

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

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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.

Generational Differences and Relationship-Building in the Meeting Planning Business

By Susan M. Pottorff, Ph.D.



According to Successful Meetings 2005 State of the Industry Report, the meeting planning industry is making a recovery. Companies are holding more meetings of all kinds and fewer meetings are being canceled than in previous years. For example, thirty two percent of planners reported the need to cancel a meeting in 2002, while only 20 percent of planners needed to cancel a meeting in 2004.

Along with an improving economy and a boom in the meeting industry is an increased recognition by organizations about the importance of using meeting planners. Over half of all survey respondents in the Successful Meetings 2005 State of the Industry Report believe that the meeting planner's role is increasing. This recognition puts a brighter spotlight on every aspect of the meeting planning role.

This heightened awareness of the meeting planning profession means that more will be expected in terms of communication, professionalism, and responsibility. Meeting planners are being asked to do more with less, to better define return on investment (ROI), and to use appropriate business methodologies for each meeting held. In order to adapt to these increasing job changes, planners will have to understand the importance of how communication plays a role in building relationships both within and outside of their organization. Acquiring new skills and being open to fresh ideas will be of extreme importance to planners in addition to relationship building skills.

What can planners do to ensure their success in this changing environment? How can meeting professionals develop their relationship-building and collaboration skills? What role does the use of technology play in the skill of communication and building these important relationships? Lastly, how does the generation that we were born into effect our ability to communicate and connect with the people that we are interacting with?

Generational Differences

Prior to discussing generational differences and how they play a role in relationships and the use of technology, we must first define the generational groups. We will be discussing traditionalists, baby boomers, generation xers, millenials and cuspers. Caution needs to be applied when reading or discussing generational differences as to not stereotype or generalize as there are individual differences within each group. For example, not all Generation Xers change jobs frequently or mistrust institutions.

Traditionalists - Born 1900 to 1945. Also known as the World War II generation, many traditionalists are close to retirement or have retired and are working part-time. Having experienced two world wars and the Great Depression has given many in this generation the ability to live within limited means. They are known to be financially conservative, loyal, hardworking, and faithful to their organizations.

Baby Boomers - Born 1946 to 1964. Known to be optimistic in their attitudes towards work, they all but invented the 60-hour workweek, largely in part due to their large numbers, they felt forced to compete for promotions. Working longer and harder seemed to be the way to get noticed and move up the career ladder. Their sense of who they are is closely related to their career accomplishments. Older baby boomers were raised without desktop computers.

continues on page 3

DALLAS/FT. WORTH
CHAPTER



DEFINING THE POWER OF MEETINGS™

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President's Message:



Interact, Inspire, Innovate...

2006-2007



Sally Goldesberry, CMP, CMM
2006-2007 President

The year has really gone by so quickly and with the 2006 holiday season officially upon us, this is the best time to slow down and reflect in what will be a whirlwind of activity for most of us from now until early January 2007!

November is the month when the fall season finally feels like "fall". In Texas, the fall season generally includes the small joy of seeing our first frost, the start of deer season, watching high school football playoffs, and many other traditions many of us hold dear.

For me, fall, and November in particular, represent one of the most important holidays of all, Thanksgiving!

For years, Thanksgiving has meant the day that I gather with my family. Whether it is for the first time of the year, or the fifth time of the year, it's the warmest feeling to embrace my family. At Thanksgiving, year after year, we relish our time together in one another's company and enjoy that special camaraderie you can only get from being surrounded by family.

It is my hope that all of our MPI D/FW Chapter members enjoy and appreciate the special significance of the Thanksgiving season.

Not only should we remember what a special gift our family and friends are, but that our fellow MPI families are of special importance in our daily lives, as well. Let's be thankful for our involvement with this important and special organization.

Happy Thanksgiving!

JPA Scholarship Grants Available NOW for PEC 2007!

If you want to attend the Professional Education Conference in New Orleans this January, now is the time to access, complete and submit the JPA application. YOU could be one of the members chosen to receive financial support.

JPA Applications are currently being considered for grants to the MPI PEC New Orleans in January.

Please visit the chapter website at www.mpidfw.org and review the criteria for submitting an application.

SUBMISSION DEADLINE:

The deadline to submit an application for JPA funds to attend MPI PEC is December 1, 2006.

