



# CURRENT

DEFINING THE POWER OF MEETINGS™



Dallas/Fort Worth Chapter

September 2005

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

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



## Professional Development Makes A Difference

by Jim Monroe, CMP, CSEP

Today's meeting professionals are busy people, juggling jobs, family and personal time. How then can they achieve professional development and why would they feel it is necessary?

How one goes about professional development varies widely with the circumstances and personality of the individual. Why people feel it is necessary falls within a short list of related reasons. Several D/FW MPI members shared their thoughts and personal experiences on this, which are explored below.

Sometimes we look for professional development because we want to improve or protect our career situation, sometimes, because we are forced to look for solutions. **Lifelong learning** is defined by the Convention Industry Council Manual (7th ed.) as "...an ongoing process through which an individual seeks to both understand and contribute to change." It is how we can understand what is happening in our profession and how we can make a difference.

Terri White, Key Account Director for Intercontinental Hotels Group, the world's largest global hotel company, says, "I owe my success to constant continuing education workshops, being active in trade associations and reading industry magazines. My ongoing growth and personal development depends upon having dynamic mentors and a powerful network."

Terri started with a passion for the hotel industry and a bachelor's degree from the School of Hospitality at Florida International University. She was immediately accepted into a professional development program with a large hotel chain and has not looked back. She has also never stopped actively pursuing professional development.

Lifelong learning, continuing education, professional development, whatever you call it, it is one of the main reasons that people belong to professional associations and the main component of many association meetings. At the chapter level, we strive to include an educational element in as many of the monthly meetings as possible and have an ongoing series of extra educational offerings for you, the members. At the international level we have our Professional Education Conferences (PEC) and our World Educational Conferences (WEC), not to mention the higher learning Institutes I, II & III (being held this year in British Columbia, Oct. 23 - 27; ([www.mpiweb.org/education/institutes/](http://www.mpiweb.org/education/institutes/)).

There are many different paths to professional development. Karen Fogle, Association and Corporate Sales manager for the Plano CVB, brought professional experience from oilfield pipe sales, real estate development, owning a restaurant, raising cattle, breeding and training thoroughbred horses and accounting, along with a formal education in English. However, she says, it has been her ongoing industry education and business experiences which have allowed her to continue in our "fun industry" for the last 14 years.

*Continued on page 3*

## DALLAS/FT. WORTH CHAPTER



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# President's Memo

- WOW! Two amazing programs in August. I hope you were able to commit to attend at least one. Footprints to Success offered leadership training with an incredible panelist of Chapter leaders plus wonderful networking opportunities. In addition, the monthly program regarding identity theft was extremely relevant to issues we face today and proved to be a valuable tool to keep us all on guard and better educated. Be sure to view the Meetings Calendar in this issue and mark your calendar now to attend our monthly meetings on a regular basis.
- Have you visited our chapter's website lately? I use the online Membership Directory every day and am continually amazed at all the new changes. Visit [www.mpidfw.org](http://www.mpidfw.org).
- How can you make a difference in the lives of others...how many apples are currently in your bowl? Are you slicing and dicing and tackling things one bite at a time or are you still feeling overwhelmed between work and family. Many of you commented after the July meeting that you appreciated the "apple" metaphor as it made you really think about all the tasks you have and how overwhelmed we can become. Please don't lose sight of the importance of organizing your days to allow balance ~ some YOU time. Yes, work IS important. We learn and share our skill set for the betterment of a company and the good news is they pay us. Our volunteer work is even more rewarding. Not only are we developing leadership skills to help in all facets of our lives, we are reaching out to help others. But the question I want to leave you with is "when is the last time you did something for just YOU." I'm not talking about dinner out with the kids or school clothes shopping where you happened to buy yourself a new blouse — I mean real YOU time. If you can't think that far back, I encourage you to take a book to a park, schedule a massage, lock the door and take a bubble bath (that goes for men too) or even take a day trip or a little weekend getaway leaving all the stresses behind. The tasks and chores will still be there when you emerge from your bath but your frame of mind will be so renewed that you will be a better service to yourself and others.

*"Leadership is practiced not so much in words as in attitude and in actions".*

*Harold Geneen, Chairman, ITT Corp.*

*Making A Difference!*  
2005-2006



Tamra S. Hughston, CMP  
2005-2006 President



2005-2006 MPI D/FW Chapter BOD



## BOARD BULLETS

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

- The MPI D/FW Chapter won the MPI International recruitment award. Congratulations to our Membership Committee and all chapter members! We recruited 98 new members.
- Each July the monthly meeting will be "The Membership Recognition and Committee Recruitment Meeting." The meeting is to be devoted to distributing Service pins and other membership related recognition events.
- Watch for additions and changes to our chapter website - [www.mpidfw.org](http://www.mpidfw.org). The communications team is working hard to revamp the site and develop more content to keep members informed.
- MPI International reported changes to the Chapter Board of Directors beginning with the term starting in July 2006. These changes will allow more flexibility for chapters.
- Year-end financial reports have been submitted to our auditing firm.

