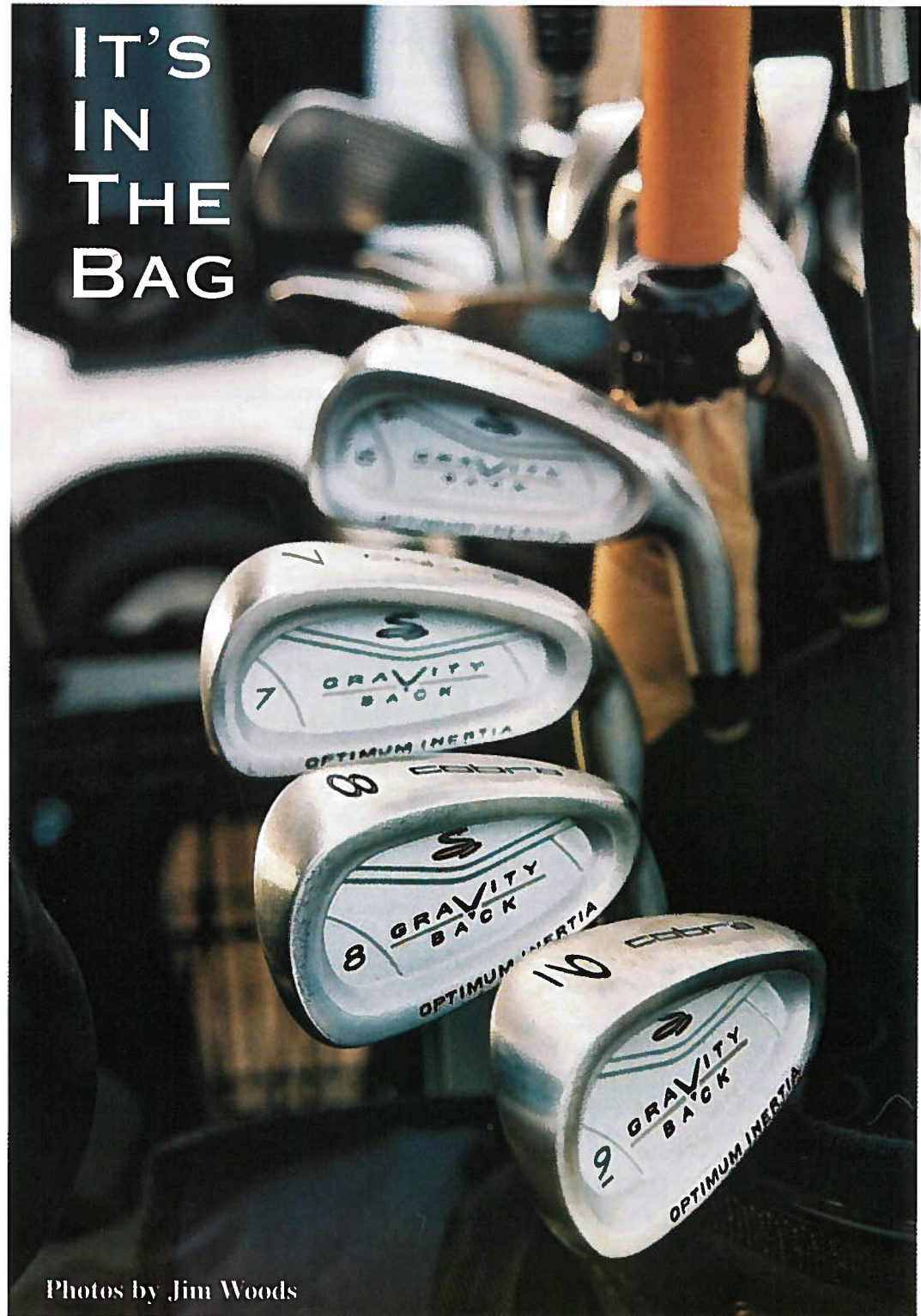
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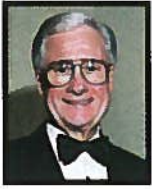
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IT'S IN THE BAG



Photos by Jim Woods

PLAYERS SCORECARD . . . COURSE REVIEWS



Gene Garrett
Garrett
Speakers Int'l

GLENEAGLES C.C.



Glen Eagles Country Club is a private country club designed by Robert von Hagge and Bruce Devlin and was built in 1986. The Queens Course, one of two complete 18 hole courses (the other being the Kings Course), is considered the tougher of the two 18's and after playing a round of golf on a relatively calm, warm day in December I can attest to that label.