Generational Differences...Continued from page 1

Generation X - Born 1965 to 1980. They are more technically savvy than most baby boomers, having grown up with video games, remote controls and computers. Many witnessed their overworked baby boomer parents get divorced and lose their corporate jobs due to downsizing. They also observed organized religion and big corporate impropriety which created an atmosphere of skepticism and mistrust of institutions. That said, they don't expect employer loyalty and may find it hard to be loyal in a job and see no problem in changing jobs frequently to advance their careers. The high divorce rates of their parents and the corporate restructuring which led to job losses made them more aware of the connection between work and family and how they would want to manage their life differently. Job flexibility through working part-time, taking extended leaves of absences for child care or personal reasons and working from home are all important options that Xers value and, in some instances, demand.

Millennials - Born 1981 to 2000. Most of this generation is still school age, but the oldest have just graduated from college and are entering the workforce. Millennials, sometimes referred to as Generation Y or the Internet Generation, were brought up entirely in the age of personal computers, cell phones, pagers and other electronic gadgets. This generation is eager to learn, confident, has high self esteem, and is adaptable. They favor teamwork having participated in many extra curricular activities and organized sports from a young age. They dislike the idea of having to stay confined to a rigid job description. In contrast to Generation Xers who change jobs and companies, millennials are more likely to make entire career changes or to build parallel careers. They also place a high value on job flexibility.

Cuspers are those individuals who are wedged between two generations. If your birth year falls near the beginning or the end of a given range of years, you may identify with more than one group.

The three groups that are considered "cuspers" are:

Traditionalist/baby boomer - born between 1940 until 1945. They have a similar work ethic as the traditionalists, but sometimes prefer to challenge the status quo like the baby boomers.

Baby boomer/Generation Xers were born between 1960 and 1965. While observing the older baby boomers success in the workplace, these individuals also experienced the recession. Computers didn't come along until after they graduated from high school.


Generation Xer/Millennials were born from 1975 to 1980. A combination of the Generation Xers skepticism with the millennial's optimism defines this group. This group is also referred to as the MTV generation.

Cuspers can be very valuable to organizations because they can relate so easily to more than one generation. This makes them ideal candidates for mediating, translating or mentoring.

Questions About Generations at Work

What do all of these generational definitions mean to the meeting planning industry? How does the generation you are born into impact your working relationships and communication styles? Are service levels affected due to differing relational and communication styles? For example, when is a telephone call more appropriate for building a relationship with a customer than an email? Does the generation that you were born into affect the way in which you communicate and build relationships with customers? What do meeting planners think about working with individuals from a different generation than their own? What can the generations learn from each other?

These questions will be addressed in the second part of this article to appear in a future addition of The Current. The focus will be on the characteristics and the working styles of the younger two generations, generation X and the millennials. As a society we are more familiar with the traditionalists and baby boomer generations; therefore, more understanding is needed about how to manage and motivate the younger generations.

Part two will also address how to better understand the younger generations in the workplace and in organizational settings such as the Dallas/Fort Worth Chapter of Meeting Professionals International. Several meeting planners from the Dallas/Fort Worth Chapter of MPI will be interviewed about their personal experiences in working with others from a different generation than their own. Their experiences will be shared anonymously for all to evaluate, contemplate and hopefully to learn from. 

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Sources cited:

Amer, Suzie, *Successful Meetings*, "Health of the Meetings Market", 2005 State of the Industry Report.
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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.

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Education WORKSHOP (Following November Luncheon)

Time: 1:45 p.m. - 4:15 p.m.

CODE Cracking Boot Camp

Dean Lindsay will present an in-depth workshop detailing the finer points of *Cracking the Networking CODE* that will help you increase sales and expand your business.*

While Mastering the 4 Steps to Priceless Business Relationships...

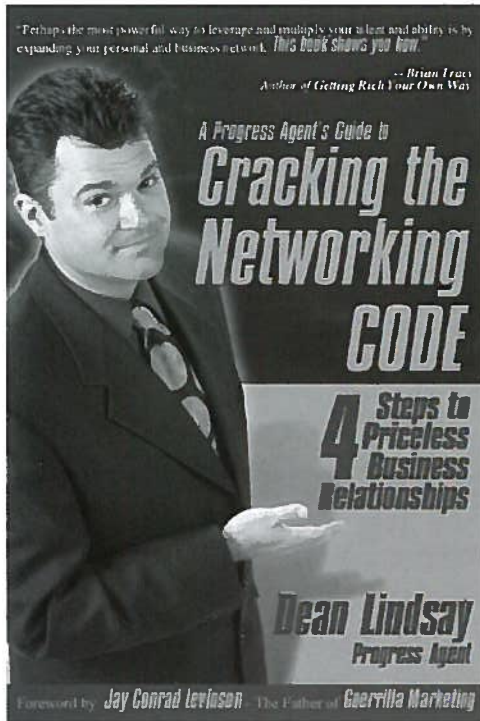
Participants Discover:

