

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

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**For Up-to-date  
 Chapter Information  
 & Calendar of Events**  
 Log on to  
**www.mpidfw.org**

**Mark Your Calendar**  
 Chapter Awards Gala  
 Hotel Inter-Continental  
 June 26, 2003

## PIECES OF APRIL

MPI D/FW members had lots of event choices to consider last month, as the chapter produced *The MPI Kids Charity Ball*, *The Pro-Player Golf Classic* and participated in an *Industry Partnership Meeting with HSMIA DFW Chapter*. Look inside for photos and details on each of these important events.



### The MPI Kids Charity Ball

The MPI Kids Charity Ball at Southfork Ranch Event & Conference Center was highlighted by the presentation of the *Bill and Ange Barrett Award for Loving Kids* to Circle Ranch founder Alan Powdermaker and Barrett co-founded Love for Kids, one of the beneficiaries of the annual charity gala. Pictured with Barrett and Powdermaker are (left) Tracey Smith, CMP, 2003 Kids Charity Ball Chair and Mrs. Angela Barrett.



MPI D/FW President Cheryl Beasley, CMP, CMM and HSMIA D/FW President Brooke Hayes presided over the April partnership meeting.



J&S Audio Visual Inc. sponsored its popular "Par Bar" for the chapter's annual golf tournament at The Four Seasons Resort & Club. Director of Marketing Becky Stengel and Account Executive Felix Dozier mixed up a variety of libations.

DALLAS/FT. WORTH  
CHAPTER



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# A Message from the President



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

## Becoming Great Leaders


### Becoming a great leader is "VOLUNTARY"

Every great leader recognizes an essential truth - that much of their success comes from the things they do above and beyond what is required - that is to say "voluntarily."

Personally, I have experienced the most dramatic growth in my own leadership skills through the process of volunteerism. Part of that may be related to the fact that I generally choose to volunteer my services in those areas where I am passionate about the cause or activities of the group I am supporting with my volunteer services. And part of it is simply that you grow in areas where you invest yourself.

Without the dedication of its volunteers, an association like MPI could not provide the services it does to its membership. With the exception of one paid position, a Chapter Administrator, every activity undertaken by MPI D/FW is managed by volunteers. That includes the newsletter you are reading right now, the monthly meeting you will attend later this month, and the recent fund raising events-the MPI Kids Charity Ball and the Annual Golf Tournament. Each of these activities is produced by the voluntary contributions of time and energy of a host of volunteers.

During the month of May our Chapter is celebrating its volunteers. So, if you are one of those wonderful people who month after month, year after year provide this Chapter with your support, your dedication and your leadership we are very grateful. We have not become Chapter of the Year an unprecedented five times because of the things we do - but because of the level of greatness among our volunteers.

If you have not yet become a volunteer for MPI D/FW let me encourage you to do so. Talk to some of those busy people you see flying around just before the monthly meeting. Or, call one of the folks listed on the newsletter staff. Attend the Chapter Leadership Development Orientation session prior to this month's meeting and talk to some of the Board or a Committee Chair. Whomever you choose to talk to about volunteering your services to this Chapter, I'm certain they will share with you another essential truth: that you receive equal to or greater than what you give when you Volunteer. 

DALLAS/FT. WORTH  
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DEFINING THE POWER OF MEETINGS®



**P.J. Gonzales,**  
CHSP, CMP  
Fort Worth CVB

# “CURRENT” AFFAIRS



**Erin Longley**  
Imagine Events

**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.

## Get Involved in the MPI D/FW Chapter!

Want to make the most of your MPI Membership? Get involved in the D/FW Chapter! Members who serve their chapter as leaders build strong relationships within the industry and gain experience to advance their careers. **Want to catapult your career?** Strengthen your industry network and build relationships with planners and suppliers you do business with? Give back to your industry and learn new skills for yourself at the same time? Then get involved!

The chapter constantly needs new leaders - **leaders at ALL LEVELS**, not just as presidents. Whatever your interest and time availability, whether you are a new member or have been around a long time, there are many opportunities for you to participate. Join a committee and start reaping the benefits of your chapter now!

### What Are the Benefits of Being a Chapter Leader?

The list of benefits is endless but here are a few highlights.

