

# CURRENT

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Charlotte Conn, Jennifer Fortman,  
Sandra Fouke, Lise Lang,  
Matthew Massengale, Lisa Yarbrow

December 2007

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DALLAS/FORT WORTH  
CHAPTER  
● MPI

MEETING PROFESSIONALS INTERNATIONAL

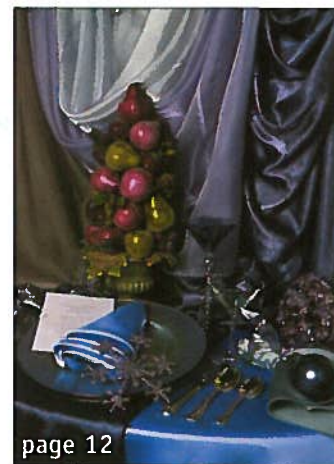
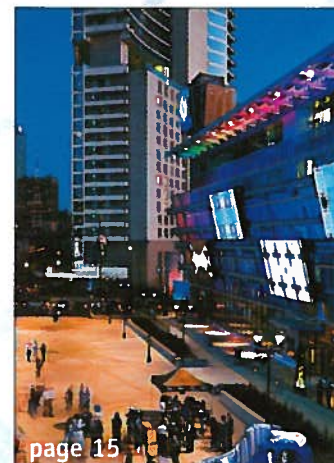
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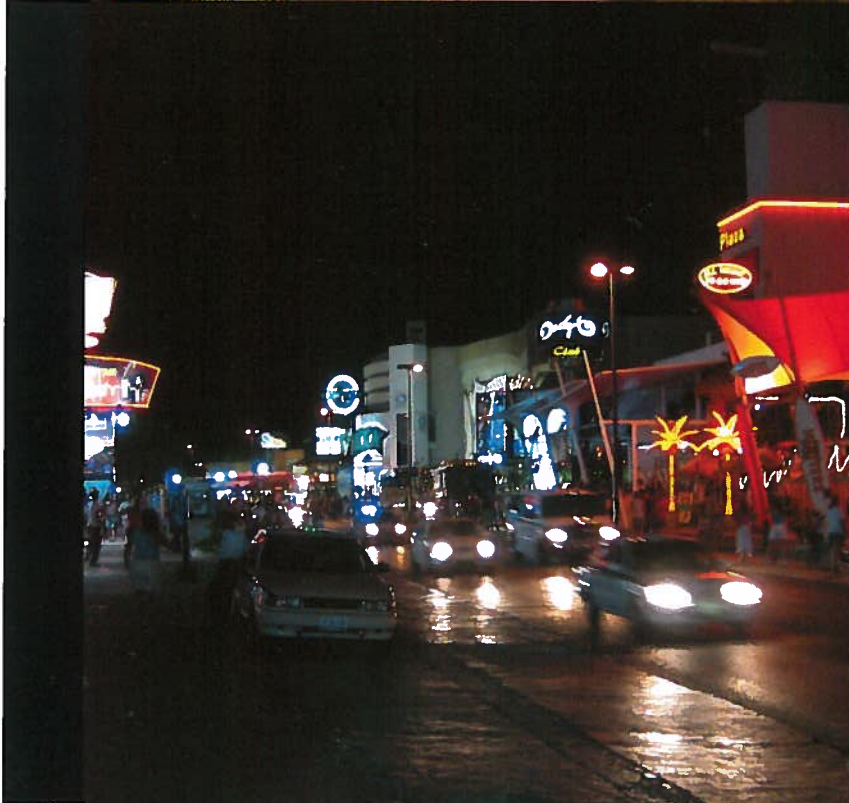
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## I am CMP

**Carrie Elder, CMP**  
Texas Society of CPAs  
Dallas, Texas



I serve our  
membership of  
more than 28,000  
and never miss  
a margarita night  
in Cancun.

CMP designees represent the top 12 percent of all meeting planners who plan meetings, conventions and events throughout the United States and around the world. Currently, 12,549 professionals in 35 countries and territories across the globe have the advanced training and experience required to be called a Certified Meeting Professional (CMP). Working with a CMP assures the client they are aligning with a true professional.

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MEETING PROFESSIONALS INTERNATIONAL

To learn more about obtaining your  
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## Celebrating the Season!



By **Nancey Hernandez, CMP**  
Dallas Convention & Visitors Bureau

**Our board and committee members are committed to you. They tirelessly dedicate their time and creativity to make improvements and take our Chapter to the next level.**

The holiday season is all about giving back to those who mean the most to you. To me, this means my husband, family, clients and my MPI friends and support system.

