

Chapter of the Year  
1989 ★ 1990 ★ 1994  
1996 ★ 2001

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### HAIL TO THE CHIEF

## Betty Garrett ends her term as she began - with a flair!



2001-2002 Chapter President Betty Garrett, CMP

Betty Garrett, CMP began her term as MPI D/FW Chapter president on a high note - taking the oath of office the same evening she received the chapter's "2002 Supplier of the Year" Award. Leading the chapter in 2001-2002 was a "front seat" roller coaster ride of emotions and events, especially the 9/11 incidents, which had a profound impact on the meetings industry at home and abroad.

As she prepares to hand over the presidential gavel at this month's Awards Gala, Garrett took a look back at her time at the helm of MPI D/FW and spoke *The Current* about the job of chapter president.

**Current:** What do you know now about leaders within MPI that you didn't know a year ago when you took office?

**Garrett:** "We have not developed an in-depth talent for cultivating leaders within our chapter and we are suffering from not having a viable pool to select from when the nomination process begins. Sometimes as a leader within this incredible chapter, hard decisions must be made when we don't have qualified candidates. We're focusing on this going forward."

**Current:** What chapter accomplishments in your term are you most proud of? Any regrets?

**Garrett:** "I was part of the team that helped bring the Chapter of the Year Award back to the Dallas chapter for the fifth time. We had no idea how powerful our theme, Shape your Future: Connect, was going to be before 9/11. Our members embraced the spirit of connection by establishing a Job Search/Networking opportunity for those who were seeking jobs and those directly affected by 9/11. We reached out to our community and increased our monthly attendance by 2% overall. There really is no one thing that stands out in my mind as a proudest moment. Instead, I am proud of our spirit of community and connecting that our chapter showed in all of our dealings. We stood united; we did not allow this "disease of 9/11" destroy us. My only regret was I ran out of time; so much to do with so little time. However, our incoming President, Cheryl Beasley, CMP, is allowing me a committee to develop our Leadership Initiative so we can continue to move our chapter to an even greater height."

**Current:** What's the most important thing about being chapter president that the average member doesn't know?

**Garrett:** "We affect lives everyday within our community and do not realize the power within our chapter! I've been privileged to see the true leadership that goes on and the selfless volunteering that takes place. We really do create a hard act to imitate. Our chapter is viewed as a benchmark to the other chapters within MPI; everyone recognizes the Dallas chapter as a trendsetter and a visionary."

*Continued on page 4*



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

What an incredible journey this has been...from pink boas to connections! It seems only yesterday I wrote my first message to you and now I am writing my last as your president. On reflection of the past year, it is amazing what we have experienced together. Even though the economy was tougher than we've seen in a long time and September had a devastating effect on all of us, we stayed connected and are realizing major comebacks for our chapter.

There is truth in the statement...“United we stand, divided we fall.” First of all, let me thank you for staying involved with this awesome talented chapter. The 2001-2002 Board of Directors deserves a standing ovation for staying financially focused and in keeping our chapter solvent. Thank your leaders for their willingness to take calculated risks and for their time and energy in leading during this challenging time. Also, it takes dedicated volunteers like you who are willing to commit to time and energy in making this chapter the leader within the hospitality industry. You are to be commended for your continued support and efforts!

Our chapter has changed this year. One positive development is the Job Search/Networking Opportunity that is offered at each monthly meeting. So many of our members were seeking jobs and this successful medium allows networking, sharing leads and lends support and help in the job search process. Most of you who took advantage of this opportunity have reported that you have landed jobs through this superior networking group!

Our revamped newsletter, *The Current*, was another big change with its new look. The other Big Nine Chapters have given us accolades (and expressions of envy) as one of the best newsletters for staying connected. Thank you Steven Foster and your wonderful committee for your time, hard work and dedication in giving us an award-winning newsletter that so effectively assists us with updated information pertinent to our professional and personal growth.