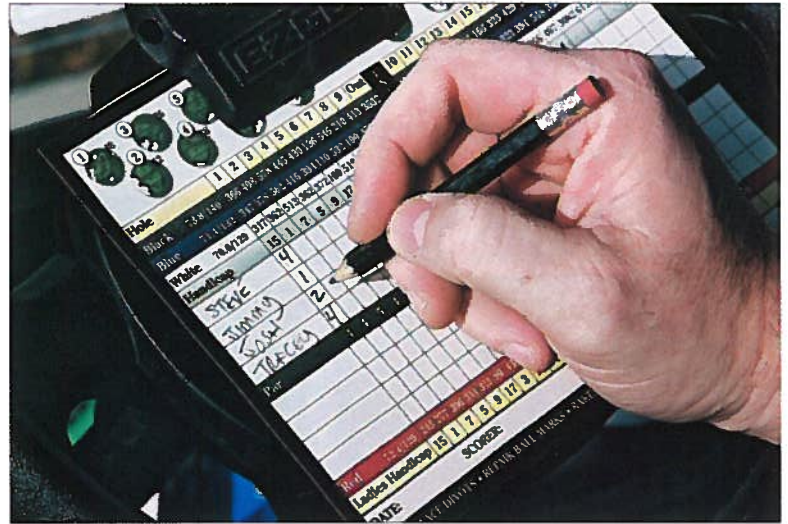
Playing from the "white tees" (no, not the ladies tee) the front nine is a par 36 measuring 3597 yards, with two par 5's and two par 3's. Hole #3 is a monster par 5 measuring 571 yards and is considered the toughest hole on the course. The two par threes, #2 and #4 are 186 yards and 193 yards respectively.

The back nine is a par 35 measuring 3304 yards with two par 5s and three par 3's. Hole 16 is another monster par 5 measuring 562 yards and hole 15 is a 215 yard par 3. Although #18 (a 422 yard par 4) is only rated as the 2nd most difficult hole on the course, it must be played to be appreciated. From the tee one is looking at a wide open fairway almost 100 yards wide. It is possible for a big hitter to over drive the fairway and end up in the creek to the right. Assuming one's drive is in the fairway, it is then a medium to long iron to the green which sits on a crown with water left front, left back and on the right side. To play it safe and try to lay up, one is faced with a fairway that narrows to no more than 15-20 yards that slopes downward on both sides. It has been called the toughest 18th hole in Texas.

Don't let me discourage you as it is generally a wide open course with large greens that hold very well. Of course if the wind is fairly strong, beware! It is necessary to carefully follow the hole signs, as it is easy to end up playing holes out of sequence.

The staff, including the course marshals, are very friendly. The clubhouse is beautiful and has several dining and ballroom areas.

Would I play it again? In a word, YES! Knowing the hole layouts and knowing where the blind shots might land would make a big difference in how the course is played.



Jimmy Eanes, CMP
INNUG



A Hill Country Golf Experience in North Texas? That may sound strange to most golfers, but that may very well be what's happened with the latest addition of golf courses to the Dallas-Fort Worth area. The New Cowboys Golf Club in Grapevine, Texas is as close as it gets! After playing the first 3 holes, I thought I was in Austin. Someone has taken some serious time to sculpt out this magnificent course just north of the airport. It's hard to believe this type of golf facility exists in this location.

Oh, one thing to consider. The cost to play includes everything, cart, green fee, range balls, beverages (non alcoholic), snacks and meals. It's the CMP (Complete Meeting Package) of golf.

If you are looking for a place to entertain your clients or enjoy an incredible round of golf, you will not be disappointed with the Cowboys Golf Club.



Steven Foster, CMP
Circle R Ranch



Local golfers are blessed with many unique golf courses in the area. The Tribute Golf Club in Keller, site of the 2000 MPI D/FW Chapter Golf Tournament, takes the "themed golf course concept" one step further, re-creating the signature holes from the birthplace of golf.

Designer Tripp Davis does credit to Scotland's most famous courses, Troon, Carnoustie and, of course, St. Andrews. The wind off Lake Lewisville adds to the experience, making The Tribute's tight fairways and wide-open greens a challenge for players of all levels.

Food & Beverage functions can be served in the Old Tom Morris Pub or the adjoining dining room which overlooks the course. The Pro Shop has outstanding golf merchandise, much of featuring logos from Scotland's famed courses.

The Tribute Golf Club is a "must-play."



Matt Powers
Independent



As a rookie to playing Tour 18 Golf Course in Flower Mound, I found my relationship with the course to be one of a love/hate nature. These 18 challenging holes have been carefully replicated from some of the most famous and most difficult PGA approved courses in America. Definitely not a course for the "faint hearted."