- ♦ The Top Ten Benefits of Networking
- ♦ 16 Examples of Proven Places to Network
- ♦ 9 Strategies for Opening Face-to-Face Relationships
- ♦ 20 Quick Tips for Delivering Solid First Impressions
- ♦ Insight on Business Cards and Note-taking

And...Learn How to:

- ♦ Be a Success in Your Own Eyes
- ♦ Conquer the FEAR of Networking
- ♦ Harness the Power in Numbers
- ♦ Gain Confidence Talking to Strangers
- ♦ Ask Progress-Focused Questions
- ♦ Listen As If Your Lifestyle Depended on It.

And of Course How to...*Crack the Networking CODE*.



* Each CODE Cracking Boot Camp participant receives a CODE Cracking Action Guide.



Jim Monroe,
CMP, CSEP

CMP Corner

The self-directed CMP Fall study groups are heavily involved with preparing for the January CMP Exam. A number of candidates have been meeting regularly at the home of Severine and Matthew Massengale. The deadline for submitting exam registration with the \$375 fee is November 13. The CMP University will take place on November 11, December 12 and January 6.

The more structured, formal CMP Spring Study Group will kick-off on January 30th, with an Introductory Session and Application Review. If you are interested in either the University or the Spring Study Group, please contact Jim Monroe, CMP, chair of the study group committee; jim@jcmonroe.com



CMP QUIZ - Pre-Cons

- 1) The purpose of a Pre-convention briefing (pre-con) is:
 - a) To finalize last minute adjustments
 - b) To plan your convention and confirm transportation
 - c) To meet the staff who will be helping you
 - d) To see the Executive Boardroom and site the property one last time
- 2) All details should be communicated to the facility and vendors by:
 - a) 60 days out
 - b) 30 days out
 - c) 2 weeks prior
 - d) 6 months out
- 3) You should meet the Convention Services Manager to start the planning process:
 - a) 18 months out
 - b) 6 months out
 - c) 12 months out
 - d) 3 months out
- 4) All of the following items may appear on your function sheet except:
 - a) Time room should be set up
 - b) Audio Visual Requirements
 - c) Names of VIPs
 - d) Number of speakers
- 5) All of the following hotel staff should appear at a meeting for 50 or fewer guests, except:
 - a) CSM
 - b) A/V Manager
 - c) General Manager
 - d) Meeting room set-up representative

ANSWERS: a, b, c, c, c, d

Chapter Meeting • Thursday, November 16, 2006 • 11:00 a.m.



Dean Lindsay

“Cracking the Networking CODE” with Author & Speaker Dean Lindsay

By Carole May, CMP, CTC

You can't achieve your best in this business without learning the all-important art of connecting. Dean Lindsay's rip-roaring presentation, based on his best selling business book *Cracking the Networking CODE: 4 Steps to Priceless Relationships*, is filled with fresh insights and practical tips on how to build meaningful, profitable, win-win relationships for business and life.

Cracking the Networking CODE is recommended reading by the *United Professional Sales Association* and *Profit* magazine. *The Dallas Morning News* says the book serves up “networking advice with wisdom, humor and concise guidance.”

Whether you have a black belt in business growth through connecting or are completely new to the concept, you will enjoy Dean's humorous yet highly practical approach to meeting, connecting, and developing long-term relationships with others.

A few words from Dean on Networking:

“There is a big difference between meeting someone and building a priceless business relationship with them. It's a long way from met to net, and because people misjudge this distance, the term networking has gotten a bum rap. Think of networking as a creative process; you create ways to serve and to help people progress. To build priceless business relationships and become a truly effective networker; you need to search out ways to help others progress. You progress as they progress. *Be Progress.*”

About Dean Lindsay:

Dean Lindsay delivers killer keynotes, breakouts, general session presentations, and interactive boot camps that empower progress in sales, service and workplace performance. As dynamic as he is down to earth, his unique and humorous style captivates and inspires audiences to shake off mediocrity and live up to their full potential.

Recognized as a ‘Sales-and-networking guru’ by the Dallas Business Journal, Dean Lindsay's clients include: New York Life, American Airlines, Chase Bank, Ericsson, and Western Union. He is a featured contributor to Executive Travel and Sales and Service Excellence magazines as well as the nationally distributed audio publication Selling Power Live.

Be sure and join us for the MPI D/FW Chapter November monthly program at the Marriott Dallas/Plano at Legacy Town Center as Dean Lindsay takes us through a highly valuable presentation on the fine art of networking like truly no one else can.

