

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

## Inside

Presidents Memo.....	2
CMP/CMM Event.....	3
Chapter Partners.....	4
July Chapter Meeting.....	5
Gala Highlights.....	6
Education News.....	9
Membership News.....	11
Grapevine.....	11

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

Vision Statement

To be the pivotal force in positioning meetings and events as key strategic components of an organization's success.

Mission Statement

To be recognized as the leading global membership community to shaping and defining the meeting and event industry.

## A Midsummer Night's Dream...

By Patty Stern Markley, CMP (DMM Group)



**Planner of the Year**  
Peg Wolschon, CTP, CMP



**Supplier of the Year**  
Tony Cummins, CMP



**Rising Star**  
Lawanna Gladney, Ph.D

The MPI D/FW Chapter celebrated an evening of recognition and honors amidst a tranquil garden ambience at the Omni Mandalay Hotel last month. Thanks to the inimitable vision of Gala Chair Sheri Pizitz, CMP, CSEP, the ballroom was transformed into an Italian garden, replete with a "landscaped" stage backdrop, fountains and stunning greenery that enveloped our guests.

The garden theme was literally brought to life during the reception and again during the stage show with The Living Garden. Guests were unexpectedly surprised when the fountain "came to life." When the ivy embedded in the stage décor suddenly sprang into human movement, we were riveted in our seats watching the entertainment.

Our emcee for the evening, John Charles, who has entertained many MPI chapters throughout the country, opened the show with his renowned witty humor as he bantered with the audience and sang songs customized just for our chapter!

The chapter's most revered awards were presented to Peg Wolschon, CTP, CMP (Tenet Healthcare Corporation) for Planner of the Year and Tony Cummins, CMP (Independent) for Supplier of the Year. These two awards are presented annually to recognize a member's contribution to the chapter, the meetings industry, board of director involvement, industry-related speaking engagements and community service.

The Rising Star Award, presented to a member who has been involved in the chapter for three years or less and takes initiative to exhibit leadership qualities, went to Lawanna Gladney, Ph.D (Gladney & Associates), who, with great eloquence, related to the audience her passion for the MPI D/FW

*Continued on page 6*

**President**

Tamra Hughston, CMP  
Home Interiors & Gifts Inc. • 972-695-1361

**Immediate Past President**

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

**President-Elect**

Sally A. Goldesberry, CMP, CMM  
Society of Petroleum Engineers • 972-952-9380

**Vice President of Communications**

Jim Monore, CMP, CSEP  
James C Monroe & Assoc • 972-296-3336

**Vice President of Education**

Stephanie S. Schroeder  
Associated Luxury Hotels • 972-312-1153

**Vice President of Finance**

Michael Clarke  
PRA Destination Mgmt. DFW • 214-647-0300

**Vice President of Membership**

Tony Cummins, CMP  
Independent • 214-343-9644

**BOARD OF DIRECTORS**

**Director of Advertising**

Bob Phillips  
Town of Addison • 972-450-6202

**Director of Leadership Development**

Nancey Hernandez, CMP  
The Adolphus • 214-651-3622

**Director of Marketing**

Lianne J. Pereira, CMP, CMM  
Susan G Komen Foundation • 972-855-1676

**Director of Member Care**

Jan Gillin  
PRSM • 972-231-8910

**Director of Monthly Programs**

Ruth Gallenberg  
Embassy Suites Love Field • 214-358-6905

**Director of Professional Development**

Jane A. Ito, CMP  
Ito Group • 972-238-1773

**Director of Public Relations**

Lawana Gladney, PhD  
Gladney & Associates • 972-889-9656

**Director of Recruitment**

Bedford Wynne  
Wynne Sedan & Limousine • 214-361-6125

**Director of Special Events**

Rebecca J. Halloran, CMP  
Spear One Productions • 972-661-3995

**Director of Strategic Alliances**

David Abadie  
Medieval Times • 214-761-1801 x.106

# President's Memo

HAPPY NEW YEAR!

July marks NEW YEAR'S in the life of our Chapter - our very own fresh start to the year. This year we will embark on some exciting, new changes. It will be up to you as a member to communicate if these changes are meeting your needs.

Your new Board of Directors is *taking care of business* and we are ready to work for YOU. The focus of our Board of Directors Retreat in May was to: create a smooth transition from the current board to the new board members and establish our chapter's goals. You can view our completed Business Plan online at [www.mpifdw.org](http://www.mpifdw.org) under the Leadership tab. I would like to take this opportunity to personally thank David DuBois with MPI International for offering his weekend to help facilitate our Retreat and to the beautiful Gaylord Texan Resort for hosting us.

During the past two terms as President, Melissa Logar, CMP, has done a phenomenal job of leading our chapter. I tip my hat to her because of her attention to detail and the dedication to serve two consecutive terms. Your new Board of Directors will continue our focus of being a member-centric organization by dedicating ourselves to *Making a Difference*.

In June, you should have received a letter describing my vision about what it takes to make a difference, and the need for everyone's help. In addition, I asked for each member to complete a **"Making a Difference" Commitment Card**. The 17 people you selected to serve on your board cannot accomplish positive change without your input and involvement. If you have not yet completed this commitment card and wish to do so, please visit the Leadership tab of our website listed above. You will be amazed how much 1-2 hours a month can **make a difference**.

So, as we begin our new year, I want to ask you, what can you do this year to help our chapter make a difference? There are many different levels on which to commit, and I ask you to make a resolution now, as we begin our new year as a Chapter. It's not the type of commitment that is important; it's the fact that you make a commitment.

This is YOUR chapter and we are here to help YOU make a difference.

*Making A Difference!*  
2005-2006

## OBJECTIVES

### Objective 1 (Education)

Create professional development pathways and resources that enable members to evolve their careers toward positions or perspectives of strategic understanding and influence.