This course is a tribute to all golfers that truly respect the history of the game. The fairways are plush and the greens pristine. I made the turn at Hole # 9 - , by landing four balls in the water surrounding the peninsula green of the replica Saw Grass Hole!

Duffers, the clubhouse/restaurant, has a great view of the course and its U.S. Open Room is ideal for dining before and after your event.

Tour 18 is the original "theme" golf course in the Metroplex. For planners of golf events, this "first" is still one of the best!



Tracey Smith, CMP
RIA



The Fazio Course at Stonebriar Country Club is a challenging course for all levels of golfers. The par-5's are long with plenty of bunkers and a fair amount of water. The course is quite pretty, but its hills will get you! Created by world-renowned golf course architect Tom Fazio, the course brings a rock and roll twist to the north Texas farmlands.

Hole # 11 is particularly tricky. Several of the greens had undulating hills as well, requiring precision putting. They have a 10-acre practice range and putting green.

This course would be great for a shotgun start to a best-ball scramble. The resort's Grand Ballroom, two classic dining rooms, a stately boardroom and assorted other meeting rooms provide a great setting for a corporate outing, meeting or golf event.

Golf Food & Beverage Planning

The best way to a golfer's heart is through the stomach

by Jane Richards
Director of Golf Event Sales
Stonebriar Country Club

Food and beverage are an important part of your golf event. Golfers like to be fed well. Here are a few general rules of thumb when planning menus for any golf outing.

Breakfast - You do not have to get too elaborate with breakfast. If you have a morning event, most golfers will show up late and not want to eat a heavy breakfast. Usually a continental breakfast consisting of assorted muffins, bagels, juice and coffee will work just fine. Or a breakfast on the go bag consisting of juice and muffin can be put on the golfer's cart so they can enjoy them at their leisure on the course. Coffee is usually available on the beverage carts on the course.

Lunch - If you are not planning to feed your golfers after they finish their round, I strongly recommend a cold sandwich buffet before they start. If you are planning an awards ceremony with food involved after golf, a box lunch consisting of a sandwich, chips, fruit, cookie and a drink will be sufficient. This can either be picked up at the registration table or put on the golfer's carts. They do not want to stuff themselves before they play. If you have a

morning event and do the awards ceremony at lunch I recommend a BBQ buffet which could be hamburger, hot dogs and chicken with a couple of salads and dessert. The group has just played 5 hours of golf and are not expecting a fancy sit down meal.

Dinner - If your event is in the afternoon and the awards ceremony is during the dinner hour, you would want to have something a little more substantial. They will be expecting a nice dinner. Popular choices are an Italian buffet, a Mexican buffet or a BBQ buffet with ribs and chicken. They will always remember the dinner.

Snacks - It is a great idea to make available snacks and drinks. Having an open tab on the beverage cart for snacks and non-alcoholic beverages is a nice amenity to offer participants.

Awards Ceremony - I touched on food for the awards dinner earlier, although here is an additional thought. If you have the golfers invite their spouses or significant others it allows the golfers to stay longer without feeling guilty and it makes it a fun atmosphere.



