

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

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**For Up-to-date  
Chapter Information  
and Calendar of Events  
log on to  
[www.mpidfw.org](http://www.mpidfw.org)**

### Mark Your Calendar D/FW Chapter Meetings

December 18, 2003  
 Holiday Gala  
 6:30 pm – 8:30 pm  
 Adam's Mark Hotel

January 22, 2004  
 Gov't Issues & State of the Industry  
 MPI Pres/CEO Colin Romie, Ph.D, CAE  
 11:30 am – 1:30 pm  
 Crowne Plaza Market Center

## DCVB Announces New President/CEO



*A new era begins at the Dallas Convention & Visitors Bureau. J. Peter Kline, Chairman of the Dallas CVB and Dallas Mayor Laura Miller met with the media to announce the appointment of Phillip J. Jones as President & CEO of the Dallas CVB. Jones, 41, has served as Secretary of the Louisiana Department of Culture, Recreation and Tourism for the past seven years.  
- photo by Jeff Jowdy, Jowdy Photography*

DALLAS, TX. - There's a new sheriff in town, and his name is Phillip Jones.

Following a nationwide search, which began one year ago, The Board of Directors of the Dallas Convention & Visitors Bureau, has announced the appointment of Phillip J. Jones as President & CEO of the Dallas CVB. Jones, 41, has served as Secretary of the Louisiana Department of Culture, Recreation and Tourism for the past seven years. During his tenure as Secretary, Louisiana's tourism industry has posted a 29 percent increase in visitation and a 37 percent increase in dollars spent by tourists.

J. Peter Kline, Chairman of the Dallas CVB said of the selection: "our search committee went looking for a

demonstrated leader who not only appreciated the importance of customer relationships and the delivery of world class service to both meeting planners and visitors, but who also had the ability to redefine how CVB's do business in an increasingly competitive environment. Phillip Jones emerged as an obvious and unanimous choice to lead the Dallas CVB."

Jones has led a series of initiatives to market existing tourism assets in new and exciting ways, and to find innovative collaborations to enhance Louisiana's statewide attractions. Campaigns fueling tourism growth include the current Louisiana Purchase Bicentennial Celebration; the creation of the award-winning Audubon Golf Trail; and an expanded multi-cultural

*Continued on page 10*

## DALLAS/FT. WORTH CHAPTER



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### Mission Statement

To be the premier organization of meeting professionals serving the Dallas/Fort Worth meetings industry by providing excellence in educational resources, communications, networking opportunities, and recognition; while operating with the highest ethical standards.

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# A Message from the President



Melissa Logar, CMP  
2003-2004 President

What a whirlwind this first quarter has been! First and foremost, thank you, committee members, for volunteering your valuable time and energy to ensure the projects you are working on are successful. Each one of you is invaluable to this association, it is truly you who keeps this chapter moving forward.

I also want to thank the Board of Directors. This group of talented leaders have made some tough decisions but it has been in the best interest of the chapter. I am grateful for their candor, passion and enthusiasm.

I guess I am feeling nostalgia going into the "Season". It represents to me a time to be Thankful and a time for Giving. Now you are thinking "here goes Melissa again...she is going to thank us and ask us to give more"....well your almost right!

Next month is the call for Nominations for the Board of Directors. Please think how you can contribute to the success of this chapter and take action by applying for a board position. We have not won Chapter of the Year five times without the hard work and dedication of our volunteers at both the committee level and the Board of Director's level. You as a member can make a difference within our industry by being a leader within our chapter.

I will say this....being President of the MPI D/FW Chapter was not my first priority. There were years when I was asked to participate on the board but had to decline because it was not the right time in my personal nor professional life. Then the timing was right! I have to say the time I have spent on the Board has been personally an enjoyable growing experience and for my professional growth has been just as rewarding. I truly believe if you ask our past Board Members you will hear each one say it was a splendid adventure and they learned a great deal by holding different positions within the Chapter.

All I ask is for YOU to think about becoming a board member. By volunteering your time and talents, you not only enhance your growth but also the chapter's growth. 

*I am seeking, I am striving, I am in it with all my heart. - Vincent Van Gogh*



## BOARD REPORT

By Randie Charnes  
MPI D/FW Chapter Administrator

### DEPARTMENT ACTIVITY RECAP

#### Multicultural Initiative Committee

The committee will begin an "Are You Aware" monthly corner in the Current, beginning with the December issue. The purpose will be to increase awareness of cultural issues when planning and executing meetings/events. The Board of Directors approved the following Mission Statement to be adopted by the Multicultural Initiative Committee:

*"Increase the awareness of similarities and differences among cultures to help build lasting relationships, to enhance the ability of the MPI D/FW Chapter to enable people from different backgrounds to work together to successfully create meetings and events."*

#### Membership

MemberSHIP Recruiting Drive: The committee has some concern that members are not aware of this program and is going to hold a phone-blitz to poll and inform members. The Membership Committee will contact 110 random members in an effort to find out if members are aware of the current member drive

in place and does the prize motivate them? As part of the survey, members will be asked if they have a preference of having a hard copy Membership Directory or if they would like to print it directly from the website.