### Objective 2 (Influence)

Increase awareness and influence about the value of meetings with senior decision-making executives at corporations, associations and organizations.

### Objective 3 (Business)

Identify trends and deliver innovative solutions to ensure MPI is the premier market place for both suppliers and planners.



Tamra S. Hughston, CMP  
2005-2006 President



## **BOARD BULLETS**

Submitted by Sally Goldesberry, CMP/CMM  
2005-2006 President-Elect

### **During the May Retreat and June Board Meeting, your board;**

- **Created a calendar of events for the full term reducing the number of programs.** The reduction in programs allows for more time to communicate to chapter members, opportunity to offer higher quality education and does not drain the time and resources of chapter members.
- **Established a Chapter Business Plan** (available online at [www.mpifdw.org](http://www.mpifdw.org))
- **Set departmental goals** in areas of Education, Membership, Communications and Finance.
- Approved the budget for the 2005-2006 term

# Survivor: Leadership

by Peg Wolschon, CMP, CTP

The CMP and CMM Event is truly one of the most elegant and prestigious programs produced by the MPI D/FW Chapter each year. This special event began in 1999 to recognize those professionals who have made a personal effort to raise the bar of the meetings industry by becoming a CMP or CMM. Additionally, we recognize an individual leader who has chosen to make a difference in the meeting industry through volunteerism, service, achievement, creativity, vision, inspiration, ethics and dedication.

The nominees for The Colleen Rickenbacher Leadership Award 2005 as selected by the North Texas CMPs & CMMs were:

Marti Fox, CTC, CMP, President, GlobalGoals, Inc.

Betty Garrett, CMP, President, Garrett Speakers International

Dana Rhoden, CMP, CMM, Director of Strategic Events, MPI International



*The whole room stood to cheer Dana Rhoden, CMP, CMM, recipient of the Rickenbacher Leadership Award 2005.*

(When the hotel found out Thailand was the theme of the program, they contacted their hotel in Thailand to get food suggestions.)

Jake Billingsley brought true reality to his keynote on "Shaping Your Hat for Leadership." Billingsley was a participant on the hit television series "Survivor: Thailand". Armed with dramatic film clips from the show, he talked about the importance of true leadership, respect and knowing what is important to each of us. Also, how persistence and fortitude are mainstays in achieving our goals.

This fabulous event was created by Dara Hall, CMP and her committee consisting of Leah Belasco, Bitsy Burns-Matthes, CMP, Phyllis Firebaugh, CMP, Marti Fox, CMP, CTC, Jan Gillin, Jennifer Harris, Patty Markley, CMP, Bill Reeser, CMP, CTS and Peg Wolschon, CMP, CTP.

Each year this event is completely sponsored, so a special thanks is extended to our generous sponsors: Dallas Marriott Las Colinas, ADL Associates, Amber George, Event Amenities, AVW/TelAV Audio Visual Solutions, BBJ Linen, Brilliant Events, Creative Psycho Films, Dallas Marriott Las Colinas, Ducky-Bob's, Event Source Professionals, Inc., FedExKinkos, Fun Factory Décor and Special Events, Irving Convention & Visitors Bureau, J Woods Custom Photography, JC Monroe & Associates, Liland's Special Event Productions, Inc., and Premier Transportation.

Dana Rhoden, CMP, CMM graciously accepted the 2005 Award.

Previous recipients of this award are:

Sally Goldesberry, CMP, CMM, Society of Petroleum Engineers (2004)

Bill Boyd, CMP, CMM, CITE, Sunbelt Motivation & Travel (2003)

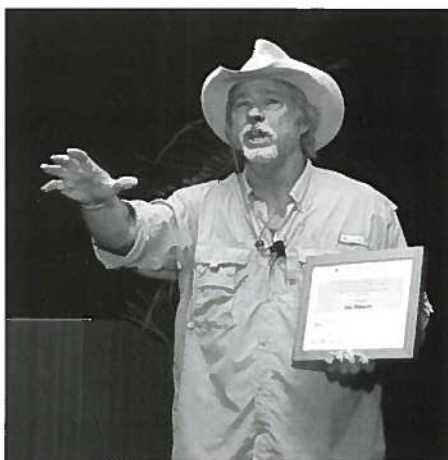
Mary Lynn Novelli, CMP, Meeting Professionals International (2002)

Phyllis Firebaugh, CMP, ADL Associates (2001)

Pat McCain, CMP, Krisam Group (2000)

Colleen Rickenbacher, CMP, CSEP, Colleen Rickenbacher, Inc. (1999)

Those attending the Seventh Annual CMP and CMM Recognition Event at the Dallas Marriott Las Colinas Hotel entered to the unique sounds of Carlos Guedes and his electric harp. The reception and breakfast brought the flavors of Thailand into the foods and coffees served.



*Jake Billingsley, the keynote speaker, connected passionately with the audience as he so eloquently related examples of true leadership.*



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

### Managing Editor

Patty Markley, CMP, DMM Group  
(972) 789-5530  
[patty@groupdmm.com](mailto:patty@groupdmm.com)

### Copy Editor

Laura Moore, CMP  
Lennox Industries, Inc.  
[laura.moore@lennoxind.com](mailto:laura.moore@lennoxind.com)

### Newsletter Coordinator/Designer

Dana Conley  
PDQ Results Printing

### Newsletter Advertising Sales

Matthew Massengale, DMCP  
Ultimate Ventures  
972-732-8433  
[matthew@ultimateventures.com](mailto:matthew@ultimateventures.com)

### Contributing Columnists

Heard It Through the Grapevine  
Leah Belasco

#### Tech Talk

Kevin Jost, J&S Audio Visual, Inc.

