



# CURRENT

DEFINING THE POWER OF MEETINGS™

Dallas/Fort Worth Chapter

November 2005

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

## Inside

- Presidents Memo.....2
- Multicultural Seminar.....4
- Charity Relations Events....4
- Nov. Chapter Meeting.....5
- Strategic Partnerships.....6
- Advancing Women.....7
- 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.

## Building Cross-Cultural Competence in the Meetings Industry

By Laraine Kaminsky  
Executive Vice-President, Graybridge Malkam

*"On a shrinking globe, cross-cultural competence is not a favour we grant others, but an indispensable asset we owe ourselves."*

Is there such a thing as a meeting where there is absolutely no diversity? Even in countries like Japan, which were once homogeneous, today the domestic culture is changing. Against this backdrop, my goal as a consultant who lives, works and breathes diversity and multiculturalism, is to partner with planners to build cross-cultural competence in order to take meetings to the next level of professionalism and inclusion.

The foundation on which to build cross-cultural competence is awareness of cultural differences. On this basis, there are a few frameworks that are useful to remember.

### Framework for Building Cross-Cultural Competence

The first step of awareness is to *recognize* cultural differences, and integrate them into the planning. For example, by paying attention to culturally significant dates in the calendar, e.g. Yom Kippur, Eid, Narooz, etc., one can ensure that meetings are not held on religious holidays, thereby avoiding a situation which would exclude or make it difficult for a portion of the population to attend or to stay for the duration.

The second step is to demonstrate *respect* - an essential part of the relationship-building process. Everyone wants and needs respect, but how that respect is demonstrated is different across cultures. In planning a meeting within a country, which is very heterogeneous, for example the USA, Canada or Australia, one must assume that there will be cultural differences amongst attendees. These countries were built on immigration and, in planning for diversity; the demonstration of respect for those cultural and religious differences adds enormous value for the client.

The third step is to *reconcile the dilemma*, i.e. if a multi-cultural faux pas happens, how do I recover? Think about what kinds of events could lead to crises where participants feel excluded because of cultural, religious, gender, national or racial differences? In my experience, food is often a concern i.e. dietary habit. For example, a vegetarian from India would have a different concept of menu choices than a vegetarian from California. Generally speaking, while a vegetarian from California would be happy with several salad choices, crudites, and a variety of cold foods at lunch, an Indian vegetarian would more likely expect a buffet, reflecting hospitality with plenty of hot vegetable dishes, several varieties of rice and the same number of choices a non-vegetarian guest would have. The principle behind this example of considering diversity when developing menus can be applied to other aspects of event planning: remember that one size does not fit all, so aim to make several alternatives available in order to promote inclusion.

Another mind shift that I encourage my clients to embrace is to move from "The Golden Rule" - of treating everyone as *you* would like to be treated, to "The Platinum Rule" - of treating others as *they* would want to be

*Continued page 3*





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# President's Memo

Fall is in the air and thoughts of the upcoming holidays are filling our minds and the shopping malls. It seems as though retailers are displaying their holiday goods earlier and earlier each year. And before long, we will all be spending time with family and friends offering thanks for our many blessings and getting ready for the holiday season.



Tamra S. Hughston, CMP  
2005-2006 President

For me growing up, Thanksgiving Day was a time to acknowledge all that we were thankful for. It was kind of a "if you don't say what you're thankful for, you don't get to eat" sort of thing, so I was always sure to come up with something! At the age of 8, I don't remember being thankful for good health, yet at 30-something that's pretty high on the list for me and my loved ones. It's amazing when I think about my circle of friends how incredibly blessed I am. I have girlfriends whom I've known since Jr. High, past co-workers and business associates I've made through MPI who have become true friends. I have a loving and understanding husband, and I have a precious Beagle named Bagel that gives me unconditional love every single time I walk through the door.

As you prepare for this Thanksgiving, I hope you will take time to reflect on the things you are most thankful for. With so much going on in our world, each day is an opportunity to share your kindness, to open a door or to call an old friend you haven't spoken with lately. Your Chapter Charity Relations committee has some great opportunities coming up that are sure to appeal to your giving side; from fun activities during the December monthly luncheon to charitable opportunities where you can offer your time, your donations of goods or your monetary contributions. What a great way to give back.

Enjoy this special time with your friends and family as you reflect on what you're thankful for this holiday season.

*Making A Difference!*  
2005-2006



## BOARD BULLETS

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

**MPI D/FW chapter will host a Media Reception the first week in November.**

**Chapter Charities Committee is moving forward to provide opportunities for Chapter members, families and friends to have a positive impact on the local needs based organizations through charitable endeavors given "From the Heart." Visit our website to learn about volunteer opportunities available all year long.**

**The Board of Directors will be establishing a registration discount for students attending chapter events.**

# Building Cross-Cultural Competence...Continued from pg 1

treated. And, if you don't know, ask! At the beginning of the planning process, you must build your resources and knowledge as an individual and as a planning organization. The best way of building competence is to be curious: ask questions, listen, read, learn from others and your own experiences and mistakes.