#### President

President Melissa Logar asked our guests from International, Lisa Dalton and Joey Dickerson to make a presentation. Dickerson circulated copies of the International Strategic Plan, Member Care Plan and reviewed his position as Chapter Relations Manager. As CRM he provides a direct link to MPI International, assists with overall chapter operations, communicates with all BOD members, assists in developing education programs and resources and is our strategic advisor.

Member Care is the ongoing process of identifying member needs and securing the satisfaction and loyalty. This is achieved by continuous contact with the members on all levels.

The Strategic Plan - Pathways to Excellence includes the creation of professional development pathways and resources that will help members develop their careers toward positions and perspectives of strategic understanding and enhance MPI influence with senior executives and extend business opportunities for our suppliers.

# “CURRENT” AFFAIRS

## Emotional Intelligence = Success

**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.



Donna Long, CSP  
ADL Associates

Research indicates that one's EI (emotional intelligence) may be a better indicator of potential success than IQ. The good news is, improving your EI is easier than raising your IQ. The reason for this theory is that emotional intelligence is used to drive one's own emotions in a positive direction, as well as to react appropriately to the emotions of others. Think about a typical bad day - you more than likely encountered one or more individuals who *pushed your buttons*. Employing emotional intelligence competencies decreases the *button pushing* likelihood because you stay in control of your own emotions, which usually has a positive effect on the emotions of others. In the workplace, not only does using the competencies reduce conflict, these behaviors can also increase communication and problem solving skills. That enhances our leadership effectiveness, which ultimately pushes us toward desired advancement and overall career satisfaction. In our personal lives, the same intelligence can be applied for more desirable relationships with family and friends.


Don't misunderstand, emotional intelligence does not mean being nice all the time. It means being honest, but in a tactful way. It does not mean being *touchy-feely* to everyone you come in contact with. It means being aware of your feelings and those of others. And it does not mean being emotional. It is about using your emotions wisely.

To better understand the process of achieving high emotional intelligence, here are the core competencies defined:

- ♦ Self-Awareness - to think about (on a regular basis) what you are feeling and why.
- ♦ Self-Regulation - realize that *you* are responsible for your emotional responses. Recognize your emotional *hot buttons* and regulate your actions accordingly.
- ♦ Self-Motivation - acknowledge that emotions do affect your success, and emotions are one thing for which you have control.
- ♦ Empathy - by *putting yourself in someone else's shoes*, you can evoke appropriate responses to others' emotions.
- ♦ Effective Relationships - this is the cumulative effect of all the previously mentioned competencies. By fostering effective relationships, you can continuously lead and inspire yourself and team members.

Think about your all-time favorite leader (formal or informal), and I'll bet he or she made you feel special in some way. It probably wasn't your admiration for his or her degree or status (albeit these *are* respected achievements) that had an impact on you. This wonderful leader likely had excellent communication skills and a method to effectively support and motivate you as an individual. And, respected readers, that is what we call being emotionally intelligent!

Want to learn more and take a free personal emotional intelligence assessment? Register for a one-hour e-learning component on Emotional Intelligence - just go to: <http://www.learningjourneyinc.com/adl.htm>.

Donna Long, CSP is a member of the ADL Associates network and the owner of Learning Journey, Inc, where she helps individuals and organizations embrace learning as a journey through her keynotes, training and on-line programs. For more information on Donna Long contact ADL Associates: Phyllis Firebaugh, CMP at 972-416-8416 or [phyllis@ADLassociates.com](mailto:phyllis@ADLassociates.com). 



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, November 20, 2003 • 11:00 a.m.

## Understanding Cultural Differences: What YOU Need to Know

by P.J. Gonzales, CHSP, CMP, Independent and Paul Klipp, Allante Promotions

The U.S. Census Bureau reports that the fastest growing population segment in the United States is the Hispanic community. Thirty-five percent of all North Texans are either foreign-born or second-generation immigrants. A weaker dollar improves service export opportunities. These are things that we know well and are expounded on regularly in the press, but what does it all mean to you and your business?

Find out on Thursday, November 20 when MPI D/FW welcomes Romona Riscoe, Chair of Meeting Professional International's Multicultural Initiative Committee, committee Managing Director, Karen M. Garcia, CMP and committee member David Kliman, CMP for a panel discussion on what you need to know about the issue of cultural differences. These experts reveal the differences between multiculturalism and diversity, how it affects you and your business every day, and how to use your new understanding to benefit from unique opportunities to be found within our own local ethnic communities and in foreign markets.