# Professional Development *Continued from page 1*

From Chapter 7 of the CIC Manual

Adult Learning Objectives include:

- Improving existing skills and gaining new skills
- Gaining professional knowledge
- Achieving recognition for skills and knowledge
- Completing licensing or certification requirements
- Achieving personal advancement or changing careers

Sandi Galloway, Director of Meeting and Convention Sales Development for the Canadian Tourism Commission started her career as a reservations agent and then ticketing agent for Air Canada. When she realized that she wanted more from her career she went to Florida International University to complete her degrees in Travel Industry Management, Hotel Management and Food Service Management. In 1992 she took a job with the Canadian Consulate General and was introduced to MPI by her boss (Judy Love Rondeau). She was also introduced to O.D. O'Donnell, who immediately put her to work on the Membership Committee.


Several years ago the tourism sector of the Canadian government underwent severe changes and the Dallas office was downsized to one, her. She says, "I believe that the education I received and the contacts I made from my involvement with MPI helped me survive the cut."

Individuals who seek professional development are motivated and continuing education is part of our fast paced, production-oriented society. Resources are available for those who want to enhance their skills, increase their knowledge and position themselves for professional advancement.

Multiple award-winning D/FW Chapter member and author of *Be On Your Best Business Behavior*, Colleen Rickenbacher, CMP, CSEP was recently recognized by Meeting News as one of the twenty-five most influential meeting professionals in the world. This is what she has to say about her personal development.

"Reading, research and attending seminars and workshops are my three key elements for professional development. I try very hard to read something new everyday. It doesn't need to be an entire book, but just an article on the web, in the newspaper or in a trade journal.. Look outside the hospitality industry for tips on selling and customer service. I find great ideas in a real estate publication. I have no idea how to sell a house, but they have great ideas on getting new customers and retaining old ones.

I love when someone asks me a question regarding etiquette or planning an event. I spend hours researching the best answer, but I look at it as a road to new answers and gained knowledge. And lastly, learning through classes and training is wonderful. I try to attend as many programs and educational seminars as I can. If I walk away with at least one or two new ideas, it is worth it."

Successful meeting professionals pursue continuing education in order to make a difference in their lives. They are self-starters who find development resources throughout their environment. MPI offers a myriad of resources at all levels to assist members in designing their own plans for professional development. 



DEFINING THE POWER OF MEETINGS™

## MPI International's 360-Degree Approach

MPI's 360-degree approach to education is a commitment to deliver an array of professional development through a variety of mediums to different member touchpoints. This approach is outlined within MPI's strategic plan, *Pathways to Excellence*, and is focused on creating deeper educational offerings and broader awareness of the value of meetings. You can take advantage of a program right on your computer from home or work, by participating in local chapter programs, or attending an international program or conference ... or points in between. This new approach allows MPI to come to you, if you can't come to us!



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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SURE, IT'S NOT YOUR  
AVERAGE MEETING SPACE.  
BUT THEN, WHY BE AVERAGE?

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Sunrise on the savannah. Disney's Animal Kingdom®.



When it comes to creating meetings that engage and excite, the last thing you want to do is follow the herd. Getting your people to be more creative starts with putting them in a more creative environment, and no one

knows more about creativity than **Disney**. To learn how our expertise can help you deliver a more memorable meeting visit us online at [disneymeetings.com/de](http://disneymeetings.com/de) or call **321.939.7313**.

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MEETINGS

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EFG-ANT

# Chapter Meeting • Thurs., September 22, 2005 • 11:00 a.m.

## “Take a Trip of a Lifetime”

### Tools to choose for your professional ride...are you in control!

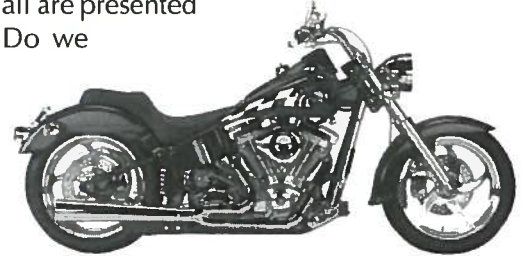


Gerry Robert

MPI members... watch this speaker ride up on a Harley, using it as a metaphor for how you can have the best year of your life. Gerry Robert is a bestselling author, columnist, speaker and consultant operating both a global training firm and a book publishing company called LifeSuccess Publishing with operations throughout North America, Asia and Australia. He has spoken to over one million people from around the world. In this months program you will experience his “signature presentation” – The Motorcycle Metaphor.

