

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

## Inside

President's Message.....2  
Current Affairs.....3  
Sept. Chapter Meeting...5  
Ellen Castro.....6  
Education News.....7  
Aug Meeting Highlights..8  
Membership News.....11  
Advancing Women.....12  
Grapevine.....12  
Tech Talk.....13  
Chapter Charities.....14  
Kid's Charity Ball.....15

**For Up-To-Date  
Chapter Information  
& Calendar of Events  
LOG ON TO  
[www.mpidfw.org](http://www.mpidfw.org)**



## If you Build It, Will They Come? Meeting Industry Construction Booms in the DFW Metroplex

By Steven G. Foster  
Managing Editor

During the 1980s, an upsurge in building development in Texas manufactured a joke naming the "Construction Crane" as the state bird. If business in the post-9/11 economy has been falling off, someone forgot to tell the meetings and events industry in Dallas/Fort Worth. New construction projects and mega expansions of existing facilities are changing the face of the Metroplex.

Dallas: Debuting this month is the newly expanded Dallas Convention Center, home to the

world's largest, singular, column-free exhibit hall at 203,000 square feet. The new hall, built above existing Amtrak, Union Pacific Railroad and DART light rail tracks, will have spring isolators to protect against vibration. There are two major "arches" holding the roof up and they will be lighted at night – becoming an icon for the skyline.

"Only Chicago, Atlanta, Orlando, Las Vegas and Los Angeles have more meeting attendees than does Dallas," says Dave Whitney, President/CEO of the Dallas Convention & Visitors Bureau. "The expansion and renovation gives us 1.1 million square feet of exhibit space in this magnificent facility, enough to compete against the very best."

Dallas's arts district, the largest urban arts district in the country, also will add a special attraction next spring with the opening of the spectacular Nasher Sculpture Center, a 2.4-acre site with an outdoor sculpture garden, indoor gallery, auditorium and cafe.



The sales team at Gaylord Opryland Texas Resort & Conference Center hosted an "Acceleration Celebration" to herald their updated opening schedule in 2004. Pictured, l-r: Wendy Ezernack, Director of Northeast Sales; Pam Altman, Director of Mid-Atlantic Sales; Kristen Harris, Director of Midwest Sales; Robert McPherrin, Vice President of Sales & Marketing; Michelle Carter, CMP, CHSP, Director of West Coast Sales; Amy Smith, Director of Midwest Sales and Kerri Atterberry, Director of Southeast Sales.

see Meeting Industry Construction on page 9





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.

**President**

Cheryl L. Beasley, CMP  
Sabre Inc.  
682-605-2377

**President-Elect**

Melissa S. Logar, CMP  
PricewaterhouseCoopers LLP  
972-724-2258

**Immediate Past President**

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

**Vice President of Education**

Patty Stern Markley, CMP  
Dallas Meeting Management, Inc.  
972-723-8524

**Vice President of Finance**

Wendy Foster, CMP  
Circle R Ranch  
817-430-1561

**Vice President of Membership**

Tamra S. Hughston, CMP  
THE Meeting Planners  
214-631-7476

**Vice President of Programs**

Sherry L. DeLaGarza, CMP  
Independent  
972-414-1844

**Vice President of PR/Marketing**

Dvora A. Evans, CMP  
Dallas Black Chamber of Commerce  
214-421-5200

**BOARD OF DIRECTORS**

**Director of Administration**

Tara L. Judd  
Imagine Events  
972-491-1660

**Director of Education**

James C. Monroe, CMP, CSEP  
Gale Slinger Productions  
214-637-5566

**Director of Finance**

Carol L. Benavidez, CMP  
HelmsBriscoe  
972-396-0423

**Dir. Leadership Development**

Rick D. Tabone, CTSM  
MC2  
972-580-0252

**Director of Marketing**

Keith W. Hickman, CSEP  
The Sixth Floor Museum at Dealey Plaza  
214-747-6660

**Director of Membership**

Nancey M. Hernandez, CMP  
The Adolphus  
214-651-3622

**Director of Operations**

Bruce A. Wolpert, CMP  
American Airlines Training/Conf Center  
817-956-1000

**Director of Programs**

Darryl D. Leavitt, CMP  
Houghton Mifflin Company  
972-851-5503

# A Message from the President



Cheryl L. Beasley, CMP  
2002-2003 President

## Becoming Great Leaders

### Change: You Can't Escape It!

By now you have experienced a lot of "C" word talk, with our recent Leadership Series discussion on the Cornerstones of Leadership - Credibility, Compassion and Community. My thanks to Ellen Castro, our speaker, for leading us to understand how important leadership is as a life skill.


We could not have undertaken this series without the dedication of Chapter leaders like Pat McCain, CMP and Lynn Lewis, CMP to facilitate discussion on Community. Dana Nickerson-Rhoden, CMP, CMM and Stephanie Schroeder helped us grasp Compassion. And the dynamic duo of Bitsy Burns, CMP and Jim Monroe, CMP, CSEP lead the discussions on Credibility. Hats off to these Chapter leaders for their contribution to our professional growth. And last and perhaps most, thanks to Patty Stern-Markley, CMP for her courage in leadership to take my vision and make it a reality.

Another "C" word integral in our quest for leadership skills is Change. I've been delighted to see how well each of the committees have accepted the changed format of our monthly meeting to introduce the Leadership Series. I give special recognition to Tony Cummins, CMP and the folks at CityPlace for their willingness to step outside their comfort zone to host the August program. They took a tremendous risk in believing Sherry DeLaGarza, CMP, VP of Programs, when she assured them that you would find their demonstration of flexibility, innovation and willingness to change as important as their more traditional areas of evaluation in food & beverage quality and service. Their willingness to take that risk with us for the benefit of the Chapter's educational mission has certainly given them high points with Mary Sanger, August Program Committee Chair, and the rest of the Program Committee.

It seems I can't escape the letter "C". A word that keeps coming up in my conversations with many of you lately is competition. Competition has always been a part of the professional relationships we develop within our Chapter. However, that competition has generally been cooperative, collaborative and even cordial. Our Chapter, our industry and the communities we serve all benefit from this kind of healthy competition. Healthy competition is what our industry is built upon.

It would be easy to use the difficult economic times in our industry as an excuse to use marginal business tactics to gain advantage over a competitor. We are all under a lot of pressure to provide more with less, to deliver faster and with lower costs or higher returns. We can't let that pressure cause us to lose site of our commitment to high ethical standards and to treating each other with professional and personal respect. Without those standards we cannot have healthy competition and, without healthy competition we all lose.