Romona Riscoe  
MPI



Karen Garcia  
MPI



David Kliman, CMP  
The Kliman Group

MPI's Multicultural Initiative Committee, in its continued efforts to address the business issues surrounding multiculturalism and the meeting industry, focuses its activities on addressing the needs of multicultural groups in the industry by providing business-to-business opportunities along with unprecedented research, which will provide benchmarks, professional development, leadership and networking opportunities, strategic partnerships with multicultural organizations and resources that provide straightforward insights into this untapped arena.

80% of all respondents noted that organizations which provide meeting services need to be sensitive to specific needs of meeting attendees from various races or cultures. Even though most respondents felt successful meetings are similarly described by people of various cultures, they also felt the achievement of a successful meeting required different awareness and behavior towards people of various cultures. Over 90% project a 20% annual growth of multicultural meetings.

*- Building The Case For Multiculturalism - It's All About Business, 2003 Multicultural Initiative Committee*

The November chapter luncheon is sponsored by InterContinental Hotels Group, and will be represented by Terri White, Key Account Director, InterContinental Hotels Group, Global Sales/ Groups & Meetings.

November Program Committee Members are: Program Chair: P.J. Gonzales, CHSP, CMP; Paul Klipp, Allante Promotions, Inc.; Gary Peto, Shag Carpet; Ben Guerrero, South Padre Island CVB; Steven Flores, Eddie Deen's Ranch; Patty Stern Markley, CMP, DMM Group; Jim Monroe, CMP, CSEP, James C. Monroe & Associates; Carmen Mihelich, Richland College; Karen Garcia, CMP, Meeting Professionals International; Cecilia Daddio, CMP, Lennox Industries; Brad Foster, Wyndham Garden Inn; and Bill Reeser, CMP, CTS, AVW-TELAV.

### Program Committee Meeting

Crowne Plaza Dallas-Market Center  
Thursday, November 13, 2003  
5:30 - 7:00 p.m.

The Program Committee meets the Third Thursday of each month (Second Nov./Dec.) at the Host Facility for that month's Chapter Meeting.

#### Host Facility

### Crowne Plaza Dallas - Market Center

The Crowne Plaza Dallas-Market Center is located only six miles from downtown Dallas and right next to I-35 providing swift access to Dallas city center. Flexible facilities and over 12,000 square feet of meeting space make the Crowne Plaza Dallas-Market Center Hotel a leading venue for meetings, weddings and banquets. With a 7,000 square foot ballroom and eleven breakout rooms that accommodate meetings from ten to 200 people, this hotel can adapt to a wide variety of functions. The hotel has a variety of handsomely appointed and elegant function rooms that will enhance events of every description, from large conferences to small gatherings. The hotel is decorated for home comfort in warm earth tones.

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Take the south exit of the airport. 183 East. Exit Commonwealth Drive (next exit after Mockingbird Lane). Make a u-turn to the left. The hotel is 1/4 mile on the right.

##### From the North

Take 35E South. Exit Mockingbird Lane. Left on Mockingbird Lane. Take right on Brookriver. Take right on Riverbend.

##### From the South

Take 35E North. Exit Mockingbird Lane. The hotel is immediately on the right.

### UNDERSTANDING CULTURAL DIFFERENCES: WHAT YOU NEED TO KNOW

Thursday, November 20, 2003  
Crowne Plaza Dallas-Market Center

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# EDUCATION NEWS

## The Education Committee Needs You

Do you have the desire to be more involved in your MPI chapter, but don't have a lot of time? Are you looking for more opportunities to network with your peers and grow your business contacts? Are you interested in increasing your industry knowledge? Let the Education Committee help!

Planning and executing a monthly educational topic only takes a few hours of your time, in a small committee surrounding, over a 2-3 month timeframe. Once the event is over - you're done! Very little time is needed and you work on your own schedule.

At this time, several topics of interest have been scheduled for the current fiscal year (see below). Now, what we need is a group of enthusiastic individuals to execute them. We need YOU for your creativity, industry knowledge and planning skills to make these events the best they can be for the members of this chapter.

See a topic you're interested in? Have a topic you would like to suggest? Contact Sherry DeLaGarza, CMP at sherrydelagarza@hotmail.com or 972-414-1844; or Thomas White at Thomas@dcclimo.com or 972-501-0500. We encourage you to volunteer - the rewards are priceless.

### Upcoming Education Topics:

November	Creating a Powerful Image with Linda Thomas (produced by WLI)
December	Holiday Lights Tour
January	Executive Dine-a-round
February	Best Practices Great Exchange II
March	Ultimate MPI Makeovers - see WLI article
April	International Planning
May	Best Practices Great Exchange III

## Multicultural Initiative Committee



**James C. Monroe,**  
CMP, CSEP  
*James C. Monroe & Assoc.*

The D/FW MPI multicultural initiative committee is dedicated to increasing the awareness of similarities and differences between cultures to help build lasting business relationships. The purpose is to enhance the ability of the MPI D/FW Chapter to enable people from different backgrounds to work together to successfully create meetings and events.