## Cross-Cultural Communication

Many cultures will only work with people with whom they have established relationships - this is the key difference between task-based and relationship-based cultures. Working on a relationship with people who are like you is much easier, as there are fewer communication barriers and the task can be accomplished much faster. In doing that, however, you are not only excluding potential customers and clients, but also participants who then feel excluded and undervalued at the meeting.

To avoid such situations and maximize success, the following framework and continuum need to be considered in all communication and planning activities:

Exclusion / Inclusion  
Task / Relationship

## Dilemmas & Possible Pitfalls

According to Geert Hofstede, "We are all programmed by cultural "software" that determines our behavior and attitudes. Everything from how we make eye contact to how we deal with conflict is affected."

How time is managed is culture-specific, and must also be considered in the planning process. North America epitomizes a mono-chronic time orientation, where everything must work like clockwork and the exact time is driving events. Conversely, polychronic time is open-ended: completing the task or communication is more important than being on schedule.

Recently, I was working with a European client in the pharmaceutical sector, which was bringing in researchers from Germany, Spain, Italy, France, Argentina, Norway and India to collaborate on a project. Following the kick-off meeting, a welcome reception was planned for the group from 6pm till 9pm. Due to their differing time orientations, the nationalities that valued punctuality had all left by the time the poly-chronic -oriented team members arrived! Obviously, this did not follow the expectations of the planners and organizers. What could have been done differently?

I am leaving shortly to work in Brussels to deliver a course for 120 employees of a global company based in the USA. The US participants will constitute 65% of the group; the others will come from all over the world, including India, China and the Middle East. In this case, what should the meeting planners be considering? Examples of questions to ask one's self include:

- What assumptions can be made of the US Group - will they be homogenous? Absolutely not.
- What should we know about the potential impact of the local Belgian culture on event planning?
- How should we consider the requirements of the groups from India and China?
- What team-building events would work best for Muslim participants, who don't drink alcohol?
- How could participants for whom alcohol is taboo be accommodated if plans included a brewery tour?
- Are there enough alternatives to suit all participants?

## Building Cultural Competence for Success

Planning meetings that embrace diversity implies that there are a multitude of complexities to consider; but aren't they interesting dilemmas to solve? Doesn't this make your lives and work more challenging, and also more rewarding?

On a personal note, as a sub-committee member of the MPI Multicultural Initiative and a platinum speaker who works across cultures, I must express how fortunate we are to have the support of the MPI Foundation and the Walt Disney Parks and Resorts for this important Initiative. Their support is indicative of how important the work of the Multicultural Initiative is to the meetings industry.

I encourage you to learn more, travel more and continue building cross-cultural competence, thereby enabling you to embrace and foster an inclusive business climate of respect for all peoples. 

*Special thanks for permission to reprint this article to the MPI Multicultural Initiative and the author, Laraine Kaminsky, Executive Vice President of Graybridge Malkam in Ottawa. Laraine serves as the Regional Committee Chair - Canada, of the Meeting Professional International Multicultural Initiative. She has lived on three continents, worked in fifteen countries and is recognized expert in diversity and cross-culture awareness. As a visionary entrepreneur, she launched Malkam Cross-Cultural Training in 1989 as a venue for adult immigrants to develop the linguistic and cultural competencies required in the North American workplace.*

To talk about Current Affairs, contact Patty Markley, CMP @ 972.789.5530 or email [patty@groupdmm.com](mailto:patty@groupdmm.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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# New Meetings, New Cultures and *New Business*

presented by the MPI D/FW Chapter Multicultural Committee  
in partnership with The Town of Addison & PCMA

**Thursday, November 17, 2005**  
Crowne Plaza - Dallas Near the Galleria  
14315 Midway Road • Addison, TX 75001



Joe Chow



Dvorah Evans, CMP



Mauricio Navarro

1:45m - 4:30pm (immediately following the monthly luncheon)

This three-hour seminar will focus and expand on ideas discussed in the luncheon and explore the business practices of three cultures prevalent in the DFW area. Local industry leaders, representing their culture, will offer in-depth training on how to plan meetings for cross cultural attendees and conduct business with Asians, African - Americans and Latinos. Through each of the three 45-minute sessions, attendees can ask questions and learn how to successfully work with various cultures.

Our multicultural speakers include:

**Joe Chow**, Mayor of the Town of Addison and owner of May Dragon Restaurant since 1986, the only 4 - star Chinese Restaurant in the Dallas Metroplex.

**Dvorah E. Evans, CMP** serves as the Director of Conventions & Tourism for the Dallas Black Chamber of Commerce - the oldest and largest African-American chamber of commerce in the nation. Evans is responsible for the marketing and promotion of the City of Dallas as a major meeting and leisure destination for minority conventions and tourists.

**Mauricio Navarro**, CEO and President of Raiz Public Relations and Marketing and special projects consultant for The LeMaster Group. Mr. Navarro is bi-lingual and has worked with numerous local, state and national organizations and companies on projects targeting the Hispanic community. Areas of expertise include media relations, communications strategy and special event management.