Let's make these tough times an opportunity to practice our leadership skills as we compete for business and professional growth with integrity and the highest ethical standards.

Don't forget to register for the second Leadership Series: Compassionate Leadership. You can choose another of the workshops on Credibility, Compassion or Community and gain further insight into your own personal leadership skills. Read Ellen Castro's article on page 6 and prepare for another important step in Becoming a Great Leader. 



## “CURRENT” AFFAIRS

# Getting the Maximum Benefit of Your Volunteer Experience

**Editor's Note:** The Meetings Industry Council (MIC) is sponsoring a joint leadership conference, November 12th, 2002, featuring a keynote address by John Paul of Association Works. MPI D/FW supports the MIC as a way of connecting with other leaders from meeting industry organizations.

Americans are volunteering in record numbers. Whether for short-term projects or longer-term leadership appointments, women and men from diverse walks of life and backgrounds are giving their time and talents to the benefit of causes and organizations across this country.

People volunteer for a variety of reasons: to make a difference, to learn new skills or develop existing skills, to network, to feel good, to give something of value back, to broaden personal horizons. But, according to Independent Sector's latest national survey of giving and volunteerism in America (1999), most people volunteer because they are asked.

If you are recruiting others or being recruited to assume a volunteer role, the keys to a successful experience include 1) understanding the job scope and requirements, 2) making a thoughtful decision, 3) honoring commitment and 4) demonstrating appropriate interpersonal skills.

The following practical tips will help you to anticipate and avoid the most common pitfalls in choosing and performing a new volunteer assignment:

\* Be clear . . . about what you seek and desire from the volunteer experience. Before accepting any volunteer role, ask yourself a few clarifying questions. What kind of organizations and missions interest me? Why am I motivated to volunteer? What do I expect to contribute and gain from the experience? How much time do I have to give? What relevant skills and experience do I possess?

\* Be intentional . . . in selecting a volunteer opportunity that fits your interests, skill sets, and expectations. Before accepting a volunteer assignment, ask the recruiting organization a few clarifying questions. What exactly does the role entail? (A written job description can be very helpful at this stage of decision-making.) How much time will I need to devote (each week? each month? for how long?) Will I be working with a team or alone? What resources (e.g., orientation, documentation, staff, financial, etc.) are available to me?

\* Be prepared . . . to discharge your duties to the very best of your ability. Read everything that is sent to you, including letters, emails, memos, reports and meeting agendas. Be on time or, even better, a little early. Anticipate—and be ready for—the expected and the unexpected.



John Paul  
Association Works

\* Be enthusiastic . . . in your approach. Volunteers who bring energy, focus and a sense of urgency to their assignments are generally more successful than those who don't.

\* Be generous . . . in sharing information, insights, ideas, talents, personal connections and/or resources, constructive feedback and praise. You will never be faulted for over-informing or over-supporting an organization to the ultimate benefit of its mission or customers.

\* Be positive . . . in your interpersonal interactions. Seek to be part of the solution rather than part of the problem. Volunteers who bring a smile, sense of humor, and a healthy appreciation of fun to the task are highly valued.

\* Be thorough . . . in executing your task. Demonstrate initiative, complete your work, follow-through on short- and long-term assignments without prompting and ensure that unexpected opportunities are handled either by you or by referral to appropriate others in a timely manner. “Not my job” has no place in the volunteer vocabulary.

\* Be accountable . . . for the product of your volunteer labors. Focus on high quality results and process efficiency. Seek periodic evaluative feedback from knowledgeable others as well as the opportunity to participate in dialogs around possible improvements for the future.

\* Be ready . . . to have your volunteer contribution recognized and celebrated by the organization. Particularly effective volunteers may be invited to continue their service, including training new volunteers, or approached to assume expanded responsibilities. By setting the standard of volunteer excellence for others, you will be raising the performance bar for the entire organization. And that's a good thing.

*John Paul, a founding partner with Association Works, offers consultation, facilitation, training and keynote presentations on strategies designed to increase the effectiveness, profitability and image of nonprofit organizations. Areas of particular emphasis include change management, Common Sense Boards, nonprofit mergers, relationship fundraising, and Customer Delight.*

Contact John Paul at <http://www.associationworks.com> or (214) 221-7881 or (800) 986-8472. 

DALLAS/FT. WORTH  
CHAPTER  
MPI

DEFINING THE POWER OF MEETINGS™

## CURRENT

Dallas/Fort Worth Chapter Office  
Dallas/Fort Worth Chapter  
PMB 259  
7750 North MacArthur Blvd., Suite 120  
Irving, TX 75063-7501  
[www.mpifw.org](http://www.mpifw.org)

**Chapter Administrator**  
Randie Chames  
(972) 869-3836  
Fax: (972) 506-7485  
[rchames@msn.com](mailto:rchames@msn.com)

**Vice President PR/Marketing**  
Dvorah A. Evans, CMP  
Dallas Black Chamber of Commerce  
(214) 421-5200  
[dae@dbcc.org](mailto:dae@dbcc.org)

**Managing Editor**  
Steven G. Foster, CMP  
Circle R Ranch  
(817) 430-1561  
[stevenfoster@circlerranch.org](mailto:stevenfoster@circlerranch.org)

**Assistant Managing Editor**  
Alainna Palmer, CMP  
Highwire  
214-387-8634  
[apalmer@highwirepromotions.com](mailto:apalmer@highwirepromotions.com)

**Newsletter Coordinator/Designer**  
Dana Conley  
PDQ Results Printing  
(972) 680-9410  
[pdq-results@prodigy.net](mailto:pdq-results@prodigy.net)

**Newsletter Advertising Sales**  
Cindy Provence  
PDQ Results Printing  
(214) 686-3121  
[pdq-results@prodigy.net](mailto:pdq-results@prodigy.net)

**Contributing Columnists:**  
MPI Advancing Women  
Dana Nickerson-Rhoden, CMP, CMM  
American Heart Association

Grapevine  
Alainna Palmer, CMP, Highwire  
In Any Event  
Paula Bruton, CMP, City Cafe  
J&S Tech Talk  
Kevin Jost, J&S Audio Visual, Inc.

**Contributing Writers:**  
Carol Benavidez, CMP, Helms Briscoe  
Sherry DeLaGarza, CMP, Independent  
Marti Fox, CMP, Global Goals  
M.T. Hickman, CMP, Richland College  
Tamra Hughston, CMP, THE Meeting Planners  
Pat McCain, CMP, The Krisam Group  
Gregory Pynes, Renaissance Mtgs. & Incent. DMC  
Patty Stern Markley, CMP, Dallas Meeting Mgmt.