Thank you to our program sponsor Boston Coach, our facility sponsor Marriott Dallas/Plano at Legacy Town Center and our speaker sponsor Garrett Speakers International.

Host Facility

Marriott Dallas/Plano at Legacy Town Center

The Legacy Town Center is lushly landscaped with scenic parks, ponds, upscale shopping and entertainment venues. Overlooking Bishop Park and Lake, our Marriott Dallas hotel located in Plano Texas will create a worry-free productive and memorable visit. If you will be visiting our Plano hotel for a shopping getaway we are less than two miles from Sam Moon and IKEA both which we offer special package rates. Simply call 972-473-6444 and ask about our other Plano hotel special offers. We have many guests who comment on our superior service and the new Marriott bedding with our down/feather pillows. Many guests will take advantage of our free shuttle service within three miles of the hotel or simply walk to local restaurants from our Plano hotel. If you are an event or meeting planner we offer 25 meeting rooms with 32,000 sq. ft. of meeting space. Complimentary business center. Be sure to ask about our balcony view rooms.

DIRECTIONS

Directions from I-635 and Dallas North Tollway:

Go north for 12 miles to Legacy Drive Exit. Turn right on Legacy Drive to Bishop Road. Turn right and travel 3 blocks south. Hotel will be on right.

Cracking the Networking CODE

Thursday, November 16, 2006

Marriott Dallas/Plano at Legacy Town Center

7120 Dallas Parkway • Plano, TX 75024
Phone: (972) 473-6444

Sponsored by



11:00 am - 11:30 am	Chapter Orientation
11:00 am - 12:00 pm	Registration & Reception
12:00 pm - 1:30 pm	Luncheon and Program
1:45 pm - 4:15 pm	Education Workshop (complimentary for registered luncheon attendees)

Complimentary Valet 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. ONLINE

by 2:00 p.m., Monday, November 13th

Go to the “Events” section at www.mpidfw.org



Steve Bedwell, MD

Where the Heck is That Balloon?

by Steve Bedwell, MD

First, a thank you to all the folks who contacted us after the last MPI luncheon asking: "Where the heck is that balloon?" To bring those of you who weren't able to join us for 'Flex Your Perspective Power™, Supercharge Your Success' up to speed, I took a chance and swallowed a four foot balloon.

What? Why would I risk such a thing? To demonstrate a psychological pressure called closure, one of the major forces driving our behavior. In any situation, we have an inbuilt need to achieve resolution. Waiting for someone to return a phone call, for the results of a CMP exam - or even for a balloon to reappear - drives us nuts!

After the program, Patty Stern Markley, CMP of the DMM Group, pointed out that the group's preoccupation with the balloon swallowing stunt also illustrated another psychological process. A tendency we have to get caught up in a few details of a situation at the expense of seeing the big picture, I agree. There's no doubt that, for things to get done, we need to focus on the details. Unfortunately, when we fail to see the broader scope of a project, the things that get done aren't always the best things. In a nutshell: If you focus too much attention on the cheese, you might miss the mousetrap.

The Art of 'Zooming Out'

Here's an example: You are one of several independent meeting planners contacted by the owner of a gym to discuss the possibility of organizing an event at his facility. At this point, you can either discuss the gym owner's immediate need, he wants a banquet for 300 people with a sports theme, or you can focus on the broader canvas: How does this one event fit into the gym owner's higher level goals? The latter option - establishing the owner's higher level goals - positions you as an expert. You'll stand out in your prospect's mind and be far more likely to win the contract.

However, most people need to be taught how to avoid getting bogged down with the minutiae in order to see the big picture. This skill, which I call 'Zooming Out', doesn't come naturally. When you flex your Perspective Power™ it becomes a whole lot easier.

The 'Why?' Strategy

You can Zoom Out and establish the gym owner's higher level goals using the 'Why?' strategy. To implement this tool you repeatedly ask 'Why?' questions. Referring back to our prospect, here are a couple of possible ways in which this strategy could play out:

Scenario 1:

- You want to organize a banquet for 300 people at your gym, why is this important to you? Answer: I want to increase my membership...
- Why is it important for you to increase your membership? To offset the fixed costs of opening the building every day...
- Why is this important to you? To increase profits...

In this scenario the owner is all about the money. Once you're aware of his higher level goal - to increase profits - you can target your suggestions accordingly. You might explain that several, relatively modest events, would be more effective at raising local awareness of his gym than one big banquet. Alternatively, how about a sponsorship drive with a party for local business owners? It would be of tremendous value to a local chiropractor to have her name printed on all the yoga mats.