I have come to appreciate the "seemingly" small gestures of our partners within the Chapter. In the last edition, I spoke of how our community is evolving and changing. This is immediately visible as you drive around the North Texas area. In light of this, I wanted the logo to represent the 2007-2008 MPI D/FW Chapter term. I had trouble visualizing what would represent "Building Partnerships" to include our chapter makeup as well as the growth and development throughout our Metroplex. I received a lot of input from several people, and ultimately, my friends at Zoom.7 Productions came up with the fabulous logo you see today. This was a gift of time and creativity, and I am so grateful for their efforts!

Each month, there are several "behind the scenes" folks who give their time and talent as a gift to the MPI D/FW Chapter. Jim Woods takes fabulous pictures so we can document the events. Bill Reeser with AVW-TELAV and his team make sure we can hear the speakers and see the presentations. There are so many more partners who offer their efforts as gifts, and we thank them for their dedication and support. Be sure to thank them and show your support by "Buying MPI!"

In the spirit of gift-giving and the holiday season, the MPI D/FW Chapter is giving back to its members. We have recently voted to lower our monthly meeting prices. We compared our pricing with other chapters of similar size, and I am pleased to tell you that MPI D/FW offers one of the best values in the industry! We also recently revealed new communications vehicles with a new Web site format and a new magazine. Our board and committee members are committed to you. They tirelessly dedicate their time and creativity to make improvements and take our Chapter to the next level.

Enjoy the season!

Sincerely,

A handwritten signature in black ink that reads "Nancey Hernandez". The signature is fluid and cursive, with a large initial "N" and a stylized "H".

Nancey Hernandez, CMP  
President, MPI D/FW Chapter

## Decompress this Holiday Season



By Jennifer Fortman  
Gleneagles Country Club, Plano

**In this business  
we are so busy  
planning for our  
clients, bosses  
and everyone else  
that we never  
take the time to  
plan for ourselves.  
Take 10 minutes  
now and set  
some reasonable  
expectations.**

### Correction

The "CMP" designation was mistakenly added to editor Jennifer Fortman's signature in the November issue of *Current*. The publisher, Naylor, LLC, regrets this error.

I had not even begun to digest my Thanksgiving dinner, but I felt it was critical to defy gravity, quite nearly falling off a 20-foot ladder to get holiday lights up on my house! I carefully took surveillance of our neighbor's progress compared to what I had accomplished. Is it a neighborhood race? Is there a prize? What was I doing? As I made a mad dash to the attic to pull out the remaining holiday decorations, I felt my body getting progressively tenser. Later, I sat on the living room floor unpacking my red and green Rubbermaid containers and discovered something quite humorous: five years of unopened Christmas cards boxes; cards I had purchased and that my loved ones had never received despite my best intentions to let them know I was thinking of them during this joyful, spiritual, festive and completely psychotic time of year.

I reflected a little on years past—including nearly tackling a woman at Toys "R" Us over a limited-edition Tickle Me Elmo, crying over a broken camera because I couldn't capture the "magic" of the season and, of course, those holiday cards that never reached their final destinations. As I sat quietly laughing at myself, I felt the dark cloud that had been hanging over me (since that last bite of pumpkin pie) quickly disappear. At that moment I committed myself to make some changes this holiday season.

In this business we are so busy planning for our clients, bosses and everyone else that we never take the time to plan for ourselves. Take 10 minutes now and set some reasonable expectations. Here are some quick tips to think about:

- Get enough rest.
- Don't overdo anything, including eating, drinking, spending or attending holiday parties.
- Don't strive for perfection. It's not a very reasonable goal the rest of the year, let alone during the holidays.
- Communicate to everyone that you will be practicing moderation in all areas of life this holiday season.
- Just say no. If it is not going to bring you and your loved ones more joy, gently decline invitations and offers to do more.
- Get creative. If past traditions are not working, use your imagination to create some new, simple and inexpensive ones you and your family can enjoy.

Set reasonable goals this year, and experience the festivities in a more relaxed and peaceful manner. And, hopefully, this year you won't find me on Christmas Eve completely frazzled, standing in line at CVS to buy the last rolls of wrapping paper and scotch tape. As for those holiday cards, I'm giving up those high hopes this year. Happy holidays!

Sincerely,

*Jennifer Fortman*

Jennifer Fortman  
Editor, *Current*

## MARK YOUR CALENDAR



### Holidays Around the World Chapter Meeting: Dec. 20, 4-8 p.m.

By **Jodi Adcock, CMP**  
Texas Instruments

No matter where you will spend your holidays this year, the MPI D/FW Chapter will make the travel easy and the packing light. Experience delicious cuisine, delightful culture and defining traditions at our annual holiday gala at The Richardson Hotel.

A special menu of holiday items from around the world will be featured, along with decorations created by students in the Richland College TEMM program. While you network, prepare to be entertained in an international style. If singing and dancing don't get you in the holiday spirit, then wait until you spot all the great goodies on display for the international silent auction. If you are a shopping procrastinator, this is the perfect place for you!