**Photographer**  
Jim Woods  
J Woods Custom Photography  
(214) 395-5036  
[jwphoto@msn.com](mailto:jwphoto@msn.com)

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



## Cold, gray conference rooms yield similar ideas.

Great thinking comes from fresh air and a fresh perspective. In Vail, Colorado, you'll find both. This beautiful Rocky Mountain resort has everything you need — from elegant ballrooms and state-of-the-art meeting rooms to casual outdoor venues. When the work is done, your group can explore the great outdoors or relax with an afternoon of shopping, a spa treatment or a fine meal at one of Vail's quaint cafés. There's something for everyone here. For information, or to let one of our specialists start planning your group's getaway, call 800-775-8245 or visit [www.vailalways.com](http://www.vailalways.com).





# Chapter Meeting: Thursday, September 26, 2002 • 11:00 a.m.

## Becoming Great Leaders - The Cornerstone of Compassion

The terrorist attacks of September 2001 changed all of our lives. In these troubling and uncertain times, leadership is desperately needed. That day redefined leadership by requiring a leader to address some of the more basic needs of a follower. Are you fully prepared to be a true leader?

MPI D/FW's series "The Cornerstones of Leadership" with SMU Faculty Member Ellen Castro continues this month at The Studio Movie Grill in Addison, with an emphasis on "Compassion." The General Session will overview the series, so if you were unable to attend the August meeting, the information will bring you up to date. The general session is followed by three breakouts, each one providing highly interactive group discussions - one for each of the three cornerstones - led by leaders in the MPI D/FW chapter. Register today and be prepared to lead.



Patty Stern Markley, CMP  
VP of Education

"Cornerstones of Leadership" introduces questions all leaders must ask of themselves: Can others believe in me? Can I believe in others? Can I believe in myself? These questions not only apply in today's workplace but also in our personal lives, and in order for us to reach our fullest potential, the three leadership cornerstones must become life skills:

- Credibility - demonstrate character, competence, and consistency
- Compassion - enable confidence and competence in others
- Community - build relationships through trust and commitment

The breakouts are eligible for CEU credits, and JPA funds are available for the September and October Leadership Series meetings. For more information or to apply for JPA funds, contact Carol Benavidez, CMP at [cbenavidez@helmsbriscoe.com](mailto:cbenavidez@helmsbriscoe.com) or 972-396-0423.

September committee members are Nancy Tullos (Independent) and Leah Belasco (Independent).

### Mark Your Calendars for Upcoming Meetings

Thursday, October 24, 2002  
Cinemark Movie Theater (LBJ at Webb Chapel)  
11:00a.m. - 1:30p.m.

Thursday, November 21, 2002  
Movie Studios at Los Colinas  
11:00a.m. - 1:30p.m.

#### Host Facility

### Studio Movie Grill - Addison

Studio Movie Grill is the ideal place for group presentations and special events of all types: corporate training, educational seminars, team-building, holiday parties, video-conferencing, award presentations and more. We'll coordinate everything from the Invitations to the Menus, Favors, Entertainment and the Extra Special Touches!

Each of the seven theatres are equipped with the latest technology, including DSL connections for laptops, digital projections and an AMX system that allows a speaker to control the light, sound and projection during a presentation. In addition to its ample and comfortable seating, the facility features full food service ranging from snacks to a gourmet buffet. The Studio Movie Grill is the full turnkey venue that you have been looking for.

#### DIRECTIONS

**From the Dallas North Tollway**, exit Beltline Road in Addison. Turn east to Prestonwood Road, turn left. Studio Movie Grill immediately on the right.

**From LBJ (635)** take the Preston Road exit and go north to Beltline. Turn left (west) to light at Prestonwood Road, turn right. Studio Movie Grill immediately on the right.

**From Central (75)** take the Beltline Road exit. Turn west, cross Preston Road to Prestonwood, turn right. Studio Movie Grill immediately on the right.

## Cornerstones of Leadership "Compassion"

*Second in the Three-Part Series*

*Thursday, September 26, 2002*

### Studio Movie Grill - Prestonwood

5405 Beltline Rd. • Dallas, TX 75240

Phone: 972-991-6684

11:00 am - 11:30 am	Orientation
11:00 am - 12:00 pm	Registration and Networking Reception (Lobby)
12:00 pm - 12:30 pm	General Session
12:30 pm - 1:30 pm	Breakout Sessions (three concurrent)

Advanced Member Price:	\$35.00
Advanced Guest Price:	\$40.00
Onsite Price:	\$50.00

*R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, Sept. 23, 2002  
email: [rcharnes@msn.com](mailto:rcharnes@msn.com) • fax: 972-506-7485*

#### ON-LINE REGISTRATION PREFERRED

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



Ellen Castro  
SMU Faculty

## The Three Cornerstones of Leadership

# Credibility, Compassion and Community Count!

*(Second in a series of three articles)*

Leadership is a life skill that is applicable to each and every one of us regardless of our position or title. Choosing to become a leader transforms an ordinary life into an extraordinary life.

Case in point: My life was once filled with feelings of fear, self-doubt and struggle. It seemed I was always stressed out and fatigued. Sound familiar? As I consciously chose to integrate the three cornerstones of leadership ... credibility, compassion and community ... my life shifted to feelings of trust, hope and meaning. How can a leader provide these feelings to others if they themselves do not have them?

Leadership is about feelings. How do people feel around you? Do they feel like they can trust you? Credibility. Do they feel like you believe in them? Compassion. Do they feel like they make a difference? Community.

Compassion: Compassion is the second cornerstone of leadership. The Dalai Lama defined compassion as simply "loving kindness," yet the ramifications are far-reaching. Compassion creates a sense of significance and self-worth. It begins with the leaders showing loving kindness towards themselves. These leaders believe that there are no failures, only feedback. They believe that life is here to teach them about themselves, about acceptance and about trust. With compassion for themselves and their human-ness, they can create an environment where others feel accepted, safe, cared for, trusted and respected. This environment unleashes the human spirit to soar and accomplish greatness. It frees up energy usually spent on defensiveness, ego and struggle.

Compassion or a lack of it is exhibited in each and every interaction. There are no neutral acts. Each and every act either builds the self-esteem of another or destroys it. With each and every interaction, the follower is consciously or unconsciously asking themselves:

- ◆ Do you trust me?
- ◆ Do you have my best interests at heart?
- ◆ Do you care about me ... my fears, hopes and dreams?
- ◆ Do you know what makes me tick?
- ◆ Am I safe to let my guard down and be vulnerable?
- ◆ Do you appreciate me?
- ◆ Do you believe in me?