The afternoon educational seminar is complimentary for MPI members and their guests who register for the monthly luncheon. You may register for the luncheon and the educational seminar at the same time. CEU Credits apply - appropriate documentation will be provided at the end of the seminar.

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

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## 2005-2006 Chapter Charity Relations Schedule of Events

### **Mission Statement:**

MPI D/FW Chapter Charity Relations is committed to providing opportunities for Chapter members, families and friends to have a positive impact on the local needs based organizations through charitable endeavors given "From The Heart."

### **Vision Statement:**

MPI D/FW Chapter Charities Relations is dedicated to reaching all Chapter members in an effort to channel resources that make a difference in the communities in which we work and live by providing MPI D/FW Chapter Members, families and friends with the opportunity to assist others through volunteerism and giving.

**November 17th, 2005** - SPCA - MPI D/FW members are asked to bring to the monthly meeting new or used crates/kennels, reusable toys, wet food (cat/dog), litter, new or used towels, linens and bedding, newspaper or bleach items that will be used for pets. For more information please contact: Kim Reynolds, 972.348.5265 or e-mail at [kim.reynolds@alldata.net](mailto:kim.reynolds@alldata.net).

**December 2005** - Habitat for Humanity - MPI D/FW members will participate in an afternoon of constructing a home in the DFW area. Date TBD. To participate please contact: Debbie Weaver, 972.952.9380 or e-mail at [dweaver@spe.org](mailto:dweaver@spe.org).

**December 3rd, 2005** - Neiman Marcus Adolphus Children's Parade - MPI D/FW members will assist with various volunteer activities for the parade. To participate please contact: Nancy Hernandez, CMP, 214.571.1000 or e-mail at [nhernandez@dallascvb.com](mailto:nhernandez@dallascvb.com).

**January 26th, 2006** - Bryan's House - At the monthly meeting "Bryan's Little Red Socks of Love" will be placed at each table setting. MPI D/FW Members will have an opportunity to either donate money or complete a card that indicates they would like to volunteer at Bryan's House by placing the money or cards in small red socks. Bryan's House cares for children with AIDS. For more information please contact: Kelly Roche at 972.252.7476, ext. 103 or e-mail at: [kroche@ci.irving.tx.us](mailto:kroche@ci.irving.tx.us).

**February 23rd, 2006** - Attitudes and Attire Clothing Drive - MPI D/FW members and guests attending the Supplier Showcase are asked to bring professional clothing used to assist females in need embarking on new careers after emerging from very difficult situations and circumstances. For more information please contact: Denise Howieson, CMP, 214.217.7700, ext. 213 or e-mail at: [dhowieson@zoom7.com](mailto:dhowieson@zoom7.com).

**March 2006** - Brighter Tomorrows - MPI D/FW members will volunteer on a Saturday in March to complete projects both inside and outside battered women shelters located in Grand Prairie, DeSoto and Irving. To participate please contact: Denise Howieson, CMP, 214.217.7700, ext. 213 or e-mail at: [dhowieson@zoom7.com](mailto:dhowieson@zoom7.com).

**April 27th, 2006** - Annual Golf Tourney - MPI D/FW members will participate in the annual golf tournament with a portion of the proceeds going to a local DFW area charity. Go to [www.mpidfw.org](http://www.mpidfw.org) to find out full details of the golf tournament scheduled at the Cowboys Golf Club in Grapevine, Texas.

**May 25th, 2006** - Tarrant County (Ft. Worth) Food Bank - MPI D/FW members are asked to bring non-perishable items to the monthly meeting to help re-stock the food bank in Tarrant County. For more information please contact: Kelly Roche at 972.252.7476, ext. 103 or e-mail at: [kroche@ci.irving.tx.us](mailto:kroche@ci.irving.tx.us).

# Chapter Meeting • Thursday, November 17, 2005 • 11:00 a.m.

## New Meetings, New Cultures And New Business: The Culturally Competent Meeting Professional

By Leah Belasco, Independent and M.T. Hickman, CMP, Richland College

What does it mean to do multicultural business? As a meeting planner, why do I need to be culturally savvy? How can I be sensitive to the cultural needs of my meeting attendees and employees? How do I increase my cross-cultural business?

According to the U.S. Census, Texas is officially a majority-minority state. The population of Texas is 34.6% Latino origin, 11.7% Black, 3.2% Asian and 50.5% Caucasian and other. In a recent article published in the *Dallas Morning News*, California, Hawaii and New Mexico join Texas as majority-minority states. In addition, Maryland, Mississippi, Georgia, New York, and Arizona have minority populations nearing 40%.



Andrew Erlich, Ph.D.