The Women's Leadership Initiative was another great coup for our chapter. Thanks to Dana Nickerson-Rhoden, CMP, CMM, and Patty Markley, CMP, for embracing this new program and making it happen within our chapter. Pat McCain, CMP and her stellar committee brought us another great Showcase with record attendance! Anna Squire and her awesome Program Committee continued to step out of the box with topics pertinent to our educational growth. We've seen the results of the Program Committee's efforts with a 2% increase in monthly meeting attendance and the establishment of 9 sponsors for our monthly meetings. We even reached out to one of our sister chapters, Greater New York, and proved we wanted to assist their community by supporting the Jay Magazine Foundation. For the first time in years, we have three talented members who are finalists for International Awards: Dana Nickerson Rhoden, CMP, CMM for Planner of the Year; Dvorah Evans, CMP for Tomorrow's Leader; and Steven Foster, CMP for the Marion Kershner Leadership Award. We have such talent within our chapter that we continue to push the envelope while staying connected.

Our mission this year was to connect the various strengths of the chapter through strategic planning and leadership development that demonstrated our commitment to our membership, our partners and our industry. Our chapter has lived up to that commitment. Thank you personally for an incredible journey. This experience as your president is one that I will be able to reflect upon favorably for the rest of my life. Thank you Board of Directors for your friendship, trust and support - you are a powerful, talented group who has led this awesome chapter through some difficult times. We have made a difference while shaping the future and staying connected. Best of luck to Cheryl Beasley, CMP, and her stellar incoming Board in guiding us to even greater heights. 🌐



# “CURRENT” AFFAIRS

## Behind the Scenes - Take a Bow!

**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.

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

This month's issue of *The Current* is dedicated to highlighting the chapter's many accomplishments during the 2001-2002 term of president Betty Garrett, CMP. Turn the pages and you'll be impressed, as I was, in how much dedicated professionals can achieve.

I've had the pleasure of working with an especially talented group of people this year, the “heroes behind the scenes” who produce the chapter newsletter. Each month you are the beneficiary of their time, talent and commitment in creating the one piece that our members have called “the single, most important benefit of membership in MPI D/FW.”

Creating our chapter newsletter is a huge effort requiring precision and coordination. The volunteers responsible deserve a standing ovation. They include:

Cindy Provence and Dana Conley at PDQ Results Printing. Lesson for the uninitiated - God created all men equal, but printers are another matter. The newsletter has found a home at PDQ Results Printing, and Cindy and Dana are the reasons why. They're both fully involved in all aspects - advertising sales, design and layout, production, printing and fulfillment. Cindy is a “one-woman” powerhouse of ad sales, soliciting almost \$63,000.00 alone this year. Dana is the creative genius designing our newsletter, and she holds my hand each month at deadline time as we cut, copy, edit and reshuffle the content of *The Current*.

Jim Wood, our chapter photographer, is gold! Present at every chapter meeting and special event this year, he always arrived early and stayed late to document our chapter's volunteer efforts. His work enhanced communications and promotion on all fronts.

Alainna Palmer, CMP (Highwire) and Tracey Smith, CMP (RIA) edit the newsletter each month. They spell-check, thesaurus, punctuate and highlight each piece of copy that makes the final press run. Alainna also serves as the newsletter's assistant managing editor (a role I'm happy to say she'll return to next year) and authors the “Heard It Through the Grapevine” column. Tracey also heads up the marketing committee, ensuring the newsletter is properly branded and promotes a clear, consistent message.

Writers are the lifeblood of any printed piece. Contributing writers this year included Elizabeth Chandler, CMP; Marti Fox, CMP; Erin Longley, CMP; Pat McCain, CMP; Gloria Ford, CMP; Debi S. Kensell; Colleen Rickenbacher, CMP, CSEP; Jennie Campbell, CMP, CMM; Patty Stern-Markley, CMP; Melissa Clouch, CMP; Carol Benavidez, CMP; Dvorah Evans, CMP; Jane Richards; Gene Garrett; Matt Powers; Sherry DeLaGarza, CMP; Judy Obinwa; Laurel Chooljian; M.T. Hickman, CMP, CTP; Hattie Hill; Tara Judd; Melissa Logar, CMP; Bill Boyd, CMP, CMM; Gregory Pynes and Sandi Galloway.

We were fortunate to have several columnists contribute regular features each month. Betty Garrett, CMP led off each issue with “A Message from the President.” Kevin Jost authored “J&S Tech Talk” and Suzanne Silver penned “From the Heart.” Dana Nickerson-Rhoden, CMP, CMM wrote the “Advancing Women” column highlighting MPI's Women's Leadership Initiative.