A "yes" answer to these questions engenders trust, commitment and loyalty. Compassion and loving kindness are demonstrated in countless ways by the leader. It is demonstrated when the leader listens with the eyes, ears and heart and seeks to make a connection. Compassion is felt when the follower senses that the leader is fully present in their presence. It is felt when the leader appreciates and recognizes their talent and gifts.

Leaders understand that withholding praise can be as damaging as criticism. Compassion is modeled by never criticizing but by providing feedback that is instructive, thoughtful, timely, kind and with the intent to help not destroy. Compassion is felt when the leader seeks to understand others' frames of reference, their hopes and their dreams.

Compassionate leaders balance their minds and hearts. They trust individuals and assume good intent, until proven otherwise. And if proven otherwise, the leader seeks clarification, understanding and resolution versus hard feelings and resentment.

Compassion is expressed with a genuine smile and heartfelt communications. It is expressed through common courtesy. The "please's," "thank you's" and other acts of basic respect are an essential part of compassion.

In sum, imagine the difference compassion could make in these stressful and challenging times. Imagine the difference we can make. It is up to us to create a more trusting, gentler and saner environment. It is up to us to model credibility, compassion and community and live extraordinary lives.

*Ellen Castro is a speaker and consultant while serving on the faculty of the Business Leadership Center at Southern Methodist University, Dallas, Texas. She is the author of Spirited Leadership: 52 Ways to Build Trust on the Job. Ellen holds an MBA from Southern Methodist University and an Ed.M. from Harvard University.*

## Chapter Education News

# Need a Meeting Clone - Consider a DMC Partner

Most meeting planners I talk to always comment on how they wish they could clone themselves because there are just too many things to do for their next big meeting or conference. This idea of cloning themselves in order to get twice the work done is not such a crazy idea as some may think! This is where a local Destination and Event Management Company comes in handy.

What is a DMC, some may ask, and how can the use of a destination management professional benefit meeting planners? Well, quite simply a Destination Management Company is a professional services company possessing extensive local knowledge, expertise and resources. A DMC also specializes in the design and implementation of events, activities, tours, transportation and program management. In a nutshell, a DMC may act as an extension of the meeting planner in an unfamiliar city or as a right hand when a planner finds that they don't have enough hands to juggle all the aspects of an upcoming meeting. Some of the other great benefits of using a DMC include:

- ♦ Complete knowledge of the selected destination
- ♦ Complete access to unique venues and entertainment opportunities
- ♦ Knowledge of area history and the main city attractions
- ♦ Already work with transportation companies that are 100% insured
- ♦ Hire only the most experienced tour guides in the area
- ♦ Have a working knowledge of area restaurants and their seating capacities & menus
- ♦ Creative proposals for special events within the meeting
- ♦ Guest tours of major attractions
- ♦ VIP amenities and transportation
- ♦ Shuttle services (including statistics) to assist with future planning
- ♦ Staffing within the convention center
- ♦ On-site and off-site teambuilding for all groups and sizes
- ♦ Decor and theme development
- ♦ Advance and onsite registration services
- ♦ One-stop shop from concept to creation to completion

The list is endless when it comes to the amount of time and money a good DMC can save. Don't hesitate to use a DMC, even in your own backyard! The time and effort saved can make it extremely cost-effective to use this type of partner no matter where you are.



**Michelle Crosby**  
Ultimate Ventures, Inc.



**FREE ADMISSION for MPI D/FW MEMBERS**

14th annual

## **PARTYFEST 2002**

**Wed., September 25th, 2002 11a-6p**  
Dallas Market Hall 2200 Stemmons @ Market Ctr. Blvd.

### **Who Attends?**

**Corporate Meeting Planners, Event Producers, Concierges, Wedding Planners & everyone who plans a party or special event in the D/FW area.**

### **Who Exhibits?**

**250 Exhibitors Include Ranches, Hotels, Caterers, Interactive Games, A Wide Variety of Unique Entertainers, Multi-Purpose Facilities, Restaurants, Party Suppliers, Props & Decor, Limo's, A/V, Gift Items/Ad Specialties, Photographers, Total Party Planners, and many more.**

**Booth Space Now Available. Call Today!!**

**Applause Productions (214) 652-4300**  
**[www.applauseproductions.com](http://www.applauseproductions.com)**

**Sponsored by MPI D/FW, DCVB, Dallas Business Journal, Downtown Business News, KERA, DMC**

## **CMP Study is Underway!**

The current CMP semester kicked off this summer and our aspiring CMPs have sent their applications into the Convention Industry Council (CIC) for final approval. Most of our candidates are diligently working with their study buddies to learn the material from the CIC Manual, 7th Edition and the new PCMA manual, 4th Edition.

This semester offers candidates a very independent study format with monthly meetings to help candidates stay focused, get answers to questions and provide support. We even have a planner and new MPI D/FW member from Lubbock, Fred Arthur of the MED Group, on target to receive his CMP certification. Now that is long-distance dedication!

The Fall CMP University is scheduled for November 9 & 10 and the Boot Camp will take place on January 11 (all weekend days). All three days are being hosted by the Fairmont Hotel in downtown Dallas. Watch the D/FW Chapter website for times and registration forms, beginning in October.

For those with accepted CMP applications, but not part of the fall group, we encourage you to join one of the study groups between November and February 1, 2003, (next CMP Exam date) to keep your studying a fun and interesting top priority and to maintain the motivation.

Questions? See our website, [www.mpidfw.org](http://www.mpidfw.org) or the CIC website, [www.conventionindustry.org](http://www.conventionindustry.org). For further information, contact: Peg Wolschon, CMP, CTP at [pwolschon@prodtrans.com](mailto:pwolschon@prodtrans.com) or Marti Fox, CMP, CTC at [GlobalGoals@aol.com](mailto:GlobalGoals@aol.com).





## August Meeting Chapter Partners

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



### Featured Speaker

Ellen Castro

SMU Faculty

provided by Garrett Speakers International

### Facility, Reception, Luncheon

Cityplace

Tony Cummins, CMP, Director of Sales

Jerry Walker, President

Vince Corona, F&B Director

Chris Vasquez, Executive Chef

Laura Baron, Sales Manager

Hollye Edwards, Sales Manager

Geni Pyles, Wedding Sales Manager

### Decorations

Marie Shatto

Yellow Rose Touring & Special Events Co.