MPI Advancing Women  
Dana Nickerson-Rhoden, CMP, CMM  
MPI International

### Contributing Writers

Carol Benavidez, CMP, HelmsBriscoe

Marti Fox, CMP, GlobalGoals

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

### Photographer

Jim Woods  
J Woods Custom Photography

### MPI 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 Chames  
(972) 869-3836 • Fax: (972) 506-7485  
[rchames@msn.com](mailto:rchames@msn.com)

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

# MPI DFW Chapter 2004-2005 Chapter Partners

## Platinum Level Sponsors (\$25,000 +)

ADL Associates

## Diamond Level Sponsors (\$10,000 - \$24,999)

Adolphus Hotel	Doubletree Hotel - Galleria	Omni Mandalay Hotel
AVW TELAV	Events Unlimited	Outstanding Productions
City of Dallas	J. Woods Custom Photography	Presentation Services
Dallas Convention Center	Jeff Crilley	Southwest Airlines
Dallas Stars Dr Pepper StarCenter	Key Artist Group	

## Gold Level Sponsors (\$5,000 - \$9,999)

AAA Rainbow Entertainment	Farmers Branch Convention & Visitors Bureau	Renaissance Dallas Hotel
Adams Mark Hotel Dallas	FedEx Kinko's	Renaissance Worthington Hotel
Colleen Rickenbacher, Inc.	Four Day Weekend	Sheraton Grand Hotel
Dallas Cowboys Cheerleaders	Gaylord Texan	Technology and Mgmt Solutions
Dallas Cowboys Football Club	Irving Convention & Visitors Bureau	Women's Museum
Dallas Marriott Las Colinas	Lone Star Park	Wyndham Anatole Hotel
Ducky-Bob's Party & Tent Rentals	MPI Mexico Chapter	

## Silver Level Sponsors (\$2,500-\$4,999)

Air Tran Airways	Event Source Professionals	Posadas USA/Fiesta Americana Hotels & Resorts
AVI	Fort Worth Convention & Visitors Bureau	RSVP Soiree
BBJ Linen	J&S Audio Visual	Starwood Hotels of the Southwest
Boston Coach	Just Push Play DFW Entertainment	Stockyards Station
Circle R Ranch	Krisam Group and GEP	SWJ (formerly The Jolesch Group)
Cort Tradeshow & Event Furnishings	Lilands Special Events	Westin Park Central
Dallas Convention & Visitors Bureau	Omni Hotels National Sales Office	Wynne Sedan & Limousine Group
Embassy Suites Outdoor World	Omni San Diego	

## Bronze Level Sponsors (\$1,000 - \$2,499)

American Limos & Transportation	Cross Culture Communications	Galactic, LTD.	Omni Hotels of Texas
Bella Flora	Cross Cultural Coach	Gladney & Associates	Omni Park West Hotel
Bill Cody's Party Time Productions	Design Group	Healthpoint, Ltd.	Outrageous Adventures
Chandler's Cuisine	David A. Dubois, CMP, CAE	James C. Monroe & Associates	Palace Resorts/Tropical Incentives
Creative Greenery of Dallas	DFW International Airport	Live Wire Special Events	World Hotels
Creative Psycho Films	Freeman Companies	Musical Motivator	

## Friends of the Chapter (up to \$999)

Amelia Island Plantation	Double Diamond Resorts	Katha Black Entertainment	Pulitzer Promotions, Inc.
American Airlines	Doubletree Club Dallas	Latino Cultral Center	Realm Business Solutions
Arlington Convention Center	Edwards Design	Loews New Orleans Hotel	Richardson Hotel
Austin Ranch	Fun Factory Events	Loews Ventana Canyon Resort	Rio All Suite Hotel
Barton Creek Resort & Spa	Gilley's Dallas	MAC Meetings & Events	Roy's Restaurant
Brilliant Events	Grapevine CVB	Marriott Dallas Town Center	Sambuca
Café Izmir	Harrah's Las Vegas	Melrose Hotel Dallas	San Luis Resort
Capital Grille	Hilton Dallas Lincoln Centre	Modern Singing Cowboy	Shangri-la Hotels & Resorts
Carnival Cruise Lines	Holiday Inn Select North	Omni Dallas Park West	Southfork Ranch
Carrabba's Italian Grill	Hotel Monteleone	Palm Springs Desert Resorts CVA	Strings Plus
City Café	Hotel Nikko	Panoz Racing School	Superior One Transportation
City of Grandbury	Hyatt Regency DFW	pc/nametag	Swan Court Restaurant
Concord Hotels	Improv Comedy Club	Peaks Resort & Golden Door Spa	Team Building on the Go
Cool River Café	Intercontinental Hotel Dallas	PRA Destination Management	Texas Driving Experience
Corpus Christi CVB	Jaden's Restaurant & Bar	Premiere Global Services	Texas Training & Conference Center
Dallas Fan Fares	Java Stixx Coffee Shop	Premier Transportation Services LLC	Woodlands Resort & Conference Ctr.
Dallas Stars	Jowdy Photography	Preston Hollow Caterers	Wyndham Dallas North
Doral Desert Princess Resort			

# Chapter Meeting • Thursday, July 28, 2005 • 11:00 a.m.

## “It’s All About YOU...The Member!”

Specifically, it’s about “YOU” the DFW Chapter Members....all 785 of you! It’s also a time of beginnings, where the new Chapter Board is eager to launch their new year with the recognition and awarding of the Circle of Commitment Pins for members with 5, 10, 15, 20 and 25 years of service. We encourage all award recipients to invite your managers, spouses or significant others to attend at the member fee of \$30.00 rather than the guest price of \$35.00.

