

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

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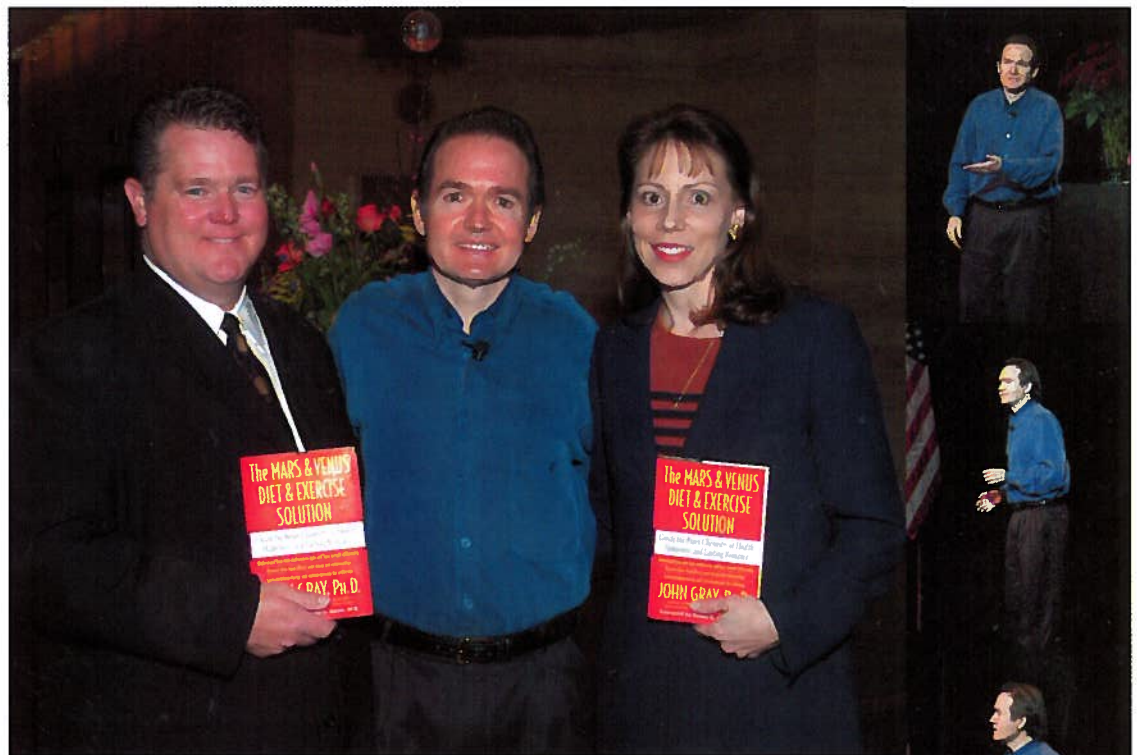
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[www.mpidfw.org](http://www.mpidfw.org)

### Mark Your Calendar

D/FW Chapter Meeting  
May 22, 2003

Chapter Awards Gala  
June 26, 2003

## "Mars & Venus" Invade MPI



### Advancing Women

"Men are from Mars and Women are from Venus" author John Gray, Ph.D was the special guest speaker at last month's program, developed by the MPI Dallas/Fort Worth Chapter's Women's Leadership Initiative (WLI) committee. Joining Dr. Gray to emphasize the different ways men and women interact in the workplace were two of the program sponsors, Thomas White, Director of Corporate Sales for Dallas County Coach & Limousines, and Laura C. Jordan, CMP, Director of Sales Communication & Special Events for Wyndham International. Each meeting attendee received a copy of Dr. Gray's newest book, "The Mars & Venus Diet and Exercise Solution." See complete meeting details and photos on page 6. Photos by Jim Woods, JWoods Photography.



DALLAS/FT. WORTH  
CHAPTER



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# A Message from the President



Cheryl L. Beasley, CMP, CMM  
2002-2003 President

## Becoming Great Leaders

April has always been a very busy month in my life. Both my husband and I have birthdays in April, as do my mother, brother and my grandson, Jacques. Both the Easter and Passover celebrations are in April this year. April 2003 seems to be fitting right in to my personal norm with an equally busy and exciting month.

The Chapter hosted its annual fundraiser, The MPI Kids Charity Ball on April 5, at the Southfork Ranch Event and Conference Center. Despite the current economic climate and the ongoing war, the Ball Committee and its Chair, Tracey Smith, CMP put on another fabulous event that is sure to provide much needed support for its beneficiaries. The sports theme adopted for this year's event went a long way towards creating an energetic and fun-filled evening for all. The committee will have details of the funds raised at the Ball by our next issue.