Scenario 2: (A second gym owner with a different higher level goal)

- You want to organize a banquet for 300 people at your gym, why is this important to you? Answer: I want to increase my membership...
- Why is this important to you? Every person who joins up is likely to inspire other members of his or her family to enroll...
- Why is this important to you? The gym would become a place for families to enjoy quality time together...
- Why is this important to you? It would reduce juvenile delinquency in the area...
- Why is this important to you? It breaks my heart to see young people getting into trouble with the law, and I want to do my part to prevent this happening.

In this second scenario, you might suggest planning an outreach exercise program for the disadvantaged youth in the locale. Notice that, while the second gym owner has the same immediate goal as the first owner - to organize a banquet - it reflects a totally different higher level goal and leads to a totally different action plan.

Other gym owners would value different higher level goals, perhaps a passion for increasing the level of fitness in the local community, or one particular owner might simply want to outperform his sister who owns a gym on the other side of town. My point is this: *Targeting a prospect's higher level goal is the key to differentiating yourself from your competition and providing outstanding customer service.*

Start asking your clients the 'Why?' question and uncover their higher level goals. Before you know it, as you plan your meetings, you'll be launching initiatives that make a difference.

Oh and, by the way, the balloon passed without incident! 🌐

Dr. Steve Bedwell is a national keynote speaker. Whatever your industry's hot issues, Steve's original, science-based strategies will enable your people to step back, look at their challenges differently and take effective action. <http://keynote-speaker.net>

Holiday Gala • Thursday, December 14, 2006 • 6:30 p.m.

Peace on Earth Around the World

Let's all celebrate the upcoming holidays together at the Omni Dallas Hotel at Park West. This year we felt "Peace on Earth" was an appropriate theme, with a bit of a global twist! The December meeting is traditionally the one meeting designed purely with your enjoyment in mind, and it is also the best time ever for you to bring along your spouse and/or significant other to show them what it's like to be completely entertained MPI style. Pull out your Holiday Attire. If you've got the time, we would love to see you in that sequined dress you've been waiting to wear or even that tuxedo that's been hanging in the closet, but of course, wear what's comfortable to you for celebrating the holiday season. Spectacular entertainment will be provided throughout the evening. Great food, great spirits, and the best of company you won't want to miss.

Our host facility, The Omni Dallas at Park West, has been gracious enough to set aside a block of sleeping rooms with a special rate of \$109.00 for those wishing to stay overnight the evening of the 14th. If you're interested please call 1-800-THE-OMNI to make reservations. Valet parking will be at a discounted rate of \$8.00, and there is ample complimentary parking in the garage which offers direct access to the ballroom foyer.

Thank you to our co-sponsors; Farmer's Branch Convention & Visitors Bureau and Canadian Tourism Commission and our facility sponsor, Omni Dallas Hotel at Park West.

The pleasure of your company is requested. Come and enjoy an evening of Peace.



Peace on Earth

Thursday, December 14, 2006

Omni Dallas Hotel at Park West

1590 LBJ Freeway • Dallas, TX 75234

Phone: (972) 869-4300

Sponsored by



CANADA
Keep Exploring

6:30 pm Registration & Cocktail Reception
7:15 pm Dinner & Entertainment

Attire for the evening is holiday festive.

Parking:

There is a discounted rate for Valet Parking of \$8.00, and complimentary parking is available in the garage with direct access into the ballroom foyer.

Advanced Member Price	\$50.00
Advanced Guest Price	\$50.00
Onsite Price	\$65.00

(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. ONLINE

by 2:00 p.m., Monday, December 11th

Go to the "Events" section at www.mpidfw.org

Host Facility

Omni Dallas Hotel at Park West

Sophisticated style is the feel of the newly renovated Omni Park West. Each of its 337 guestrooms include new furnishings, 32-inch LCD HD flat screen televisions, Serta Presidential series bedding package, artwork and more await you at the Omni Dallas Park West. The Omni Dallas Hotel at Park West is convenient to the Las Colinas business district, shopping, Texas Stadium and other major attractions. Patterned after the architecture of an ancient civilization, the Omni Dallas Hotel at Park West is framed by a luminous lake and a lush green park. This 12 story AAA four-diamond hotel offers meeting rooms with 17,000 square feet of function space. The Omni Dallas Hotel at Park West also features a state-of-the-art Texas Learning Center, an amphitheater with 300 seats, built-in state-of-the-art audiovisual equipment and ergonomic chairs.