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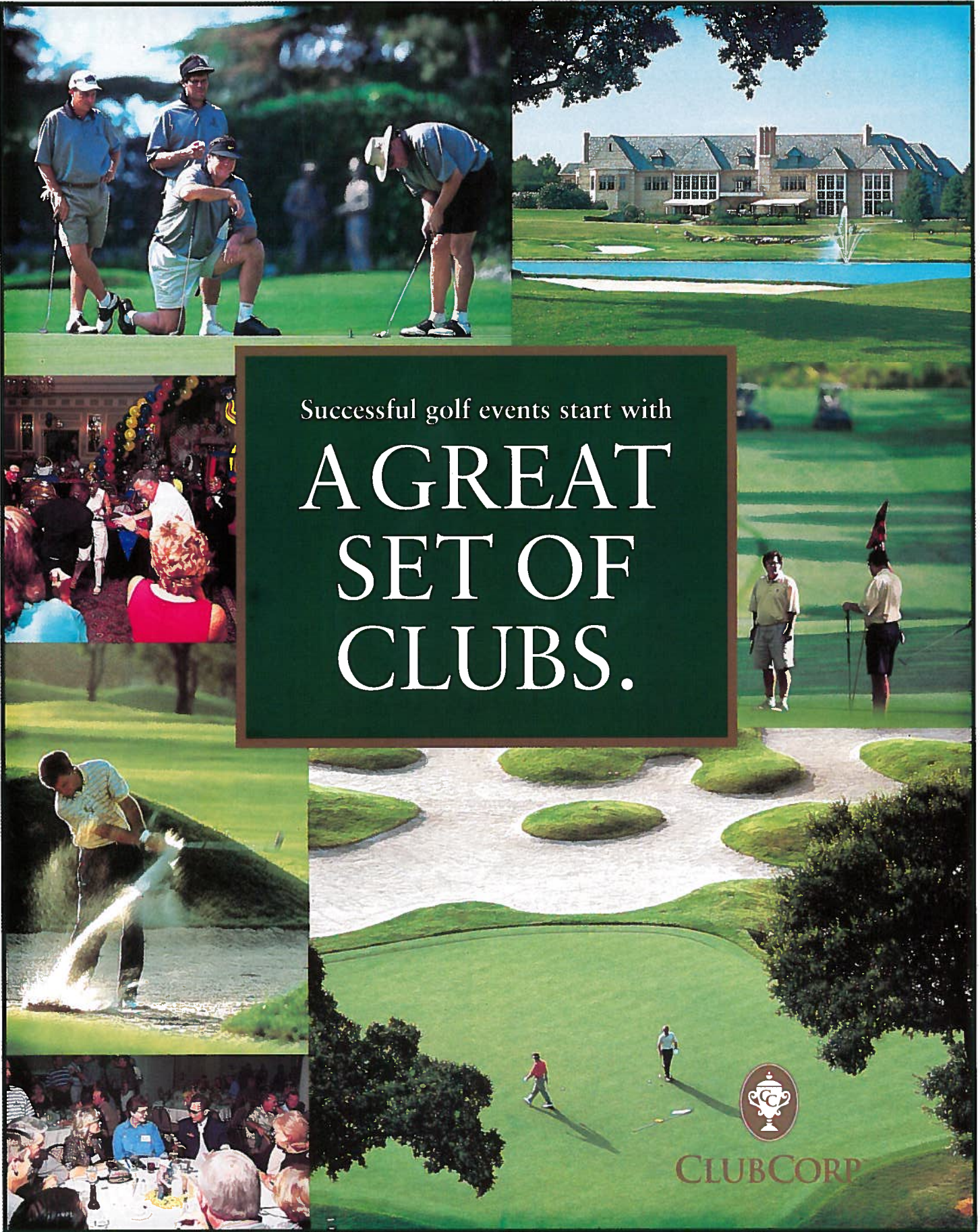
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Golf Glossary

Test Your Knowledge of the “Language of the Links”

<p>Ace Slang for a hole-in-one.</p> <p>Bingo First ball hit onto the green.</p> <p>Bango Ball closest to the pin once all players are on the green.</p> <p>Bongo First person to hole out.</p> <p>Course Rating A course is rated based on the score a scratch golfer should shoot on that particular course. The higher the course rating, the more challenging a course for the amateur golfer.</p> <p>Divot The piece of turf uprooted in making a shot. It is common etiquette that all divots must be replaced.</p> <p>Eagle A hole performed in 2 strokes below par.</p> <p>Fore! The golfer’s traditional warning call when other players or bystanders are in peril of being struck by a ball.</p> <p>Gross Score The player’s score, before the handicap is deducted.</p> <p>Handicap The rating of amateur players based on the average of their scores which they record for each round of golf. This rating of a handicap is used to equalize the competition.</p> <p>In The holes of the second 9 of a course as opposed to “out”, the holes of the first 9.</p> <p>Lost Ball A ball is lost if it is not found and identified within five minutes of the player’s search of it.</p> <p>Mulligan Slang for a friendly arrangement whereby a player has the option of a second drive for the first tee.</p> <p>Net Score A player’s score when his handicap has been deducted.</p>	<p>Pace of Play The length of time that is required to complete a hole and/or round of golf. The average “pace of play” is 4-1/2 hours based on the industry’s averages of course designs (18 holes with four (4) par-3s, four (4) par-5s; and ten (10) par-4s with an average length of 6,400 yards and a slope of 115).</p> <table border="0" style="margin-left: 20px;"> <tr> <td>Four (4)</td> <td>Par-3s (175 yards each)</td> <td>8 minutes play = 32 total*</td> </tr> <tr> <td>Ten (10)</td> <td>Par-4s (370 yards each)</td> <td>15 minutes play = 150 total*</td> </tr> <tr> <td>Four (4)</td> <td>Par-5s (500 yards each)</td> <td>22 minutes play = 88 total*</td> </tr> <tr> <td>18-holes of golf</td> <td>6,400 yards</td> <td>270 minutes = 4-1/2 hrs*</td> </tr> </table> <p><i>(*) denotes the pace of play including the travel time between each hole.</i></p> <p>Shotgun A tournament that positions the starting of players at different holes and yet, starts all players at the same time. This tee time format is used in order to accommodate a large group of players on the course and allowing them to finish simultaneously. Normally considered an acceptable format if the group has a minimum of 72 or more players.</p> <p>Strokeplay A competition in which the player’s total strokes for the round are recorded and compared with the scores of other players in the field. This format may be used with a handicap (the player’s handicap is deducted from the total score, giving a “net” score) as illustrated below:</p> <table border="0" style="margin-left: 20px;"> <tr> <td colspan="2">A player with a handicap of 21 records a score of 93 for 18 holes;</td> </tr> <tr> <td>Gross Score:</td> <td>93</td> </tr> <tr> <td>Less handicap:</td> <td>17</td> </tr> <tr> <td>Net Score:</td> <td>71</td> </tr> </table> <p>Texas Wedge A putter when used from off the green. When the ground short of the green is dry and hard, and the use of a broad-soled club is difficult, a putter is often the most effective club.</p>	Four (4)	Par-3s (175 yards each)	8 minutes play = 32 total*	Ten (10)	Par-4s (370 yards each)	15 minutes play = 150 total*	Four (4)	Par-5s (500 yards each)	22 minutes play = 88 total*	18-holes of golf	6,400 yards	270 minutes = 4-1/2 hrs*	A player with a handicap of 21 records a score of 93 for 18 holes;		Gross Score:	93	Less handicap:	17	Net Score:	71
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18 POINTERS TO A SMOOTH GOLF EVENT