### Signs

David Gisler

Freeman Decorating

### Photography

Jim Woods

JWoods Custom Photography

### Program Committee

Program Chair

Mary Sanger

Blue Mesa Grill

Education Chair

Jan Gillin

Dallas CVB

Tony Cummins, CMP

Cityplace

Jane Richards

Stonebriar Country Club

Thomas White

Dallas County Coach & Limousine

## MPI D/FW Chapter August Meeting Highlights

Chapter members have an opportunity to support the Jan Pollard Award (JPA) for Professional Growth through purchase of prize tickets at monthly meetings. (l-r): Brooke Hayes (AVW-TELVAV Audio Visual Solutions), JPA Operations Chair Carrie Riney (Peak Promotions) and Barbara Heineman (Fort Worth Convention Center) were among the smiling faces promoting the JPA Fund, which provides educational scholarship opportunities to MPI D/FW members.



Bringing the Alamo City spirit to the August Chapter Meeting was the San Antonio Convention & Visitors Bureau. Members of the sponsor team included, l-r: Vincent P. Vito (Hyatt Regency San Antonio on Riverwalk at Paseo Del Alamo), Amy Dudman Sanchez, CMP (San Antonio Convention & Visitors Bureau), Dave Cox (Marriott Rivercenter-Riverwalk), Annette Traber (Sheraton Gunter Hotel), Samuel Garcia (The Crockett Hotel) and Julia Bivins (Holiday Inn Riverwalk).

Photos by Jim Woods Photography



SMU Faculty Member Ellen Castro signed her book, "Spirited Leadership: 52 Ways to Build Trust on the Job" for Sally Goldesberry, CMP, CMM (Society of Petroleum Engineers) and P.J. Gonzales, CMP, CHSP (Fort Worth Convention & Visitors Bureau). Ms. Castro is the featured lecturer of MPI D/FW's three-month educational series on Leadership which continues in September and October.



Standing-in for chapter president Cheryl Beasley, CMP (who was participating in the CMM Study Course at Georgetown University), was President-Elect Melissa Logar, CMP (PricewaterhouseCoopers). Melissa's stage companion, a prop donkey, was a spotlight stealer. (You had to be there!)



## Meeting Industry Construction Booms throughout DFW *continued from page 1*




The Fort Worth Convention Center's new 30,000 square-foot ballroom was host to MPI D/FW's chapter meeting in July. Its signature ballroom ceiling is accented with 53 suspended metal stars. The ballroom is part of a \$44 million project unveiled in April that includes 56,000 sq. ft. of expanded exhibit hall space and 12,500 sq. ft. of meeting room space.

located on 40 acres in the Las Colinas Urban Center. A target date of late 2004 or early 2005 has been set for the convention center project which includes 100,000 square feet of exhibit space, a 20,000-square-foot ballroom, 20,000 square feet of breakout and 1,500 surface parking spaces.

"We are truly excited with the potential impact this project will have for Irving as a community and the DFW meeting and exhibit industry," says Irving CVB Director of Sales John Cychol. "Hopefully this convention center will have record occupancy like another large facility in Irving... Texas Stadium."

**Grand Prairie:** The 32,000-square-foot Ruthe Jackson Center is set to open in November at Carrier Parkway and Warrior Trail. The \$7.5 million meeting and event facility resembles a Hill Country lodge with an Austin stone exterior and signature lobby with a ceiling-to-floor waterfall designed by Peter Wolfe. The Center will feature a banquet room with seating for up to 500 people, a civic room with seating for 100, a board room and meeting room, catering kitchen and small full service kitchen.

**Transportation:** DART's Trinity Railway Express launches the Metroplex firmly into the world of mass transit with train service between Dallas and Fort Worth, including a stop at DFW International Airport. The airport itself is undergoing a major expansion with the addition of a new international terminal set to open in 2005. Part of a \$2.1 billion, seven-year development program, the project also will include the addition of a new Hyatt hotel. 

**Fort Worth:** "Cowtown" may soon change its name to "Boomtown." The "City Where the West Begins" also has made a major commitment to the industry with its own newly-expanded convention center. In July, the MPI D/FW chapter held its monthly meeting in the new 30,000-square-foot ballroom accented with 53 suspended metal stars. The ballroom is part of a \$44 million project unveiled in April that includes 56,000 square feet of expanded exhibit hall space and 12,500 square feet of meeting room space. Phase II of the project, set for early next year, adds 25,000 square feet of additional exhibit space and updates 100,000 square feet of existing space.

"Architecturally, the building reflects the beauty and historical style of Fort Worth, but the renovation will create one of the most high-tech convention facilities in the nation," says Greg Staley, Director of Communications for the Fort Worth Convention & Visitors Bureau. "The project also connects the convention center to the Fort Worth Water Gardens to create a grand new south entrance to the facility with an adjoining Events Plaza for outdoor gatherings."

Fort Worth's newest visitor attraction, the National Cowgirl Museum and Hall of Fame, opened this summer. The 33,000-square-foot, \$21 million museum showcases achievements of the women of the American West.

**Grapevine:** A massive construction program is also underway at the new 1,510-room Gaylord Opryland Texas Resort and Convention Center on Grapevine Lakes's southern shore. It will include more than 400,000 square feet of convention and exhibit space, including approximately 180,000 square feet of contiguous exhibit space, a 49,500-square-foot ballroom which will be the largest in the state, and a 32,000-square-foot junior ballroom. Gaylord Opryland will be the state's sixth-largest convention facility.

Newly-appointed hotel VP of Sales & Marketing Robert McPherrin was introduced at an "Acceleration Celebration" last month heralding Gaylord Opryland Texas' Grand Opening in April 2004.

"I'm absolutely delighted to be part of this exciting and unique resort, and especially pleased to be able to work with such dynamic and creative sales professionals," McPherrin says."

**Irving:** Plans for the Irving Convention Center & Headquarters Hotel are moving forward. Stormont Development (hotel developer) is completing the loan process while convention center architects HNTB have been working on the schematic design of the building, the completion of which is tied to the outcome of hotel financing.

The entire project, which includes a 450-room Renaissance property, will be



The newly expanded Dallas Convention Center, home to the world's largest, singular, column-free exhibit hall at 203,000 square feet, features two signature "arches" holding the roof up. When lighted at night, the DCC's arches will add another icon to the Downtown Dallas skyline.

NOT ALL

# Meetings

LEAVE THE SAME  
IMPRESSION.