DIRECTIONS

FROM DFW INTERNATIONAL AIRPORT - 8 MILES

Take DFW International North Exit to I-635 East to Luna Road (approximately 7 miles). Turn right. Hotel is on the corner of I-635 and Luna Road.

FROM LOVE FIELD AIRPORT - 15 MILES

Exit Love Field Airport and turn right onto Mockingbird Lane. Follow Mockingbird Lane to I-35 North, continue on I-35 exiting left to I-635 West (LBJ Freeway). Exit Luna Road, turn left on Luna Road and the hotel is on the immediate right.



Rupa Dutia

Preparing To Do Business in Asia is All About Getting Down To The Basics

By Rupa Dutia, Regali Promotions

Is Asia on the map as a location for your next meeting? Are you ready?

According to AK Margo, Founder Chairman of Greater Dallas Indo-American Chamber of Commerce states, "Indian economy is growing between 10 - 12% a year in trade. It is exploding mainly in technology, tourism and health sector. Tourism to Asia has grown remendously in the last 4 years, especially with Delta Airlines & American Airlines non-stop flights. These things are making it a lot easier to travel, and do business with India.

It can be an exciting experience to do business in Asia if all the basic elements are in place and you have an open mind to embark on an exciting adventure.

The cultural and environmental differences-the people, languages, tones, dress, food, the sounds and smell- of Asia vary by each region.

Sooner or later one of us will be faced with an opportunity to work on a Meeting, Conference or Exposition in Asia. This could be a golden opportunity to do business in a new market for those who have a willingness to learn, adapt and adjust to cultural differences.

Let us imagine you are asked by your top internal or external client to hold a 5-day medical conference in Mumbai.

First step is to find a trusted friend - use your local connections at Chambers of Commerce, Embassies and/or Consulate in the US. These are great resources one can refer to reach local organization in the Indian cities. Other organizations such as Rotary and Lions Club can be helpful. *The key is to earn validation.* This is the way Asians work! You always work with someone who is known as a person of excellent standing in the local Asian community.

Once you make a contact, try to visit them in person. Look for common interest. Most Asians are passionate about sports, football, cricket, hockey, fine arts, fine food and most important family. Family is an integral part of the Asian culture and most live in joint extend family. When visiting bring a brag book so you can show off your family.

It is common and is considered an Honor to be invited to family home. When you visit you will be expected to remove your shoes when you enter the home. Dress conservative even though it may be an evening affair. Expect to be served several courses and most meals may be all vegetarian.

The Asians follow a culture of protocol: When addressing elders use the formal salutation of Mr. and Mrs., and bring a gift. Candies, chocolates or flowers are always appreciated. In Asia business is discussed in the office and not in the home so wait for the appropriate time to discuss your next meeting.

Know that the Indian culture takes their work very seriously and if they do not fulfill that expectation it is considered shameful - thus when you are asked to give more details it is only to ensure that all your needs will be met! The rest will be easy, the democratic country is safe to visit, but like any large international city use caution at all times, organized law and order will give you a feeling of safety.

The secret of doing business with the Indian culture is being patient and to communicate your expectations in detail. Add extra time, hours and days when you are meeting with deadlines. Indian culture is technology savvy, but with a 12-hour time difference you'll face time challenges. (However, you can always get an answer to Mumbai or New Delhi with a phone call and the personal touch of calling, even to just leave a message, will always be appreciated!)🌐

NOTE: Rupa Dutia, President of Regali Promotions travels to Asia frequently throughout the year to conduct business and is expert in doing business in Asia. Feel free to contact her at rupa@regalipromotions.com

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Kim Reynolds, CMP

ABC's of Meeting Planning Fundamentals:

Jump start your career and spend the day learning core competencies vital to the success of your profession.

Date: Tuesday, December 5, 2006

Location: Richland College

12800 Abrams Rd. Dallas - Crockett Hall Room 140

Time: 8:00 a.m. - 4:00 p.m.

Parking and Lunch Included

Space is limited.

A minimum of 20 attendees is required for program to be offered.

Register online at www.mpidfw.org

For more information contact M.T. Hickman 972-238-6097

Who should attend?

Anyone working in a corporation or an association with less than three years meeting planning experience!

Planners: If you have Administrative Professionals in your company who plan small meetings/events, "share the wealth of knowledge" and encourage them to participate in this program! The program is "hands-on" and is designed to provide the planning skills necessary to complete a multi-day meeting from site selection through program specifications. At the conclusion of the course participants will be able to confidently plan small to medium sized meetings.

Suppliers wanting to gain new business understanding will find this workshop helpful by learning about meeting planning basics through the eyes of a planner so you can better understand your customer's challenges and responsibilities.