**Personal & Professional Development:** Advance your career/job growth by furthering your education and talent. Grow in areas in which you lack experience by taking on projects out of your comfort zone.

**Networking:** People do business with those they trust and know - expand your network!

**Gain Knowledge and Expertise:** Gain hands-on experience by working in areas outside your expertise.

**Accomplishment, Service & Recognition:** Give something back to your profession and make a difference in the chapter.

Personal and professional growth received through MPI leadership is priceless. You learn so much about yourself and how to lead, especially if you are not in a job in which you have employees working for you, MPI offers an excellent training ground for being a leader. You learn to motivate, inspire, make decisions, become knowledgeable in our industry - the list goes on and on - all by being a leader in the Chapter. The passion and involvement are rewards for a lifetime!

### What Attributes Does a Chapter Leader Possess?

Chapter leaders possess a myriad of valuable attributes including those listed below and many more, but of course not everyone has all of these qualities. If you have even one of them, we need you!

- |   |               |
|---|---------------|
| * Good written or verbal Communication Skills | * Creativity  |
| * Dependability                               | * Enthusiasm  |
| * Flexibility                                 | * Initiative  |
| * Ability to Mentor People                    | * Passion     |
| * Commitment                                  | * Team Player |
| * Ability to Manage Time                      | * Vision      |

### Want to Learn More About How YOU Can Get Involved?

The Chapter Leadership Development Committee will present a special Chapter Leadership Orientation Meeting immediately prior to the May Chapter Monthly Program meeting on Thursday, May 22, from 11:00 AM to 11:30 AM. Attend this session to learn more about the benefits you can gain through chapter involvement and determine the direction that is right for your career in MPI. Don’t miss this opportunity!

**Chapter Leadership Orientation Meeting**  
Thursday, May 22 ~ 11:00 am - 11:30 am  
*Immediately prior to the Monthly Chapter Meeting*



DEFINING THE POWER OF MEETINGS™

Founded in 1972, Meeting Professionals International, with nearly 20,000 members in 60 countries and four chapters in formation, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit [www.mpiweb.org](http://www.mpiweb.org).

## CURRENT

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# Chapter Meeting: Thursday, May 22, 2002 • 11:00 a.m.

## “Getting the Most Out of Your Volunteer Experience”

This month's MPI D/FW Chapter meeting focuses on the importance of volunteerism in leadership development, both professionally and personally. The lunch meeting, May 22 at the Sheraton Grand Hotel DFW Airport, will highlight the many reasons on why people volunteer as well as assuring a successful experience when YOU volunteer.

Speaker John Paul, founding partner with Association Works, a results-oriented consulting and training firm targeted to the unique needs of mission driven organizations, was selected as the outstanding volunteer of the year for 1999 by the Center for Nonprofit Management in Dallas. His expertise includes change management, common sense Boards, nonprofit mergers, relationship fundraising, and Customer Delight.

He is co-author of the Achieving Customer Delight in Your Organization - Field Book. The book is designed to assist nonprofit organizations identify their customers and develop strategies to exceed their expectations. He has written numerous articles for nonprofit journals on fund raising and customer delight.

The newly elected 2003-July 2004 MPI D/FW Chapter Board of Directors will be introduced at this meeting, which also will feature a special member recognition of H. Ted Olsen, one of the three original signers of the charter application to form Meeting Planners International, who will receive a recognition for a lifetime achievement membership.

Olsen served as the first MPI D/FW Secretary/Treasurer. In 1979 he became President of the Specialty Advertising Association International (now called Promotional Products Assn. Intl.) and moved the association from Chicago to Las Colinas, retiring as PPAI's CEO after 17 years in 1996.

May Program Committee members are: Chair: Dr. Lawana Gladney, Gladney & Associates; Carol Benavidez, CMP, HelmsBriscoe, Pat McCain, CMP, Krisam Group Hotels & Resorts, Wendy Foster, CMP, Circle R Ranch, Phyllis Firebaugh, CMP, MPBid.com and P.J. Gonzales, CMP, CHSP, Fort Worth CVB.