During the November monthly meeting, Andrew Erlich, Ph.D., a Platinum Series speaker, will address these questions and provide the tools for us to gain a competitive edge through effective sales and customer service to the multicultural markets. Learn how to stay ahead of the curve in our majority-minority society in his session. Key components of this presentation include cross-cultural communication, understanding the role culture plays in successful sales and customer service, how to plan meetings across cultures, attracting the best possible diverse workforce, and tapping into the creativity and avoiding the conflicts that are inherent in diversity. This exciting session will utilize examples from history, art and real world marketing and customer service. After participating in this session, you will be able to:

- Utilize the demographics and dynamics of the changing marketplace to better understand your meeting attendees.
- Avoid stereotypes; yet understand valid assumptions for key ethnic groups.
- Improve outreach to ethnic markets and learn how to communicate effectively with people from different cultural backgrounds for more effective meetings.

Andre Edmonds, Jazz keyboardist, will perform during the networking reception and the Asian-American dance ensemble will open the luncheon. Both are sponsored by RAINBOW ENTERTAINMENT.

Immediately following the luncheon, the MPI D/FW Multicultural Committee presents a Multicultural Focus Seminar from 1:45 to 4:30 p.m. Visit the MPI D/FW website ([www.mpidfw.org](http://www.mpidfw.org)) for more details.

**About our speaker:** Andrew Erlich, Ph.D. has been involved in transcultural marketing research, consultation, motivational analysis and cultural competency training since 1979 when he founded Erlich Transcultural Consultants (ETC). He has been generating excitement and action in the field of cultural competency training by presenting his insightful ideas to audiences around the world. Dr. Erlich is the author of *Selling to Latinos: Building a Bridge to Understanding* and *A Cultural Catalogue: Cultural Overviews and Insights* (a guide on how to deal with 17 different cultural groups). He is an active member of the National Speakers Association, The Speakers Academy and the Arizona Speakers Association.

The November Program Committee members are: Jayna Monroe (Chair), *James C. Monroe & Associates*; MT Hickman, CMP / CTP (Co-Chair), *Richland College*; Leah Belasco, Independent; Angela DeLaGarza, *Premier Transportation LLC*; Sherry DeLaGarza, CMP, *MAC Meetings & Events LLC*; Kimberly Hamilton, *SuperShuttle DFW*; Jim Monroe, CMP / CSEP, *James C. Monroe & Associates*; Bill Reeser, CMP / CTS, *AVW-Telav Audio Visual Solutions*; Terri White, *Intercontinental Hotels Group*.

### Host Facility

## The Crowne Plaza Dallas Near the Galleria

The Crowne Plaza Dallas Near the Galleria is an award-winning hotel with a convenient location in the heart of the prestigious North Dallas Business District. Whether visiting Dallas for business or pleasure, the Crowne Plaza Hotel offers the best in service and value. The hotel is on Midway Road between I-635 and Beltline Road, near the North Dallas Tollway. We're within walking distance of world-renowned shopping at the Galleria Mall and "Restaurant Row," where you'll find over 150 restaurants and entertainment venues.

### DIRECTIONS

**From I-35E/ Hwy 635**  
Exit Hwy 635 E  
Exit Midway Road, North  
Through the Spring Valley Intersection  
To Proton Road, left  
Left into Hotel Parking Lot

**From Hwy 75**  
Exit Hwy 635 West  
To Midway Road North  
Through the Spring Valley Intersection  
To Proton Road, left  
Left into Hotel Parking Lot

## "New Meetings, New Cultures and New Business"

Thursday, November 17, 2005

The Crowne Plaza - Dallas Near the Galleria

14315 Midway Road • Addison, TX 75001  
Phone: (972) 980-8877

11:00 am - 11:30 am	Chapter Orientation
11:00 am - 12:00 pm	Registration & Networking
11:45 am - 12:00 pm	Doors Open
12:00 pm - 1:30 pm	Lunch and Program
1:45 pm - 4:30 pm	Educational Seminar

The afternoon educational seminar is free for MPI members and their guests who register for the monthly luncheon. You may register for the luncheon and the educational seminar at the same time. CEU credits apply.

### Parking: Free

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, November 14th  
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)

# Make a Difference by Being a Strategic Partner

The Meeting Professionals International Dallas/Fort Worth Chapter (MPI D/FW) recognizes the value of members who supply goods and services, and feels there should be additional benefits for those who help the Chapter achieve its goals of superior educational offerings and meaningful networking opportunities.

The MPI D/FW chapter is one of the largest in the world, with almost 800 members, and is the only chapter to be named MPI's "Chapter of the Year" a record-breaking five times.

The Strategic Partnership program provides expanded opportunities for your company to showcase your products and services. Participation as a partner also alleviates the burden of being continually asked for contributions and support for Chapter programs. A Strategic Partnership will help you control your involvement and maximize your Return on Investment (ROI).

We currently have three (3) Monthly Meeting partnerships available plus our Annual Golf Tournament and our Supplier Showcase. Partnerships are accepted on a first-come basis.