The first areas of concentration are regional multicultural issues such as relationships and practices within the African American, Hispanic and Asian business communities. This is where we find the largest, closest, untapped sources of meeting and event business. International, social and gender orientation issues will be considered as well.

Meetings are held alternately as lunches and dinners in advance of and during the week of the monthly meeting. They are held at sites representing different cultural backgrounds. Speakers from various culturally identifiable groups will be invited. Frank and open (moderated) discussions are encouraged. The experience continues to be educational, enlightening and fun! All chapter members are invited. Watch the monthly chapter blast email for details. To request information on this important new committee and/or RSVP, contact Jim Monroe at jim@jcmmonroe.com.

Watch for an upcoming membership survey to establish the current status of multicultural business relationships and the cultural demographics of the chapter.

# CMP NEWS

## New CMP Study Group Chair



**Jennie Campbell**  
*Meet your Market LLC.*

We are pleased to announce our new CMP Chairperson:  
Jennie M Campbell, CMP, CMM  
CEO & President  
Meet Your Market LLC  
Phone: 817-654-3934  
Email:  
jcampbell@meetyourmarket.com

Jennie has been a CMP for 8 years and earned her CMM in the first class offered in 1999. She founded and was president of the first Louisiana

Chapter of MPI (now Gulf States Chapter). She founded and developed the original Louisiana CMP Study Group (1996-99). Jennie received the MPI International Tomorrow's Leader award (1997-98) for her outstanding dedication to growth in attendance in her Louisiana chapter. In 1996, she was part of the faculty for MPI's Institutes.

## NEW Chapter CMPs!

Our MPI class graduates are:

- Jessica Bacak, CMP.....Renaissance Meeting/Incentives /Destination Management
- Adonia Beardsley, CMP.....Crowne Plaza Hotel N. Dallas
- Carol Boyd, CMP.....Independent
- Michelle Crosby, CMP.....Ultimate Ventures
- Denise Howison, CMP.....Zoom 7
- Robert Lockwood, CMP.....Crowne Plaza Hotel N. Dallas
- Toska Medlock-Lee, CMP.....Dallas Independent School Dist.
- Glenda A. Knight, CMP.....Abilene Christian University
- Gina Patrick, CMP.....O.M.O. Events
- Anthony Robertson, CTS, CMP....AVW-TELAV Audio Visual
- Scott Silvia, CMP.....Plano CVB
- Gia Staley, CMP.....Healthpoint
- Elizabeth Villarreal, CMP.....Hilton DFW Lakes

## CMP University

Place: Omni Mandalay Hotel, Las Colinas  
November 8, 2003: 8:30 AM - 5:00 PM  
November 9, 2003: 8:30 AM - 1:00 PM  
January 3, 2004: 8:30 AM - 1:00 PM



A testing and Q&A opportunity to discover our strengths and weaknesses. Find out what areas to focus on prior to the January 17, 2004 CMP Exam.

On-Line registration is now open on the chapter's website, [www.mpidfw.org](http://www.mpidfw.org)

Click on "Education & Events." Cost is \$125 for MPI members, \$150 for non-members.

## Chapter Partners

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

### Featured Speakers

John Foster, Esq., CHME  
Owner

*Foster Jensen & Gulley LLC*  
1447 Peachtree St. NE#1009  
Atlanta, GA 30309  
404-873-5200

Steven Rudner  
Attorney

*Law Offices of Steven Rudner*  
5956 Sherry Lane  
Dallas, TX 75225  
214-373-1900

### Moderator

Steven Foster, CMP  
Managing Partner  
*Circle R Ranch*  
5901 Cross Timbers Rd  
Flower Mound, TX 75022  
817-430-1561

### Host Facility

*Radisson Hotel Dallas North at Richardson*  
Gloria Ford, CMP  
1981 N. Central Expressway at Campbell Rd.  
Richardson, TX 75080  
972-644-4000

### Audio Visual

*In House Audio Visual*  
Morris Whitaker

### Stage Right

David Chandler

*Diversified Media Group, LLC*  
Marshall Leak III

### Ground Transportation

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Thomas White

### Air Transportation

*Delta Airlines*

### Décor

*Dallas Garden Interiors*  
Todd Oden

### Photography

*JWoods Custom Photography*  
Jim Woods

### Meeting Materials

*Kinkos Inc.*  
Liz Stelchek

## October Chapter Meeting Highlights



The October Program Committee was (l-r): Chair, Mary Sanger, Blue Mesa Grill; Marty Rutledge, Stud Eddie Deen's Ranch, Gloria Ford, CMP, Radisson Hotel Dallas North at Richardson; Peg Wols Independent; Julie Johnson, CMP, CMM, Lennox Industries; Carrie Elder, Texas Society of CPAs; Gary Scott Silvia, CMP, Plano CVB and Cecilia Daddio, CMP, Lennox Industries. Not pictured is Linda Vest, CMP, State Farm Insurance.