John Paul  
Association Works



Ted Olsen  
MPI Lifetime  
Achievement  
Honoree

### Host Facility

## Sheraton Grand Hotel DFW Airport

The Sheraton Grand/DFW is conveniently located in the heart of the Dallas/Fort Worth Metroplex and only minutes from D/FW International Airport with complimentary airport shuttle available 24-hours a day, 7 days a week. The 12-story, 300-room property promises the ultimate in guest satisfaction with beautifully appointed guestrooms featuring plush accommodations and spacious work areas. The majority of guestrooms are non-smoking and each has a swivel makeup mirror, hair dryer, full-size iron and ironing board, a coffeemaker with complimentary supply of coffee replenished daily, two telephones, two telephone lines, computer data port, voice mail, complimentary cable channels, live plants and a super-secure lock system. Guests may choose among several dining experiences-the intimate, ultra exclusive *Wine Cellar*; *Ashley's*, a full-service restaurant featuring an array of American specialties; *Allstars Sports Bar* offering food and beverage on the "lighter" side, and the convenience of room service. When you consider the hotel's location, luxury accommodations and genuine hospitality, the Sheraton Grand is the perfect destination for business or pleasure.

### DIRECTIONS

**From Ft. Worth:** Take 183 E. to 121 N. to 114 E. Exit at Esters Blvd. Go right at the stop sign; hotel is on your left.

**From North Dallas:** Take 635 W, exit Beltline Rd. Go Left (south) @ light, follow Beltline to Hwy 114 W (right) to the Esters Blvd. Exit. Go left at the stop sign over the bridge. Go through the stop sign and make a left into parking lot.

**From Downtown Dallas:** Take 35 E North to 183 West to 114 West Exit Esters Blvd. At stop sign make a left and Hotel is on your left.

## “Getting the Most Out of Your Volunteer Experience”

Thursday, May 22, 2003

### Sheraton Grand Hotel DFW Airport

4440 W. John Carpenter Frwy. • Irving, TX 75063  
Phone (972) 929-8400

- 11:00 a.m. Chapter Orientation
- 11:30 a.m. Registration, & Reception
- 12:00 p.m. Lunch and Program
- 1:30 p.m. D/FW Meet & Greet Reception

### Complimentary Parking

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

*R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, May 19, 2003  
email: rcharnes@msn.com • fax: 972-506-7485*

### ON-LINE REGISTRATION PREFERRED

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# The MPI Kids Charity Ball

Produced by Meeting Professionals International  
Dallas/Fort Worth Chapter

## HALL OF FAME

Please salute these companies and individuals for their contributions to the 2003 MPI Kids Charity Ball

### Gold Corporate Sponsor

Bill & Angela Barrett  
Kimberly-Clark Corporation

### Silver Corporate Sponsor

Circle R Ranch

### Bronze Corporate Sponsor

CityPlace Conference Center  
Love for Kids, Inc.  
Krisam Group & GEP  
RIA  
Richland College DCCD  
Sabre Inc.  
Tom Thumb  
WorldWide Incentives Inc

### Five Star In-Kind Sponsor

Southfork Ranch Event & Conference Center  
Starwood Hotels & Resorts

### Three Star In-Kind Sponsor

AVW TELAV Audio Visual Solutions, Inc.  
Fun Factory Decorations & Special Events  
Ken Ran Entertainment

### Two Star In-Kind Sponsor

Fiesta Americana Hotels & Resorts  
Omni Hotels

### One Star In-Kind Sponsor

AeroMexico  
Alphagraphics #152  
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Coors Brewing Co.  
Creative Productions  
Ducky Bob's Party & Tent Rentals  
JC Penney Corporation, Inc.  
Liland's Special Events & Décor  
PDQ Results Printing  
Southwest Airlines  
Technology Rentals & Services



Thomas White (Dallas County Coach & Limousine) admires a guitar autographed by country-western artists Brooks & Dunn which was offered as part of the live auction.



KXAS Sports Broadcaster Scott Murray served as emcee and auctioneer.



Lynn Lewis, CMP (Premier Meeting & Event Management) collected photos from the Dallas Cowboys Cheerleaders.



Sports Memorabilia on the auction block featured autographed items from Muhammad Ali, Michael Jordan, Roger Staubach, Babe Ruth, Tiger Woods and many other stars from the world of professional sports.

**Photos by Jim Woods**



The collectible designer bears are always a prized item of the silent auction.