In just a few days we will host the annual Chapter Golf Tournament on April 17, at the prestigious Four Seasons Resort & Club. While the Four Seasons may be best known for hosting the annual EDS Byron Nelson Championship, now they'll be able to say they've hosted the most award-winning chapter of MPI, the D/FW Chapter. Please add your support to the facility, the sponsors and the Chapter by participating in this special event.

With all the fun events in April you might think we've forgotten about the importance of holding a monthly educational meeting, but we have not. We will be sharing in the benefit of our relationship with our colleagues at HSMIA by accepting an invitation to attend their monthly meeting on April 24 at the Doubletree Hotel Lincoln Centre. This special industry-wide meeting focuses on "The Changing Climate of the Hospitality Industry in DFW: What to Expect in the Days Ahead" and features J. Peter Kline, the newly-appointed chairman of the board for the Dallas Convention & Visitors Bureau.

You can't have this much going on without a whole bunch of volunteers who continue to invest their energy, time and spirit into our Chapter. To the many committee members, committee chairs and current Board members who have made this April one that we will all remember, you have my gratitude. You are indeed becoming great leaders! 🌐



### Last Chance to Get in the Game!

Tee It Up at the MPI D/FW CHAPTER GOLF CLASSIC.

### MPI D/FW **Pro-Player Golf Classic**

Thursday, April 17, 2003

8:00 am - 2:00 pm

The TPC Course at the Four Seasons Resort & Club



FOUR SEASONS RESORT AND CLUB  
*Dallas at Las Colinas*

Log on to the chapter web site - [www.mpidfw.org](http://www.mpidfw.org) - for sponsor and player opportunities

**DON'T MISS THE FUN!**

# “CURRENT” AFFAIRS

## Knowledge Truly is Power, so Prepare

by Roger Herman and Joyce Gioia  
Strategic Business Futurists  
“Herman Trend Alert”

**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.

A serious problem will face both workers and employers as we move through this decade and the next. Knowledge and skills gaps will restrict economic growth, corporate achievement, and career development. The consequences will create problems of historical significance.


In blunt terms, students are not preparing sufficiently for the jobs of tomorrow. The work to be done in the future will require more science, math, and computer skills. Too few students are concentrating in these fields. The computer literacy being acquired by teenagers will serve them well in their personal lives, but will not be sufficient to perform in most work environments.

The workplace of the future (next year, not just 20 years from now) will require high levels of communication skills-written and oral. Many of today's graduates-high school and college—can't write a coherent letter and giving a speech in public is still the #1 fear. Problem solving and decision making skills are seriously lacking, severely limiting the ability of tomorrow's workers to function in a fast-moving, ever-changing world of work. Many of today's students often lack a deep appreciation for history and social systems; their understandings of life around them are disturbingly shallow.

The shortage of competent workers will cause a bidding war for qualified talent. This situation will create all sorts of challenges for employers, as they struggle to build a proficient and productive workforce.

The more dangerous problem is the limitations that today's students create themselves. With insufficient preparation for work and life, their job opportunities will be limited, as will their earning potentials. They will face a challenging world with neither the competence nor the confidence to succeed.

Considerable attention is devoted to the probable plight of employers, but relatively few people demonstrate concern about what will happen to young people who are not adequately prepared. In some countries, educational systems are doing a fine job; others are woefully behind. Third World countries are raising yet another generation that will have enormous difficulty coping with the fundamentals of life.

Think about the students you know. Are they motivated to invigorate their learning? 

## Advertise with the Award-Winning D/FW Chapter

Become an MPI D/FW Chapter Partner! Reinforce your message and expand your customer base by running an advertisement in the “MPI D/FW Chapter Resource Handbook & Membership Directory”, used as a vital resource by Chapter members and subscribers throughout the entire year. This is your chance to reach nearly 900 key meeting professionals throughout the Metroplex!

Back Cover	\$2,500	Inside Front Cover	\$1,500
Inside Back Cover	\$1,500	Full Tab (limit 8)	\$1,000
Full Page	\$ 750	Half Page	\$ 500

Deadline For Artwork, Agreement & Payment  
is **April 30th, 2003!** (Ads WILL NOT run without payment)

### Mail payment to:

MPI D/FW Chapter, Attn: Randie Charnes, PMB 259, 7750 North MacArthur Blvd., #120, Irving, TX 75063

For more information, contact Dvorah A. Evans, CMP at (214) 421-5200 or via e-mail at [dae@dbcc.org](mailto:dae@dbcc.org).