1. Select a course and date. Ideally, you want a course that is accessible, has a good reputation and is fun to play. Budget is a consideration, but should not be the prime factor. Depending on the size of your group, green fees will vary. Weekdays are generally less expensive than weekends.
2. Enlist sponsors. For a corporate event, get a list of suppliers and vendors. They may participate by supplying prizes or player gifts or buying sponsorships as a thank-you for the business. Be sure that you have great signs recognizing your sponsors at the event; this is not an area to cut costs. Ask the course tournament coordinator to suggest suppliers for signs, products, etc.
3. Provide player registration forms. While this may seem like a hassle at first, it can really come in handy on event day. Include name, address, phone and fax for the event databases. Be sure to list a fax # and address for returning the form and identify a cutoff date.
4. Print Schedules. Be sure to put together a schedule for the day and either fax it to players or hand it out at registration.
5. Solicit Prizes. Get the most exciting prizes you can afford or have them donated because this area creates reputation. Nice prizes help to make the event more memorable and generates interest in playing next time.
6. Choose a Format. Your choices are best ball, captains choice scramble, foursome combined or individual stroke play. The one you choose may depend largely on the skill levels of your participants. The course pro or sales director can assist with decisions about format and tee options.
7. Prepare for on-site registration. Without question there will be a rush at registration the last hour before tee time. Always have an organized system of checking your golfers in and be able to get them on their way quickly.
8. Determine pairings in advance. For corporate outings, consider who is paired with who for political reasons. If the reason for the event is to accomplish business goals, pair the right people together.
9. Plan the transportation. Be sure golfers have good directions to the golf course if they are driving themselves or that bus drivers know where they're going. Golfers have to be at the course and ready ahead of time, especially for shotgun starts.
10. Have enough beverage carts. If your event is in a warm month, add an extra cart. Thirsty golfers are crabby golfers, and there are health factors too. Remember to consider box lunches and snacks.
11. Start on time. If you have a 9 am shotgun, have golfers at their assigned starting holes and ready to begin play at 9 am. Better to please 120 golfers who are ready than satisfy 10 who are late.
12. Be sure signs look good and are in place in plenty of time. It's the easiest way to please sponsors or make them unhappy. Ask the course tournament coordinator to recommend providers of quality signs.
13. Have enough volunteers. If you fail to plan, you plan to fail. Staff accordingly.
14. Check the yardage on prize holes. Nobody wants legal problems, so save yourself a potential headache. Ask the course tournament coordinator to recommend providers of hole in one contests.
15. Be in sync with the golf course staff. You can't do too much planning. It's a good idea to have a face-to-face meeting with the course tournament coordinator a few days before the event to discuss details and your expectations of staff.
16. Keep the pace of play moving. Don't try to do too much. Be creative with games and contests, but remember they slow down play.
17. Recognize both your sponsors, dignitaries and beneficiaries. People like to see where their money is going. If you're benefiting charity, you can't go wrong with dogs or kids. Ask the charity to provide volunteer help and a list of potential sponsors/golfers.
18. Write thank you letters to your sponsors and volunteers. Include a survey if you would like feedback. It's also a nice touch to thank the golfers, too.
19. Every good course has a 19th hole. Remember the details, and try to under-promise and over-deliver to make the next event even better.