**Complete the Strategic Partnership ONLINE at [www.mpidfw.org](http://www.mpidfw.org)  
(The form is located in the bottom right corner of the home page)**

<p><b>CATEGORY I</b> <span style="float: right;"><b>\$5,000</b></span></p> <ul style="list-style-type: none"> <li>◆ <b>One Full Page Black &amp; White Advertisement</b> in the Current, MPI D/FW's Award winning newsletter</li> <li>◆ <b>Banner ad on chapter website for a period of four months</b></li> <li>◆ <b>Recognition in promotional materials and/or website for event</b></li> <li>◆ <b>Link from chapter website to your company's site</b></li> <li>◆ <b>Presentation time on stage during event</b></li> <li>◆ <b>Tabletop exhibit during reception at event</b></li> <li>◆ <b>Business card collection during reception</b></li> <li>◆ <b>Input into theme and décor for event, (approval of VP of Education required)</b></li> <li>◆ <b>Recognition on screen, when Audio Visual equipment is utilized</b></li> <li>◆ <b>Eight complimentary registrations for event</b></li> <li>◆ <b>Reserved VIP table at event</b></li> <li>◆ <b>Your company's promotional flyers at each place setting</b></li> <li>◆ <b>Chapter membership mailing list for a one-time only mailing</b></li> </ul>	<p><b>MPI D/FW Annual Supplier Showcase</b> <span style="float: right;"><b>\$3,000</b></span></p> <p>Date: Thursday, February 23, 2006 Time: 11:00 Am - 3:00 PM Location: Addison Conference and Theatre Centre, Addison, Texas</p> <p>This year's theme is "<b>Round Up 2006</b>" and you won't want to miss the opportunity to feature your products and services to both planning professionals and peer suppliers in the Dallas / Fort Worth area.</p> <ul style="list-style-type: none"> <li>◆ Recognition in promotional materials and/or website for event</li> <li>◆ Ad on chapter website for two months</li> <li>◆ Recognition in onsite brochure,</li> <li>◆ Opportunity to supply one prize for drawing</li> <li>◆ Tabletop exhibit space</li> <li>◆ Chapter membership mailing list for a one-time only mailing</li> </ul>						
<p><b>CATEGORY II</b> <span style="float: right;"><b>\$4,000</b></span></p> <ul style="list-style-type: none"> <li>◆ <b>One Half Page Black &amp; White Advertisement</b> in the Current, MPI D/FW's Award Winning newsletter</li> <li>◆ <b>Banner ad on chapter website for a period of two months</b></li> <li>◆ <b>Recognition in promotional materials and/or website for event</b></li> <li>◆ <b>Presentation time on stage during event</b></li> <li>◆ <b>Tabletop exhibit during reception at event</b></li> <li>◆ <b>Business card collection during reception</b></li> <li>◆ <b>Input into theme and décor for event, (approval of VP of Education required)</b></li> <li>◆ <b>Recognition on screen, when Audio Visual equipment is utilized</b></li> <li>◆ <b>Six complimentary registrations for event</b></li> <li>◆ <b>Reserved VIP table at event</b></li> <li>◆ <b>Your company's promotional flyers at each place setting</b></li> <li>◆ <b>Chapter membership mailing list for a one-time only mailing</b></li> </ul>	<p><b>Annual Charity Golf Tournament &amp; Reception</b></p> <p>Date: Thursday, April 27, 2006 Time: 1:30 PM Shotgun start Location: Cowboys Golf Club, Grapevine, Texas</p> <p>Our theme is "<b>Swing for a Cause.</b>" Choose one of these partnerships and receive complimentary admission for two or four players. Invite your clients or colleagues for a great day of golf!</p> <table style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td><b>CATEGORY I</b></td> <td style="text-align: right;"><b>\$5,000</b></td> </tr> <tr> <td><b>CATEGORY II</b></td> <td style="text-align: right;"><b>\$4,000</b></td> </tr> <tr> <td><b>CATEGORY III</b></td> <td style="text-align: right;"><b>\$3,000</b></td> </tr> </tbody> </table> <p>Additional sponsorship opportunities available. Call for details!</p>	<b>CATEGORY I</b>	<b>\$5,000</b>	<b>CATEGORY II</b>	<b>\$4,000</b>	<b>CATEGORY III</b>	<b>\$3,000</b>
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<b>CATEGORY II</b>	<b>\$4,000</b>						
<b>CATEGORY III</b>	<b>\$3,000</b>						
<p><b>CATEGORY III</b> <span style="float: right;"><b>\$3,000</b></span></p> <ul style="list-style-type: none"> <li>◆ <b>One Quarter Page Black &amp; White Advertisement</b> in the Current, MPI D/FW's Award winning newsletter</li> <li>◆ <b>Recognition in promotional materials and/or website for event</b></li> <li>◆ <b>Presentation time on stage during event</b></li> <li>◆ <b>Tabletop exhibit during reception at event</b></li> <li>◆ <b>Business card collection during reception</b></li> <li>◆ <b>Input into theme and décor for event, (approval of VP of Education required)</b></li> <li>◆ <b>Recognition on screen, when Audio Visual equipment is utilized</b></li> <li>◆ <b>Two complimentary registrations for luncheon</b></li> <li>◆ <b>Reserved VIP table at event (fee applies to remaining seats above complimentary allotment)</b></li> <li>◆ <b>Your company's promotional flyers at each place setting</b></li> <li>◆ <b>Chapter membership mailing list for a one-time only mailing</b></li> </ul>	<p><b>CONTACT US</b></p> <p>For more information please contact the following people.</p> <p><b>Monthly Meeting Sponsorship</b> - David Abadie 214.761.1801 x106 or <a href="mailto:dabadie@medievaltimes.com">dabadie@medievaltimes.com</a></p> <p><b>Supplier Showcase</b> - Terry Ellegood, Showcase Chair Office: 214-670-9081, Email: <a href="mailto:Terry.Ellegood@freemanco.com">Terry.Ellegood@freemanco.com</a></p> <p><b>Annual Golf Tournament</b> - Jeanne Feuille, CMP, Golf Chair Office: 972-715-2472, Email: <a href="mailto:jfeuille@spearone.com">jfeuille@spearone.com</a></p> <p><b>Advertising</b> - Bob Phillips 972.450.6202 or <a href="mailto:bphillips@ci.addison.tx.us">bphillips@ci.addison.tx.us</a> Matthew Massengale, DMCP, 972.732.8433 or <a href="mailto:matthew@ultimateventures.com">matthew@ultimateventures.com</a></p>						