As an added incentive to attend this special luncheon, we are fortunate to have the incredible Award winning speaker, Mike Lipkin\* in the DFW area. This Toronto based speaker, author, motivator and persuasion coach who has worked in twenty-two countries with over 1,000,000 people is also the President of Environics/Lipkin one of Canada’s largest and most sophisticated research houses for future trends. He specializes in helping people enhance their personal effectiveness and build strong teams through Values. His personal mission is to help people succeed by giving them the insights that excite them into action. Be prepared to share his visions on what really matters, “YOU” and your future, both professionally and personally. If you have been looking for the ROI for your MPI membership dues.....this truly is your gift....enjoy!

*\*Mike Lipkin was voted Best Speaker by Meetings West, Meetings South, Meetings MidAmerica and Meetings East magazines. Please visit his website: [www.mikelipkin.com](http://www.mikelipkin.com) for more information.*

Program Committee - Chair: O.D. O’Donnell Members: Paige Braun, Bitsy Burns, CMP, Tony Cummins, CMP, Charlotte Davis, CMP, Gloria Ford, Nancey Hernandez, CMP, Bill Reeser, CMP and Bob Walker.

As a side note, IMP (Independent Meeting Professionals) a Consortium consisting of Independent planners/business owners and fellow MPI members invited Mike Lipkin to speak as part of their newly developed educational series for business owners of all industries entitled “Follow the Yellow Brick Road to Independent Thinking...using Courage, Wisdom and Heart!” beginning Wednesday, July 27th at the Omni Mandalay (5:30pm to 9:30pm). Limited to 50 participants. Please contact Charlotte Davis, CMP (817.267.5537) or Marti Fox, CMP (972.417.7232) for additional information on registration and fee. Mike graciously agreed to stay over and speak at our DFW chapter luncheon the following day.....how lucky are we?

### Host Facility Hyatt Regency DFW

Conveniently located within Dallas / Fort Worth International Airport adjacent to Terminal C, Hyatt Regency DFW features 811 guestrooms and 74 meeting rooms that total 92,000 square feet of newly-renovated function space. Currently completing a \$32 million transformation, Hyatt Regency DFW recently added a new restaurant, lobby, lobby bar, coffee bar and zero-edge pool. All guestrooms are now equipped with high-speed wireless Internet access and the Hyatt Grand Bed. The hotel also showcases a permanent exhibit commemorating the history of Texas business on its halls and walls. Hotel guests can learn about the defeat the odds attitudes of Texans such as Ross Perot, Mary Kay Ash and General “Tex” Hill, or discover the true stories behind the first airplane flight, the first microchip and the first ATM.

For more information, visit [www.hyattregencydfw.com](http://www.hyattregencydfw.com)

### DIRECTIONS

#### From the Dallas / Fort Worth Metroplex:

Follow signs to DFW Airport, enter through the Toll Plaza to International Parkway, exit Terminal C, Hyatt Regency Hotel. The hotel entrance is on the right, directly across from Terminal C, Gates 26-39.

*Mike Lipkin is a Toronto-based speaker, author, motivator and persuasion coach who has worked in twenty-two countries with over 1,000,000 people. He is also the President of Environics/Lipkin, the specialist motivation and persuasion company in the Environics Research Group, one of Canada’s largest and most sophisticated research houses.*



*Born in the UK and raised in South Africa, Mike emigrated to Toronto in 1987. By combining Environics’ Social Values Research with his personal expertise and experience, he provides people with the confidence and insights to connect with others at the deepest level. Mike makes the complex simple. He helps people “get it” immediately. Specifically, Mike provides people with The Personal Best Practices to embrace change while motivating others to do the same.*

*Mike has also authored two best-selling books: Your Personal Best: The 12 Personal Best Practices to Help You Live at Your Highest Level (2002), and Luck Favours the Brave: How the Five Social SuperTrends can make you very, very successful (2003). His third book, On Fire: The Art of Personal Consistency, was published in June 2004.*

## “It’s All About YOU...The Member!”

Thursday, July 28, 2005



### Hyatt Regency DFW

International Parkway  
Dallas, Texas 75261  
Phone: (972) 453-1234

11:00 am - 11:30 am Chapter Orientation  
11:00 am - 12:00 pm Registration & Networking  
12:00 pm - 1:30 pm Lunch and Program

#### Parking: Complimentary Self-parking

Advanced Member Price	\$30.00
Advanced Guest Price	\$35.00
Onsite Price	\$40.00

(Walk-ins will be placed on a wait list on-site. Seating is not guaranteed after the guarantee cut-off - Monday 2:00 p.m.)

*R.S.V.P. to Randie Charnes  
by 2:00 p.m., Monday, July 25th  
email: [rcharnes@msn.com](mailto:rcharnes@msn.com) • fax: 972-506-7485*

#### ON-LINE REGISTRATION PREFERRED

Go to the “Events” section at [www.mpidfw.org](http://www.mpidfw.org)

## June Meeting Chapter Partners

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

Presentation Services  
Jacob Ingle

Key Artist Group  
Charmagne Loveless

The Living Garden  
Lee McDonald

Designs by Sean  
Sean DeFreitas

Ducky Bob's  
Leslie Cole

Outstanding Productions  
Patti Phelps

RSVP Soiree

FedEX Kinko's  
Liz Stelchek

Freeman  
David Gisler

Bella Flora  
Lucy Rivas

Creative Greenery of Dallas  
Todd Oden

Live Wire Special Events  
Dave Wiltshire

The Irving Visitors and Convention  
Bureau

Just Push Play DFW Entertainment  
Lauren Dean

Wynne Transportation  
Bedford Wynne

Omni Park West  
Beverly Garlington

Omni Mandalay Hotel  
Heidi Murray, CMP

## June Gala Awards Highlights



*John Charles, with only his guitar, melodic voice and sense of humor, walked amongst the audience throughout the evening singing and bantering with the guests.*



*O.D. O'Donnell, receiving the Suzi Fiveash Award once again, expounded to the audience how important it is to recruit new members all year long to ensure the chapter's momentum is always moving forward.*