Our “Current Affairs” column presented a forum for industry-related hot topics. Guest columnists this year were Al Lucia (ADL Associates), E. J. Siwek (FLASHpoint Technologies), Ellen Castro (SMU), Steve Kemble (Steve Kemble Event Design), Maura Gast, FCDME (Irving CVB), Linda Swindling (The Peacemaker) and Edwin L. Griffin, CAE (MPI).

My thanks to each of you for contributing to *The Current*. I enjoyed working with you this year. BRAVO! 🌐



Members of the 2001-2002 MPI D/FW “Current” committee included: (front row l-r), Dana Nickerson-Rhoden, CMP, CMM (MPI Women's Leadership Initiative columnist), Betty E. Garrett, CMP, (Chapter President), Suzanne Silver (From the Heart columnist), Cindy Provence (Advertising Chair), Dana Conley (Newsletter Coordinator/Designer) and Tracey Smith, CMP (Marketing Committee Chair). Back row l-r: Patty Stern-Markley, CMP (VP of Education), Elizabeth Chandler (VP of Membership), Anna Squire (VP of Programs), Steven G. Foster, CMP (Newsletter Managing Editor), Thomas White (staff writer), Alainna Palmer, CMP (Newsletter Asst. Managing Editor) and Kevin Jost (J&S Tech Talk columnist).

DALLAS/FT. WORTH  
CHAPTER



DEFINING THE POWER OF MEETINGS™

## CURRENT

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## HAIL TO THE CHIEF *continued from page 1*

**Current:** The events of Sept. 11 struck during your term. How has it personally affected you?


**Garrett:** "It made me more aware of the incredible individuals we have in the hospitality profession. I felt a sense of tremendous loss as the events unfolded on television that day and throughout the entire month. There was a feeling of shared powerlessness about the economic pressures placed on the hospitality industry. I also had a burning desire to let people know that America was built on freedom, integrity and courage. I wanted to do something to instill the pride of being an American, thus, started the Pledge of Allegiance to the US flag in our monthly meetings. This was a form of staying connected because we had to pull together in order to continue on our journey."

**Current:** Any Advice you would give to incoming president Cheryl Beasley?

**Garrett:** "One thing I would advise Cheryl is to stay focused with her vision; do not get side-tracked. With more than 900 passionate but demanding chapter members, it is easy to get wrapped up in minuscule things as opposed to the bigger picture. Respect the opinions of the members who built our chapter. However, keep in mind that we must run this chapter as a business; it is no longer something that can be operated out of a closet. Enjoy the journey because it is a great group of professionals."

**Current:** What is something people don't know about you?

**Garrett:** I love to go deep-sea fishing as long as I have someone baiting my hook and taking the fish off. I enjoy the white sandy beaches and clear blue waters. My parents used to have a lake house where Gene and I would go visit, fish, and just sit in the swing down at the dock. People probably also do not know that I make the "occasional" casino run. I like the slot machines. My mom and I once played for three weeks at Harvey's in Lake Tahoe. We became known as 'Busted Betty' and 'Tahoe Tillie,' so we didn't come back as winners."

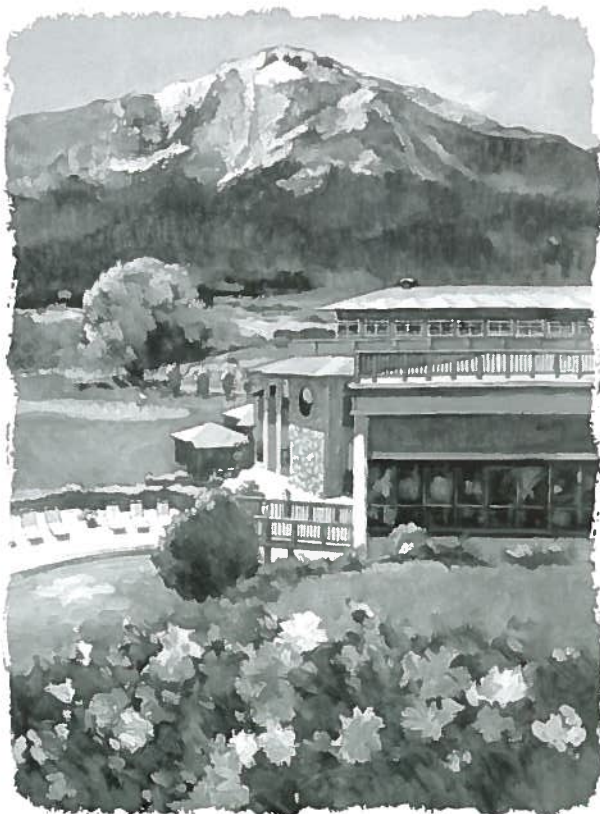
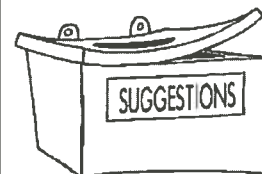
*Editor's Note: Betty Garrett will end her term as she began it - on a high note. Next month, she will receive the National Meeting Partner of the Year award from the National Speakers Association at its annual conference in Orlando. This is the highest honor NSA bestows on a "non-speaker" and only one outstanding professional is selected each year for this prestigious award. Prior to receiving this honor, Garrett received the Meeting Partner of the Year from NSA North Texas Chapter.* 