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Down . . . Set . . . FORE !

Team-up with the Dallas/Fort Worth Chapter of Meeting Professionals International and the Dallas Cowboys Golf Club on the most fun golf outing you'll play this year - the MPI D/FW Golf Team Challenge.

This is not just another golf tournament, it's an "experience." Open to players of all skill levels - scratch golfers, occasional duffers and first-timers.

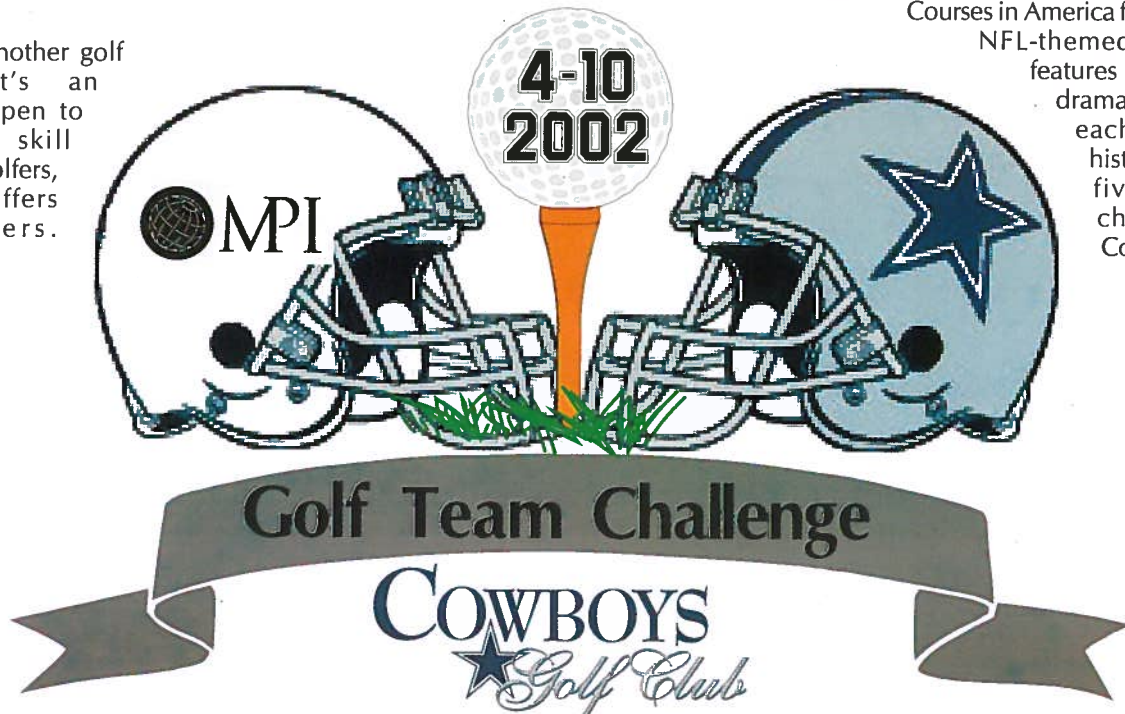
DALLAS/FT. WORTH CHAPTER



DEFINING THE POWER OF MEETINGS™

The MPI D/FW Golf Team Challenge features great prizes, unique contests, fun surprises and a clinic for planners of golf events!

The host facility, Cowboys Golf Club, has been nominated for Golf Digest's "Best New Golf Courses in America for 2001." The only NFL-themed golf course, it features ingenious design, dramatic elevation and each hole offers an historical tour of the five-time world champion Dallas Cowboys.