Photos by Jim Woods - JWoods Photography



Mexico Tourism sponsored the October Chapter Meeting, and was represented by Participating Partners (l-r), Daniel Gutierrez, Deputy Director, Mexico Tourism; Konnie Patke, CMM, Regional Sales Manager, Palace Resorts; Michael Freedman, General Manager, Palace Resorts; Maria Font, Las Brisas Hotels & Resorts; Maria Escarfullery, Regional Director of Group Sales; Posadas; Teresa Sevilla, Director of Sales, Groups & Incentives, Camino Real Hotels & Resorts; and Jorge Bravo, Vice President of International Sales; Camino Real Hotels & Resorts.

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# MEXICO

Tourism Board

Daniel Gutierrez  
4507 San Jacinto #308  
Houston, Texas 77004  
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# Radisson

With more than 12,000 square feet of beautifully decorated, flexible conference space, the Radisson Hotel Dallas North in Richardson can accommodate groups of all sizes—whether a board meeting of 5 or high-impact teleconferences for 400-600. Our technological advantages include high-speed Internet access and an advanced lighting system to fit any scenarios. For flawless presentations, we provide onsite audio/visual equipment rental and technicians to assist with set-up and operation. Leave the details of planning your next social gathering to our professional catering staff. We offer a Certified Meeting Professional on staff to assist you in coordinating your event. From cocktails and hors d'oeuvres to a seven-course dinner complemented by white glove service, the staff at Radisson will ensure a seamless evening. All you need to do is enjoy your special event! Consider taking the elevator home after your memorable occasion. The sales staff at Radisson can arrange special group pricing for your associates, friends and family.



Facility Hosts from the Radisson Hotel Dallas North at Richardson were (l-r): Allen Shahan, Corporate Sales Manager, Cheryl Dunbar, Social Group Sales Manager, Gloria Ford, CMP, Director of Catering and Kim Jacobs, Director of Human Resources.




Steven Flores, CTP, CMP, Shag Carpet;



“Hot Topic” legal debate between two of the country’s top attorneys focused interest on contract challenges, enforcement, remedies vs. damages, cancellation vs. mitigation clauses and the proper elements of an arbitration clause at the October Chapter Meeting. Legal eagles Steven Rudner, Esq. (top left) and John Foster, Esq., (top right) presented their views and supplier issues in a lively discussion moderated by Steven G. Foster, (Circle R Ranch). Steven Rudner is a leading member of the Academy of Contractual Industry Attorneys, representing attorneys and resorts across the nation. John Foster specializes in the legal aspects of meetings, conventions, trade shows & special events, and has been named as one of the 25 most influential people in the meetings industry by Meeting News.





## Meeting Evaluation

**COMMENTS BY SUPPLIERS**

- Great lively debate. Funny and informative.
- One of the best educational meetings I ever had at MPI luncheon.
- Excellent meeting and good food.
- Great program! It was very educational to hear both sides of contract issues. Excellent topic and very well presented.

**COMMENTS BY PLANNERS**

- Was better session than I ever anticipated - great learning & attorneys kept the audience captivated - use of humor was good too.
- Very fun. Enjoyed the dynamic differences in personality of the attorneys - really added to the excitement.
- Awesome
- Great location for those of us “out north” Menu was some of the best I’ve had at a luncheon.
- Really enjoyed the 2 different sides of the issues by the attorneys.

**COMMENTS BY GUESTS**

- Pleasant surprise - lots of energy in Dallas Chapter
- Very informative - enjoyed the leadership orientation
- I really enjoyed the meeting; especially that it was the first one I’ve ever been. I am planning to join the Chapter as soon as I can.

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Phillip Jones  
DCVB President/CEO

## DCVB President/CEO...Continued from page 1

advertising effort that has taken Louisiana from number five to number one in share of the national African-American tourist market. Today, Louisiana tourism is a \$9 Billion industry helping sustain over 120,000 jobs.

Prior to his service in Louisiana, Jones was Director of Legislative & Intergovernmental Affairs for the U.S. Department of Commerce's Travel and Tourism Administration in Washington, D.C. He helped organize and was a lead spokesman for the first-ever White House Conference on Travel and Tourism in 1995. He has served on the Board of the Travel Industry Association of America since 1997.

"I am excited about the opportunity to lead the Dallas CVB's efforts to keep Dallas in the top five convention and visitor destinations in the country," said Jones. "It is increasingly clear that in order to be a great convention destination, a city must also be perceived as a great visitor destination. The Dallas area has an incredible array of visitor attractions that must be marketed both locally and nationally if we are to reach our potential. I look forward to using my experience in enhancing and repackaging destination assets, and in forming innovative coalitions to leverage marketing resources, to take the marketing of Dallas to a new level."