## Needs Assessment of Our Award-Winning D/FW Chapter

If we had your current email address, you received an invitation to let your voice be heard by filling out the on-line membership survey.

If you have not taken a few minutes to fill out the on-line survey, please help us respond to your membership needs by going to the chapter web page [www.mpidfw.org](http://www.mpidfw.org). Select the Member Survey button.

Your board of directors is excited about hearing from you as we put together programs for the 2002-2003 year.



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# 2002 CIRCLE OF COMMITMENT

## A Salute to Membership

The MPI D/FW Chapter is honoring 51 members at this month's Awards Gala with a membership pin commemorating their commitment and involvement. Longevity in any area is an accomplishment. For continuing their association with MPI D/FW, we salute the following members:



### 25 YEARS

Ellen J. Beckert  
The Freeman Companies



### 20 YEARS

David R. Gisler  
The Freeman Companies

### 15 YEARS

- Maurine G. Allen, CMP
- Sally A. Goldesberry, CMP, CMM
- Vicki L. Kempe
- Joanne Nichols
- Sheri L. Pizitz, CMP, CSEP
- Judith L. Rondeau
- Dorrit K. Turner, DMCP
- Robert E. Walker
- Patti L. Wilke, CMP

### 10 YEARS

- Bitsy J. Burns, CMP
- Sherri A. Cook, CMP
- Gretchen R. England
- Steven G. Foster, CMP
- Wendy Foster, CMP
- Judith H. Gausnell
- Cindy M. Hamilton Hartner
- Eddie A. Heyland
- Barbara K. Kemerer
- Jana L. Liles
- Carol S. Marks
- Stephanie S. Schroeder
- Luana L. Stoutmeyer
- Peter Studebaker
- Don S. Vaughn
- Deborah F. Weaver, CMP
- Jennifer B. Winget, CMP, CHME

### 5 YEARS

- Arturo Aguirre
- Frances R. Allen
- Kristy L. Anderson
- Linda Armand
- John P. Bender
- Stacey L. Blackwell, CMP
- Carol A. Boyd
- Deidre D. Carroll
- Shannan P. Christo
- Karen M. Coughlin, CMP
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- Terry G. Ellegood
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# Chapter Awards Gala

Thursday, June 27, 2002 • 6:00 p.m.

by Carol Benavidez, CMP  
HelmsBriscoe

## “Shaping Your Future - Making Connections”

The annual Awards Gala, hosted by the Fairmont Hotel, is shaping up to be the spectacular event of the year. Join in celebrating the accomplishments of our chapter as you make connections to your future. MPI DFW Chapter members who have been members for 5, 10, 15, 20 and 25 years will receive commemorative pins to honor their dedication to the association.

2001-2002 Chapter President Betty Garrett, CMP will highlight the accomplishments of the year, culminating in the presentation of Planner, Supplier, Rising Star, Facility and Program of the Year Awards, as well as the Suzie Fiveash Award for membership recruitment and the President's Award.

The evening will include the Installation of the 2002-2003 Board of Directors. Incoming President, Cheryl Beasley, CMP will introduce us to an upcoming year of Leadership and how you can make a difference.

After dinner and the Awards Program, continue the evening by dancing to the Phares Corder Orchestra. Our host hotel, The Fairmont Hotel, is providing a discounted rate of \$109 for overnight accommodations.