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## CURRENT

Vice President of PR/Marketing  
Dvorah A. Evans, CMP  
Dallas Black Chamber of Commerce  
214-421-5200

### Managing Editor

Steven G. Foster, CMP

Circle R Ranch

(817) 430-1561

[stevenfoster@circranch.org](mailto:stevenfoster@circranch.org)

### Assistant Managing Editor

Alainna Palmer, CMP

Cornerstone Baptist Church

[alainnapalmer@attbi.com](mailto:alainnapalmer@attbi.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

Leah Belasco

In Any Event

Paula Bruton, CMP, City Cafe

Tech Talk

Kevin Jost, J&S Audio Visual, Inc.

### Contributing Writers:

Carol Benavidez, CMP, HelmsBriscoe

Sherry DeLaGarza, CMP, Society of Petroleum Eng

April Marchand, Dallas Marriott Solana Hotel

Marti Fox, CMP, GlobalGoals

Sally Goldsberry, CMP, CMM, Society of Petroleum Eng

M.T. Hickman, CMP, Richland College

Tamra Hughston, CMP, HR Southwest Conf.

Patty Stem Markley, CMP, Dallas Meeting Mgmt.

### Photographer

Jim Woods

JWoods Custom Photography

(214) 395-5036

[jwoodsphoto@earthlink.net](mailto:jwoodsphoto@earthlink.net)

### Dallas/Fort Worth Chapter Office

Dallas/Fort Worth Chapter, PMB 259

7750 North MacArthur Blvd., Suite 120

Irving, TX 75063-7501

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

### Chapter Administrator

Randie Charnes

(972) 869-3836

Fax: (972) 506-7485

[rcharnes@msn.com](mailto:rcharnes@msn.com)

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# HSMAI Partnership Meeting: Thurs., April 24, 2003 • 11:30 a.m.

## “The Changing Climate of the DFW Hospitality Industry”

MPI D/FW and HSMAI-DFW team up this month on an interactive and informative educational program, highlighting the changes in the local hospitality industry. “The Changing Climate of the DFW Hospitality Industry. What to Expect in the Days Ahead” is scheduled Thursday, April 24, and will provide an overview of the past and present performance of the market, as well as a look ahead into the future for our area. Examining how DFW’s future is entwined with developments around the state and in key competitive markets will be representatives from both the Dallas and the Fort Worth Convention and Visitors Bureaus.

Panelists for the event include:

- **J. Peter Kline, Chairman of the Board, Dallas CVB, and Partner, Seneca Advisors, LLP**  
Peter Kline was named the Chairman of Board for the Dallas CVB in February 2003, is a partner in Seneca Advisors LLP, a Dallas-based consulting and private investment firm. Kline was Chairman & CEO of Bristol Hotels & Resorts, a company that he co-founded with a single independent hotel in 1981. He led Bristol through the acquisition of 125 hotels and \$450 million of redevelopment activity, to become the world’s largest franchisee of Holiday Inns and Crowne Plaza Hotels. He also is a past president of the Greater Dallas Hotel/Motel Association and chairman of Leadership Dallas.
- **P.J. Gonzales, CHSP, CMP, Director of Convention Sales, Fort Worth CVB**  
P.J. Gonzales is an 18-year veteran of the hospitality industry who has spent his career in a variety of hotel operations and sales/marketing positions. He has worked for Hershey Resorts, Wyndham Hotels, and Hilton Hotels, and was named the Director of Convention Sales for the Fort Worth CVB in 2002. He is active in Meeting Professionals International, where he has served on the board of directors of the Philadelphia and Dallas/Fort Worth Chapters. Mr. Gonzales has been honored as the Greater Philadelphia Chapter’s 1995-1996 Chapter Supplier of the Year and 2001-2002 Chapter Leader of the Year.
- **Hank Wolpert, Director, Hospitality Asset Advisors, Inc./PKF Consulting**  
Hank Wolpert is a 25-year veteran of the hospitality industry. He spent over 15 years with Marriott Corporation and ITT Sheraton in a variety of operations and marketing positions, and served as Senior Vice President of Development for Richfield Hospitality Services and its predecessor MHM, one of the largest independent hotel equity/fee management companies in the nation. He is a former Managing Director of InterBank/Brener Hospitality, and a former President of the DFW Chapter of HSMAI.