Event Information

MPI D/FW Golf Team Challenge

Wednesday, April 10, 2002

8:00 am - 2:00 pm

Dallas Cowboys Golf Club

1600 Fairway Drive Grapevine, TX. (817) 481-7277

Tournament Format: 4-Player Scramble-Best Ball

Attire: Collared Golf Shirt, Golf Shorts or Slacks. Cowboys Golf Club is a soft-spike facility

Grand Prize

MPI D/FW "NFL DUEL in the DESERT"



sponsored by



FOUR SEASONS RESORT
Scottsdale at Troon North

Schedule of Events

- 7:00 am - 7:45 am: Player Registration and Sponsor Check-in
Putting Contest and Practice Range
Box Breakfast on golf carts
- 7:00 am - 12:30 pm: Golf Clinic for non-tournament Players
(includes golf skills basics, tournament planning and contests)
- 8:00 am - 12:30 pm: Shotgun Start-MPI D/FW Golf Team Challenge
- 12:30 pm - 1:30 pm: Lunch and Award Presentation
Golf Awards feature Dallas Cowboys autographed memorabilia

The Destination Manager, L.C., and Gameworks Tempe

All participants (players and sponsors) will be entered in a drawing to win an MPI D/FW "NFL DUEL IN THE DESERT" weekend package for two.

Includes:

- Sedan transfers to hotel, pre-game lunch and return to airport (Friday & Sunday)
- (2) night's accommodation at the Four Seasons Resort Scottsdale at Troon North. Deluxe Casita room, oversized bathroom, fireplace & private balcony (Friday-Saturday)
- Round of golf for (2) on Saturday at Troon North
- Dinner for (2) in Acacia restaurant at Four Seasons (Saturday)
- Lunch for (2) and 1-hour free play at Gameworks Tempe (Sunday)
- (2) tickets to the 2002 Dallas Cowboys-Arizona Cardinals football game (Sunday)

Note: Exact game date is to-be-determined. The NFL 2002 Season Schedule will be available after the Super Bowl, Jan. 2002. Winner will be notified as schedule is confirmed.

Mail Player, Sponsor & Golf Clinic Registration Forms to:

Randie Charnes, MPI D/FW Chapter Administrator
PMB 259
7750 N. MacArthur Blvd., Suite # 120
Irving, TX 75063

INSTRUCTIONS: Please complete this form to participate in MPI D/FW Golf Team Challenge. **Registration form must be accompanied by payment.** Checks, payable in U.S. dollars, should be made to MPI D/FW Chapter. **YOUR CANCELED CHECK OR CREDIT CARD RECEIPT IS YOUR CONFIRMATION.** The deadline for participation is Friday, March 31, 2002. No refunds/exchanges made unless the event is canceled.



Wednesday, April 10, 2002
Dallas Cowboys Golf Club • 8:00 am - 2:00 pm

NAME of REGISTRANT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE/COUNTRY: _____ ZIP: _____

DAYTIME PHONE: _____ EMAIL: _____

CHECK ENCLOSED: _____ or

CHARGE TO MY: MasterCard Visa Amex

TOTAL AMOUNT DUE \$ _____

CARD NUMBER: _____ EXPIRATION DATE: _____

SIGNATURE: _____

Player Payment

() Player(s) x \$150.00 each = \$ _____

() Foursome(s) x \$600.00 each = \$ _____

Golf Clinic Payment

() Participant (s) x \$30.00 each = \$ _____

Sponsor Payment

- () Goodie Bag Sponsor x no charge
- () Mulligan Sponsor x \$450.00
- () Hole Sponsor x \$250.00
- () Beverage Cart Sponsor x \$550.00
- () Contest Hole Sponsor x \$350.00
- () "Sideline Bar" Sponsor x \$700.00
- () Putting Contest Sponsor x \$350.00
- () Breakfast/Lunch Sponsor x \$2,000.00

Player Registration:

Individual Golfers: _____ Individual(s) _____ x \$150.00 = \$ _____

*Team Host Name: _____ Foursome(s) _____ x \$600.00 = \$ _____

*All registered "Foursome" players will be entered in a drawing to win a Dallas Cowboys Super Bowl commemorative football autographed by Drew Pearson

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Player Name: _____ Company: _____

Phone: _____ Email: _____

Handicap: _____ 18-hole score: _____

Sponsor Registration:

(All sponsors must be in place by 7:45 am SHARP! prior to start of tournament)

Name: _____ Company: _____

Phone: _____ Fax: _____

Email: _____

Number of Representative(s) at Tournament: _____ (Refer to Sponsorship Opportunities)

Name of Representative(s) at Tournament _____

Goodie Bag Sponsor

Hole Sponsor (10)

Contest Sponsor

Par 3 - Closest to Pin (4)

Par 5 - Long Drive (2)

Par 5 - Closest to Pin/3rd shot (2)

Putting Contest Sponsor (1)

Mulligan Sponsor (1)

Beverage Cart Sponsor (2)

"Sideline Bar" Sponsor (1)

Breakfast/Lunch Sponsor (1)