Jones, his wife Denise and their two children, Phillip Jr. and Laura will be relocating to Dallas from St. Francisville, Louisiana.

# Dallas!

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# MEMBERSHIP NEWS

## New Kids on the Block Welcome to Our Newest Members!



We are delighted to welcome our newest chapter 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).

### September New Members

Sal Sasso.....Audio Visual Innovations  
 John Rhoads.....AVW-TELAV Audio Visual Solutions  
 Katrina Starr.....Carreker Corporation  
 Mohand Lounis.....Collin County Community College  
 Stephanie Murray.....Dallas Fan Fares  
 Matt Sutton.....Double Diamond Resorts  
 Tracey Uster.....Enspiron Training Company  
 Tim Powers.....Four Seasons Resort & Club Dallas  
 Frank Ford.....Four-Day Weekend  
 Kari Peacock.....Hilton DFW Lakes  
 Shannah Milstead.....Holiday Inn Select LBJ Northeast  
 Susan Kiple.....Home & Garden Party  
 Kathleen Marion.....Hyatt Regency DFW  
 Sheila Short.....Interstate Battery Systems-America  
 Joachim Pfau.....LINC  
 Nillie McGuire.....Marriott Plaza San Antonio  
 Dawn Scofano.....Mothers Against Drunk Driving (MADD)  
 Crystal Simmons.....Richland College  
 Carmen Mihelich.....Richland College  
 David Shannon.....Shannon Marketing Communications  
 John Whitesell.....Sheraton South Padre Island  
 Heather Dunkerton.....Trulucks Seafood Steak & Crab  
 Joyce Nissen.....Texas Training and Conference Centers  
 Julie Selvidge.....Women of Faith

## MPI D/FW Chapter Spirit Award



Hollye Edwards  
CityPlace

Hollye Edwards of CityPlace receives this month's "Spirit Award," a beautiful silver kaleidoscope provided by Allante Promotions Inc., which represents the Spirit of our chapter and One Vision.

Hollye was nominated for her hard work and dedication to many chapter events, including the MPI Kid's Charity Ball, monthly program committee and membership committee. She is always at our events with a huge smile and especially helpful to new members.

## Bring your friends and colleagues aboard the MPI D/FW Chapter's MemberSHIP



and earn a chance to win a weekend getaway package.

For each new "shipmate" you bring on board you will earn points. The person with the most points wins an awesome weekend getaway package compliments of South Padre Island CVB.

New Supplier Members = 1 point  
 New Planner Members = 2 points

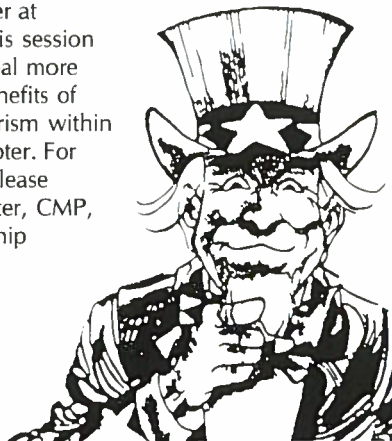
**Contest ends November 30, 2003**  
 Prize will be presented during the December Holiday Gala

Package includes:  
 Air travel for two with Southwest Airlines, provided by South Padre Island CVB  
 A two-night stay at the Sheraton South Padre Island Beach Hotel & Condominiums to include breakfast  
 A five-hour excursion on the Texas Treasures Casino Cruise Ship, which includes dinner

**"WE WANT YOU!"**

## CHAPTER LEADERSHIP OPPORTUNITIES

Members are invited to attend a "Leadership/Continued Volunteerism" Orientation prior to the November Monthly Meeting at the Crowne Plaza Dallas-Market Center at 11:00am. Attend this session and learn a great deal more about the career benefits of continued volunteerism within the D/FW MPI Chapter. For more information please contact Wendy Foster, CMP, Director of Leadership Development at 817-430-1561 or email to [wendyfoster@circlerranch.org](mailto:wendyfoster@circlerranch.org)



## Career Connection Meeting

Career Connection Meeting  
 Join us,  
 Thursday, November 20, 2003  
 9:30 a.m.-10:45 a.m.  
 Crowne Plaza  
 Dallas-Market Center  
 7050 Stemmons Freeway  
 Dallas, TX 75247



Career Connection is held prior to the MPI D/FW Chapter Monthly Luncheon. You do not have to be registered to attend the luncheon in order to attend Career Connection.