Learn how we can associate a common mode of transportation and transform it to realize our positive goals and create the mindset of achievers. You are in control of the who, what, where, why, how and when. You choose how you deal with encounters and passengers you take along. You have your best ride when fellow MPI members have common beliefs, motivation, goals, balance, sales, attitude, leadership, communication and teamwork skills! We all are presented with and act upon change and choices 24 hours a day, seven days a week. Do we consciously make good decisions, promote positive energy and reach forward? Come and enjoy the magic!

PROGRAM COMMITTEE: Shawn Beck, Chair; Sherri Cook, CMP/CMM; Colin Clayton, CMP; Jan Gillin and Erica Daniels.



#### Host Facility

### Embassy Suites Dallas-Frisco

The newly-opened Embassy Suites Dallas - Frisco Texas hotel is connected to North Dallas' largest meeting facility - the Frisco Conference Center, adjacent to both the Dr. Pepper Starcenter and the Dr. Pepper - 7 Up Ballpark. This upscale full-service 330 room all-suite hotel is just minutes from IKEA, the Frisco Soccer and Entertainment Center, Stonebriar Mall Centre, FC Dallas Stadium, Tom Fazio Championship Golf Course and many more highlights of the area. Guests of the Embassy Suites Dallas - Frisco hotel stay in spacious two-room suites and receive a complimentary cooked-to-order breakfast and nightly manager's reception. From small gatherings to grand events, the property provides function space to suit your needs. The 42,000 square foot ballroom/exhibit hall with a 26' ceiling height can accommodate up to 4,000 people for receptions. The total flexible meeting space is 90,000 square feet, comfortable for practically any size of show, performance or gathering. Match that with services such as video conferencing, floor vaults with T-1 lines, high-speed internet, on-site A/V and a full business center just to name a few. Oh yes, don't forget to experience Spa Botanica for your relaxing needs! Both the DFW International Airport and Dallas Love Field Airport are just a short drive away. For more details and information visit: [www.hammonshotels.com/dallas-frisco](http://www.hammonshotels.com/dallas-frisco).

#### DIRECTIONS

**From DFW Airport:** Take the North exit to HWY 121 North. Follow 121 North until you enter Frisco. Go past the Tollway and make a Left onto Parkwood Blvd. Embassy Suites Frisco will be on the left.

**From Downtown Dallas West:** Take the Dallas North Tollway North. Go past HWY 121 and make a Right onto Gaylord Pkwy. Turn Right onto John Q. Hammons Drive. Embassy Suite Frisco will be on the Right.

**From Downtown Dallas East:** Take HWY 75 North. Exit onto President George Bush Turnpike West. Take the Dallas North Tollway North. Go past HWY 121 and make a Right onto Gaylord Pkwy. Turn Right onto John Q. Hammons Drive. Embassy Suites Frisco will be on the Right.

## “Take a Trip of a Lifetime”

### Tools to choose for your professional ride ...are you in control!

Thursday, September 22, 2005

### Embassy Suites Dallas-Frisco

7600 John Q. Hammons Dr. • Frisco, TX 75034

Phone: (972) 963-9162

Sponsor:



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 in the Garage*

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, Sept. 19th  
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)



## INTRODUCING A PLACE THAT TAKES THE WALK OUT OF THE RIVERWALK.



Soon there will be a place at the exact point where San Antonio's best shopping, dining and nightlife converge. Opening in fall 2005, Hotel Contessa will be the first and only conference center to grace the city's famed Riverwalk. Over 10,000 square feet of meeting space will include an elegant ballroom, a dedicated second-floor conference level and four terraces overlooking the Riverwalk, all equipped with state-of-the-art technology, ergonomic chairs, glare-free lighting and soundproof walls. Combined with 265 guest suites, Las Ramblas restaurant, The Contessa Spa and dedicated service, your group members will have everything right outside their door.

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Steven G. Foster, CMP

# WEC 2006 - A BIG Thank You!

by Steven G. Foster, CMP  
MPI WEC 2006 Co-Chair

The clock is running and the countdown has begun for the 2006 MPI World Education Congress here in Dallas, July 9-11, 2006. At the recent 2005 WEC in Miami, some 3,500 of your fellow MPI members experienced just a taste of what to expect at the "Dallas Now, Dallas WOW!" luncheon hosted by the Dallas Convention & Visitors Bureau on the final day of this year's conference.



For those in the meetings and events industry here, the hard work kicks into high gear as we prepare to showcase the best Dallas/Fort Worth has to offer. In the coming months, "The Current" will be your source for all WEC 2006 information, including sponsorship and volunteer opportunities, committee involvement and breaking news. Start planning now to be a VISIBLE part of the excitement when MPI Comes Home to Dallas.