# Advancing Women

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

## Survival vs. Preventative "ME Time"

By Angela DeLaGarza, Premier Transportation

Angela DeLaGarza

The green beans on the stove are burning and the table is not set. The family and guests will be here any minute. There's a knock at the door.... "Happy Thanksgiving!" The thought runs through your mind, "Happy Thanksgiving? Ha! It's supposed to be happy, but it only seems to be stress for me," as you are brought back by the brace of a hug and the greeting of "How are you?"... Its time to get away...it's "ME Time!"


We all know this kind of stress. The kind of stress that says, "If I don't get away I will go insane!" As women it is our natural instinct to put everyone else before ourselves until we get to the point that we have to take time for ourselves to escape insanity. But there is a way. We can take what I like to call "Preventative ME Time."



"Preventative ME Time" is time when we focus on ourselves — not on work, our family, or our problems. It is time you take to do something just for you.



There are two types of "ME Time" — Survival and Preventative. Survival is described in the above scenario. The kind you take because if you don't you will go insane. And then there is Preventative.




"Preventative ME Time" will keep you from getting to Survival mode. If we learn to take a few minutes every day for ourselves, we would be much happier. Women often forget how important it is to have that special time.

From my own personal experience I know the affect this can have. During an especially difficult period in my life, I began thinking about the times when I was the happiest. When I was having the "Preventative ME Time" I felt the best about life in all aspects. I had just as much happening, if not more, but I looked at things differently because I was spending time on myself. I found that even if I were only going to get four hours of sleep, having one hour of "ME Time" and three hours of sleep, I would actually have a more restful sleep and feel better the next day. Taking time for yourself provides an inner peace to face the day with a different attitude.

It's not always easy to fit it into our busy lives, but it does make an enormous difference. So, tonight forget about the holiday stress and instead of baking that pie or turning on the TV for that thirty minutes before you pass out, grab a book you have always wanted to read, but never took the time. Make a date with a bubble bath and candles. Start that hobby you always wanted to try. But, tonight do it for you. 















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Marti Fox,  
CMP, CTP

## CMPs are ready to take the next step... The CMP University!

We have three dynamic study groups bonding and learning as they strive to sit for the CMP Exam next year in January or July. The next step is the CMP University - a three day intense learning and mock testing situation with a few educational games mixed in.

**When:** Saturdays - November 12, December 3, and January 7

**Where:** Crowne Plaza Addison

**Time:** 9:00 AM - 5:00 PM

**Cost:** \$150 for all three sessions,  
\$175 for non-MPI members

*JPA Funds are available to assist with payment of the University.*

To register, contact Robert Lockwood, CMP

Email: RLockwood@CPAddison.com Telephone: 972-980-8877

## Perfect Attendance

Last year, we had two people who attended every monthly Chapter meeting. They were O.D. O'Donnell (Nightlife Talent / Panache +), and Sue Fry (Be-Seen LLC). This year, let's show O.D. and Sue that we can match that record! As of the September 2005 meeting, the following people had attended the first three meetings of the year. As a result, they are on track to be part of a select few who can qualify for perfect attendance. Everyone with perfect attendance as of June 2006 will be recognized for their accomplishment.