Members of the MPI Kids Charity Ball Committee included (l-r), Heather Hersley (Southfork Ranch Event & Conference Center), Sherri Cook, CMP, CMM (Sherri Cook & Associates), Wendy Foster, CMP (Circle R Ranch), Mark Thompson (Southfork Ranch Event & Conference Center), Gala Chair Tracey Smith, CMP (RIA), Gregory Pynes (Renaissance Meetings & Incentives), Suzy Morse, (Southfork Ranch Event & Conference Center) and Marsha Singer (The Dallas Directory).

## HALL OF FAME

Please salute these companies and individuals for their contributions to the MPI D/FW Chapter "Pro-Player Golf Classic"

### Host Facility



**FOUR SEASONS RESORT AND CLUB**  
*Dallas at Las Colinas*

Craig Reid, General Manager  
Paula Fitzpatrick, Conference Planning Manager  
Nicole Northrop-Jost, CMP, Sales Manager

### Sponsors



Kevin Jost, General Manager



Ben Guerrero, National Sales Manager

AVW-TELAV Audio Visual Solutions, Inc.  
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Thomas White

Gaylord Opryland Texas Resort & Conf. Center  
Valerie Neeley

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David Sackman  
Pamela Curry

Palace Resorts  
Konnie Patke

San Antonio CVB  
Mindy Miller

Telluride Mountain Village Visitor Services  
Wendy DuVoll

### Tournament Volunteers

Richland College (TEMM)  
M.T. Hickman, CTP, CMP

### Photography

Valerie Neeley  
Gaylord Opryland Texas Resort & Conf. Center

# "PRO-PLAYER GOLF CLASSIC" Highlights

More than 104 players and 16 sponsors participated in the MPI D/FW Chapter "Pro-Player Golf Classic" on Thursday, April 17 on the TPC Course at The Four Seasons Resort & Club.

First-place honors went to the Coors Brewing Company team of Kelly Massey, Martin Moggre, Kim Wilkerson and Jessica Clements. Second-place honors went to the Cheryl Beasley Enterprises team of Tim Murchison, Robert Ray, Randy Smalley and Jimmie Beasley. Third-place honors went to the South Padre Island CVB team of Brooks Kendall, Don Harris, Chris Perkins and Brent Camaan.

Kristen Harris of Gaylord Opryland Texas Resort & Conference Center won the "PGA Golfers Getaway" prize package, which included tickets to the 2003 Byron Nelson Championship, limousine transfers, a Byron Nelson Championship goodie bag and (4) rounds of golf at The Tribute. The prize package was sponsored by the Irving CVB, Dallas County Coach & Limousine and The Tribute.



Participants in this year's golf tournament had the unique opportunity to play the TPC Course at The Four Seasons Resort & Club just weeks before the EDS Byron Nelson Championship hosts the top PGA pros. The tee box on Hole 318 provides a grand view of the resort villas.



Gaylord Opryland Texas Resort General Manager John Iwaizumi gets a little help on his putt with "foot action" from Michelle Carter as teammate Kristen Harris looks on.



Ben Guerrero, National Sales Manager for the South Padre Island CVB (far right) made lots of new friends at his "Golfer's Spa" on Hole #17, which offered cold towels, bottled water and chair massage stations.



◀ Tournament chair Kevin Jost (J&S Audio Visual Inc.) teamed-up with Gaylord Opryland Texas Resort Director of Marketing Valerie Neeley for a photo op.



### Tournament Committee

Kevin Jost (Chair)  
J&S Audio Visual Inc.

Dean Conwell  
Online Meeting Services

Steven G. Foster, CMP  
Circle R Ranch

Nicole Northrop-Jost, CMP  
Four Seasons Resort & Club

Jeanie Renner  
J&S Audio Visual Inc.



Wyndham Anatole Team #1 included George Killebrew (Dallas Mavericks), Mark Wykes (Wyndham Anatole), Curtis Partain (American Airlines Center) and Tom Faust (Wyndham Anatole).



## April Meeting Chapter Partners

Please salute the following companies and individuals for their contributions to April's "Industry Partnership" meeting with the Dallas/Fort Worth Metroplex Chapter of HSMIAI.

