

CURRENT

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Meet and defeat challenges head-on by partnering with a skilled meetings and event producer.

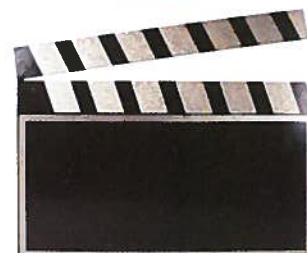
By Melissa Mihelich



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DALLAS/FORT WORTH
CHAPTER



MEETING PROFESSIONALS INTERNATIONAL

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Paula Bruton, CMP
Las Colinas Country Club
Irving, Texas



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**I planned more than
675 meetings and
events last year and
never missed my
daughter's ballet
practice.**

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 that they are aligning with a true professional.

DALLAS/FORT WORTH
CHAPTER
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To learn more about obtaining your
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PRESIDENT'S MESSAGE

Building a Great Community!

By Nancey Hernandez, CMP

Dallas Convention & Visitors Bureau



The face of our community is evolving—if you live in the Dallas/Fort Worth area, all you have to do is look around you to see ALL the exciting changes taking place! There are new developments happening in every corner of our Metroplex. It is truly a great time to live in North Texas. There are many projects under way including new hotels, stadiums and cultural attractions. At the same time, historical buildings are being revitalized and renewed. Have you visited the flagship Neiman Marcus lately? One hundred years old and always awe-inspiring!

When you think about the fabulous new additions to our area, reflect on how we got here. We are a community of pioneers. Our history is based on BOLD residents who pushed hard to create success by doing things in a BIG way. We pave the path toward growth when we lose the fear to try new things.

As we celebrate the 30th anniversary of our chapter, we honor the pioneers who paved the

way to making D/FW a strong voice in the industry and in the global community at large. Without the key leaders who have served as architects of our chapter, we would not be where we are today. At the same time, we celebrate our members who are new to the industry and bring exciting ideas and concepts to the table.

We are evolving and growing together. We are not afraid to try new things. You are seeing some new ideas take place, and I encourage each of you to contribute to our community. Share your expertise, create new relationships and be proud of who we are.

The future is YOU!

Sincerely,
Nancey Hernandez, CMP
President, MPI DFW Chapter

THOUGHTS FROM THE EDITOR

Current Receives Needed Facelift

By Jennifer Fortman

Gleneagles Country Club, Plano



There is simply no way to begin this without first thanking the past contributors of *Current*, specifically my predecessor, Patty Markley. Over the years I have admired the countless contributions Patty has made to the MPI Dallas/Fort Worth Chapter. I know I have big shoes to fill, or should I say heels, but my sleeves are rolled up, and I'm ready to move forward.

When I was asked to take on this role, my only condition before gladly accepting was that I could revamp things a bit. If you have made it this far you have surely noticed *Current* has a new look. Yes, it's had a facelift, a little lipo and a couple collagen injections, but it will continue on its metamorphosis over the next two months. We have partnered with Naylor, LLC, to deliver the membership a bimonthly magazine beginning in January, rather than a monthly newsletter. Additionally, we are going to great lengths to further develop the substance and educational content. Our content-building campaign duly named "It's Got Guts" will not be a success with-

out the assistance of the membership—new and old, supplier, planner and student alike. We are aggressively soliciting your letters, articles, feedback and ideas. Please e-mail your thoughts to editor@mpidfw.org.

I also would like to encourage you to advertise in *Current*. This is a great publication that is getting better. Suppliers, the readership of *Current* are those with whom you aspire to do business. It's your target demographic. We now are in full color, and the ads look fantastic!

That's it for now. Remember, we expect to hear from you! Meanwhile, read on. See what else is new—then get back to us!

Sincerely,
Jennifer Fortman, CMP
Editor, *The Current*

**BUILDING
PARTNERSHIPS**
for a lifetime

Strategic Partnerships in Our Back Yard: How Does Dallas Do Diversity So Well?

By Veronica L. Torres

Director of Diversity and Community Relations
Dallas Convention & Visitors Bureau



After working for the Dallas Convention & Visitors Bureau (DCVB) for four years, I think I finally found the one thing that makes Dallas unique. The culture! With culture, comes diversity.

I am very proud to

say Dallas is showing its true colors and is finally shining even brighter than before.