"The entire hospitality industry is excited about hosting MPI's WEC next summer in Dallas," said DCVB President and CEO Phillip Jones. "This meeting will give us the opportunity to show meeting planners and trade press that Dallas is a great culinary city, amazing arts destination, shopping mecca and world-class meeting destination."

MPI last met in Dallas 10 years ago, hosting the Professional Education Conference in January 1995. The 2006 WEC will be produced by MPI in partnership with the Dallas CVB. The host committee is comprised of MPI D/FW chapter members and DCVB members.

A BIG THANK YOU to the team at the Dallas CVB, Mac Martin and his exceptionally-talented crew at Incredible Productions and the 125 members of the MPI D/FW Chapter who produced the show-stopping promotional event at the Miami Convention Center. Their contributions were invaluable and the buzz on Dallas continues, according to DCVB Senior VP of Sales & Service Tom Noonan.

"The Dallas luncheon will be remembered for definitely being creative, innovative and the best ever," said MPI WEC 2006 co-chair Colleen Rickenbacher, CMP, CSEP (Colleen Rickenbacher, Inc.).

## *A Special Thanks* to the sponsors who made it happen!

### "Dallas Now, Dallas WOW! Promotional Luncheon Sponsors

- Dallas Convention & Visitors Bureau
- Dallas Convention Center
- American Airlines
- Adam's Mark Hotel Dallas
- Fairmont Hotel Dallas
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- Texas Office of the Governor - Economic Development & Tourism
- BBJ Linen
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- PRA Destination Management Across the USA
- DIFFA/Dallas
- The Design Group
- Centerplate
- Williamson Cadillac Hummer
- Dallas Symphony Orchestra
- Galleria Dallas
- NorthPark Center
- Sewell Hummer of Dallas
- Sherwin-Williams

### Special Thanks to our Celebrity Chefs

- Kent Rathburn, Executive Chef/Proprietor - Abacus
- Francesco Farris, Executive Chef - Arcodoro & Pomodoro
- David Skorcka, Executive Chef - Centerplate
- David Holben, Executive Chef - Del Frisco's Double Eagle Steak House
- Stephan Pyles, Executive Chef - Stephan Pyles
- Anthony Bombaci, Executive Chef - Nana

Get involved now!  
WEC 2006 Committees have formed and volunteers are needed.

## WEC DALLAS 2006 COMMITTEE

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# Massengale/Walker Receive Spirit Award

Congratulations go out to Matthew Massengale, DMCP (Ultimate Ventures) and Bob Walker (AVW-TELAV) for receiving the MPI D/FW Spirit Award at the July Chapter Meeting. Both recipients have been very active in helping the Chapter in their supporting roles.



Matthew Massengale,  
DMCP

## About Matthew Massengale, DMCP

### **First job in the meetings/events industry?**

Transportation Manager for Texas office of PGI 1995-2001

### **How long have you been a member in the DFW Chapter?** 2 years

**Professional goal?** To continue to grow both personally and professionally in the meetings and events industry as a representative of the best Destination Management Company in Dallas/Fort Worth — Ultimate Ventures.

**Advice to a new MPI member?** Get involved, join a committee!!!

**Family?** Recently married (June 4th) to Severine. No children yet (unless you count the two dogs).

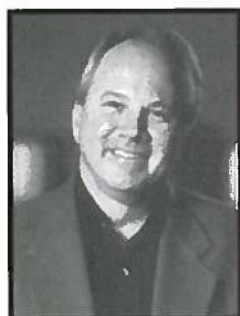
**Do you collect anything?** If so, describe your collection. Cookbooks for inspiration, Red Wine for relaxation and Henkel Grand Prix Knives for preparation. (Once a chef, always a chef!)

**Favorite fun activity/venue in the local area?** Having a glass of red wine at Sambuca Uptown with my friends.

In his job as senior program manager for Ultimate Ventures, Matthew Massengale acts as both a sales manager and senior operations manager. Matthew offers more than a decade of sales and operations experience in the hospitality industry, including destination management, meeting and event management and sports marketing:

- Transportation manager for the Texas office of Production Group International
- Meeting and event planning for Korman Marketing Group, where Matthew oversaw events for Philip Morris
- Sales representative for Philip Morris, where Matthew oversaw more than \$1 million in annual sales

Matthew earned a bachelor's degree in merchandising and hospitality management from the University of North Texas. He has been an active member of MPI since 2003 and he received the 2005 MPI Spirit Award for his role as Chair of the Advertising Sales Committee.



Bob Walker

## About Bob Walker

**First job in the meetings/events industry?** Actually came out of the broadcasting business at WFAA/KZEW and Channel 8 (Belo Broadcasting) in Dallas. Joined AVW in 1976 (yes, nearly 30 years ago) as the third employee of what was then called AVW Productions. My role was to help market and produce both media and event production to both the corporate and association meetings market. Multi-Image was big at that time and being attached to an equipment rental company helped a lot. At that time, we had only 3 offices... we now have 33 in North America, so it's grown a bit since those days.