The sponsor for the April meeting is the Total Show by Freeman, including AVW-Telav Audio Visual Solutions, Inc. and Freeman Decorating Company. The meeting co-chairs are Wendy Foster, CMP, Circle R Ranch, and Mark Thompson, Southfork Ranch Event & Conference Center.



J. Peter Kline



P.J. Gonzales,  
CHSP, CMP

### SPECIAL INDUSTRY PARTNERSHIP PROGRAM

## “The Changing Climate of the Hospitality Industry in DFW: What to Expect in the Days Ahead”

Thursday, April 24, 2003

### Doubletree Hotel Lincoln Centre

5410 LBJ Freeway • Dallas, Texas 75240  
972-934-8400

#### PARKING:

Valet Parking \$8.00

Complimentary Self Parking in Hotel Parking Garage

11:30 am - 12:00 pm: Registration and Reception

12:00 am - 1:30 pm: Luncheon and Program

Advanced Member Price: \$27.00

Advanced Guest Price: \$32.00

Onsite Price: \$40.00

### Email Registration Only

to: *Mark Thompson at Southfork Ranch*

*E-mail: mthompson@southfork.com*

*by 12:00 p.m. on Tuesday, April 22, 2003*

**DO NOT REGISTER TO MPI D/FW**

### Host Facility

#### The Doubletree Hotel Lincoln Centre

The Doubletree Hotel Lincoln Centre, located across from Dallas’ famed Galleria Mall, is only 20 minutes from both DFW and Love Field Airports, and close to the many offices located in North Dallas. Guestrooms have been lavishly decorated to offer the very best in comfort, from the elegance of lush comforters to the rich look of full-sized cherry wood desks. The hotel’s lush grounds are an oasis from the hustle-and-bustle of the city, and feature a four-acre lake surrounded by a jogging trail, and complete with outdoor pool and poolside hot tub. The facility offers a host of dining and entertaining options, including a breakfast and lunch café, a coffee shoppe and bistro, a sports bar, a lobby martini bar, a fine dining restaurant, and 24-hour room service.

#### DIRECTIONS

From the Dallas/Ft. Worth Intl Airport Area: From the airport area, take 635/LBJ east to the Dallas Parkway South, where you will exit. There will be a fork for the Parkway or the Tollway; take the Parkway fork. Go through 2 lights and stay to the right. The hotel is on the right.

From the Dallas Love Field Airport Area: Take Mockingbird Lane east to Dallas North Tollway and turn left to travel north. From the Tollway, exit Harvest Hill Road, and turn right. The Lincoln Centre Complex and Hotel will be on the left.

## March Meeting Chapter Partners

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

### Featured Speaker

John Gray, Ph.D.

### Program Sponsors



Jorge Bravo Teresa Sevilla



Roger Goldesberry



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Thomas White

## MPI D/FW Chapter March Meeting Highlights



Program Committee members for the March WLI meeting were, front row, l-r: Leah Belaco, Independent; Peg Wolschon, CTP, CMP, Production Transport, Inc. and Tina Bavemark, Richland College TEMM student. Back row, l-r: Jim Monroe, CMP, CSEP, James C. Monroe & Associates; Keith Hickman, CSEP, CityPlace Conference Center; Dennis McDaniels, Presentation Services; and Bill Reeser, CMP, CTS, AVW-Telav Audio Visual Solutions, Inc.



Each meeting attendee received an autographed copy of Dr. John Gray's new best-seller, "The Mars & Venus Diet and Exercise Solution." BBJ Linens provided the table linens for the event.



WLI Program Sponsors included David Solis, Camino Real Hotels & Resorts; Lisa Skeels, Greater Houston Convention & Visitors Bureau; Jorge Bravo, Camino Real Hotels & Resorts; Julie Dixon, Wyndham Anatole; and Bill Reeser, CMP, CTS, AVW-Telav Audio Visual Solutions, Inc.



Dr. Gray stressed the different reactions men and women bring to identical situations, especially the affects of dopamine and serotonin on brain chemistry.