### Host Facility

Double Tree Hotel Lincoln Centre  
Alan Sims  
Director of Sales

Fran Callahan  
Director of Catering

### Meeting Sponsor



Freeman Decorating  
AVW-TELAV Audio Visual Solutions, Inc.

### Speakers

J. Peter Kline  
Dallas CVB

P.J. Gonzales, CHSP, CMP  
Fort Worth CVB

Hank Wolpert  
PKF Consulting

### Photography

J Woods Custom Photography  
Jim Woods

### April Program Committee

Wendy Foster, CMP  
Circle R Ranch

Mark Thompson  
Southfork Ranch Event & Conference Center

## MPI D/FW & HSMIAI Chapters April Partnership Meeting Highlights



Facility Hosts from the Lincoln Hotel Doubletree Centre were (l-r): Alan Sims, Director of Sales & Marketing; Kim Sparks, Director of Sales; Debra Buschner, Catering Sales Manager; Terri White, Sales Manager; Fran Callaghan, Director of Catering; Jack Vaughn, Controller; Carrie Lacy, Sales Manager; Joe Palmieri, Area Vice President; Brittany Lee, Catering Sales Manager; and Sally Williams, Director of Revenue Management.



Representing The Total Show by Freeman, sponsors of the HSMIAI-MPI partnership meeting, were (l-r): Carolyn Simpson-Struble, Account Executive for AVW-TELAV Audio Visual Solutions; Barbara Hawes, National Sales Manager for Freeman Decorating; Rodney Higgs, Director of Hotel Operations for AVW-TELAV Audio Visual Solutions; and Donna James, Account Executive for Freeman Decorating.

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BEYOND THE POWER OF MEETINGS™

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HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



Panelists (l-r) J. Peter Kline, Chairman of the Board of the Dallas CVB; P.J. Gonzales, CHSP, CMP, Director of Convention Sales for the Fort Worth CVB; and Hank Wolpert, Director of Hospitality Asset Advisors for PKF Consulting discussed the "Changing Climate of the DFW Hospitality Industry."



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

# Heard it through the Grapevine!



**Leah Belasco**  
*'Grapevine' Columnist*

To submit your member information, please contact:  
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or Leah Belasco • 972-818-4811

**Valerie Neeley** has been named director of marketing for *Gaylord Opryland Texas*. She was formerly with *AVW-TELAV*.

**Bethani Blair** has joined *Embassy Suites Galleria* as senior corporate sales manager. She was formerly with *The Guest Lodge at Cooper Aerobics Center* after taking leave to be a mommy for her second child.

**Darryl Leavitt, CMP** has been promoted from senior event coordinator to events manager for *Houghton-Mifflin*.

*The Creeks at Beechwood* in Alliance/Fort Worth is taking on a new name...*Doral Tesoro Hotel & Golf Club*. The Doral name is owned by *Interstate Hotels & Resorts*, which manages the 286-room luxury complex under a 10-year management agreement.

**Linda Haas** has recently left her seven year career in the meetings industry to join *Merritt Hawkins & Associates*, a healthcare search firm, as a recruiter.

*Production Transport* has closed their Dallas based office. **Peg Wolschon, CMP, CTP** was with their Dallas office.

**Teri Abram**, president and founder of *EventLink International, Inc.*, was honored as a finalist in the Mayor's Entrepreneur Small Business Award - Large Business category. This award acknowledges the efforts of women who exemplify the "spirit of the woman entrepreneur."