**Number of years as a member of MPI?** I joined MPI in 1986 and attended my first national conference (in Winnipeg) that same year. Since then, I have attended every PEC and WEC and have presented at 15 different MPI national conferences.

**Professional Goal?** This is a tough one, since it seems to be a moving object... but, I think my goal is to build something that others can improve on and re-invent. At this point in my career, it's easy to do it the same way - so, I have to continually remind myself that there is always more than one "right" answer or "right" solution... one of my favorite quotes is "Excellence can be obtained if you care more than others think is wise, risk more than others think is safe, dream more than others think is practical, and expect more than others think is possible" ... I'd like to think I strive for that goal every day.

**Advice to a new MPI member?** Find a place where you fit in and do whatever you can to be a part of what's happening. DFW has always had a great chapter and it's the people and their involvement that makes it great. Giving back is what it's about... so "Just Do It"... it'll all pay off in the end.

**Family?** In spite of the extensive travel I do throughout the year - generally 200+ nights a year - I have a very understanding wife of nearly 30 years... and three children. My eldest son is a computer programmer and part time natural nutritionist in Austin (where else?), my daughter graduated from Texas A&M about 18 months ago and is working as a massage therapist while she saves up for graduate school (no freebies - even for Dad), and my youngest son is working at UPS while he ponders the realities of life and contemplates his future (perhaps food service? Naa!)

**Collections?** Collecting things is something that I have started and stopped for a long while now... stamps, coins, books, wine, etc. But for the past 4 years, my wife and I have been collecting foreign refugees (no, not like the Cubans that Kramer brought back to Jerry Seinfeld)... it started as a volunteer mission that my wife took up - on September 10th of 2001 (yes, a day before the 9-11 attack)... she was teaching English to brand new foreign refugees who had just arrived - it suddenly turned into an avocation... with people arriving from war-torn countries (Congo, Somalia, Bosnia, Afghanistan, etc., etc.) and needing help learning the language and functioning in our society (buying groceries, getting to the doctor, etc.) My wife, being the true saint, adopted all her "children" (some of whom are in their 70's) and we invite them out to eat, to our house for holidays, etc. Probably the most rewarding thing we do...

**Favorite fun activity?** We're pretty involved with our local church... and when I am in town, I have a group of folks that we get together with to try a new ethnic food - we call them the "Gastronauts"... our mission is to circle the earth trying new and different cuisine and deciding which countries we might like to revisit... our last venture was Nigerian food... very different, but interesting. It's always a lot of fun to get together and share our dishes (kind of family style)... and the owners usually will give us some interesting stories about their culture and the food we're eating...



Tony Cummins, CMP  
VP of Membership



# You Don't Have To Be An Expert!

## FOOTPRINTS TO SUCCESS NETWORKING FORUM RECAP AUGUST 16, 2005

by Nancey Hernandez, CMP

These are exciting times for the MPI DFW Chapter! On August 16th, The MPI DFW Chapter held an interactive forum for the membership at the beautiful Westin Park Central Hotel in North Dallas. Over 80 people attended this event to learn more about the positive effects that leadership in MPI can have in your personal and professional life.

Our moderator was Sandra Riggins, Director of Strategic Planning & Evaluations and Leadership Operations for Meeting Professionals International Headquarters.

The forum started with an introduction of our esteemed and diverse panelists:



**Bill Boyd,**  
CMP, CMM, CITE



Dvorah Evans, CMP



Dr. Lawana Gladney



Betty Garrett, CMP

Each panelist presented their own story of how they "got started" with their leadership roles in the MPI DFW Chapter. Most agreed that they had to be asked to become involved, but once they got going, there was no stopping them! In addition, each one noted how volunteering not only gave them valuable experience, but helped them grow as a person - and eventually resulted in growth in their business.

A common theme arose from the discussions: **YOU DON'T HAVE TO BE AN EXPERT** to volunteer and help out with the chapter. Many successes have come from stepping outside of our comfort zone. In fact, Betty Garrett overcame her fear of public speaking when she was elected Chapter President! "Oh my stars!" as Betty would say!!!

Dr. Lawana Gladney spoke about finding balance in your life. Voted the 2004-2005 Rising Star, Lawana has been able to balance a successful business and four children! She was able to learn how to prioritize her time in order to "give when and where she can" to the chapter.

Bill Boyd told the group not only how he benefited, but also how he was able to give back to the meetings profession; first by simply volunteering for the chapter when a member asked him to get involved (over 25 years ago!), then by helping our industry gain a "seat at the table." His efforts have also elevated the International level of MPI as a solid influence in today's business world.