*Betty Garrett, CMP, experienced an emotional moment with David Gisler, recipient of this year's President's Award, while listening to Melissa Logar, CMP (via telephone) relate that the award was being given in memory of her late husband Gene Garrett.*



*Guests were mesmerized watching the graceful beauty during the reception.*



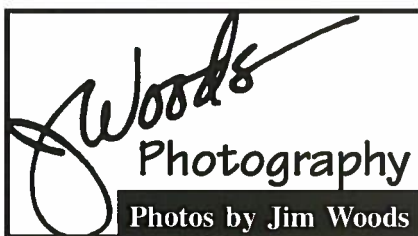
*Betty Garrett, CMP, congratulated the 2004-2005 Board of Directors. The audience responded with a great round of applause.*



*"When one door shuts, another one opens and we're as our new Board of Directors," said Betty Garrett.*



*At first incognito, the living vine fascinated the audience.*



## A Midsummer Night's Dream...continued from page 1

Chapter and the many ways her involvement has enriched her professional career.

Guess who won The Suzi Fiveash Member Recruitment Award for recruiting the most new members for 2004-2005? There's no more room on his mantle, but we're confident O.D. O'Donnell, this year's recipient, will find a special place for this award!

President Melissa Logar, CMP presented the From the Heart Awards to Nancey Hernandez, CMP (Adolphus Hotel) and Tracey Smith, CMP (Independent).

The President's Award was presented to David Gisler (Freeman Companies) for his contributions to the chapter and his loyal support to our chapter for many years of service. This year's President's Award was given in memory of Gene Garrett.

Vice President of Education Sue Fry (Absolute Solutions) and Director of Programs Jodi Adcock, CMP (Lexus International) presented the Facility of the Year Award to The Adam's Mark Hotel for hosting the January 2005 monthly meeting. This award is based on member evaluations of location, reception/meeting space, event staff, service levels and food & beverage quality.

The Program of the Year Award was presented for the January 2005 monthly program "Getting Fired Up: A Look at the Meetings Industry." Committee members responsible for the January 2005 program were Committee Chair Hattie Hill, CMM and Committee Members Sherri Cook, CMP, CMM, Betty Garrett, CMP, Tiffany Garrett, CMP, Jan Gillin, Gail Lemaire and Bill Reeser, CMP, CTS. This award is based on member evaluations of meeting objectives, program content, educational value and speaker presentation.

A very special part of the evening was having Betty Garrett, CMP swear in the 2005-2006 Board of Directors.

Rounding out a stellar evening was Tamra Hughston, CMP (Home Interiors & Gifts), our new Chapter President, who, with great conviction and sincerity related to us her enthusiasm for the coming year in how we each have the power to "make a difference."

At the end of an evening that provided excitement, surprises plus the chance for our members to enjoy themselves socially, we traversed the garden path and bid good night to one another. 🌐



*of this statue come to life*



*of Directors for all of their hard work and the*



*y excited about each of you serving the chapter AP, as she swore in the 2005-2006 BOD.*



*ice as she gracefully emerged from the stage.*



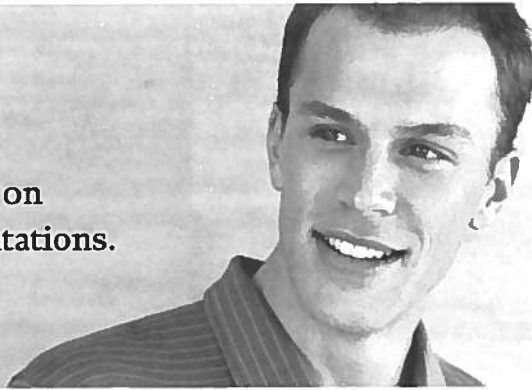
*Sue Fry, VP of Education and Jodi Adcock, CMP, Director of Programs, were proud to bestow the "Facility of the Year Award" to Bruce Wolpert, CMP, with the Adam's Mark Hotel Dallas.*



*...And so new traditions begin! Tamra Hughston, CMP, was sworn in as the 2005-2006 President and her husband Phillip, was right by her side supporting her and beaming with pride for her accomplishments!*

DALLAS/FT. WORTH  
CHAPTER  
MPI

**I want** the attendees to work on their tans as much as their presentations.



**Wyndham Meeting Rewards**

Get an HP Compaq Business Notebook, A Herman Miller Aeron® Chair, Up to 50,000 Miles and More.

**WHAT'S YOUR REQUEST?™** Do you want a place where your meeting isn't the most exciting thing to do? Or someone to watch over the smallest details while you focus on the big picture? We'd like to hear about it. Tell the meeting managers at Wyndham your idea of the perfect meeting and they'll make it happen — and give you a special reward when it's over. Call or visit our web site. **1.888.WYNDHAM** [www.wyndham.com](http://www.wyndham.com)