Come celebrate a fantastic year with friends, colleagues and your spouse or special guest, and take time to share your own heritage, too. If you have attire that represents your lineage, wear it proudly! We can't wait to share an evening of world travel, great food, unique gifts and outstanding entertainment with YOU!

#### Pricing

\$35.00 for members and guests  
with advance registration.

\$45.00 for walk-ins

## Community Cultural Connection

Mark your calendars for the networking event you won't want to miss!

Join us for our first Community Cultural Connection Networking Event to be held on Jan. 16 at the beautiful Sara Ellen & Samuel Weisfeld Center in downtown Dallas. In keeping with President Nancey Hernandez's theme of reaching into the community and creating partnerships, this event will be attended not only by your fellow meetings industry members but also by the community of "new Americans" organizations. They call themselves "new Americans" as they are first-generation residents of the metroplex area with parents who immigrated to the United States from other countries. This segment of the D/FW population is expanding dramatically and along with it—so is their buying power. Now is the time to begin building relationships and business-to-business opportunities. Planners, build your supplier chain list. Suppliers, increase your potential customer base.

Complimentary beverages, tastes from around the world and global entertainment! Fabulous door prizes! The Weisfeld Center is a must see! Enjoy learning about different cultures and how being part of the MPI community is key to your business success!



**When:** Jan. 16, 4-7 p.m.  
**Cost:** Complimentary  
**Where:** \*Weisfeld Center 1508 Cadiz, Dallas  
**Parking:** Complimentary valet parking and public space  
**Register:** [www.mpidfw.org](http://www.mpidfw.org)

*\*For building accessibility issues please call the Weisfeld Center in advance to ensure access. 214-752-8989*

## Newer Member Networking Event: What a Success!

By **Carrie Elder, CMP**

Wow, what a wonderful evening we had on Nov. 16 at Sambuca in Addison! The newer members of the chapter gathered to mingle with other newer chapter members, all while learning about the prestigious award-winning D/FW Chapter. We played a fun networking game before discussing the various ways to get the most ROI out of an MPI membership and the multitude of ways to get involved within our chapter.

Being a new member of a large chapter can be a challenging endeavor. The next time you see someone with a new member ribbon on their name badge or with an overwhelmed look on their face, take a moment to introduce yourself and begin building a new partnership for a lifetime.

The membership committee extends its sincerest thanks to Sambuca for hosting this event.

# MEETING PLANNING AT YOUR FINGERTIPS?

## Meeting Professionals Point and Click



By **Tim Barrett, CMP**  
Atlanta Arrangements, Inc.

**It's estimated there are as many as 213 million searches a day using the Internet.**

Type "plan a meeting in Atlanta" in your favorite search portal. If you use Google, you'll get almost 3 million Web sites to visit with pages as varied as the local convention and visitors' bureau to area hotels to a professional bagpiper who will "wow" your next corporate event.

Looking for a florist for your next function? Typing "Atlanta florist" gives you more than 1.2 million choices to click and browse. "Atlanta caterer" yields 13.4 million sites. Forget about dinner. You'll have nearly 25 million sites to peruse if you type "Atlanta restaurant" in Google!

It's estimated there are as many as 213 million searches a day using the Internet's various Web searching portals like Yahoo, MSN, AOL, Google, etc. Meeting Professionals International (MPI) has more than 22,000 members. Meeting Professionals International Georgia Chapter (GaMPI) makes up nearly 1,000 of that number. Do the math. Meeting planners, suppliers and students have to be using the Internet. The question is how?

### Essential for Business

Several years back, MCI WorldCom Conferencing conducted a study on Internet usage in the workplace. Not surprisingly, more than half of

the respondents cited the Internet as being "central" to the daily work they conduct for their companies. From using Web sites to find out the weather for their destination to current currency conversions for their international travels to printing out a turn-by-turn map to their next business appointment, the Internet plays a vital role in the lives of all professionals – not just meeting professionals.

"I absolutely use the Internet to research outside activities for our national meetings," said Karen Galdamez, program coordinator for the Council on State Taxation. "For example, I use the Internet for ideas for themed receptions, for evening activities, for sporting events or shows and also for searching for unique venues for private tours."

Galdamez is not alone. In 1994, planner members of Meeting Professionals International Chicago Chapter were surveyed on their attitudes and beliefs about the Internet in conducting their jobs. The results overwhelming confirmed that the Internet had "positive qualities and benefits in planning group meetings." Most importantly – especially in today's "do more with less" work ethic – the Web was viewed as a cost effective planning tool.



The WOW Factory, located in Atlanta, recently did an independent study of Internet keywords. Below is a sampling of some of the top searched words with the fewest competing sites. The higher the number of searches and the lowest numbers of sites indicated positive keywords to include to maximize page visits.