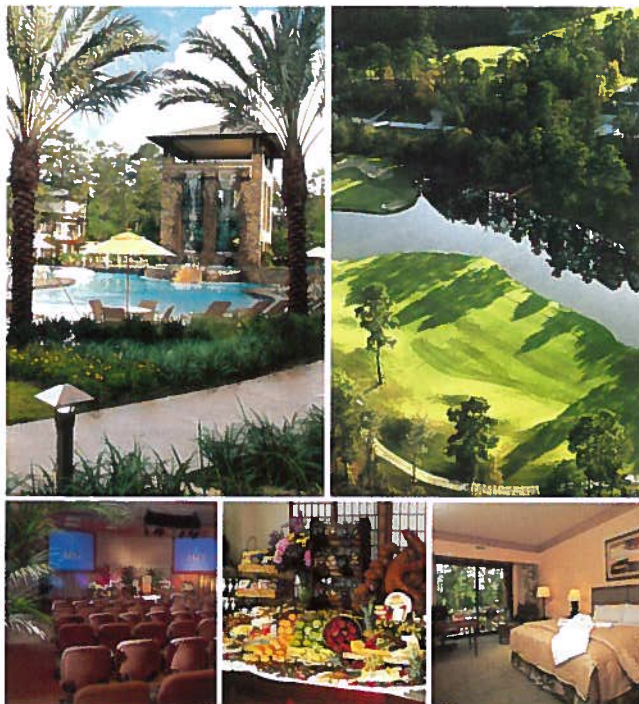
**Melissa Clouch, CMP** has joined *HelmsBriscoe* as regional manager. She was formerly with *KFC Corporation*.

**Percy Sales**, formerly with *Software Spectrum*, is now director of education, communications and government affairs of *Collin County Association of REALTORS*.

**Rebecca May** has joined *Outrageous Adventures* as director of sales. She was formerly with *PGI*.

**Blake Myers** has joined *Houghton Mifflin Company* as senior events coordinator. He was formerly with *North Dallas Chamber of Commerce*.

Also joining *Houghton Mifflin Company* is **Gina Patrick** as their senior events coordinator. She was formerly with *Matheson Tri-Gas*.



## Basis of Productivity

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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). This month meet Nicole Christofilis, CMP and Sue Fry.



**Nicole Christofilis, CMP** - An MPI member since 1997, Nicole is currently the Meeting and Trade Show Planner for Meeting Professionals International Headquarters. Nicole has been in the industry for ten years, previously working in the hotel catering and special event planning markets. Nicole "loves weddings!" and has a one-year-old little girl.

Nicole Christofilis, CMP



**Sue Fry** - An MPI Member since 1990, Sue served three years on the Board of Directors and was elected twice as Vice President of Programs. She won the coveted "Supplier of the Year" designation in 1994.



Sue Fry

## 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 GET AWAY PACKAGE!

Which lucky person will be the winner of the fabulous Weekend Get-away?

The following D/FW Chapter members have recruited two or more new members since July 1, 2002.

Bitsy Burns	Aimie Greene	O.D. O'Donnell	Diane Ray
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The following members have recruited at least one new member since July 1, 2002.

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

## New Kids on the Block



## Welcome to Our Newest Members!

Pierette C. Cohea.....	Sprint PCS
Eric G. Devlin.....	Premier Transportation Services LLC
Kevin Donahue.....	Westin Stonebriar Resort
Lindsay Horner.....	Student
Amanda K. Hribar.....	Hotel Intercontinental Dallas
Raymond Kawa.....	Student
Donna F. Pettis.....	AdvancePCS
Anderson G. Pool.....	SpeedZone
Susan K. Strauss.....	Dallas Fan Fares
Jennifer R. Torsleff.....	Harvey Hotel Suites DFW Airport
Tiffany A. Underwood.....	Executive Athletic Connection



# TECH TALK

## LED Displays

LED displays are making leaps and bounds into areas where projectors and video-wall cubes once ruled. LED screens are capable of displaying image sources from most types of computer data, graphics, recorded video and live-camera feeds. Panels can be used individually as set elements, combined to form vertical or horizontal strips, or used in the conventional way as a complete giant screen that can use almost any aspect ratio. LED panels come in an array of shapes, sizes, resolutions and packaging. Quality has improved recently with screen pixel pitch (the spacing between individual pixels), becoming finer and finer every year. LED's generic benefits of low weight, modularity, very high brightness, and excellent color rendition make it suited for the entire spectrum of performance. In particular, the low weight of LED screens, especially compared to other panels, and not requiring a specific support structure give event producers the option of having LED panels move, track, fly in and out, break apart and re-form. They can also be flown from a structure, roof or crane. Computer-generated graphics and video, combined with screen movements, can be used to conjure a completely new visual world onstage. All this produces endless creative possibilities for a wide range of applications. 🌐