When Phillip Jones, DCVB president/CEO, asked me to come join the DCVB team back in 2003 and really focus on the Latino, Asian and gay, lesbian, bisexual, transgender (GLBT) markets, I really didn't know what that was going to be, but was sold on the energy and passion Jones expressed when discussing how important it was to tell the "Diverse Dallas Story." I knew we were onto something, and it was more than just my hotel circle of friends and family. The next step was to ask myself how to put my passion and hotel experience to the test. I did what I knew best—network.

I began attending every reception, luncheon, breakfast and multicultural event that I could to hear what the local Dallas community wanted to see and hear from the DCVB. I learned inclusion was best and collaboration is key. I began to get involved in all the different ethnic communities. I followed the leaders in the communities and took notes. I also learned that just because I am a Latina, I didn't have the upper hand in doing business. It was my commitment to the community and my loyalty that opened the door; it was my heritage that kept my seat at the table for a brief minute.

What does all this mean to MPI? Everything! Going back to the basics

and really understanding where you come from will tell you where you are going. My four years at the DCVB has taken my passion for diversity to another level, and I knew MPI had to be involved in what was happening. I knew the D/FW Chapter could be the pioneer chapter to embrace multiculturalism and start the model that all MPI chapters long for. Working together is the only way to establish relationships and do business.

I have made a commitment to our president, Nancey Hernandez, CMP, and our Multicultural Initiative Committee chair, Sherry DeLaGarza, CMP, CMM, to engage our local chapter and start a partnership between MPI D/FW and the DCVB.

This partnership will include the following collaborative plan:

- Meet with our Multicultural Committee and tell them the "Diverse Dallas Story."
- Provide the tools to set MPI Multicultural Committee up for success.
- Develop a strategic partnership that includes all the ethnic chambers of commerce in Dallas and MPI.

- Work together when booking conferences, conventions and events dealing with multiculturalism. The more people we can boost, the more people will want to come and do business with us.
- Form a system that keeps us all connected, informed and engaged.
- Invite the MPI Multicultural Committee to meet and greet the pioneers and leaders in the community.
- Stay connected and think progressively.

These are just a few things we can do to engage ourselves in multiculturalism for business. I invite you to get involved and be a part of something BIG! The DCVB diversity effort is not just social, it's about business. If you want to learn more about what is happening in the "Big D" and how you can get involved in the movement, join the Multicultural Committee and find out what you can look forward to in 2008 and beyond.

If you would like to be added to the e-mail list to receive notices of upcoming events in the Metroplex, e-mail Sherry DeLaGarza at sdelagarza@macmeetings.com. Everyone in the Chapter is invited to join us in representing MPI at these events. Do it now—begin building your partnerships and business to business opportunities. ▀



MARK YOUR CALENDAR

Holiday Traditions Around the World

By Carole May, CTC, CMP



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December Gala

While researching holiday traditions around the world, one of the commonalities that struck me the most was the use of light. In all of the cultures I reviewed, there was some form of special lighting or candles used in their winter holiday celebration. Chinese lanterns, German candle pyramids, Jewish Menorahs, Christmas trees, and in Sweden, a wreath with candles, worn on the head of the eldest daughter on Dec. 13 for St. Lucia's Day.

Winter holidays in all cultures center around the family and is warmed with glow of soft lights or candles. Although many of us grew up with different holiday traditions, we should recognize our similarities and embrace our differences.

Join our chapter at the newly renovated Richardson Hotel on **Dec. 20 from 4 to 8 p.m.**

Share your holiday traditions and celebrate our truly international chapter. We encourage you to wear traditional holiday attire that represents your culture. Come to Share. Come to Network. Come to Learn. **D**



Love for Kids Christmas Party at Circle R Ranch

When: Saturday, Dec. 8
11 a.m. – 2 p.m.

Where: 5901 Cross Timbers Road
Flower Mound, TX 75022

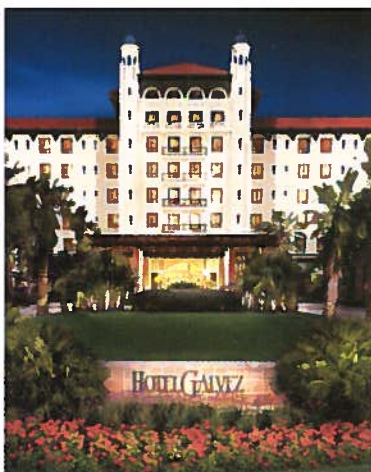
Contact: Steven Foster
Circle R Ranch
817-430-1561



"Experience Our Brand"

Mark your calendar for the largest holiday party for disadvantaged children in the Dallas/Fort Worth area is set and MPI D/FW needs a strong showing of volunteers to make this holiday season a special one! Please contact Foster at stevenfoster@circranch.org to find out how you can make a difference!