Wyndham Sugar Bay



**WYNDHAM SUGAR BAY™**  
**RESORT & SPA**  
ST. THOMAS, U.S.V.I.  
305-779-4085

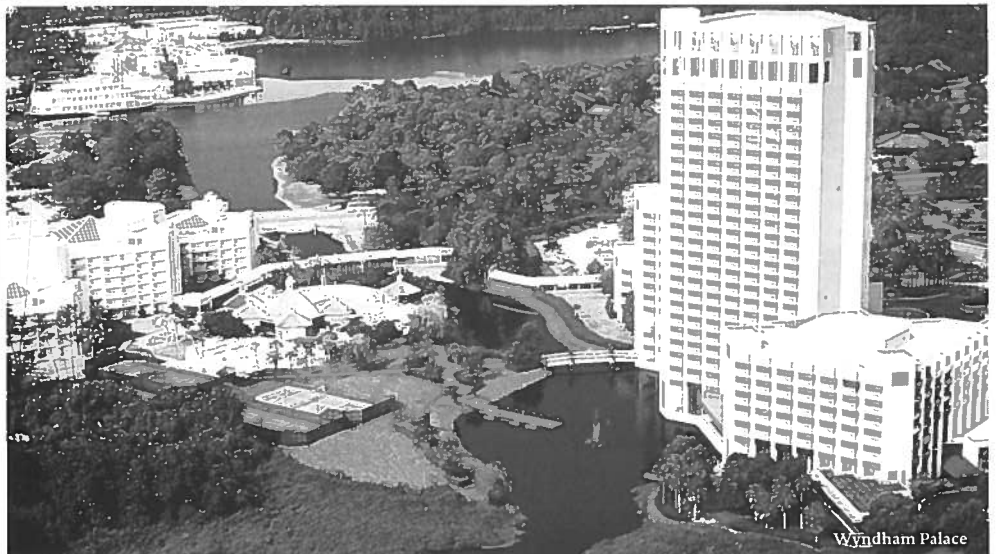
visit  
[www.wyndhamevents.com/gvdsugarbay](http://www.wyndhamevents.com/gvdsugarbay)  
for regularly updated special offers



**WYNDHAM PALACE™**  
**RESORT & SPA**

*in the WALT DISNEY WORLD® Resort*  
407-827-2727

visit  
[www.wyndhamevents.com/gvdpalace](http://www.wyndhamevents.com/gvdpalace)  
for regularly updated special offers



Wyndham Palace

Meetings must be booked by 12/31/05. Does not apply to previously booked meetings or cancellations. Cannot be combined with any other offers or promotions. Wyndham Meeting Rewards subject to change without notice. Rewards will be shipped upon completion of event. Please allow 6-8 weeks for delivery of reward.



## CMI Survey Article

As one of its biggest projects to date, the Multicultural Initiative Committee has initiated an effort to create and implement a survey to assess our membership's cultural ethnicity, as well as our level of interaction with the Hispanic, African-American, and Asian business communities. Based on the results, although we are well into the twenty-first century, there is still a critical need to embrace and interact with members of other cultural business communities.

**With regard to general demographics:**  
 59% (79) respondents were Planners  
 41% (54) were Suppliers  
 9% (25) were Male  
 81% (108) were female

**Ethnic demographics were:**  
 86% Caucasian  
 8% Hispanic  
 3% African-American  
 2% Asian  
 1% Other Ethnic Groups

38% of participants were under the age of forty; the same percentage were between forty and fifty, and 25% were over fifty.

Over forty percent of the respondents had sixteen or more years of experience in the industry, while 43% possessed six to fifteen years of experience, and 17% had less than six years.

In our assessment of our business needs, we posed the following questions:

**Are you currently doing business with these groups?**

	Yes	No	Don't Know
Hispanic	53%	47%	12%
African-American	57%	37%	12%
Asian	44%	44%	13%

These results, coupled with the ethnic demographics, indicate that the overwhelming majority of those we do business with are Caucasian women. Arguably, these results are reflective of our membership, which indicates to me that there is progress needed in the area of multicultural diversity.

The results of the first question were startling. As you can see, a little over half of the respondents stated that are currently doing business with

Hispanics and African-Americans, while just under half are doing business with Asians. The significant percentages of those who are NOT doing business with these minority groups is indeed alarming, not to mention the percentage who do not even know who they are doing business with.

The second question regarding future interaction generated much more encouraging results, reflecting that larger percentages of the participants anticipate doing business with these minority groups in the future:

**Do you foresee doing business with these groups in the future?**


	Yes	No	Don't Know
Hispanic	74%	6%	23%
African-American	68%	8%	24%
Asian	62%	8%	31%

Another sample of data relates to the types of multicultural programs respondents would attend at the Chapter level:

Speakers Address Multicultural Programs	50%
Speakers Address Specific Topics (e.g. "How to Do Business with African-Americans, Hispanics, Asians, etc.")	56%
Gay & Lesbian	20%
Meetings Outside the U.S.	47%
Roundtable Discussions on Current Multicultural Issues Related to the Industry	59%

When asked if they were interested in expanding their business to countries outside of the United States, the following results were generated:

	Yes	No	Don't Know
	79%	7%	14%

Our charge as a Multicultural Committee is not only to provide you the programs you have expressed a need for, but to continue to raise the level of awareness regarding the dollars and "sense" of doing business with all ethnic groups. Your charge as members is to embrace the education inherent in this ever-changing society, and to set a precedent in our industry for inclusion, diversity, and equal opportunity. After all, it just makes good business sense. 

## Advancing Women

The MPI D/FW Chapter Women's Leadership Initiative Committee

### The Female Mind in the Workplace

by Dana Rhoden, CMP, CMM, MPI International


In an empowered, balanced workplace culture women are more powerful and effective because they are able to be themselves. The traditional male-dominated, masculine authoritarian business model would not exist if the men and women who controlled our business were balanced themselves. Most are not.

By suppressing the feminine and the spiritual in themselves, business leaders guarantee that they will suppress the feminine and spiritual in their businesses and the women in their workforce, including female managers and executives who don't suppress themselves to fit the male model. Women in the workplace

who have overcompensated and suppressed their feminine and spiritual energies to fit the male business model will be challenged too.

Organizations traditionally have required women to stress their masculine, logical and authoritarian qualities at the expense of their emotional and spiritual aspects so as to conform to the traditional model. Consider this - the business world needs women who are allowed by their company cultures to be themselves - whole, complete, and female. Otherwise, we all lose their intuitive, caring, nurturing, emotional, relationship-sensitive side of ourselves. A balanced woman resonates with personal power. She will use her ability to bring

people together, to maintain harmony, and to create strong emotional bonds. A balanced man will be a feeling man - strong, yet in constant communication with his feminine aspect. He will know about people and relate to them on a deeper level. This is critical for men, because in this age where the new wealth of the world is created by people working together, relationships are everything.