### Photos by Jim Woods

### WOMEN'S LEADERSHIP INITIATIVE COMMITTEE

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Sally Goldesberry, CMP, CMM  
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Laura Jordan, CMP  
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Leah Belasco,  
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# Chapter Award Profile: Stephanie Schroeder - 2002 Supplier of the Year

by Peg Wolschon, CMP, CTP

Anyone who knows Stephanie knows that she was born to be in the hospitality industry. Mere association with her gives one that warm feeling of being totally cared for; her thoughtfulness and consideration instantly recognized. She takes her work very seriously and her clients more so by attending to their specific needs. As Global Account Director for Starwood Hotels & Resorts, Stephanie is responsible for booking \$10 million in corporate and association meetings into 750 worldwide hotels and resorts in 75 countries.

An MPI member since 1991, Stephanie has been involved in many aspects of the Chapter. She was on the Board of Directors from 1997-2001, serving as Vice President of Public Relations/Marketing from 1999-2001. She is a tremendous asset to the MPI Kids Charity Ball, securing more than \$20,000 in auction donations for the 2003 Ball.

Born March 7th in Dallas, Texas, Stephanie has been married to Jamie Schroeder for seven years. They have a beautiful dog named Chelsea. She loves being an aunt to 12 nieces and nephews all in the Dallas area; she hosts many slumber parties, movie outings and trips to the park.

**Q: How did you start in the meetings and hospitality industry?**

**A:** This is what I studied at Texas Tech in Lubbock, knowing that this is what I wanted to do. My first job was at the Hilton in Richardson, Texas (now the Radisson Hotel Dallas North at Richardson). For the past sixteen years, I have loved my job and this industry!

**Q: What is the biggest change in MPI since you first joined?**

**A:** Since I joined MPI 12 years ago, the biggest change I've seen is more educational options offered through the monthly meetings and the separate educational programs offered through the chapter. Our

membership is much larger and diverse. And, I love the "Buddy System," now the "Ambassador Program," to show new members the ropes.


**Q: What MPI accomplishment are you most proud of?**

**A:** There have been several. I led the Chapter's Marketing and Public Relations efforts, which achieved international recognition for the MPI Marketing/Public Relations Award of Excellence. Also, for three years I achieved perfect attendance at monthly chapter programs and once won the Susie Fiveash Award for membership recruitment.

**Q: What is your advice to new MPI members?**

**A:** Don't be afraid to ask questions. Inquire about the buddy system (Ambassador's Program) where they put savvy members on your team to show you the ins and outs. Also, be involved by attending meetings, luncheons, educational opportunities and participating on committees. One will only learn from what they put in. Some of my best and most trusted colleagues are within this organization.

**Q: What was your favorite MPI moment?**

**A:** Earning "Supplier of the Year." It meant so much to me personally to have my peers select me for this prestigious honor. 



**Supplier of the Year**  
**Stephanie Schroeder**  
Starwood Hotels & Resorts



**Sherri Cook, CMP, CMM**  
**Planner**  
Sherri Cook & Associates

## Planners & SUPPLIERS: A Meeting of the Minds

To facilitate a continuing discussion between planner and supplier members, this column is dedicated to sharing knowledge, concerns and perspectives of D/FW Chapter members. This exchange will facilitate better understanding of respective jobs and challenges we face as planners and suppliers.



**Nan Stone**  
**Supplier**  
Hyatt Regency

**Question of the Month...**What impact, if any, did 9/11/01 have on facility contract attrition and cancellation clauses for 2003 and beyond contracts? Are these clauses the same as pre 9/11 or not? If not, what changes are you seeing?

**Cook:** "For several months after 9/11, we saw the waiving of these clauses due to the terrorist attack. Since that time, I have seen more flexibility in these clauses due to lower occupancy rates in hotels and the need for business. Some facilities truly suffering have announced that remaining meetings booked and operated in 2003 would have no cancellation penalty in response to the uncertain economy and the possibility of conflict with Iraq. Please make sure the clauses are still addressed in your contracts but clearly state that attrition and cancellation are waived vs. deleting them from the contract entirely."

**Stone:** "Hyatt Hotels & Resorts, as many other major hotel corporations, following 9/11, immediately enacted a forgiveness policy relative to cancellation and attrition through October 2001.

Attrition and cancellation clauses are beneficial to both the hotels and the meeting planners. They are the basis for all contractual agreements. They are a product that is influenced by supply and demand. During the lowest of occupancies these clauses can be written to again mutually benefit the hotel and meeting planner collectively. The clause is protective of the meeting planner so that the hotels have a financial obligation to protect their room blocks."