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## “Best Practices” Challenges Emerge from Workshop

Ten major challenges surfaced from the October Education Series, Best Practices Great Exchange - Surviving in a Slow Economy. The workshop, held at City Café was expertly led by Peggy Collins and Linda Swindling, JD, CSP. Attendees listed the following challenges:

- limited budgets
- showing value to decision-makers
- morale issues
- nurturing relationships
- managing what has become a fire-drill mentality
- handling the unknown and dealing with stress
- administrators handling meeting planning responsibilities internally
- getting to the actual decision-makers
- staying visible to show stability
- growing the business




Phyllis Firebaugh, CMP  
ADL Associates

Some of the wisdom shared was to think “ala carte” with more options and creativity to allow others to choose what fits their needs and budget. With shorter time frames for most meetings, many mentioned that having everyone on the same page, or at least agreeing to the same calendar, aids in avoiding disputes.

The greatest interest was expressed for the topic of “getting to the decision-maker.” Some best practices shared were:

- Make best use of referrals from pleased clients or respected mutual acquaintances.
- Treat “gatekeepers” with respect. They may be more influential than expected, and often promote to higher positions later.
- Research the company to prepare your game plan. Be knowledgeable when you do have an opportunity with the decision-maker.
- Network to see if you know any other contacts within the company for more information or possible introductions to decision-makers.
- Build trust with contacts within the company by complimenting their strengths in front of influential parties or their boss. They’ll be more willing to introduce you up the ladder.
- Show your value using your credentials and compare with your competitors.
- Respect their time and ask for a specific minimum time to make presentation (i.e. “May I have your attention for 18 minutes?”).
- Know the clients’ needs so that your proposal addresses only those items of highest interest to them.
- With every opportunity for exposure to a decision-maker, sell your passion/enthusiasm.

One of the most important “aha’s” for the group seemed to be the need to nurture and build on existing relationships. Thinking of ways to utilize relationships in ways you haven’t previously asked is one way to overcome business hurdles resulting in our slow economy.

Expose yourself to this perfect opportunity for leveraging relationships with other business professionals at the Educational Series of Best Practices Great Exchange to be held again in February and May. In addition to building valuable relationships through brainstorming together, you will receive a leather Executive Business Card holder for attending all three sessions. Learn from inspirational professionals Peggy Collins and Linda Swindling, JD, CSP about turning your relationship base into revenue and getting what you want and setting the standard. 



DEFINING THE POWER OF MEETINGS™

## The MPI “Media Minute”



According to MPI’s informal data, signs of recovery are visible in the meeting industry. Suppliers report an increase in business, possibly due to a pent-up demand for meetings and events previously postponed as a result of ongoing war, SARS epidemic and struggling economy. In addition, meeting professional incomes are increasing, which is another encouraging sign of recovery and a key indicator that 2004 will be a good year.

### Influence in Meeting Decisions

A primary goal for many meeting professionals is to improve communications with senior-level executives to influence understanding of the economic and organizational value of meetings. Closing the gap is more greatly supported as a recent informal MPIWeb poll revealed 56 percent of respondents said senior-level executives most influence meeting and event budgets, while 41 percent said meeting planners/planning departments most influence site selection.

Based on 220 votes in a 7/01/03 MPIWeb Poll: In your experience, who most influences the decision-making process when it comes to site selection for a meeting or event?

- Meeting Planner/Meeting Planning Dept. 41%
- Senior-Level Executives 38%
- Sales and Marketing Depts. 10%
- Administrative Assistant planning the meeting 7%
- Procurement Dept. 1%


Based on 150 votes in a 7/22/03 MPIWeb Poll: In your experience, who most influences meeting and event budgets/spending?

- Senior-Level Executives 56%
- Meeting Planner/Meeting Planning Dept. 20%
- Administrative Assistant planning the meeting 7%
- Procurement Dept. 2%

Ahead of the curve, MPI announced an alliance with the National Business Travel Association (NBTA) ... especially important due to a growing consolidation trend between business travel and meeting departments. The alliance calls for collaboration, enhanced shared synergies, and member discounts on professional development programs.

Additionally, the MPI Foundation is doing its part to provide tools to revolutionize the way meetings are perceived and valued. The second phase of its ground-breaking research, ROI II, will identify solutions and perfect a measurement system that proves the value of corporate and association meetings.

### Economic Recovery

Meeting professionals are moderately confident that the economy will recover based on recent MPIWeb Poll results. In fact, suppliers tell us their phones are ringing again as planners arrange meetings that were postponed possibly due to the war and the economy. 



Dana Nickerson-Rhoden,  
CMP, CMM  
American Heart Association

# Advancing Women

## Women's Leadership Initiative - Ultimate MPI Makeovers


Ever watch those makeover shows, "Extreme Makeover" or even "Trading Spaces", and wish you could experience it for yourself? Well, your MPI D/FW Chapter and the Women's Leadership Initiative have devised yet another member benefit, "Ultimate MPI Makeovers." Guys, don't stop reading! You can participate, too.