Awards Gala Committee members are: Betty Garrett, CMP, Garrett Speakers International; Tracey Smith, CMP, RIA; Anna Squire, Squire & Associates; Patty Stern Markley, CMP, Dallas Meeting Management; Carol Benavidez, CMP, HelmsBriscoe; Cindy Hamilton Hartner, Wynnwood; Bill Reeser, CMP, CTS, AVW-TELAV Audio Visual Solutions; Jim Monroe, CMP, CSEP, Gale Sliger Productions; Phares Corder, Phares Corder Entertainment; Bob Walker, AVW-TELAV Audio Visual Solutions; Thomas White, Independent; David Gisler, The Freeman Companies; Sherry DeLaGarza, CMP, Independent; Steven G. Foster, CMP, Circle R Ranch; Randie Charnes, MPI D/FW Chapter and Ginny Paxton, Clever Gifts.

### Mark Your Calendars for Upcoming Meeting

Thursday, July 25, 2002  
MPI D/FW Town Hall Meeting  
11:00 am - 1:30 pm  
Ft. Worth Convention Center

Hosted by 2002-2003 Chapter President Cheryl Beasley, CMP and featuring the 2002-2003 Chapter Board of Directors.

The annual Chapter Involvement meeting will be highlighted by presentations on “Enhancing Your Career Through MPI”. Don't miss this season-opening kickoff event. Be among the first to experience MPI D/FW's year-long commitment to Career and Leadership.

#### HOST FACILITY

### The Fairmont Hotel

In Texas, we do things in a big way, and The Fairmont Dallas is no exception. In this modern city of soaring skyscrapers, The Fairmont Dallas takes its place as a monument of elegance and grand style. Conveniently located in the upscale Dallas Arts District, The Fairmont Dallas is close to the Financial District, cultural activities and the West End Historic District known for its shopping, lively restaurants and nightlife. Combining hospitality, luxury and that special Texas flair, The Fairmont Dallas can accommodate grand events in lavish style as well as smaller, more intimate meetings. With mouthwatering dining and regal guest rooms, nothing compares to The Fairmont Dallas.

#### DIRECTIONS

**From DFW Airport:**  
Take the South exit out of DFW Airport and follow the signs to Dallas. Take Hwy 183 East to I-35E South. Exit Hwy 45/75 Houston. Take the next exit at Field/Griffin Street. Merge left onto Griffin Street. Continue straight to the first light at Ross. Turn left on Ross. Continue 2 blocks to Akard. Turn left on Akard and the hotel is on the left corner.

**From Love Field:**  
Turn right onto Mockingbird Lane. Go approx. 3 miles to Hwy I-35E South. Go South towards downtown. Exit at 45/75 Houston (on right). Take the next exit at Field/Griffin Street. Merge left onto Griffin Street. Continue straight to the first light at Ross. Turn left on Ross. Continue 2 blocks to Akard. Turn left on Akard and the hotel is on the left corner.

**From N. Dallas, Plano & Richardson:**  
Take Central Expressway (Hwy 75) South. Exit Ross Avenue, turn right onto Ross. Continue through 4 stoplights. Turn right onto Akard. The hotel is on the left.

### Shaping Your Future - Making Connections

Featuring the 2001-2002 Chapter Awards  
Installation of 2002-2003 Board of Directors

Thursday, June 27, 2002

#### Fairmont Hotel

1717 N. Akard St. • Dallas, TX 75201  
(214) 720-2020

### Chapter Awards Gala

- 6:00 pm Registration - Regency Ballroom Foyer  
Reception - Regency Ballroom
- 6:15 pm President's Leadership Reception  
- Check the Reader Board for location
- 7:00 pm Dinner and Awards Ceremony  
Regency Ballroom  
Dancing until 10:30 pm with  
Phares Corder Orchestra

**Valet Parking: \$10.00**

Special Overnight Guest Room Accommodations: \$109.<sup>00</sup>  
Refer to the MPI June Gala when making reservations.

|                        |         |
|------------------------|---------|
| Advanced Member Price: | \$45.00 |
| Advanced Guest Price:  | \$45.00 |
| Onsite Price:          | \$55.00 |

R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, June 24, 2002  
email: rcharnes@msn.com • fax: 972-506-7485

#### ON-LINE REGISTRATION PREFERRED

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

# 2002 Chapter Awards Nominees

The Meeting Professionals International Dallas/Fort Worth Chapter (MPI D/FW) is pleased to present its awards nominees for the 2001-2002 year. Awards Gala Chairpersons Tracey Smith, CMP (RIA) and Betty Garrett, CMP (Garrett Speakers International) announced the following nominees who will be recognized at the MPI D/FW Chapter's Annual Awards Gala, Thursday, June 27 at the Fairmont Hotel.