This is especially true in the meetings industry. This excerpt used by permission is from 'The New Agreements in the Workplace' by David Dibble. 

## Special Education Workshop Opportunity!

August 25, 2005

### “WILL THE REAL JANE DOE PLEASE STAND UP?”

by Jayna Monroe

This is not your father's, or your mother's, MPI! With regard to hotel issues, today's meeting professionals face challenges that were unheard of even 5 years ago.

Plan to participate in this timely educational workshop on August 25th at the Richardson Hotel and learn in-depth information about some of today's security issues in the hotel industry...the scariest and fastest growing challenge being Identity Theft.

Identity Theft, Privacy issues post 9/11, and how to protect attendees and companies at meetings and events are topics we'll cover with three separate round-table discussions on these issues. Then, stay for our monthly luncheon, which will include a panel leading a discussion of "situations and solutions."

#### Schedule

- 8:00 - 8:30 AM - Registration
- 8:30 - 11:00 AM - Round-table discussions
- 11:00 AM - 12:00 N - Registration and Networking
- 12:00 N - 1:30 PM - Monthly luncheon and program

To increase the relevance of this half-day of education, we would like to hear YOUR stories about these issues. We will present your situations to our panelists for their solutions. Your stories may be submitted to Sherry DeLaGarza at [sdelagarza@macmeetings.com](mailto:sdelagarza@macmeetings.com).

Please read next month's current for further details of this exciting educational opportunity.

## CMP will begin the Fall Semester with a July Celebration!!!

On Monday, July 25, we will blast off with our Intro to CMP class that includes a detailed review of the somewhat daunting CMP Application, the first step to attaining your CMP certification.

So where do I start? Go on the Convention Industry Council site, [www.conventionindustry.org](http://www.conventionindustry.org), and click on CMP. Read through their site and at the bottom of the CMP Home Page you will see links to Exam Prep. Click on the CIC Order form link. Here you can order your CMP Handbook, and if you are testing in January, why not order the three study guides - CIC manual, NEW CIC International manual, and PCMA manual. All three are necessary study guides for the January 21, 2006 exam.

#### Important dates -

- Now** Order CMP Handbook that contains CMP Application, \$45  
Order the other 3 study manuals too - About \$65 ea. = \$195
- July 25** MPI D/FW Intro Class, \$25
- Sept. 12** CMP Application due with \$175 fee - September 12, 2005
- Sept-Nov** Organizational self-study meetings
- October** You will hear that your CMP Application has been accepted
- Nov. 14** CMP request to sit for the CMP Exam is due with \$375 fee  
November and January - MPI DFW's CMP University -  
3 days of intense study and practice exams
- Jan. 21, 2006** Take the CMP Exam!
- July 8, 2006** Next CMP Exam

MPI D/FW will run a complete semester in the Spring 2006, to include 12 weekly classes presented by area CMPs to review the material and help you prepare for the July 2006 exam.

Questions? Contact Robert Lockwood, CMP at [rLockwood@CPAddison.com](mailto:rLockwood@CPAddison.com), 972-980-8877 or Marti Fox, CMP at [mfoxeduc@aol.com](mailto:mfoxeduc@aol.com), 972-417-7232



## Where meetings stand far above the competition.



Nestled in the Colorado Rockies, the Cheyenne Mountain Resort offers an unparalleled meeting destination. Featuring 316 guest rooms with balconies overlooking Cheyenne Mountain and Pikes Peak and 40,000 square feet of dedicated conference space. An 18-hole championship Pete Dye golf course, four swimming pools, fitness complex and a 35-acre recreational lake allow for meetings of a more social variety. For more information contact us today.

*Discover the Perfect Balance of Living, Learning, and Leisure.™*



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

BENCHMARK  HOSPITALITY  
INTERNATIONAL

# MEMBERSHIP NEWS



Tony Cummins, CMP  
VP of Membership

## HOW TO USE THE ONLINE CHAPTER DIRECTORY

Just a reminder, MPI D/FW members can go to the Chapter web site ([www.mpidfw.org](http://www.mpidfw.org)) and download an alphabetical, last name directory of Chapter members. The directory is a PDF file that can be downloaded directly to your desktop or hard drive.

In order to access the newest directory, go to [www.mpidfw.org](http://www.mpidfw.org), click on Membership/Membership Directory, then log in with your member number and password. After logging in, you'll see a link at the top left, "Download Membership Directory." Click on the link and save the document to your location of choice.

If you would like to receive a hard copy of the Chapter Member Directory, please complete and fax a Member Directory Request Form to Randie Charnes, Chapter Administrator at 972-506-7485. A directory will be mailed to you. The request form can be picked up at the Membership Table at our monthly meetings, or can be e-mailed to you by contacting [rcharnes@msn.com](mailto:rcharnes@msn.com).

## 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).

David Alve.....Meeting Professionals International  
Cyndy Tomain.....Data Return LLC  
Rebecca McCauley.....Ernst & Young LLP  
Lori Milovich.....Great Events and Meetings & More  
Mike Di Leo, CMP.....Ski Daddy  
Brian Parman.....PRA Destination Management Dallas/Ft. Worth  
Deborah Jurcak.....Grand Hyatt DFW  
Kimberly Hamilton.....Richland College  
Kelly Roche.....Irving CVB  
Todd Richter.....BBJ Linen  
JoAnna Halpin.....Wyndham Dallas Market Center  
William Furlow.....Society of Petroleum Engineers  
Bobbie Schillo.....Exxon Mobile Corporation  
Tierra Henderson.....Parker College of Chiropractic / Parker Seminars  
Bacha Gurgenzidze.....Adams Mark Hotel-Dallas



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

**CIC Names Hall of Leaders Newest Inductees ...** The Convention Industry Council has announced its honorees for the 2006 Hall of Leaders. **Bill Boyd**, President and CEO and Founder of *Sunbelt Motivation & Travel Inc*; **Bob Dallmeyer**, founder of *R.D. International*; retired hospitality veteran Virginia Lofft; **Frank Poe**, director of the *Dallas Convention Center*; **Mickey Schaefer**, president of *Mickey Schaefer & Associates*; and **Carl Thompson**, executive director of the *Society of Government Meeting Planners*, are the latest inductees. A gala to honor the industry leaders will be held Aug. 20, 2006 in Boston in conjunction with the American Society of Association Executives (ASAE) annual meeting.