Giving your meeting our undivided attention means we're committed to going out of our way. And with over 160 convenient locations, we make sure you don't have to go out of yours. For more information, call Hilton Direct® at 1-800-321-3232 or visit [www.embassysuites.com](http://www.embassysuites.com)



EMBASSY SUITES  
HOTELS®

1-800-EMBASSY

The Hilton Family

Hilton HHonors  
Points & Miles

Hilton HHonors membership, earning of Points & Miles® and redemption of points are subject to HHonors Terms and Conditions.  
© 2002 Hilton Hospitality, Inc.





Tamra

Hughston, CMP  
VP of Membership

## Chapter Membership News

### We've Got Spirit Yes We Do, We've Got Spirit How 'bout YOU?

#### Get In The Game with the Spirit of MPI!

We recognize that this volunteer driven organization takes the hard work and dedication of so many people - YOU. The Spirit of MPI Award is given throughout the year to those who offer their time to work on a chapter project, help a fellow member with a contact or just go above and beyond. The great thing about this award is that your peers nominate you or you nominate them.

Evaluation forms are available at each monthly meeting. Along with giving your feedback of the event, please be sure to complete the section at the bottom for nominations. Isn't it time we all Got In The Game? Send your nominations via e-mail to [nhernandez@adolphus.com](mailto:nhernandez@adolphus.com)

#### Criteria:

- \* Must be a member in good standing
- \* Must be working actively on at least one chapter committee
- \* Not a current board member
- \* Must have a cheerful can-do attitude working for the good of the entire membership
- \* Team player and decision-maker displaying visionary leadership

### What's Your ROI? (Return On INVOLVEMENT)

Want to get plugged in to a committee but don't know which one best suits your availability of time? Contact Tara Judd, Director of Administration at [tarajudd@imageevents.com](mailto:tarajudd@imageevents.com) for some guidance.



### New Kids on the Block

### Welcome to Our Newest Members!

We invite you all to attend our monthly chapter meetings in an effort to help further your desire for education and networking. For more information on chapter events, please visit our website at [www.mpidfw.org](http://www.mpidfw.org).

- Peggy Fritz.....ConferenceDirect
- Erin M. Boyd.....Dallas Cowboy Cheerleaders
- Michelle L. Semrich.....Dallas Cowboy Cheerleaders
- April D. Elles.....Dallas Marriott Solana Hotel
- Brian N. Smiley.....Dream Captured Event Design
- Stephanie Lo.....GetThere
- Ray Pazerekas.....GetThere
- Jennifer P. Cook.....Hackberry Creek Country Club
- Brian E. Radowick.....Korman Marketing Group
- Matthew E. Wyant.....Le Meridien Dallas
- Betty Collette.....NCS Learn, An NCS Pearson Business
- Eddy Harless.....NCS Learn, An NCS Pearson Business
- Caryn Kboudi.....Omni Hotels
- Sherry L. Kemp.....Planning Professionals Ltd.
- Monica Sheppard.....Preferred Pump & Equipment
- Kurt Wright.....Promotion Productions, Inc.
- Lisa Beck.....Promotional Products Association Intl
- Jimi K. Willis.....Promotional Products Association Intl
- Mark D. Thompson...Southfork Ranch Event & Conf Center
- Beth K. Keithly.....University of Texas at Dallas
- Patrick C. Burke.....Wayport Inc
- Traci B. Gonzales.....Yahoo!



### Introducing northwest Houston's new small meeting specialists.

At the brand new Hilton Garden Inn® Houston Northwest you'll find all the essentials to make your meetings and events as productive as possible. Like 3,000 sq. ft. of flexible indoor and outdoor meeting space for up to 180 people, a café & wine bar where we proudly brew Starbucks® coffee, a full service restaurant and an experienced staff to handle all the details. Plus, your overnight guests will enjoy comfortable guest rooms each featuring internet access, microwave, refrigerator, a coffee maker and two multi-line speaker phones with voice mail. And we offer discount airport transportation and complimentary shuttle service within a five mile radius of the hotel. For your next meeting or event, visit [www.hilton.com/hiltndirect](http://www.hilton.com/hiltndirect), or call Hilton Direct® at 1-800-700-2635 or the sales department at 832-912-1000.

**Everything. Right where you need it.™**



7979 Willow Chase Blvd.  
Houston, TX 77070  
832-912-1000  
[www.houstonnorthwest.gardeninn.com](http://www.houstonnorthwest.gardeninn.com)



©2002 Hilton Hospitality, Inc.

# Advancing Women



## Women's Leadership Initiatives 2002-2003

As Chair of this year's Women's Leadership Initiative (WLI), I invite you to participate in this special committee. Last year, the D/FW Chapter was one of the leading chapters to develop dynamic programs for empowering women both personally and professionally. Your participation in WLI for the coming year is key to the success of this committee.

**Sally Goldesberry, CMP, CMM**  
Society of Petroleum Engineers

MPI launched the WLI in January 2001, to recognize and further the contributions of the professional women who make up 76% of MPI's membership. The initiative, its research and resulting educational programs will benefit all meeting professionals, not just women. Men hire women, work with them as clients, employees and employers. We need men and women to get involved.

Hot topic programs that affect women will be offered throughout the year, featuring guest speakers. Be a part of the development of these programs. The WLI program further exemplifies how Meeting Professionals International is defining the power of the meetings industry. Contact D/FW Chapter WLI chairperson, Sally Goldesberry, CMP, CMM, for more information at 972-952-9380 or [sgoldesberry@spe.org](mailto:sgoldesberry@spe.org).



## Heard it through the Grapevine!

**Alainna Palmer, CMP**  
'Grapevine' Columnist

**Sandra Harlow** has recently accepted a position with the *Home Builders Association of Greater Dallas* as director of special events.

**Tiffany Garrett** has left the *Dallas Cowboys Football Club at Texas Stadium*. She has joined *Dallas Fan Fares*.

Immediate Past-President, **Betty Garrett, CMP** with *Garrett Speakers International*, was recently named Meeting Partner of the Year by the National Speakers Association. Congratulations!

**Karen Fogle** is sales manager for *Rough Creek Lodge Executive Retreat and Resort*. She was formerly with *WB Ranch*.

The HBO sports series "Hard Knocks: Training Camp with the Dallas Cowboys" filmed on location at both *Circle R Ranch* and *Tour 18* for a segment on the Dallas Cowboys Cheerleaders. Teambuilding sessions were facilitated by *Circle R's Steven G. Foster, CMP* and *Jason Roberts*, and an etiquette seminar with *Colleen Rickenbacher, CMP, CSEP* were aired as part of the program.