## *Nominated for Planner of the Year:*



Tamra Hughston, CMP  
THE Meeting Planners



Melissa Logar, CMP  
PricewaterhouseCoopers, LLP



Patty Stern Markley, CMP  
Dallas Meeting Management

## *Nominated for Supplier of the Year:*



Sandi Galloway  
Canadian Tourism Commission



Bill Reeser, CMP, CTS  
AVW-TELAV



Stephanie Schroeder  
Starwood Hotels & Resorts

## *Nominated for Rising Star of the Year:*



Carol Benavidez, CMP  
HelmsBriscoe



Todd Quigley  
The Wedding Guide



Thomas White  
Independent

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



**Suzanne Silver**  
Hampton Inn-West End

## From The Heart

### Special Olympics Spring Games

Thank you to everyone who came to lend a hand and their support during the Special Olympics Spring Games held at Richardson High School on April 26th and 27th. Laura Jordan chaired this Community Service Committee event and made it the huge success it was.

We had a total of 23 positions filled by volunteers from our organization on Friday night and throughout the day Saturday. Our main assignment was to man one of the awards stations. Each two-person team handled different tasks. One team would meet and greet the athletes and escort them to a seat at the front of the awards ceremony. The next team would verify their winning order and escort them to the podium team. The podium team then walks the athletes to their respective positions at the lectern. The next team distributed the appropriate medals and the last team walks them off the platform. We held their hands, hugged them and cheered them on.

This was my first year participating in this event and I can assure you it won't be the last. The day was emotion packed: from tears of joy to thrill and excitement. No one could walk away without being touched by the spirit of the athletes.

We also conducted a drawing for dinner for two at the Palm Restaurant and a weekend night stay at the Hampton Inn West End (soon to be Doubletree Hotel). The winner was chosen from a random drawing of all volunteer participants from the MPI D/FW Community Service Committee. Sunni Grunwald was our winner and will enjoy a fabulous dinner and weekend getaway.

For additional information on this event, contact Laura Jordan at [ljordan@wyndham.com](mailto:ljordan@wyndham.com) or 214-863-1151.



## Welcome to Our Newest Members!



|                                   |                                   |
|-----------------------------------|-----------------------------------|
| Kelly M. Ashworth.....            | Allstate Insurance Company        |
| Chet E. Carroll.....              | Doral Desert Princess Resort Palm |
| Jay Chambers.....                 | Adam's Mark Hotel                 |
| Barbara Charbonneau, CMP,CME..... | Event Energy                      |
| Jessica B. Clements.....          | Omni Mandalay Hotel               |
| Kesh A. Curtis.....               | NEC America                       |
| Lauren M. Dean.....               | Bravo! Entertainment              |
| Kristi A. Diotte.....             | Awesome Speakers                  |
| Laura B. Fox.....                 | Harvey-Daco                       |
| Lisa A. Hagerty.....              | Hilton Dallas/Park Cities         |
| Jenifer L. Johnson.....           | Homemade Gourmet                  |
| Barbara A. Majefski.....          | Society of Petroleum Engineers    |
| Shannon McGowan.....              | Lincoln Financial Advisors        |
| Nicole L. Metzger.....            | Dallas Summer Musicals            |
| Wendy M. Neel.....                | Centex Home Equity                |
| Barbara B. Passarello.....        | Crow Holdings                     |
| Pamela J. Pentecost.....          | Arcodora & Pomodoro               |
| Jessica D. Richard.....           | Advocare International LLC        |
| Molly Rodgers-Grassman, CMP.....  | Dallas Market Center              |
| Michael A. Schultz, CMP.....      | Independent                       |
| Jac Schwitter.....                | Texas Treats Inc                  |
| Kelly Snyder.....                 | WC Communications                 |
| Vicki L. Stanbery.....            | Event & Tour Concepts of Dallas   |
| Ernest A. Stovall.....            | Adam's Mark Hotel                 |
| Kim Wilkerson.....                | Coors Brewing Company             |



## Heard it through the Grapevine!

**Alaina Palmer, CMP**  
Highwire  
'Grapevine' Columnist

**Dean Conwell** has left the *Irving Convention & Visitors Bureau* to pursue other interests. He was the director of tourism.