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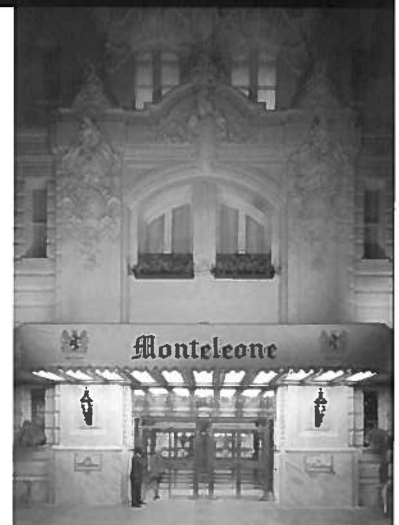
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*J.D. Power and Associates Award Recipient*

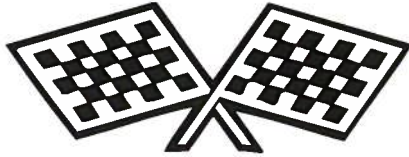
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# Education News

**READY, SET, GO!**



1. You have sent in your application for the CMP and are waiting for the good news - A-C-C-E-P-T-E-D!
2. You have been studying the CIC and PCMA manuals on your own or with a friend.
3. You want that last little push, that special edge that will ensure your success on the CMP Exam on August 2, 2003.

Come join other aspiring CMPs for MPI D/FW Chapter's CMP University...a 3 day, intense push towards the finish line! Grab your calendar and reserve June 21, 22 and July 12 when we gather to take sample tests, ask questions, share ideas, have some learning fun and encourage mini-groups to form and meet over the last 30 days.

A great way to focus on the finish line with confidence!



## Calendar of Events for Spring 2003 Certified Meeting Professional (CMP) Exam



June 21 & 22 - MPI D/FW Chapter sponsored CMP University

July 12 - MPI D/FW Chapter sponsored CMP University

August 1 - MPI offers a "boot camp" experience  
Place: MPI's World Education Conference (WEC) in San Francisco

August 2 - The CMP Examination  
Place: MPI's WEC, Dallas and sites throughout the United States  
Time: 9:00 AM - 12:30PM  
doors are locked (be at the Exam site by 8:15 AM)  
Cost: Prepaid to CIC prior to May 27

Everything about the Convention Industry Council, the CMP certification process, and the CMP Application request can be found at [www.conventionindustry.org](http://www.conventionindustry.org) - or - [www.mpidfw.org](http://www.mpidfw.org).

Marti Fox, CTC, CMP  
Chair, CMP Study Group

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WYNDHAM DALLAS MARKET CENTER  
WYNDHAM GARDEN - LAS COLINAS  
THE TREMONT HOUSE -  
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WYNDHAM DALLAS NORTH  
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THE ST. ANTHONY -  
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Events must be booked by 12/31/03. Does not apply to previously booked events or cancellations. The selected offer (miles, chair, cash credit, Palm m515 or donation) will be delivered about 6 to 8 weeks after completion of event.

# Chapter Award Profile:

## Patty Stern Markley, CMP - 2002 Planner of the Year

by Peg Wolschon, CMP, CTP



**Planner of the Year**  
Patty Stern Markley

Dallas Meeting Management

Creative, hard-working, dedicated. These words describe Patty Stern Markley, CMP. Patty was drafted into the education committee in 1996 when she wanted to find a way to meet a lot of the MPI D/FW Chapter members. She volunteered to chair the Professional Growth Awards Committee (now the Jan Pollard Award for Professional Growth).

Patty has truly taken the educational development of our members to heart. In her positions of Director and Vice President of Education for the chapter, she has created many dynamic educational offerings. She has served on the MPI D/FW Board of Directors since 1999 and is the incoming Vice President of PR/Marketing.

On an interesting personal note, Patty (2002 Planner of the Year) and Stephanie Schroeder (2002 Supplier of the Year) both graduated from Richardson High School only a few lockers away in 1982 and received their respective MPI D/FW Chapter awards the same year as their 20-year High School Reunion!

**Q: How did you start in the meetings and hospitality industry?**  
A: "I have been in hospitality since graduating from college in '82, and officially entered the meeting industry in '96 when I joined Five Star Limousine. During my days at Passbook, Joy Johnson Floyd once told me about MPI, how professional the organization was and that it was where I needed to contribute. The timing wasn't right then but her comments always stayed with me and on the first day I joined Five Star, the very first thing I did as director of Sales and Marketing was to join MPI."