The workshop is complimentary for MPI D/FW Members and a Guest. The workshop will include the necessary tools, skills and checklists to complete a multi-day meeting.

Program will include:

- RFP (Request for Proposals)
- Budgets
- Food & Beverage planning
- Contract basics
- Room Set fundamentals
- Audio Visual basics

Instruction will utilize a case study format to cover the ABC's of meeting planning as you work through an actual multi-day meeting.



M.T. Hickman, CMP

Hospitality Spanish

by M.T. Hickman, CMP

BACK BY POPULAR DEMAND...we are happy to announce that the MPI Spanish Hospitality course is back! Our first session was a huge success and we are excited to invite everyone to this fun and educational class.

Previous Spanish knowledge is not required. Everyone from beginners to intermediate/advanced speakers can benefit from this class, which focuses on communicating with hospitality industry personnel.

Classes run Jan. 30 - March 20 (Tuesdays) at 6:00 p.m. The amazing cost of this 8-week session will be \$90 for MPI members and \$125 for non-members. This cost could be less, depending on possible available grants, sponsorships, and student numbers. For more information, please contact Monica Salazar at msalazar@spearone.com or (972) 661-6057.



Judith Gausnell

Advancing Women

MPI D/FW Chapter Women's Leadership Committee

"Gender - Speak"

By Judith Gausnell

"Remember, no one can make you feel inferior without your consent." - Eleanor Roosevelt

It's a well-known fact that men and women communicate differently; I was reminded of it recently at a reception when my date ran into a friend from college that he had not seen for a while. As he greeted him with a bear hug he said, "Charlie, you old balding, pot-bellied son-of-a-gun...are you still drivin' that same old clunker we used to party in?" This charming "hello" was happily greeted with a retort that was equally as irreverent, but it caused me to consider my college roommate's reaction to a similar greeting from me. If I said something like, "Hi Martha, you prune-faced, peroxide blonde witch, isn't that the same suit you were wearing last time I saw you?", our reunion would immediately turn icy. Instead, I would probably give her a big hug and tell her that she looked fabulous. Regardless of their difference, both of these greetings are intended to create an instant sense of camaraderie - men just phrase things differently than women.

There is much conversation in the business world about whether differences between the genders are nature or nurture. A story told by a female business acquaintance with a high level job in the construction industry confirms that at least part of it is nature. She and her mother, who was in town for a visit, were sitting in the breakfast room having coffee together. They glanced out to see my friend Pat's daughter playing alone in the back yard, rocking a stick in her arms. Grandma, startled, wanted to know what on earth the child was doing; Pat explained that her daughter was playing dolls. You see, reacting to her own efforts to excel in a male-dominated industry, Pat wanted to make sure that both her children, a boy and a girl, grew up believing that there were no gender restrictions on their achieving their personal goals. Her daughter at age seven had never owned a doll.

Pat immediately complied with her mother's instructions to "get that child a doll," but as she was telling this story, she laughed and said the day before the very same stick had been a gun in the arms of her son. He had been in the backyard blasting away at some unseen enemy, making that rat-ta-ta-ta sound that only little boys can make.

Regardless of how much we hear and read about roles changing, historical stereotypes still generally hold true: masculine strength, feminine gentleness; male competitiveness, feminine collaboration; men rushing to the bottom line, women ensuring understanding. The fact is that these female attributes are positive influences in the workplace when they are tempered with a few minor yet powerful changes in communication patterns.

Here are seven simple suggestions that can improve the impact of a woman's communication with men:

Quit apologizing out of habit. Stop saying you are sorry for things you cannot control - the weather, someone else's bad hair day; apologize when you are actually responsible for some damage done and you really regret it. Are you apologizing on your voice mail message?

Learn to say "no." Prioritize projects that are important to you and fit into your schedule; let the others go. Rather than looking incompetent, you will look wise. Even at work, making the right choices will ensure that you do the selected jobs well.

Make powerful statements. Get the word "feel" out of your statements unless you feel sick. Adding the word "feeling" to your opinion makes it sound like an emotion rather than a well-founded perspective. Rather than, "I feel this is the proper course to pursue" say "My research indicates this is the path to take."

Give instructions that are polite, yet clear. Do not say, "Would you mind closing the door?"; instead say, "Please close the door." Do not say that you need a report by 5 pm. The directive should be about the report - "Please complete the report by 5 pm" - not about your need.

Credibly ask questions. Questions are always valid; do not begin your question by asking, "Can I ask a question?" When you need more information say, "What? How?" or "Please explain."