- Icebreaker and teambuilder for corporate meetings ..... 7 searches in 24 hours ..... 0 sites
- Check list for planning a special event..... 15 searches in 24 hours..... 2 sites
- Los Angeles special event production ..... 87 searches in 24 hours..... 2 sites
- Corporate party entertainment ideas ..... 12 searches in 24 hours..... 4 sites
- National meeting and event planners ..... 5 searches in 24 hours ..... 6 sites
- Atlanta World Congress Center events..... 40 searches in 24 hours..... 8 sites
- Company video production..... 28 searches in 24 hours..... 75 sites
- Atlanta corporate events ..... 7 searches in 24 hours ..... 824 sites
- Product launch marketing ..... 20 searches in 24 hours..... 9,970 sites
- Event planning guides ..... 6 searches in 24 hours ..... 35,000 sites
- Party planning special event ..... 31 searches in 24 hours..... 83,800 sites
- Meetings ..... 25 searches in 24 hours..... 192,000,000 sites

Several sites visited actually had case studies of previous events so planners can get an idea of the overall possibilities of choosing a particular vendor. Not only does this serve to spark the creativity of the meeting or event planner, but also allows the organization to "audition" a supplier firm without having to place a call or submit a request for proposal (RFP).

With the advancement of procurement's role in planning meetings as well as industry downsizing, companies have tight-

ened budgets as it pertains to planning meetings and events. Although, each planner interviewed preferred a personal site inspection, the reality is this is sometimes a luxury especially with smaller-scale programs.

Repeatedly, meeting planners have voiced their desire for truth in advertising if you will and not just the "pretty pictures" from several years back. High tech gives way to the oldest form of communication in most cases when planning an event sight unseen.

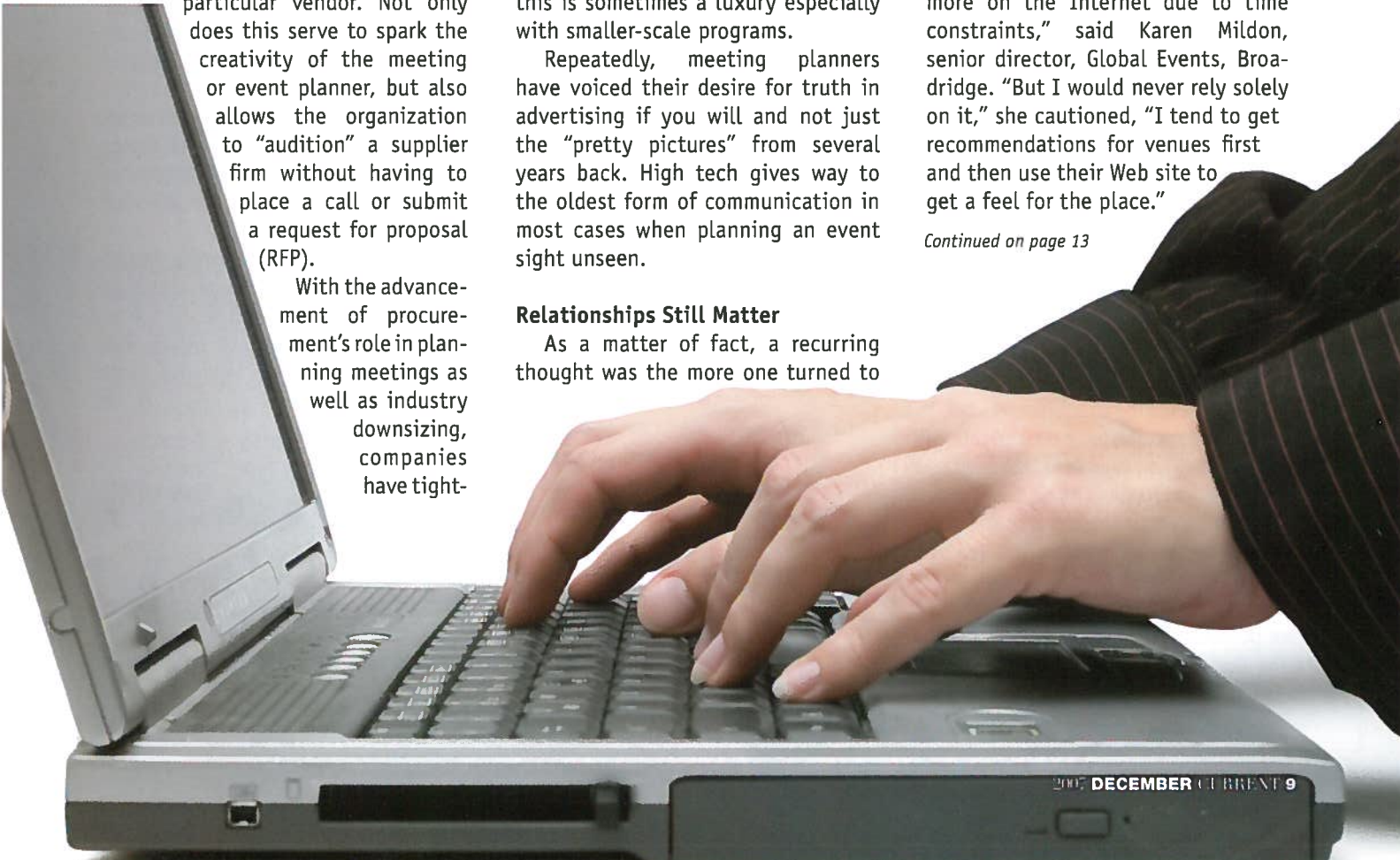
#### **Relationships Still Matter**

As a matter of fact, a recurring thought was the more one turned to

the World Wide Web, the more one needed to solidify more personal relationships.