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

A: "There is not a single 'biggest change' in MPI, but I'm constantly amazed at how we all work together to continually raise the bar of professionalism and excellence via challenging ourselves and one another to do better."

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

A: "There have been so many wonderful moments. But one of the most special has been chairing the annual CMP Recognition Event four years in a row. It was the first event I ever planned and those members I worked with showed tremendous generosity of spirit!"

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

A: "If you are serious about the industry, take your MPI membership seriously. In my opinion, MPI offers the best learning experiences in the industry. Pick an area (Education, Programs, PR/Marketing, Membership, or Administration) and offer those talents you've already developed to contribute and ensure our chapter continues to 'be the best.'"

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

A: "There are so many, but the heart-to-heart moment was when Bitsy Burns presented me with the monthly MPI D/FW Chapter Spirit Award."



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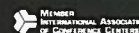
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**Sherri Cook, CMP, CMM**  
*Planner*  
Sherri Cook & Associates

# Planners & SUPPLIERS: *A Meeting of the Minds*



**Gail Lemaire**  
*Supplier*  
Adolphus Hotel

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.

**Question:** What percent of your business has become short-term bookings (less than 2 months) lately and why? What percent of change is this from pre 9/11 for you (your type of business) and why?



**Vest**

Linda Vest, Event Planner, State Farm Insurance: "State Farm is a conservative company that uses business planning strategies developing new products, introducing new procedures and training with new services. Timelines in getting these services out have always been and will continue to be short-term. The biggest difference, which came in effect in 2001, is combination meetings, using shared space, getting the most out of attendance and cost.

While short-term is not new for planners, destination has become more specific and flexibility with day scheduling. Meetings have gotten larger with fewer overnight rooms. This is the biggest challenge we face, finding a property that is willing to give up lots of space in the middle of the week with minimal overnight room usage that fits the budget. Before

9/11 occurred, State Farm was getting ready to make changes within the company structure. I've been asked many times if 9/11 has impacted the way we are doing business. I always reply, 'it's business as usual,' but as a meeting planner, that statement is certainly untrue. Anyone in the meeting industry today knows the effects of 9/11 was just the beginning of a new and changing environment for us all."



**Fett**

Barbara Fett, Director of Business Development, TEG Worldwide Media/The Expo Group: "Most show organizers select their general service contractor at least a year before their event eliminating the short-term bookings situation. Because of the extensive planning that goes into producing a tradeshow and the cut-off dates for discounts for exhibitor services it would be extremely difficult in such a short time frame. Our exhibit management group assists clients with booth sales and exhibit hall management. Again most of

our customers are strategically planning at least a year out. However with that said, the poor economy, 9/11 and the threat of war has had an adverse effect on tradeshow in many market sectors. When exhibit halls start shrinking many association show organizers begin to look outside of their own organization for help.



**Burleson**

Deborah A. Burleson, Director, National Accounts, Dallas Convention & Visitors Bureau: "Since 9/11, our world was changed forever and our industry as we once knew it was dramatically impacted. A major part of my sales position with the Dallas CVB involves solicitation of corporate business from the East Coast. Approximately 20% of my business is short-term bookings (less than two months out), 65% is more than two months out, but less than 24 months.

The remainder is beyond 24 months out. I really do not feel these percentages have changed too drastically since 9/11. However, the booking pattern has indeed been affected and continues today. Many companies are hesitant to commit too far out in these uncertain times not only because of 9/11 but also due to a weak economy and our current war overseas. And, of course, with corporate America downsizing, tightening of monies, etc., travel is one of the first expenses to be cut and/or reduced from budgets. We are seeing some conventions being put on hold for now and instead of holding one large national meeting, many companies are holding several small regional meetings in its place and keeping them closer to home. On the flip side, I am telling customers if they want to get a great 'deal' now is the time to book and confirm!"

Next Month's Question for your response: Have meeting budgets (including travel) remained the same or decreased in the past year? If they have decreased, by what percentage?

We need your response to the question and any "hot questions for future month's consideration to: Sherri Cook, CMP, CMM at sherricook@mindspring.com. Responses must be received by the first of the month following publication to be considered.



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