Don't turn statements into questions. If you have an opinion, state it with confidence. Rather than, "I think we should invest in this project, don't you?" recommend the investment with your reasons. If you really want feedback say, "Give me your feedback on the value of this project."

Avoid hedging. Don't make suggestions by "sort of" submitting them: "I sort of thought we should hold our meetings in the afternoon." Or, if you have an idea, don't suggest it by saying, "This is probably a stupid idea, but..." Sell your ideas with conviction.

These minor adjustments in your communication habits will have major impact on your credibility when you are talking with men. Even a little light-hearted bantering will go a long way in establishing a conversation comfort zone with the opposite sex. 🌐

*If you are interested in entertaining and educational reading on deciphering conversations, look at these titles from linguist Deborah Tannen, PhD: *You Just Don't Understand: Women and Men in Conversation*; *Talking from 9 to 5: Women and Men at Work*; *You're Wearing That?: Understanding Mothers and Daughters in Conversation*.*

MPI Members interested in participating on the Women's Leadership Committee are encouraged to contact Tara Judd, Chair. Tel: 972-468-2108 or email tarajudd@imagineevents.com. The committee meets once a month on Monday nights from 6-7:30 p.m.

MEMBERSHIP NEWS



We Scored a Touchdown at Fox Sports Grill

By Carrie Elder, CMP



Carrie Elder, CMP

The Membership Committee extends a big, heartfelt thank you to Amanda Webb at Fox Sports Grill in Plano for hosting the highly successful networking event on September 27th. Almost 60 people joined with colleagues for an evening of tasty hors d'oeuvres, ice-cold cocktails and loads of networking.

We had a great turnout from the local D/FW Chapter, along with numerous out of town MPI members who traveled to Dallas to attend the monthly meeting scheduled for the following day!

The night capped off with a prize drawing courtesy of Fox Sports Grill with the lucky winner receiving complimentary Dallas Stars tickets.

If you're interested in hosting future networking events, please contact Bedford Wynne at bedford.wynne@golimo.com or 214.500.2298.

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.

Leslie Golder.....DaimlerChrysler Financial Services
 Nicole D. Boutte.....Adams Mark Hotel Dallas
 Jeananne Hawking.....Arlington Resort Hotel & Spa
 Jason M. Byrd.....Dallas Marriott Suites Market Center
 Melissa D. Mullen.....Student
 Carol Rees.....Homewood Suites by Hilton - Fossil Creek
 Grant Kenneth Fleming.....3D Destinations
 Sheila D. Wilkinson.....Student
 Linda G. DiMeglio.....BeautiControl
 Kimberly Grooms.....
 Claudia V. Trejo.....Student
 Amanda Prudden.....



Leah Belasco
 'Grapevine' Columnist

Heard it through the Grapevine!

David Abadie has joined *Dallas Stage Right, Inc.* as Account Executive. What you didn't know about David is that he's a Martial Arts instructor and speaker on self-defense. He's just opened North Dallas Martial Arts, LLC for night classes.

The *Dallas CVB* announced **Dana Williams** as the Regional Sales Manager-Texas. She is based in the Austin office. Dana previously was at *Hilton Austin* and is an involved member of the MPI Hill Country Chapter.

Laura Hallock has joined *Fun Factory Event* as Regional Director of Operations, Dallas and San Antonio.

Welcome to D/FW! **Heather Puckett** has joined *PRA Destination Management Company D/FW* as Sales Account Executive. Heather previously was with *Mystic Dunes Golf Club* in Orlando and an active member of MPI Greater Orlando Chapter.

Randall Elmore is Director of Sales & Marketing for *Hotel Lumen*, a new boutique hotel located near SMU.

Congratulations and best wishes to **Tiffany Garrett, CMP**, of *Dallas Fanfares* and Aaron Shurts, who married October 6, 2006 on the Amalfi Coast in Italy

Congratulations! **Nicole Northrop Jost, CMP** of *Four Seasons Resort and Club* and **Kevin Jost, J&S Audio Visual**, are "standing tall" as new, proud parents of their first child, a baby daughter named Katelyn who was born June 17th, 2006.

Congratulations to **Deanna Frazier, Marriott International** National Sales Manager and **Byron Frazier** with *PRA Destination Management Company D/FW* on the birth of baby daughter Salah Audrey, who was born on August 21, 2006. Salah joins brothers Zachary and Aidan.

Jodi Adcock, CMP, has joined *Aquent*, contracting for Texas Instruments, as Event Marketing Manager.

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



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- LAURIE SHAW Area Sales Manager

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