Six volunteers from the membership are sought for this life-changing project. The program will last eight weeks, beginning in January when you are toying with New Year's resolutions anyway. The final touches are still being added to the program, but each participant in the makeover may experience the following:

- diet examination by a nutritionist
- development of a work-out regimen with a personal trainer
- full spa program
- consultation with an image expert
- hair and make-up makeovers

MPI D/FW Chapter members interested in participating must complete an application and an essay on their reasons why they should be chosen for this program. Check the chapter website for more information and the application. **Deadline for application is December 15, 2003.**

Chairing this project is Mary Lynn Novelli, CMP, MPI International. We are also looking for interested committee members. Contact her at [mnovelli@mpiweb.org](mailto:mnovelli@mpiweb.org).

WLI meets the 4th Monday of each month at Blue Mesa Grill in Addison on Beltline at 5:30 p.m.. For more details on the committee contact Dana Nickerson-Rhoden, CMP, CMM at [danarhoden@aol.com](mailto:danarhoden@aol.com). 



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# TECH TALK

## DLP Technology

Digital Light Processing (DLP) is Texas Instruments' trademark for its patented digital micromirror device (DMD), commonly called a "chip." DLP projectors come in both single- and three-chip designs. A DMD is an array of microscopic mirrors on electrically operated hinges. Each mirror corresponds to one pixel in the projected image. As a mirror is tilted, it reflects light in a different direction, either toward or away from the projection lens.

Single-chip projectors focus the light from the projection lamp onto the DMD through a rapidly spinning color wheel with red, green and blue color segments. As each color segment passes in front of the light stream, the mirrors on the DMD send the correct amount of that color to the screen for each pixel.

Three-chip DLPs don't use a color wheel, but split the white light from the lamp into red, green and blue light streams. Each color has a dedicated DMD. The colored light streams are recombined with a prism and focused through the projection lens onto the screen as a full-color image.



Alainna Palmer, CMP  
'Grapevine' Columnist



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

Congratulations to **Rebecca May** of *Outrageous Adventures* and her husband Brett. They are the proud parents of a baby girl, Alana Kaitlynn, born September 16th!

**Gregory Pynes** with *Physicians' Education Resource* was promoted in August to director of the meetings department.

**Ann Stetson**, formerly with the *Adolphus Hotel*, has joined *Doral Tesoro Hotel & Golf Club* as director of national accounts.

**Tracie Houston, CMP** is senior sales manager at *Hotel Zaza*. Tracie was formerly with *Crowne Plaza Market Center*.

**Danielle Jury**, formerly with *Westin Galleria*, is now senior sales manager at *Crowne Plaza Market Center*.

**Bethani Blair** is sales manager at *Westin Galleria*. She was formerly with *Embassy Suites Galleria* and *The Guest Lodge at Cooper Aerobics Center*.

**Alainna Palmer, CMP** (that's me), with *Cornerstone Baptist Church* in Plano, is taking a new position in November with her senior pastor at *Stepping Stones* as he embarks upon a mission to plant hundreds of churches nationwide and abroad. Her new role will include coordinating fundraising events for this five million dollar endeavor of 100 churches over the next ten years.

To submit your member information, please contact:  
Alainna Palmer, CMP • [alainnapalmer@comcast.net](mailto:alainnapalmer@comcast.net) • Fax 972-377-9674  
or Leah Belasco • 972-818-4811



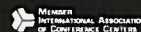
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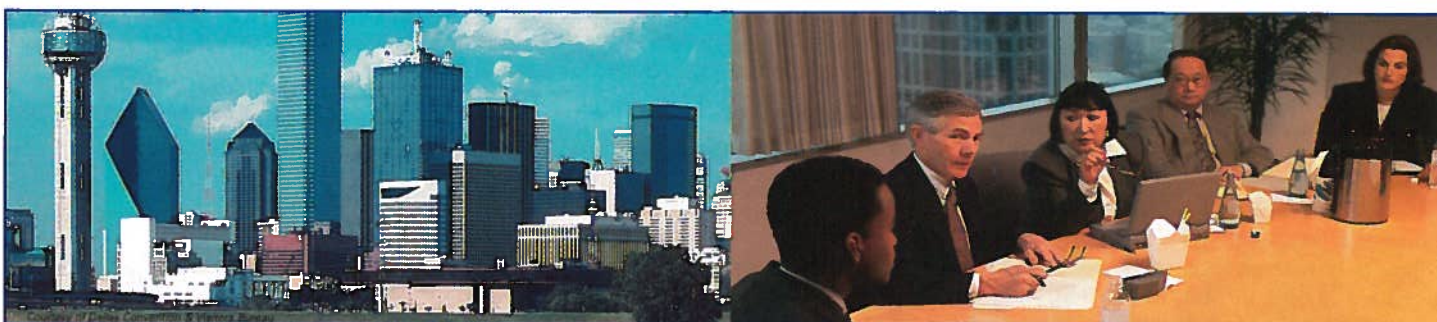
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