Barbara Beaton	Fort Worth Convention Center
Lori Clark	Boston Coach
Michael Clark	PRA Destination Management
Tony Cummins, CMP	Meeting Professionals Expectations
Erin M. Donohue	Omni Hotels
Maria Escarfullery, CMP	Fiesta American Hotels
Marti Fox, CMP/CTP	Global Goals, Inc
Ruth M. Gallenberg	Embassy Suites Love Field
Betty E. Garrett, CMP	Garrett Speakers International
Jan Gillin	PRSM
Lawana Gladney, Ph.D.	Gladney & Associates
Tierra Henderson	Parker College of Chiropractic
Kimberly A. Hentges, CMP	Meeting Professionals International
Nancey M. Hernandez, CMP	Dallas CVB
Tamra S. Hughston, CMP	Home Interiors & Gifts, Inc.
Matthew Massengale, DMCP	Ultimate Ventures, Inc
Joyce W. Nissen	Doubletree Club - Dallas/Las Colinas
O.D. O'Donnell*	Nightlife Talent / Panache +
Lianne J. Pereira, CMP/CMM	Susan G. Komen Foundation
Randy Pulitzer	Pulitzer Promotions
Sharon Roberts	Roberts & Roberts
Kelly Roche	Irving CVB
Stephanie S. Schroeder	Associated Luxury Hotels
Jim Woods	J. Woods Custom Photography

\*Perfect Attendance 12 of the past 13 years on record (O.D. O'Donnell)

## Meet the newest ChaMPions

We are pleased to announce the new North Texas CMP's — a wonderful group of professionals. All those who participated in the MPI D/FW Chapter organized study program passed with 100% success! They attended weekly classes, as well as small group sessions in preparation for the CMP Exam. They expanded their professional horizons and will be friends forever.

### JULY 2005 CMP Grads

\*Merynn M Niewinski, CMP  
Special Events Planner  
PCS Productions  
Irving, TX

Frances Rodriguez, CMP  
Conference Director  
The Nelrod Company  
Fort Worth, TX

\*Patricia Royal, CMP  
Conference Center Manager  
Winstead Sechrest & Minick  
Dallas, TX

\*Joe Soto, CMP  
Corporate Sales Manager  
The Harvey Hotel DFW  
Irving, TX

\*Indicates participation in MPI D/FW study program.

\*Margaret A. Williams, CMP  
Director of Corporate Events  
IRMI  
Richardson, TX

\*Lisa Fleischer, CMP  
Director of Operations  
Korman Marketing Group  
Dallas, TX

\*Susan M Fox, CMP  
Business Management Coordinator  
Frito-Lay, Inc.  
Plano, TX

Sandra Harlow, CMP  
Director of Special Events  
Home Builders Assoc. of Greater Dallas  
Plano, TX

Charlene Lingo, CMP  
Member Services Specialist  
SWACHA  
Dallas, TX

\*Suzanne Luttig, CMP  
Manager - Recognition & Intern  
Verizon  
Irving, TX

Michael S. May, CMP  
President  
Spear One Productions  
Dallas, TX

\*W. Chris McDonald, CMP  
Conference Planning Manager  
Omni Mandalay  
Irving, TX

\*Cynthia D Mignini, CMP  
Sr. Meeting Planner  
PricewaterhouseCoopers  
Aubrey, TX

\*Blair B. Miller, CMP  
Mgr. of Operations Support  
Dallas Fan Fares, Inc.  
Dallas, TX

\*Margaret M. Moore, CMP  
Senior Meeting Planner  
Planning Professionals Ltd.  
Mansfield, TX



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Hyatt Regency Houston Airport  
Hyatt Regency Lost Pines Resort & Spa  
(Austin/Bastrop opening June 2006)  
Hyatt Regency San Antonio

The offer must be requested at time of booking. The offer is valid for new meeting or incentive bookings that utilize a minimum of 25 or more paid guestrooms on the peak night of the group stay. Qualifying meetings must be booked and held between July 1, 2005 and March 31, 2006 at a participating Hyatt hotel or resort in the U.S., Canada or the Caribbean. Hyatt Regency Lost Pines is scheduled to open June 2006. Book a qualified meeting at Hyatt Regency Lost Pines by 3/31/06 to be held between 6/1/05 and 12/30/06 in order to receive Hyatt Meeting Perks promotional offers. Offer is not valid at Park Hyatt Hotels, or in conjunction with previously booked or held meetings or any other meeting promotion or offer. Free coffee break consists of Starbucks coffee and tea only, for up to 30 minutes on one morning of your meeting. Service amounts are subject to the number of guest rooms utilized on the peak night of your meeting. The cost of additional menu items, people or length of service will be the responsibility of the company or organization holding the meeting. Starbucks coffee is served at over 100 Hyatt locations. Where not available, another premium coffee will be served in conjunction with the complimentary coffee service. Starbucks stored value cards, valued at \$3.50 each, will be shipped to the meeting planner or record in advance of the scheduled meeting. The number of cards provided is subject to the number of guestrooms projected on the peak night of the qualifying meeting. Offer is subject to availability at time of booking. Participating hotels may be subject to change. Offer is valid in conjunction with eligible bookings made by travel agents, and other qualifying third parties, at a commissionable rate. The earning and redemption of Hyatt Gold Passport bonus points in conjunction with the Hyatt Meeting Dividends® program is subject to program terms and conditions. You must be a Hyatt Gold Passport member, or enroll in the program to participate. For complete program information visit [meetingdividends.hyatt.com](http://meetingdividends.hyatt.com). No cash or other equivalency will be provided in lieu of these offers, or for any unused portion of the offers. Hyatt reserves the right to alter or withdraw these offers at any time. Hyatt Hotels & Resorts encompasses hotels and resorts managed, franchised or leased by two separate companies—Hyatt Corporation and its affiliates, and affiliates of Hyatt International Corporation. ©2005 Hyatt Corporation