**Debbie Meyers, CSEP** with *Bravo! Entertainment* accepted the award for Best Entertainment Production with a budget up to \$50,000 at the annual ISES awards program. Debbie worked with event manager, **Alainna Palmer, CMP** and décor company *Outstanding Productions* to create a themed Grand Finale event for 8,000 attendees. The event encompassed over 100,000 square feet of space, consisting of five ballrooms and three foyer areas over two floors of the hotel and utilized 25 acts with 71 performers.

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

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



We'll give you the shirt off our back.  
Belts and pants too, if need be.

At Del Lago Resort, it's almost scary how dedicated we are to successful meetings. Like the time our chef lent a pair of dress pants to a guest or the countless times we've washed and pressed clothes at home when the local dry cleaners are closed. Of course, our lakeside setting, state-of-the-art conference center and 60,000 square feet of flexible space are also attractive to meeting planners. But it's our unwavering commitment to provide exceptional service that really sets us apart. For an unforgettable meeting in an unforgettable place, give us a call and let us show you how far we'll go.

*The true measure of meetings.*



600 Del Lago Blvd.  
Montgomery, TX 77356  
tel 800.348.1542 • fax 936.582.4918  
[www.dellago.com](http://www.dellago.com)

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





# TECH TALK

## The Wireless Craze Continues

A new breakthrough in wireless technology is making "waves" in presentation technology. A new device has been developed by AITech International that allows you to transmit video without wires. The device allows desktop and computer users to upgrade their existing wired products to wireless. It eliminates the hazards of tripping over wires during your business presentation or the dubious effort involved in hooking up and running cable wires every time you're going to use some multimedia content in your presentation. You now will have the capability to open your laptop and transmit a signal across the room to a projector and on to a screen. The device sends high-quality video & sound from your computer to any source with an RCA/composite video port. It provides four selectable radio frequency channels, which increases the flexibility and reliability of the video transmission creating crystal clear broadcasts.

## Line Array Sound System

If you've ever been to a concert in an arena or large outdoor venue, you probably noticed large sets of speakers assembled in a curved configuration hanging on both sides of the stage. This configuration is called a "line array." And until now, the line array has been limited to large venues. Meyer Sound, recognizing the demand for rental systems to go to corporate and entertainment clients for events in mid-sized facilities ranging from a few hundred up to perhaps 2000 people, has developed the M2D line array loudspeaker.

You may ask, "What does this do for me, the meeting planner?" Aside from exceptional sound quality, there are several advantages of this system. First, it weighs in at under 120 pounds, which minimizes labor costs and cuts down on set-up time. It also has the flexibility to be either flown from the ceiling or stacked on the ground.

Lastly, in most applications it eliminates the need for delay speakers. Delay speakers are the speakers that are positioned near the middle or back of the room in order to make sure that the people in the back of the room can hear. Removing delay speakers enhances the aesthetic look of the room and cuts down on set-up time and labor cost. For more information contact your audio visual professional for your next meeting or event.

- I want  a meeting room that combines the best of the past and the future  
 a person who is equally adept at finalizing plans and changing them  
 enough frequent flyer miles to take a vacation when it's all over



Imagine meeting inside one of the oldest banks in New Orleans, while at the same time enjoying modern technology. That's exactly what you get at The Whitney – A Wyndham Historic Hotel. Now when you book 100 room nights you also get a reward. A Palm™ m500, 25,000 frequent flyer miles, a \$500 credit toward your bill, a Herman Miller Aeron® chair or a donation of \$500 in your name to The Susan G. Komen Breast Cancer Foundation. You decide. Call us or your travel agent. **1.888.WYNDHAM** **www.wyndham.com**

**THE WHITNEY –  
A WYNDHAM HISTORIC HOTEL**  
610 Poydras Street, New Orleans, LA 70130 504-581-4222



**THE WHITNEY**  
A WYNDHAM HISTORIC HOTEL

Meetings must be booked by 12/31/02. Does not apply to previously booked meetings or cancellations. The selected offer (miles, chair, cash credit, Palm™ m500 or donation) will be delivered about 4 weeks after completion of meeting. Other restrictions apply. ©2002 Wyndham Hotels & Resorts™



**Gregory Pynes**  
Renaissance Meetings  
and Incentives

## Chapter Charities: A New Chapter in Giving

At the July Chapter program, it was announced that a new committee has been formed to oversee the charitable undertakings of MPI D/FW. The Chapter Charity Relations Committee has been constituted by our chapter president, Cheryl Beasley, CMP, to further the rich history of giving by MPI D/FW and its members to the community. As with all such undertakings, your understanding of the committee and how you can benefit is key to its success. Thus, a little Q&A:

### What is the purpose of this committee?

The Chapter Charity Relations Committee will provide a comprehensive and integrated approach to charitable interaction between MPI D/FW and the community. This committee will also act as a resource for MPI D/FW committees seeking charitable sources, and to connect members with volunteer and philanthropic opportunities in the community.

### Hasn't the Chapter always done charity work?

MPI D/FW has been a leader and role model for other Chapters for many years in the area of community service. Indeed we have consistently ranked in the top ten of those Chapters who provide volunteer and financial support to the community. We have received an Award of Excellence from International for the 1995 Kids Charity Ball. The Kids Charity Ball has distributed since its inception over \$500,000 to organizations in the community that serve the needs of children.

### So what will be different with this new committee?

The Chapter Charity Relations Committee will provide a more comprehensive and integrated approach than previously undertaken.

Specifically, this committee replaces the Community Services Committee and will become the source of information for charitable undertakings in the community for the Chapter and members. For example, if a chapter committee seeks to benefit an organization as a part of its programming, the Chapter Charity Relations Committee will provide a process and procedure for selecting that beneficiary.

Three primary goals of the committee are as follows:

1. To establish a database of charitable resources in the community for use by MPI D/FW and its members. We will seek to expand relationships with these charitable organizations through mutually beneficial opportunities.
2. To create volunteer opportunities for Chapter members as a group and as individuals. Coordinating this aspect will be the Chapter Projects Committee, chaired by Colin Clayton, CMP, Harvey Plano and Holiday Inn Plano.
3. To offer educational articles on topics such as "How to develop an individual philanthropic plan" and "Exploring the world of non-profits."

The Chapter Charity Relations Committee wants to help the Chapter and its members to be effective community leaders. I am pleased to serve as the Chair and honored to have the following individuals join me in the formation of this committee:

- Colin Clayton, CMP, Harvey Plano and Holiday Inn Plano
- Mary Lynn Novelli, CMP, MPI Publications
- Tracey Smith, CMP, RIA
- Patti Wilke, CMP, Independent

If you would like to join us or learn more about this chapter activity, please call Gregory Pynes at 214.742.3700 or send email to [gregory@renaissancemeetings.com](mailto:gregory@renaissancemeetings.com).