Dvorah Evans shared her experience about taking risks. She helped us understand that "what happens early on matters." Dvorah jumped in to committee assignments and literally had to sink or swim. By dealing with a scary experience, she gained incredible leadership experience that has brought her where she is today.

Many of us can attribute our personal and professional success in leadership development by getting involved in MPI.

In the next portion of the forum, we had table discussions regarding this subject. One of the main questions was "HOW CAN I get more involved and how it can contribute to my success?" Here are some of the high points:

How do you balance time/family/work? Do what you can... be specific with your committee chair about what time you can commit... even an hour or a few minutes is always appreciated! Much work can be done by email or conference calls. **DON'T** overextend yourself!!! Be realistic.

What if you're afraid or new? Realize that many others before you have been in your position! Go for it! There is a great support system for you with MPI DFW Chapter.

What if your boss doesn't understand the importance of being involved in the DFW MPI Chapter? Many of us have gained business opportunities with our involvement in MPI. It takes time, but the contribution is well worth it!

How do you get involved or join a committee? Check the 2005-2006 Chapter Volunteer Opportunities. This is listed in the August Current Newsletter as well on the website. You can also find this information at the Membership Table before every Chapter meeting. Call the Chair in charge of the committee! They would love to have you. They may also make a suggestion as to a better fit to you based on needs of the chapter and your area of expertise and/or time availability. If all else fails - OR, if someone has not called you back yet... contact Nancey Hernandez and she can help guide you in this selection process. 🌐



Becky Halloran, CMP

# Mark your calendars for two very special events!


Becky Halloran, CMP  
Director of Special Events






Something BIG! is about to happen on February 23, 2006. The Dallas/Fort Worth Chapter will host the Annual Supplier Showcase. 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. Please contact Terry Ellegood, Showcase Chair, at 214-670-9081 or [terry.ellegood@freemanco.com](mailto:terry.ellegood@freemanco.com) for volunteer, sponsorship, and exhibitor opportunities.



The MPI D/FW Chapter is pleased to announce our April 27, 2006 golf outing — the most popular event of the year! Not just another golf tournament but an event for golfers of all skill levels: scratch players, occasional duffers, and beginners - even first-timers! Please contact Jeanne Feuille, CMP, Golf Outing Chair, at 972-715-2472 or [jfeuille@spearone.com](mailto:jfeuille@spearone.com) for volunteer or sponsorship opportunities.


















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M.T. Hickman, CMP

# Richland College Trains Meeting Professionals

By M.T. Hickman, CMP

If you found your first job in this industry by accident raise your hand. Was your hand up? If yes, you are not alone. Many individuals, especially those of us above 40 years old, did not earn a degree in this industry where we work.



Things have changed. Today individuals can take classes and even earn degrees to become meeting professionals. Community Colleges are a great place to start. They offer inexpensive training, flexible schedules and hands-on learning opportunities. Most classes are taught one night a week and several are offered over the weekend. Teresa Lovich is a TEMM graduate now working as a meeting planner for Texas Credit Union She says, "I love the fact that my classes were only one night a week. As someone looking to change careers and mother of two, I was able to juggle work, school and my family."

This Fall Richland College offers the following flex-term classes for busy meeting professionals:

### ITSW 1310 Presentation Media Software -

This course is designed to introduce the student to various types of AV equipment used in the meeting/event industry. Student will learn how to trouble shoot AV equipment, write an RFP and work with speakers to determine the best and most cost effective AV for his/her presentation. The Instructor will be Bill Reeser, Director of Operations at The Freeman Company. Class meets Saturday, 1:00 - 6:00 p.m. from October 8 through December 10. The cost is \$99 for Dallas County Residents.

### TRVM 2333 Applied Convention/Meeting Management -

This course includes student participation in an annual conference. Student will observe and participate in many parts of the conference including pre-con, registration, tradeshow, fun run and much more. This is an excellent course for beginning meeting planners who want to experience the excitement of working a city-wide conference. Cost is \$99 for Dallas County Residents. Instructor will be M.T. Hickman, CMP, TEMM Program Coordinator.

Class meets the following dates and times:

Wednesday	September 21	11:00 a.m. - 2:00 p.m.
Wednesday	September 28	11:00 a.m. - 1:00 p.m.
Monday	October 3	TBA
Sunday	October 9	7:00 a.m. - 2:00 p.m.
Monday	October 10	7:00 a.m. - 5:00 p.m.
Tuesday	October 11	7:00 a.m. - 5:00 p.m.
Wednesday	October 12	7:00 a.m.- 5:00 p.m.
Friday	October 28	11:00 a.m. - 1:00 p.m.