**Judy Johnson, CMP**, with *EHarden Meeting Management, Inc.*, has been asked to write the keynote article for the July issue of *Pharmaceutical Executive Magazine* focusing on a special meeting issue. She had written a key article on meeting planning in the November issue of the *Dallas Business Journal* reporting on the aftermath of September 11 and the economy.

**Phyllis Firebaugh, CMP** has joined *MPBid* as their regional vice president of sales. Previously, Phyllis handled group travel sales for various meeting companies, including positions with the *Krisam Hotels & Resorts*, *Westin Hotel Galleria*, *Hotel Intercontinental* and most recently with *Wyndham Jade*.

**Todd Quigley** has left *Designs Behind the Scenes* to pursue other interests. He was director of sales and marketing.

Our deepest sympathies go out to **Patti O'Neil** with *AdvoCare International*. Her father passed away on March 25th. Many prayers and blessings of peace to Patti and her family.

**Thomas White** has left *Noble Coaches & 1st Executives* to pursue other interests.

**Lanay Stokes** has recently joined *AdvoCare International* as assistant director of events. She was formerly with *Sprint*.

**Steven Flores** has joined the *Hampton Inn Downtown Dallas/West End*, which is due to convert to a *Doubletree Hotel* in the near future, as group sales manager. He was formerly with *Eddie Deen's Ranch*.

Past president of *HSMIA-DFW*, **Mark Thompson** of *Southfork Ranch*, is pleased to announce that the *HSMIA-DFW Chapter* was recently presented with several very impressive awards for their achievements in 2001. They were named "Best of the Best" first-place winner in the communications category, educational programming and membership development. They earned more first-place awards than any other chapter on the planet! 2001 was a fabulous year for the chapter! Congratulations!

To submit member news and information, please contact:

Alaina Palmer, CMP  
HIGHWIRE/Adventures in Advertising  
214-387-8634 • Fax: 972-377-8730  
[apalmer@highwirepromotions.com](mailto:apalmer@highwirepromotions.com)



## May Meeting Chapter Partners

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

### Program Sponsor & Centerpieces

Lisa Skeels  
Greater Houston CVB

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Greater Houston Convention and Visitors Bureau

### Featured Speaker

Keith Harrell, CSP, CPAE  
Harrell Performance Systems, Inc.

### Facility, Reception, Luncheon, & Speaker Hotel Room

Doubletree Hotel at Lincoln Centre

### AV Services and Production

Susan Dillon  
Presentation Services

### Photography

Jim Woods  
JWoods Custom Photography

### Ground Transportation

Thomas White  
Independent

### PROGRAM COMMITTEE

Sherri Cook, CMP  
Sherri Cook & Associates

Tamra S. Hughston, CMP  
THE Meeting Planners

Peg Wolschon, CMP, CTP  
Production Transport

Leah Velasco  
Independent

Dvorah Evans, CMP  
Dallas Black Chamber of Commerce

Hollye Edwards  
CityPlace

### "OOPS We Goofed"

Corrections to April Chapter Partners

We omitted the generous donation of the following event sponsor. We apologize for the error and wish to thank...

### Decor, Linens and Chair Covers

Joy Johnson-Floyd  
BBJ Linens

## May Meeting Highlights



The Community Services Committee hosted a toiletries and clothing drive benefitting both The Genesis Women's Shelter and Bryan's House. Donated items were collected prior to the May chapter meeting. Committee members were, l-r: Heather Speaks, Lora Brandis (co-chair), Suzanne Silver (chair), Laura Jordan and Colin Clayton (event chair).



Rhonda Stone of the Greater Houston CVB praised the "Space City" citing its meeting space, fun space, hotel space and the Johnson Space Center.



The May chapter meeting drew more than 300 attendees who packed the reception/trade show area hosted by the Greater Houston Convention & Visitors Bureau.



Speaker Keith Harrell brought his powerful and enthusiastic "Attitude is Everything" message to the May chapter meeting. Harrell visited with VP of Education Patty Stern-Markley, CMP and guests during the program.



May Program Committee members were Peg Wolschon, CMP, CTP (Production Transport), Hollye A. Edwards (CityPlace), Leah Belasco (Independent), Sherri Cook, CMP (Sherri Cook & Associates) and Dvorah Evans, CMP (Dallas Black Chamber of Commerce).