**April Issue - Question of the Month for your response...**What percent of your business has become short-term bookings (less than 2 months) lately? What percent of change is this from pre 9/11 for you (your type of business)?



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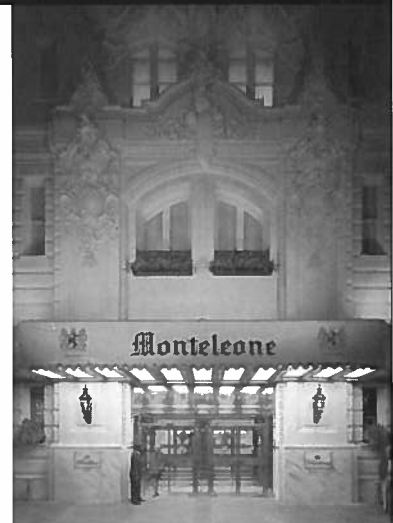
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No wonder more corporate and incentive groups trust us to take care of all the details. Our luxurious suites feature classic touches amid advanced technologies. Marble baths, high-speed Internet, in room safes, mini-bars and data ports now grace every room. Guests of our distinguished address are catered to by both, an award winning culinary team and a highly decorated service staff. And best of all, we're in the heart of the French Quarter. On Royal Street. How utterly fitting.

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# TECH TALK

## Presenter-To-Go

MARGI Systems has introduced a new technology called the Presenter-to-Go that turns handheld computers, such as the Palm, into professional quality presentation devices. Presentations can be created in PowerPoint or any printable PC application, easily transferred to a handheld computer and displayed via a digital projector in high quality, full color resolution.

The Presenter-to-Go application allows users to selectively hide or show slides, drag and drop slides, view slide text and presentation notes, make on-screen annotations and continuously loop slide shows. With the increasing demands being put on corporate executives and sales professionals to deliver a greater number of presentations with less time and budget, these busy professionals are increasingly in search of the perfect delivery tool.

The Presenter-to-Go provides mobile professionals with a lightweight laptop alternative, allowing users to deliver professional quality presentations from their Palm handheld, reducing carry-on weight and stress when traveling cross-country, across town, or even to a conference room down the hall.



Alainna Palmer, CMP  
'Grapevine' Columnist



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

**Sherri Cook, CMP, CMM, CTM, CL** (whew, that's a lot of designations!) with *Sherri Cook & Associates* just completed her CTM (Competent Toastmaster) and CL (Competent Leader) credentials through Toastmasters.

**Sue Fry** has joined *Culinaire International* at the Belo Mansion as their director of catering. She was formerly with PGI.

**Gail Lemaire** with *The Adolphus* has returned to work after unexpected back surgery. We are all glad to have her return!

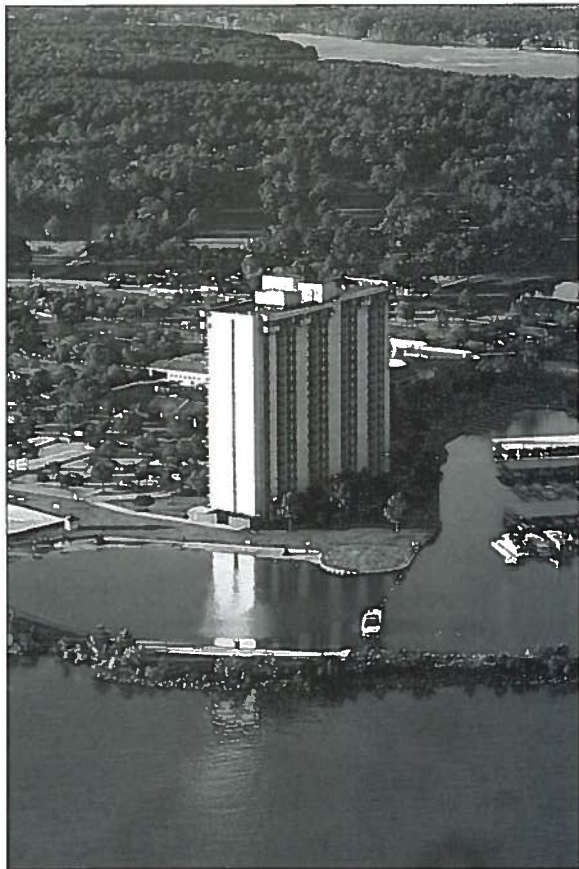
**Brenda Miller, CMP** has joined the *Granbury Convention & Visitors Bureau* as executive director. She was formerly with *Northeast Tarrant County Chamber of Commerce*.