Item: _____

Giveaway: _____

*Contests & Holes awarded on first-come basis

Prize: _____

Prize: _____

Prize: _____

Prize: _____

Prize: _____

(Sponsors should contact us regarding sponsorship availability)

Tournament Information & Sponsorship Steven G. Foster, CMP: (817) 430-1561 or stevenfoster@circlerranch.org

Golf Clinic Registration:

Name: _____ Company: _____
Phone: _____ Fax: _____
Email: _____

- Check all that apply:
- Help! I've never touched a golf club in my life
 - I'm a true beginner? and have played golf at least once
 - I plan golf meetings and want to learn more about producing a golf event

CLINIC INFORMATION

7:00 am - 12:30 pm:

Golf Clinic for Non-Tournament Players

The MPI D/FW Golf Clinic will be conducted by Clint Stewart, golf professional and event coordinator for the Dallas Cowboys Golf Club. The program includes golf skills basics, tournament planning and promotion, food & beverage selection (on and off the course), and other helpful information on creating the perfect golf event. (Note: Clubs can be provided if needed). Please indicate if you need clubs.

Need clubs for clinic: YES NO

SPONSORSHIP OPPORTUNITIES

Goodie Bag Sponsor: (Limit of 8 items)

Donate item (quantity 100) for golf goodie bags. Sponsor entitled to (1) representative at lunch and awards program. Listing in tournament program, on tournament signage and (1) MPI D/FW mailing list. Cost: Donate item.

Hole Sponsor: (10) available

Sponsorship of (1) golf hole with (1) representative at hole. Give-a-ways at the hole available to approximately 100 players. Sponsor will receive (1) tournament player spot, tee box signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage and (1) MPI D/FW mailing list. Cost: \$250.00

Contest Hole Sponsor: (8) available

Sponsorship of (1) contest hole with (1) representative at hole. Prize must be provided by sponsor for (1) contest winner. Sponsor will receive (2) tournament player spots, tee box signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage and (1) MPI D/FW mailing list. Cost: \$350.00

Putting Contest Sponsor: (1) available

Sponsorship of pre-tournament putting contest with (2) representatives at practice putting green. Prize must be provided by sponsor for (1) contest winner. Sponsor will receive (2) tournament player spots, tee box signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage and (1) MPI D/FW mailing list. Cost: \$350.00

Mulligan Sponsor: (1) available

Sponsorship of tournament mulligans with (1) representative at registration, designated hole, lunch and awards program. (1) hole on the course will be designated as the "official mulligan." Title sponsor will provide company business cards (approximately 100) which also will be numbered & printed on back with "official tournament Mulligan logo. A raffle will be held during lunch for a prize matching the winning number. Prize must be provided by sponsor for (1) raffle winner. Sponsor will receive (2) tournament player spots, tee box signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage and (1) MPI D/FW mailing list. Cost: \$450.00

Golf Clinic Sponsor: (1) available

Sponsorship of Golf Clinic for non-tournament players (7:00 am - 12:30 pm) with (2) representatives available to participate in either clinic or tournament. Sponsor will receive (2) tournament clinic signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Sponsor must also donate (1) golf-related item for each participant in the clinic (approximately 40). Cost: \$550.00

Beverage Cart Sponsor: (2) available

Sponsorship of (1) beverage cart with (2) representatives available to cruise the course and offer refreshments to the players. Sponsor representatives will be allowed to drive the course with the beverage cart. Sponsor will receive (2) tournament player spots, beverage cart signage (sponsor to provide black & white company logo in "tif" format), listing in tournament program, on tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$550.00

Sideline Bar Sponsor: (1) available

Sponsorship of "Sideline Bar" area. Four golf holes converge at this "halfway" spot on the course where specialty beverages including Bloody Marys, Champagne Mimosas and Hot Spiced Cider will be served. Sponsor will receive (2) tournament player spots, logo placement on sign at Sideline Bar (sponsor to provide color company logo in "tif" format), listing in tournament program, on tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$700.00

Breakfast/Lunch Sponsor: (1) available

Sponsorship of Box Breakfast (placed on carts prior to tournament start) and Lunch/Awards Program (in Clubhouse following the tournament). Sponsor will receive (4) tournament player spots, logo placement on box breakfasts (sponsor to provide color company logo in "tif" format), named title sponsorship of Lunch/Awards program, listing in tournament program, on tournament signage, (1) enhanced listing on MPI D/FW web site and (1) MPI D/FW mailing list. Cost: \$2,000.00

Note: Sponsors will received individual benefits of tournament sponsorship level and additionally be recognized in Final Chapter Partners listing at June 2002 Awards Gala.