Photos by Jim Woods



# Advancing Women

## Gender Dynamics - WLI Cracking the Communications Code

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

Over 50 women learned new communication skills at the recent workshop series for leadership skills for women. When you travel internationally, do you learn the local customs and language or do you expect

others to adapt to you? It is the same thinking about communicating in a male-oriented world. The group learned many elements of key communication skills that would easily change the message being sent.

They included:

1. What message am I sending? The group participated in an exercise that gave candid "first impressions" observations of each guest. Many came away realizing the "image" they were giving to others did not reflect reality.
2. Listening skills - women typically listen more actively and acknowledge that by either tilting their heads or in most cases nodding to the other person. Others will perceive your nodding as a sign of approval. Don't sit and nod yes to a presentation that you may disagree.
3. Sports Talk: terms such as "rookie," "punt," "it's a slam dunk," etc. this is all sports talk. Learn the various forms of sports speak and how to use it in a conversation.

4. Powerspeak: learn a better way to delivery a message - avoid saying "I'm sorry", when it's not your fault."I am sorry I missed your call, sorry the report didn't get to you on time," etc. Do not use, "I feel," it makes you seem too emotional. Use more powerful language.
5. "On a scale of 1-10, what are my chances?" ask this question when faced with a decision process to be made about you to others? Then ask, "how do I get to be a 10?"

The group learned the key to understanding the dynamics of the different genders is learning to adapt to the situation, listening and using powerful language.



Judith Gausnell discussed key elements for women to consider when communicating. They ranged from how to sit, how to stand, listening and speaking skills.



Judy and Laura Jordan, CMP (Wyndham International) demonstrate the incorrect way women stand - this posture diminishes their leadership roles.



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**Patty Stern Markley, CMP**  
Dallas Meeting Mgmt.

## “Inspired Learning” ...A Year of Education In Review

by Patty Stern Markley, CMP  
Vice President of Education, MPI D/FW Chapter

As we wrap up a very successful year of Educational Programming for the MPI D/FW Chapter, it's prudent to recall the timely industry topics we presented that were inspired by input from you, our valued membership.

We started the year with a program on Hotel Surcharges as a response to industry concerns. With the participation of outstanding leaders from Dallas hotels, resorts and conference centers, we had more than 70 members attend a lively and controversial program resulting in the hoteliers leaving with a better understanding of what planners do and don't want to see in the contract!

The Executive Dining programs sold out twice this year in August and February. Precise logistics and the participation of the finest restaurants in the city meant participants were able to combine education and socializing with industry peers.

In the fall we presented a program about Site Selection issues that resulted in broad conversations about the effect that September 11 had on the hotel industry, how they were working with companies to rebook and how planners were handling program cancellations within their organizations. Other programs included a presentation on how to prepare for, present to and influence groups of any size; developing new business via researching the Internet; and a program in December on International Travel and the “new rules” to consider for security and safety reasons.


At the start of 2002, the Education Committee embraced the new Women's Leadership Initiative (WLI) with a three-part program in April, May and June, presenting Professional Etiquette, Gender Dynamics and Health Issues. (P.S. Once again we're “the first” chapter in MPI to develop and present WLI programs. We've been asked to present our “best practices” at a WEC workshop in Toronto this summer.)

Three concurrent workshops were presented at the February MPI D/FW Suppliers Showcase. The topics included Industry Trends, Customer Service and a Communications Planning panel discussion.

Home Officing was presented in March that included information on how to use “vertical space,” the importance of ergonomics and an insightful presentation on the elements of Feng Shui.

In April, a Golf Clinic was held in conjunction with the MPI D/FW Chapter Golf Tournament to help members better understand the components of planning a Tournament...and how to drive a golf cart!

We finished off the year by celebrating accomplishments within our industry. The Fourth Annual CMP/CMM Recognition Breakfast took place in early June at the Wyndham Anatole Hotel with a timely theme of “Influential Connections,” an homage to president Betty Garrett's theme of connecting with others, and a clear message about just how influential our relationships within the industry can be!

This fantastic year of programming could only happen with the dedication of my awesome Director of Education, Sandi Galloway and the passion that each Education Committee member put into developing our monthly programs. I thank each of you for participating this year. Together we helped “shape the future” of Education and we helped our members “connect” with one another through participation in our monthly Educational Programs. 

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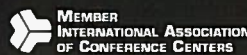


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