**Konnie Patke, CMP** has left *Fiesta Americana* as director of group sales operations and joined *Palace Resorts* as southwest regional sales manager.

**Tony Cummins, CMP** has joined the *Westin Park Central Hotel* as their sales manager for the corporate market.

**Nancy Simonieg**, formerly with *Hyatt Regency Dallas*, has accepted a position as director of national accounts with *Gaylord Hotels* representing Opryland Texas, Opryland Nashville and Gaylord Palms in Orlando.

To submit your member information, please contact:  
Alainna Palmer, CMP • [alainnapalmer@attbi.com](mailto:alainnapalmer@attbi.com) • Fax 972-377-8730  
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# Membership News

## Meet Your Chapter Ambassadors

The Ambassador Program was formed by this year's Membership Committee to help promote attendance, committee involvement and education to all members. With varied backgrounds and tenure in MPI, our 11 Ambassadors bring a wealth of knowledge to this new program. Those interested in being connected to an Ambassador please attend this month's Orientation prior to the monthly meeting or e-mail [cecilia.daddio@lennoxind.com](mailto:cecilia.daddio@lennoxind.com) or [wingej@avwtelav.com](mailto:wingej@avwtelav.com).

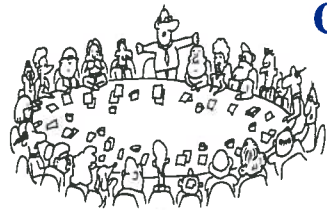
**Lianne Pereira, CMP** - MPI member since 1994, Lianne is active in many industry efforts such as guest speaking for the Richland College travel and tourism program, serving as managing editor of the TxACOM newsletter, working on several articles on trends in the industry and serving on several MPI D/FW committees.



**Peg Wolschon, CMP, CTP** - MPI member since 1991, Peg is an active volunteer on the Program, Education, and CMP Committees. Peg served as Director and VP of Education and has served on or chaired many committees over the years. Peg loves the arts and volunteers in that arena, too.



Peg Wolschon, CMP, CTP



## Career Connection Meeting

Second Tuesday of each month  
8:30 am - 10:30 am  
Marriott Quorum Hotel  
14901 North Dallas Parkway  
Dallas, TX 75254

Educational topic courtesy of Challenger, Gray & Christmas, Inc. **NO CHARGE TO ATTEND** - this meeting is great for those who are looking or for those looking to improve job skills in their current position.

RSVP to Nancey Hernandez, CMP ~ Director of Membership at 214-651-3622 or [nhernandez@adolphus.com](mailto:nhernandez@adolphus.com) by the Fri. before the meeting. Walk-ins welcome.

## Chairman's Challenge

Look who's earning prizes while helping our chapter grow!



Pick up a detailed flier about the Chairman's Challenge, and the prize opportunities from both MPI International and MPI D/FW. Visit the Membership table for more details. **DEADLINE IS MAY 15TH TO QUALIFY FOR THE WEEKEND GETAWAY PACKAGE!**

Chapter members recruiting two or more new members since July 1, 2002:  
Betsy Burns      Aimie Greene      O.D. O'Donnell      Diane Ray

Chapter members recruiting at least one new member since July 1, 2002:

Holly Adams	Wendy Foster	Darryl Leavitt	Carrie Riney
Ken Beaulieu	Martha Fox	Lynn Lewis	Garrett Schwab
Leah Belasco	Sandi Galloway	Nancy Lucas	Sandra Shelton
Carol Benavidez	P. J. Gonzales	Patricia McCain	
Thomas Chevins	Rebecca Halloran	Renee McKenney	
Nicole Christofilis	Nancey Hernandez	Valerie Neeley	
Philip Crouse	David Johnson	Steve Parker	
David DuBois	Christina Jones	Colleen Rickenbacher	



Join the Membership Committee. Contact Tamra Hughston, VP of Membership @ 214.631.7476 or email [tamra@themeetingplanners.com](mailto:tamra@themeetingplanners.com)



## Resource Guide Contact Confirmation

How will you be listed in the upcoming Membership Guide?

A letter was mailed to each member in March showing their contact information. If you have not already faxed that back with your corrections there is still time. **THE DEADLINE HAS BEEN EXTENDED TO MAY 1st.** It only takes a minute to review and could effect how you're listed in the directory all year long!