"I find myself relying more and more on the Internet due to time constraints," said Karen Mildon, senior director, Global Events, Broadridge. "But I would never rely solely on it," she cautioned, "I tend to get recommendations for venues first and then use their Web site to get a feel for the place."

*Continued on page 13*



## FEATURE

When we last left our heroine, the CMP, she had determined that partnering with a professional meetings and event producer was the best solution for her upcoming client summit. As a strategic partner, the producer provides expertise and value and understands the objectives of the client's message.

In Act I, she made the decision to work with a producer but was faced with a dilemma: What next?



### Act II: The Selection

*Lights up on stage.*

*Sunlight streams through the window, illuminating the CMP, who is sitting at her desk. Across from her sits The Boss, who has come in for an update.*

**CMP:** I identified several potential producers based on recommendations from my MPI network. I sent out a comprehensive RFP that clearly identified the scope of the project in great detail, set the schedule, defined the strategy and provided the financial parameters.

**The Boss:** Excellent. I think your MPI membership benefits the company as a whole, not to mention your personal and professional growth. It seems like you're "Building Partnerships to last a Lifetime!"

*(Pause for thunderous applause.)*

**CMP:** *(Blushing)* I now have three proposals on my desk, and all appear to meet our needs. They each seem capable, creative and credible. They did their homework and provided all of the information I asked for. The challenge is to narrow it down to just the right partner.

**The Boss:** You're responsible for a significant budget; it's critical that you find the right collaborator for this project. We need to show a tangible return on our investment. There's a lot at stake here for all of us, but I have every confidence that you and whomever you choose will deliver.

**CMP:** Well, creativity is subjective, but if I can look at some specific projects and talk with them about the process that went into each, that should help me understand their development strategies. I'm going to develop a checklist and sit down face-to-face with each of the teams to see who will be the best fit.

**The Boss:** I think you're on the right track. Keep me posted.

*As The Boss stands to exit, the CMP reaches for the phone.*

*Fade out.*

# The Meeting Professional's Dilemma

## A Play in Three Acts

By Melissa Mihelich  
ZOOM.7 Inc.

### Evaluation Checklist

- What recent projects has the producer worked on, and what was his or her specific role? What was the scope and scale of these projects? Was he or she a subcontractor or the creative developer? What were the client's objectives, and how did the producer contribute to meeting those objectives?
- Understand the structure and history of the company. How long has it been in business? What is its core competency? How many full-time employees does it have, and what equipment does it own? Will you have a consistent point of contact to work with who can learn your company's priorities and purposes?
- Is the producer clear on your objectives and able to blend both strategic thinking and tactical planning to help accomplish your goals? What specific services is he or she able to provide as you move forward?
- Do the producer's best practices in the development and design of the production coincide with your processes and expectations? How



does he or she intend to achieve a positive, authentic attendee experience?

- Does he or she understand the budget constraints and value-added requirements that you face? What post-production charges might you expect? How does the producer handle change requests? Request a Certificate of Insurance that details his or her coverage.
- Has he or she developed a production schedule that is achievable? Talk through the schedule and understand the resources available to meet that timetable.
- What are the next steps? Agree on a specific critical path that meets everyone's needs. Check references both within and outside of your network.

Can a lasting relationship based on mutual trust and understanding be developed? Will the CMP find true happiness and corporate bliss? Will The Boss ever smile? Find out next month in...



### Act III: The Relationship

# New Name, New Look, New Sponsor



Join us as we turn over a new leaf. Welcome to "Off the Vine," the hottest place to come for the latest trends in food and beverage, cool tips from great local chefs and the latest news from the culinary world. "Off the Vine" is proudly sponsored by The Grapevine Convention and Visitors Bureau.