# MEMBERSHIP NEWS

## Monthly Meetings Survey: Results Overview



Tony Cummins, CMP  
VP of Membership

Following the September luncheon at the Embassy Suites Dallas - Frisco, a short follow-up survey was sent to all MPI D/FW Chapter members. The purpose of the mini-survey was to find out why members choose to attend or not to attend monthly programs. In brief, here are the results:

There were a total of 136 responses, with approximately 48% planner and 52% suppliers responding. Of those, 60% attended the luncheon. The majority of attendees (56%) attended for "new business"

opportunities, while the balance was split between education, social and overall support of the Chapter. Of those who did not attend, the biggest response sector (travel/office schedule combined) accounted for 43% of the responses. Topic and location were also cited as reasons for not attending. For all meetings, location is an objection for some members, depending on where they live or work.

When asked about the times of the day (AM/PM or Lunch Hour), an overwhelming 66% of all respondents preferred the lunch format.

Based on the comments received, the opinions were varied, as was expected. However, the overriding themes for what might encourage you to attend were a) being able to get away from the office and b) having more topics based on specific planning issues versus sales/personal development topics.

When asked about mini-surveys we should conduct in the future, some repeating themes included: a) meeting topic ideas, b) how Chapter leaders can help members get more bang for the buck, c) do you "Buy MPI" and d) what do you consider the top 3 benefits of your membership?

This mini-survey was designed to give you, our members, a voice in our Chapter and to provide feedback to Chapter leaders. Thank you to all who participated!

## 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).

- Wendy Cobb.....Galderma Laboratories, LP
- Donna Reed.....
- Melissa Pugh.....Alcon Laboratories Inc
- Blair Descourouez.....Double Diamond Companies
- Lily Ngoc.....Go Fish Restaurants
- Ronda Wolpert.....Fiesta Americana Hotels & Resorts
- Jorge Rivas.....National Society of Hispanic MBA
- Andy Edwards.....Texas Society of CPAs
- Emily Sherrod.....Grand Hyatt DFW

## “ROUNDUP 2006” Suppliers Showcase

It's That Time of the Year Again...!

Supplier members, don't miss out on the 2006 Tabletop Display Showcase! This year's show is all about creativity with a new look and feel that will fully engage the interest of our planner members!

The Supplier Showcase always sells out quickly, so access the application online at [www.mpidfw.org](http://www.mpidfw.org) today!

### Tabletop Display Fees:

MPI Members: \$250.00 Non-Members: \$350.00

For booth information, please contact Terry Ellegood, Supplier Showcase 2006 Chair. Telephone: 214-670-9081

For information about additional opportunities to participate, contact VP of Finance Becky Halloran. Telephone: 469-222-6330.



Leah Belasco  
'Grapevine' Columnist

## Heard it through the Grapevine!

Jim Monroe, CMP, CSEP of James Monroe & Associates has authored a new industry-related book *Art of the Event: Complete Guide to Designing and Decorating Special Events* (published by Wiley, 2005) is now in bookstores. Contact Jim directly to obtain a personalized, autographed version!

Michael Clarke has departed our chapter's Board of Directors as VP Finance and from *PRA Destination Management* to move to Colorado. While we will miss him, excitement and happiness await him; he's accepted a position as VP Marketing for *Rocky Mountain Connections*, a full-service Destination Management and Special Events company headquartered in Aspen with offices throughout Colorado. On the personal side, Michael announces his engagement to Allie Coker, an Atlanta elementary school teacher. They are planning a wedding for June 2006...and Michael promises he'll return to DFW throughout the year for our various events!

Richard S. Pollak, President of *Rainbow Entertainment/Special Events/Speakers* is in the movies! Richard will be a featured sideline "extra" in the Mark Wahlberg Movie "Invincible." Pollak will play the role of half-time entertainment coordinator for the Dallas Cowboys when the movie shoots at Texas Stadium.

Erica Daniels, former meeting/event planner with *JC Penney*, has moved to Los Angeles where she plans to continue her event planning & sales career and be active in the MPI Southern California chapter.

Gretta Thurston, DOSM, *Hilton DFW Lakes Executive Conference Center*, announces the addition to their staff of Julie Hicks as National Accounts Manager, Southern U.S. Markets. Julie was with *Hilton Direct* National Sales office in Dallas for five years.

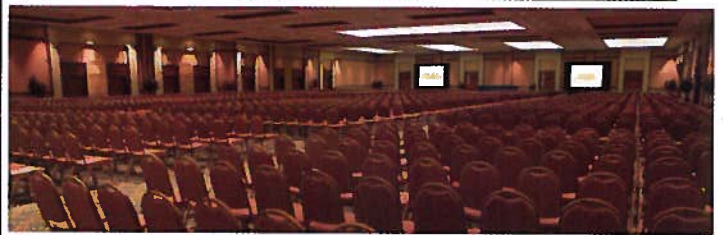
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