## New Kids on the Block

### Welcome to Our Newest Members!

Joyce Chandler.....Planning Professionals Ltd.  
Paula Cheingthong.....General Motors R\* Works  
Stacie A. Ehler.....Corporate Events Marketing  
Tiffany M. Garrett.....Dallas Fan Fares Inc  
Christina M. Jones.....Renaissance Dallas Richardson Hotel  
Marina A. Klein McDonald.....Bradford at Lincoln Park  
Shay Lary.....Tex Styles International  
Jackie E. Mitchell.....Cayman Islands Dept of Tourism  
Veronica O. Morales.....Texas Criminal Defense Lawyers Assoc  
Lance M. Peters.....Four Seasons Resort & Club  
Lesla L. Spangler.....WorldTravel BTI Meetings  
Teresa A. Wachlin.....Peabody Little Rock Hotel  
Stephanie C. Watkins.....Two Sisters Catering



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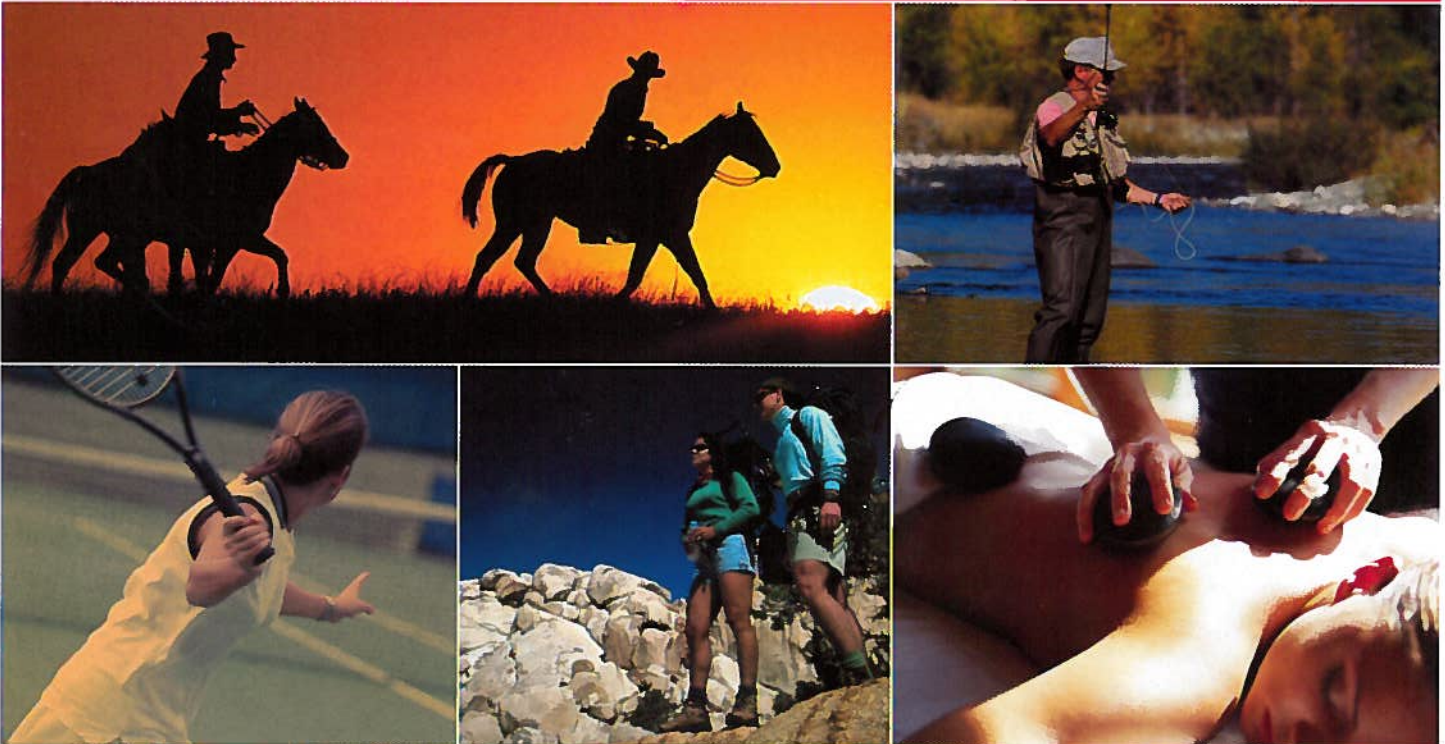


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