By Matthew Massengale, DMCP, CMP

## Hot for the Holidays

Become a part of the latest trend and serve tapas or small bites to your guests. By serving tapas, you will be able to offer your guests a wide variety of foods. Forget the picks, the forks and the plates. They should be 1½ tasty bites that fuel the social scene of your holiday event. It is reported that the first tapas was a slice of ham served on top of a sherry glass to keep the flies out. Supposedly the saltiness of the ham increased beverage sales and a tradition was born. Tapas are only limited by your imagination. Try this tapas recipe at your next holiday event:

## Parmesan Crisp With Parma Ham and Arugula

- Heat a non-stick pan to medium
- Place a pile of shredded parmesan cheese on non-stick pan (size of a half-dollar)
- Once the parmesan cheese melts, remove from the pan with a spatula
- Fold the warm parmesan over the handle of a knife, forming a small taco shell
- Once the shell is cool, stuff with a piece of Parma ham and a piece of Arugula

## Warm up Your Holidays

The smells of the holidays are in the air—the turkey cooking in the oven, the apple pie cooling on the counter, the sweet and spiciness of a mulled wine. What is it about these aromas that are so comforting? Mulled wines have been enjoyed for thousands of years, now it's a holiday tradition. It's simply wine that's

been slightly sweetened and spiced, but there are a few tricks to making it well. The word "mulled" simply means heated and spiced. Many liquids can be mulled—mead, cider and, of course, wine. Mulled wine is a traditional favorite in cooler locations, and goes well with the various celebrations that come around the end of the year. Warm up your holidays!



## Holiday Mulled Wine (Cider)

- 2 standard bottles of your favorite red wine (or cider)
- 2 cinnamon sticks
- 1 handful of cloves
- 1 whole nutmeg
- 1 cup of sugar
- Peel from 1/2 an orange

Place the ingredients in a saucepan and simmer for 20-25 minutes. Keep warm on the stovetop and serve into mugs with a ladle. Garnish with a cinnamon stick.



**"Wine is inspiring and adds greatly to the joy of living."  
– Napoleon**

## Specialty Linen for Holiday Events

Cocktails, Couture and Canapés is our publication's Society Section. Sandie Fouke and Lisé Lang will bring you the latest in event trends, keep you posted on what's hot, what's not and, generally speaking, keep you "in the know"!



**By Linda Sergeant**  
Operations Manager,  
Dallas BBJ Linen

The resources and environments available for special events today are extremely diverse and creative. This allows, actually gives permission to, our clients to truly express the holiday spirit in a myriad of ways, especially with linen. Personally, I will always be thrilled with red and green during the holidays, but throughout the country, people are using unique looks to achieve surprise and delight, razzle and dazzle, or comfort and warmth. Just ask my cohorts at BBJ!

### Be Bold for the Holidays

Why not try something fresh and exciting such as plum, aubergine, teal, or copper? Todd Richter, regional account executive, suggests, "Don't be afraid to use the strong colors popular this year, such as peacock and bronze, at your holiday parties to exude a regal, elegant mood."



Dana Carroll, BBJ senior sales manager, said, "A lot of my clients choose non-traditional holiday colors so as not to appear one-sided."

Just the other day Erin Guinan, BBJ sales representative, said, "We are seeing a lot of orders for blue and white this holiday season."



Mary Beth Cihal, BBJ sales manager, added, "Using a metallic overlay can really add a lot of sizzle to your party."

### Mix It Up

While unexpected color combinations look fantastic and add drama to any party, don't stop there. Mixing in different-size tables—squares, 60-inch rounds, 72-inch rounds and 48-inch rounds—not only helps resolved seating challenges, it also creates a striking, unique look to the room.

### Want to Explore the Possibilities?

Check out your vendors' Web sites. For example, [www.bbjlينen.com](http://www.bbjlينen.com) has an interactive tool in the Design Center area that allows you to explore endless possibilities of style, color and texture. Visit with your vendors and pick up swatches you can show your clients.

Above all else, have fun with your clients. See what makes their eyes light up! And try to enjoy the holidays.



### Simple Tricks With Big Impact

- Tuck written blessings into the napkins
- Use your favorite organic materials in the centerpieces
- Have signature desserts which symbolize the client's favorite hobbies or interests
- Place a spectacular, photo-op table at the entry where parting gifts could be placed
- Use a rich combination of textures- a damask runner on a lamour tablecloth
- Theme your linen to the venue (perhaps a museum exhibit)

## V.I.T. (Very Important Trends)

By Lisé Lang

The Neiman Marcus Web site, [www.neimanmarcus.com](http://www.neimanmarcus.com), lists the V.I.T., or what is commonly known as Very Important Trends, for this fall and winter seasons to include gray and bold colors, such as red and fuchsia. Exotics including ostrich, crocodile and python are showing up in handbags, shoes, belts and other accessories.

Booties are especially hot this year. Unsure what booties are? Booties are ankle-style boots with small side zippers. Most of them are sporting spiked heels. Other trends are knits in dresses and wide-legged pants. Sheath dresses and sequins found in everything from dresses to jackets, skirts and headbands. You will see many jackets with sleeve details, and leather jackets are a must. In jewelry, cuffs are an important trend, which are wide banded bracelets in a variety of colors.