### TRVM 1101 Customer Service -

This course is designed for anyone who works with customers. Students who successfully complete this class will earn a Texas Friendly Hospitality Certification in addition to Richland College credit. This class is modeled after the Texas Friendly Hospitality Program produced by the Texas Cooperative Extension Department of Recreation, Park & Tourism Resources Texas A&M University. Your instructor will be Kim Philips, Executive Director Denton Convention & Visitors Bureau. The class will meet on four consecutive Saturdays, October 29 thru November 19 from 8:30 a.m - 12:30 pm. Cost is \$33 for Dallas County Residents.

For a complete list of courses being offered at Richland College this Fall, contact M.T. Hickman at 972-238-6097.

## MPI Student Members shine at the first WEC Future Leaders Forum.

Six students from the MPI D/FW Chapter attended the first WEC Future Leaders Forum sponsored by the MPI Foundation and IMEX. Students from across the country were selected to participate in this two-day workshop facilitated by Joan Eisenstodt, Chair MPI Student/Faculty Committee.

From left to right - back row: Jeanne Jones, Susan Staley, Lisa Earl; front row: Kimberly Hamilton, M.T. Hickman, CMP, Merdith Kennemer, Monika Walsh, Teresa Lovich. Not shown: Shawn Quish.





Jim Monroe, CMP, CSEP

## BUY MPI...D/FW STYLE!

By Jim Monroe, CMP, CSEP

The MPI D/FW chapter has created an exciting initiative, that is also a great member benefit, to help expand educational offerings in *The Current*. Beginning in October, members in good standing will have the option of buying advertising in our award-winning newsletter at a specially reduced price.

In addition, a special section will be devoted to "Buy MPI...D/FW Style!" In keeping with The Power of Partnership strategy described in the August cover article of *The Meeting Professional* this will promote increased member-to-member business partnerships.

Adding a completely new member benefit option, this page will feature eight (8) business card size ads for chapter members only. Value-priced at \$125 per issue, these will be sold either by the month or in any block of months. However, they will be sold on a first-come, first-served basis.

In addition, we have created **significantly reduced** member only rates for all 1/4 to full page ads and cover ads. If either of these dynamic options are of interest you, contact Advertising Sales Chair, Matthew Massengale, DMCP at [matthew@ultimateventures.com](mailto:matthew@ultimateventures.com).

Deadline for artwork and payment is the second Friday of the month prior to publication but there is limited space available. Reserve your ad space today with advance payment by check or credit card. Contact Matthew to receive a Members Only Rate Sheet by email. (Sorry, no agencies or third-party sales. This offer is for direct sale to MPI D/FW Chapter Members only.)

Please support the members that support our chapter and Buy MPI...D/FW STYLE.

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## Advancing Women

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


### Women Working TOGETHER for Women's Success

Sherry DeLaGarza, CMP

By Sherry DeLaGarza, CMP, MAC Meetings & Events, LLC

I recently read Gail Evan's book: *She Wins You Win*. In her previous book, *Play Like a Man Win Like a Woman*, Evans stressed how women should learn to play "the game" like men in order to win in the workplace. In *She Wins You Win* she continues that fundamental idea, but delves more into how women need to learn how to play the game "on the same team." Evans makes some really great points.

- Women need to fully understand that "the game" is played as a team and ALL women are on the same team. When one woman scores a promotion - it's a win for ALL women. We should all embrace her success rather than be envious or jealous. Support her and she'll support you and bring you along in her success.
- Women need to network with women at all levels within the corporate ladder. We all know that having a mentor from the higher echelons helps - but what about the executive's secretary down the hall? Or the receptionist at the front desk? Even a mail clerk can be a great ally. No matter where you are on the corporate ladder - surround yourself with a network that encompasses all levels.
- Women tend to hoard information rather than share. We tend to think that we'll look more informed than the next person. By sharing information - we gain knowledge from each other, thereby strengthening the entire workforce.
- When looking to hire a lawyer or accountant, or any other professional, rather than simply hiring the man that everyone recommends, do some research and make a conscious effort to locate a female who is equally qualified. Men use their "good ole' boy" network all the time - women should too.

These are only a few of the points Evans makes in her book. The big picture is that men sit back and notice how women interact with each other. Until we all learn, and understand, that we're all on the same team and start rooting for each other no matter what, women as a whole will never gain the respect we deserve. So as Evans states "when one woman wins - we ALL win" and the team becomes a stronger force to be beckoned with. I strongly recommend everyone read Evans' two books. Even if you have no desire to climb the corporate ladder - Evans is very insightful and helps women everywhere succeed - if only by building self-confidence. 

## ISES



INTERNATIONAL  
SPECIAL EVENTS  
SOCIETY



## Texas Star Awards

The Dallas Chapter of the International Special Events Society (ISES), invites you and your chapter to join us for our **3rd Annual Texas Star Awards**. The purpose of these awards is to recognize excellence in the many disciplines of our industry, accomplished by those professionals residing within the State of Texas.