**Julie Johnson, CMP, CMM** of *Lennox Industries* has been promoted to Director, Events & Incentives. She is 1 of 3 female directors within the company worldwide. Congratulations, Julie!

**Jodi Adcock, CMP**, has joined *Lexsus International* as Director of Events. Jodi formerly was with *Thomson RIA*.

**Kevin Donahue**, *Westin Stonebriar Resort*, has been promoted from Director of Group Sales to Director of Sales & Marketing.

Here's a happy milestone...Happy 60th Birthday to **Jayna Monroe**, *James C. Monroe & Associates*. Hubby **Jim Monroe, CMP, CSEP**, surprised Jayna on June 4th with a surprise party at May Dragon that included The Lion Dancers. Our dynamic duo continued the celebration on the beach at South Padre Island!

**Charlotte Corn** is Sales Manager at *The Palm Restaurant*. Charlotte previously was with *Radisson Hotel Central Dallas*.

**Lanay Fournier-Stokes**, National Sales Director for *Cinemark USA, Inc.*, has returned to her position following the birth of her third child, baby boy Holden Grey Stokes! He was born February 18, 2005 to Lanay and her husband, Kevin.

**Norma Ventrca** is Director of Sales, *Crowne Plaza North Dallas/Addison*. Norma formerly was with *Radisson Hotel Irving*.

Congratulations to **Tina Bavermark**, who has been named Board Assistant in the Executive Office of *Society of Petroleum Engineers*. Following Tina's May 2003 graduation from the Richland College TEMM program, where she was named to the Student Wall of Honor, Tina continued her studies and graduated March 2005 Summa Cum Laude with a B.S. in Hospitality Management from Johnson & Wales University in North Miami, Florida.

Romance is in the air...Congratulations and best wishes to **Matthew Massengale, DMCP**, *Ultimate Ventures*, and **Severine Stephenson, PRSM**, who were married June 4th, 2005 on the beach at sunset in Antigua.

To submit member news and information, please contact:  
Leah Belasco • 972-818-4811



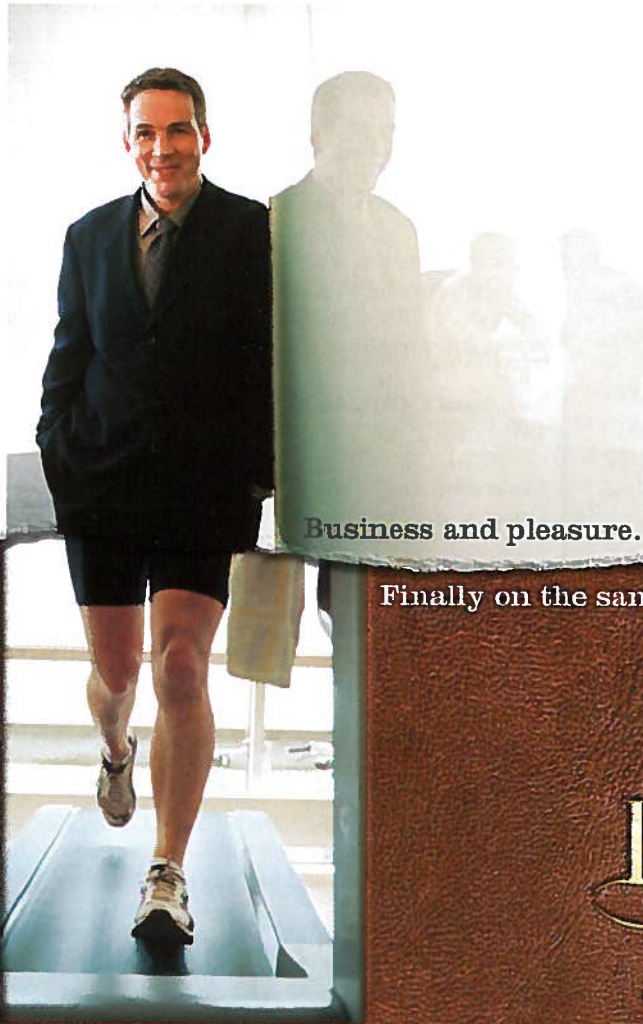
[www.mpidfw.org](http://www.mpidfw.org)

Dallas/Fort Worth Chapter  
PMB 259

7750 North MacArthur Blvd., Suite 120  
Irving, TX 75063-7501

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

RETURN SERVICE REQUESTED



Business and pleasure.

Finally on the same page.

*L'auberge  
du Lac*

CASINO & GOLF RESORT  
LAKE CHARLES

**A great meeting and a great time have never been closer.**

When it comes to successful meetings, we strike the perfect balance. It is everything your clients expect in a world-class resort from high-end meeting facilities and a Tom Fazio-designed championship golf course to relaxed dining and Vegas-style gaming. Only a lot more convenient to travel to. Because we're right here in Lake Charles, Louisiana. 337.475.2900, ask for Sales or log onto [LDLCASINO.COM](http://LDLCASINO.COM).

©2005 Pinnacle Entertainment, Inc. All rights reserved. Must be 21 to enter casino.  
Gambling Problem? Please call 1.800.522.4700.

NOW OPEN