**Lisé's Tip: Get fabulous imitations at Sam Moon at a fraction of the cost of Neiman Marcus!**



©www.iStockphoto.com/  
Susanna Fieramosca Naranjo

Got news? Want to have a hot trend covered? Send your news and ideas to Lisé Lang and Sandie Fouke at [societygals@mpidfw.org](mailto:societygals@mpidfw.org).

Continued from page 9

Indeed, the overwhelming response from meeting planners was the importance of establishing that "local" connection whether it be through the hotel contact, convention and visitors bureau (CVB) or area vendor. These local "experts" have the planner's best interest in mind and truly want to make sure that the guests' experience is a positive one. Thriving destinations are constantly in motion with new construction changing a city's landscape. Dining and entertainment options constantly change and it is imperative that local representatives maintain their knowledge.

### Keys to Success

One consistent success story has been hotel Web sites. These interactive sites not only allow visitors to check availability but also to download and print ballroom layouts and banquet menus.

"There is nothing like seeing a property in person," said Shari Westmoreland, CMP, founder of The Eventors. "However, hotel Web sites can help you in the front end of a site search to access information and floor plans."

When asked about what she wants first and foremost in regards to her company's Web site, Westmoreland said: "Communicating our vision and services is the most important element. We are a full-service meeting management company, our visitors can see our breadth of services and that marketing is core to our offerings. We believe conferences and events are like 3D products and need to be branded and marketed to internal and external audiences."

Driving traffic to a company's Web site is half the battle. Let's face it. An e-mail can be pretty bland and boring, but if you can get a potential customer to your Web site to experience the flash graphics, audio and video, your chances of creating a stimulating experience for the client has greatly increased.

Westmoreland believes in the power of her Web site as a marketing tool that supports their sales efforts. "I don't believe someone finds our Web site and then calls us to book a meeting program," she continued. "It is a piece of our company's marketing effort."

Both the Atlanta Convention and Visitor's Bureau (AVCB) and The Eventors utilize a signature line on their e-mail correspondence with their organization's homepage. Regardless of having a Web address as part of an e-mail communication, Jeffers believes that it is still important for the sales manager to drive their customers to the site.

No doubt, the Internet has changed the way we live and do business. Computers are whirring all day and night. Decisions are being made by PDF files and pop-up windows. And suppliers are finding planners and planners are finding suppliers in the glow and low hum of their PCs. Thank goodness for us all. Happy clicking! ▶

**Editor's Note:** The above article is an excerpt from "Meeting Planning at Your Fingertips?" printed in the fall issue of BreakOut, MPI Georgia Chapter's quarterly magazine.

# Helene Freeman with Society of Petroleum Engineers



**Q. Where are you employed and for how long?**

**A.** Society of Petroleum Engineers for two years.

**Q. What is your position?**

**A.** Meetings & Exhibits Coordinator.

**Q. What are your job responsibilities?**

**A.** Catering, room setups, budget preparation, creation of event timelines and schedule of events, signage and on-site support of meetings between 500-1,200 attendees.