The **Texas Star Awards** is being sponsored by ISES, but in addition to ISES members, Texas chapter members of NACE, MPI, HSMIAI and any other industry related organization are invited and encouraged to participate.

The categories of the **Texas Star Awards** will include such areas as event and meeting planning, entertainment, catering, venues, lighting, production, design, photography and florals. A complete list of categories and criteria is available on the ISES Dallas website: [www.isesdallas.com](http://www.isesdallas.com). **Entries are due no later than 5:00pm on Friday, September 23, 2005.**

Once the entries have been submitted and judged, the presentation of the **Texas Star Awards** will be made at the **3rd Annual Texas Star Awards Gala**. This exciting event will be held on Sunday, October 30, 2005. On behalf of the Dallas Chapter of ISES, we hope that as an involved industry professional, you will take this opportunity to show your support for the exceptional talent and accomplishments that Texas members of our industry perform.

If you have any questions about the **Texas Star Awards** submissions, please contact event Chair Terry Shields, CSEP at (972) 406-0147 or via email at [terry@terryshieldsdesign.com](mailto:terry@terryshieldsdesign.com).





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# MEMBERSHIP NEWS

## Jayna Monroe Brings the Esprit Award to D/FW



Jayna Monroe of James C. Monroe & Associates represented the MPI D/FW chapter and the City of Dallas well at the annual Eventworld Gala bringing home a prestigious Esprit Award. These are given by the International Special Event Society (ISES) to the entry judged best in category worldwide. Nominees came from across the U.S.A., Europe, Australia and the UK.

Two other D/FW Chapter members were also nominated for this important award, both of which are past Esprit recipients, Debbie Meyers, CSEP of BRAVO! Entertainment and Steve Kemble of Steve Kemble Event Designs.

Jayna won under Marketing Design, Budget not over \$10,000. She designed an invitation and interactive event concept for the Krisam Group Dallas and Houston trade shows in September 2004. From the stage in Hollywood, California, she thanked her creative partners: client, and fellow MPI D/FW members, Pat McCain, CMP, and husband Jim Monroe, CMP, CSEP, and her graphics designer, Jane Webb. 🌐

## 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).

- James Harmon.....Dallas Theater Center
- Andrew Jordan.....Wyndham International
- Cari Peretzman.....Haynes & Boone, LLP
- Laurie Carroll.....NADP
- Christopher Garratt.....MGM Grand Hotel & Casino
- Lisa Dalton.....Hotel ZaZa
- Tammy Davila.....Zale Corporation
- Teresa Krist.....Houghton Mifflin



**Jan Gillin**  
Dir. of Member Care

## Ask Jan

WELCOME TO ASK JAN! Do you have a burning question about your membership in MPI? Send it to Jan Gillin at [jangillin@earthlink.net](mailto:jangillin@earthlink.net). While we may not be able to publish every question, all inquiries will receive responses. Here's our first question:

**DEAR JAN:** At the July monthly meeting, several members received pins based on their years of membership (5, 10, 15, 20 and 25). How long have I been a member and how do I figure out when I'll receive my pin?

Signed,  
Jennifer

**DEAR JENNIFER:** You have been a member since you joined MPI in October 2000. This information is printed on your membership card. Membership pins are awarded once a year at the July monthly meeting. This October you will have reached the 5-year mark as a member. Therefore, you will be eligible to receive your 5-year pin at our meeting in July 2006 and we look forward to recognizing you then.

Regards,  
Jan



**Leah Belasco**  
'Grapevine' Columnist

## Heard it through the Grapevine!

**James Rice** has joined *Centerplate*, the onsite catering company at the Dallas Convention Center, as Senior Catering Manager. James previously was Director of Catering at *Hotel ZaZa*.

**Melissa Takamatsu, CMP**, with *H.D. Vest*, has moved with her family to Austin, Texas. She will continue working for H.D. Vest from her home office and hopes to remain involved with the D/FW Chapter.

**Kimberly Hamilton** is now a "web concierge" Sales Manager at *SuperShuttle DFW*. She is also the Travel Club Secretary for the Richland College TEMM Program. Previously Kimberly was a Concierge at the *Westin Galleria Hotel*.

**Nancey Hernandez, CMP**, who's been at *The Adolphus* for many years, has joined the *Dallas Convention & Visitors Bureau* as National Accounts Manager, Texas Market.

"Baby Boy Blue" is being seen around town....  
Congratulations to **Lori Fojtasek, Irving CVB** and husband, David, on the birth of Pierson Adam on July 6, 2005!

Congratulations to **Lisa Booth, Capital Grille** and husband, Joe, on the birth of Joe, Jr. (aka "Joey") on July 30, 2005!

We send our heartfelt condolences to **Sandi Galloway** and her husband Perry on the recent loss of Perry's father...our thoughts are with you and we wish you well!

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



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