When your group is looking for an experience and not just a location, the Radisson Resort Hill Country is the new resort of choice. We're ideal for small groups in search of the most intimate and relaxing environment possible.

Achieve inner peace, and feel **new** all over.

The first groups to experience our new resort will receive our **Complete Meeting Package**.\*

- Half hour Swedish Massage for every guest
- Daily breakfast and lunch, am and pm breaks
- Meeting room and standard AV usage
- Deluxe room

**\$189**  
per person, single occupancy

SAN ANTONIO HILL COUNTRY  
Radisson Resort Hill Country  
9800 Westover Hills Blvd., San Antonio, TX 78251  
**1-210-509-9800**  
[www.radisson.com/sanantoniotx\\_resort](http://www.radisson.com/sanantoniotx_resort)

*Radisson*

\* Valid through August except for weekends May-August. Group must be 20 or more.



# MPI Kids Charity Ball: Take me out to the Ball Game!



## The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

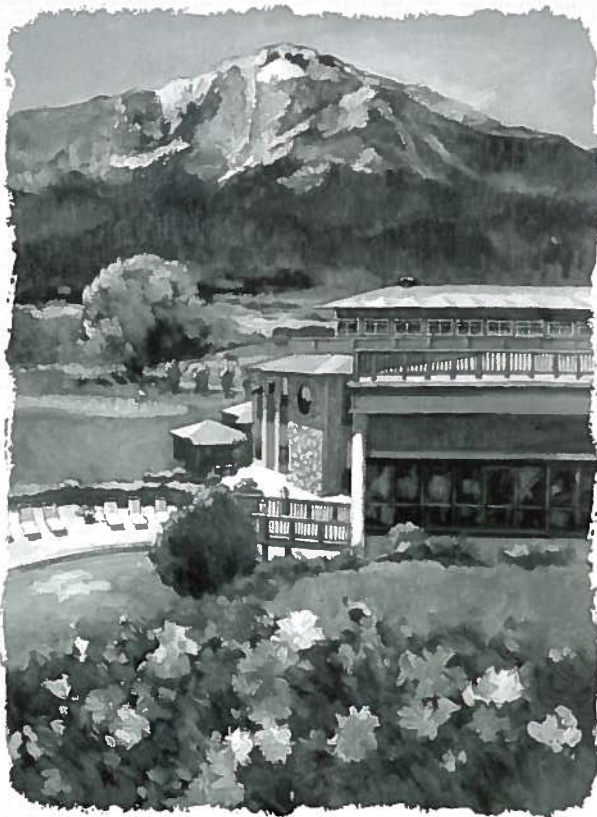
Mark your calendar, hold the date, make plans now, don't forget: The 2003 MPI Kids Charity Ball, Saturday, April 5, 2003! Thanks to the terrific folks at the recently renovated Southfork Ranch, the entire facility has been donated for the gala next spring.

The MPI Kids Charity Ball is the fund-raising event produced by the Chapter each year. We've taken a break in 2002 to regroup and to give the industry a rest after a tumultuous year. We're back and ready to put on the best fund-raising event ever!

The beneficiaries of the 2003 MPI Kids Ball are Love for Kids, Wipe Out Kids' Cancer and the MPI D/FW Chapter Education Fund. Love for Kids and Wipe Out Kids' Cancer are two hard-working organizations dedicated to improving the lives of local children. Many of their beneficiaries have little chance for a bright future or any future at all. The Chapter's Education Fund provides in part several scholarships to aspiring meeting professionals in the Dallas/Fort Worth area. Our expertise in special events and the meeting industry can turn proceeds into happiness for these young people and their families.



Our theme will be "Building a Field of Dreams" that will have a certain sports flair. Committee members are already soliciting sports-related items as well as the traditional meetings industry packages and items. We're planning a few surprises, which we'll divulge along the way. For example, how would you like the chance to have a sports celebrity sit at your table the night of the Ball? See? Mark that calendar right now!



## In the shadow of Pikes Peak, meetings climb to new heights.

In the Colorado Rockies, you'll find a meeting destination that stands far above the competition. The reason is simple: unequalled focus and expertise. The Cheyenne Mountain Resort is a superbly equipped facility featuring 316 spacious guest rooms with balconies, 40,000 square feet of dedicated meeting space, an enhanced Media and Business Center and a highly professional staff. And it's all in a self-contained setting designed to keep your meeting free of distractions. But afterwards, there's the 18-hole championship Pete Dye golf course, two swimming pools, racket sports, and a 35-acre recreational lake. So come up to the mountains where we'll help you really get down to business.

*The true measure of meetings.*



3225 Broadmoor Valley Road, Colorado Springs, Colorado 80906  
719.538.4000 • 800.588.6531 • Fax 719.540.5779  
[www.cheyennemountain.com](http://www.cheyennemountain.com)

1 hour from Denver,  
15 minutes from Colorado Springs Airport.



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

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

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



## Discover the meeting venue hotel chains can't match

Escape to a resort-like, health-oriented environment that energizes and relaxes – The Guest Lodge at The Cooper Aerobics Center in Dallas.

In a beautiful 30-acre setting unlike any other, all of your group's needs are satisfied. 62 rooms and suites. Eight meeting rooms. On-site catering. Wellness speakers. 40,000-square-foot fitness center. Full-service day spa and more. And to make your planning easier, our meeting services experts can create customized meeting packages to include it all.

Call 972-386-0306 to book your meeting today.



*The Guest Lodge*  
at THE COOPER AEROBICS CENTER

12230 Preston Road • Dallas, Texas 75230  
[www.cooperaerobics.com](http://www.cooperaerobics.com)

### MEETING PACKAGES

**COMPLETE** Breakfast, lunch, morning and afternoon breaks • Meeting room rental • One night stay in deluxe guest room • VIP turndown service • Full access to world-renowned Cooper Fitness Center and group exercise classes  
\$220 single occupancy/ \$145 double occupancy per person

**HEALTHY EXECUTIVE** Breakfast, lunch, morning and afternoon breaks • Meeting room rental • One night stay in deluxe guest room • VIP turndown service • Full access to world-renowned Cooper Fitness Center and group exercise classes • De-stressing 50-minute Swedish or sports massage OR private exercise consultation with a personal trainer  
\$320 single occupancy/ \$245 double occupancy per person

*Prices include taxes, gratuities, and service charges*