**Q. What are the most rewarding aspects of your position?**

**A.** Seeing the results of my efforts culminate in a successful meeting.



**Q. NAME ONE INTERESTING FACT ABOUT YOURSELF THAT NO ONE MAY KNOW ABOUT YOU?**

**A.** I AM AN AVID EQUESTRIAN AND ENJOY EVERYTHING FROM RIDING COMPETITIVELY TO TRAIL RIDING.

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## NEW MEMBERS



**Sara Beer**  
*Hilton Anatole Hotel*

**Christopher Bradley**  
*Richland College*

**Dan Broze**  
*MPI*

**Susan Copeland**

**Melissa Davis**  
*Philip Morris USA*

**Keri Dool**  
*Meeting Professionals International*

**Lisa Hagerty**  
*Experient, INC*

**Melanie Johnson**  
*The Westin Mission Hills Resort & Spa*

**Elizabeth Joyce**  
*Sprint*

**Breanna Kadlac**  
*Thomas Nelson Live Events*

**Larry Lawson, CMP**  
*Cadbury Schweppes*

**Ellen Magnis**  
*Dallas Children's Advocacy Center*

**Kendall Nichols**  
*The Oceanaire Seafood Room*

**Patricia Palacios**  
*HelmsBriscoe*

**Angela Smith**  
*Quiet Time Concierge/1720 Productions*

**Lindsay Southall**

**Shanon Stanberry, CEM**

**Shelli Stanton**  
*Anchorage Convention & Visitors Bureau*

**Anneice Thomas**  
*Special Events Center*

**Peggy Walker**  
*Planning Professionals, Ltd*

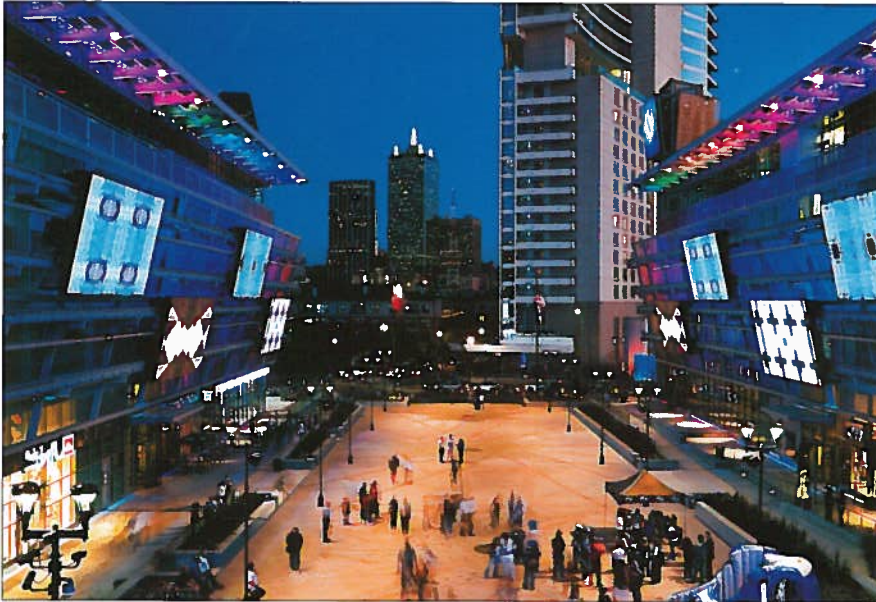
**Marcia Whitworth**

## CITY TALK

City Talk is a spotlight on the new development and upcoming events in our chapter's cities, brought to you by your local Convention and Visitors Bureaus. Next Issue: City of Plano.

## Upcoming Developments: City of Dallas

There are some amazing transformations happening in Dallas right now! More than \$12 billion in development is under way in the heart of Dallas. Here are some of the highlights:



Victory Park is Dallas' own "Times Square" with American Airlines Center, Ghostbar, Bliss Spa, House of Blue, Craft, N9NE Steakhouse, Nove, Victory Tavern, Luna De Noche and Kenichi. The Museum of Nature & Science will open in 2009 in Victory Park.

### New Hotels

- W Dallas
- The Ritz Carlton
- The Mandarin Oriental (2009)
- A boutique hotel on Main Street

More than \$12 billion in development is under way in the heart of Dallas.



### Dining

Award-winning restaurants in Dallas include:

- **Stephan Pyles**, *Esquire* magazine 2006 Chef of the Year;
- **Fearing's**, *Esquire* magazine 2007 Restaurant of the Year;
- **French Room at the Adolphus**, *Zagat's* No. 1 Hotel Restaurant in America.

## Arts District

Dallas has the largest Urban Arts District in the nation. New developments taking place in 2009 will be the Dallas Center for Performing Arts, which will include the Winspear Opera House, Wyly Theater and City Performance Hall.

### Woodall Rogers Park (2010)

This 5.2-acre urban park between Pearl Street and St. Paul unites uptown, downtown and the arts district, creating an open green space.

### Dallas Museum of Art Tutankhamun and the Golden Age of the Pharaohs (October, 2008)

This exhibit will debut more than 130 artifacts from the tomb of King Tut never before seen outside of Egypt.



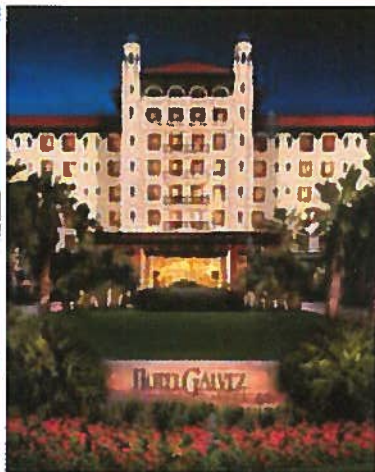
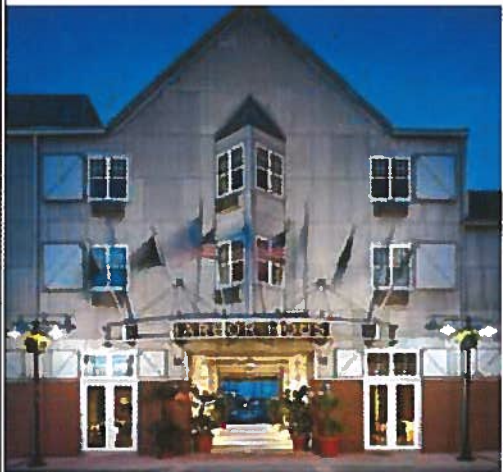
Photo courtesy of the Center for the Performing Arts.

Submitted by the Dallas Convention and Visitors Bureau

### For More Information

For more information please call the Dallas Convention and Visitors Bureau at 214-571-1000 or visit [www.visitdallas.com](http://www.visitdallas.com).

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