MAKE THIS YEAR'S MEETING
HISTORIC IN MORE THAN ONE WAY.



WHAT'S YOUR REQUEST? Do you want to be close to the Strand Historic District? Within walking distance of the University of Texas Medical Branch? Whether you prefer the classic beachfront setting of the Hotel Galvez, the Victorian elegance of the Tremont House or the quaint dockside atmosphere of Harbor House at Pier 21, Wyndham's renowned AAA Four Diamond hotels keep you in the middle of it all. Distinguish your next trip and enjoy the best of Galveston in vintage fashion with one of these legendary visits. For reservations, please call **1.888.WYNDHAM** or visit **www.wyndham.com**.

Galveston Island, Texas



Mission Possible: Chapter Launches New Website and Magazine

By Jesh Batra

Vice President of Communications



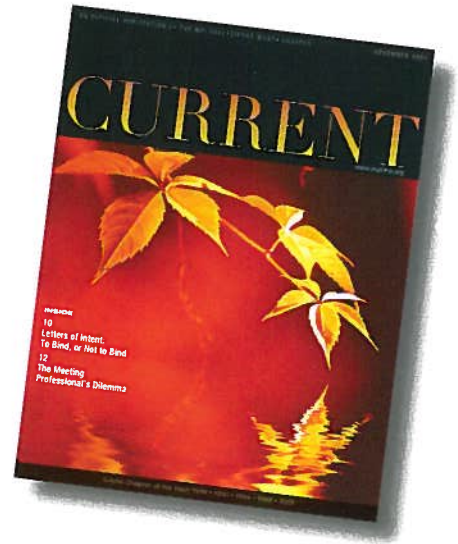
The new Dallas/Fort Worth MPI Website is now a mission made possible! We are pleased to showcase the new site with one big banner featuring our Dallas and Fort Worth skylines joining together

to form a new platform that delivers Web services and tools to enhance your membership.

The new Website is the product of months of content review, research on how other chapters' Website deliver to their membership, and brainstorming on part of the Website Committee, headed by our own Karen Fogle. I truly appreciate the commitment and hard work from Fogle and her committee together

with our entire Board of Directors, who assisted in reviewing content.

As we increasingly utilize the Website to engage our membership, the *Current* newsletter is organically acquiring a new identity, too! Based upon educational content, industry articles and investigative pieces, the redesigned *Current* is intended to shape opinions and events as much as it responds to them. During the process of streamlining this communication piece, Jennifer Fortman and the Communications team assured every effort was focused on the educational and informative value to the membership. In doing so, the new *Current* will no longer be in the form of a monthly newsletter, but a bimonthly professional magazine format. We've improved our design in creating a magazine aesthetically worthy of the content within—recycled paper, original art and color photography.



Please enjoy your new Website and magazine as we encourage you to share your articles, news and information with Fogle, Website manager, at website@mpidfw.org and Fortman, managing editor, at editor@mpidfw.org. We'd love to hear your reaction to the redesign and most of all, with your help, we can make the MPI D/FW Chapter a success through the process of continual improvement.

Gain Insight from New Website

By Karen Fogle

Website Manager



"Mission Possible" was accomplished: the launch of a new Website for the Dallas / Fort Worth Chapter, www.mpidfw.org, and a new educational magazine for the chapter all at the same time! This "top-secret" introduction at the October meeting was produced by Zoom.7, Inc.. As mentioned in the Communication piece above, the Website offers a new look for chapter members including a skyline view of Dallas and Fort Worth joining together as the chapter banner plus improved navigation, better sponsorship opportunities and more in-depth information and business tools for chapter members.

"It is such an honor to be working on this project with the MPI D/FW Communications team," says Rick Weaver, Chief Inspiration Officer, Weaver-Powerful Affordable Websites. "A Chapter Website is a crucial part of the member benefits program, and it speaks volumes to the chapter leadership's commitment in delivering on those benefits when they invest the kind of resources, both financial and time, into this kind of upgrade."



Letters of Intent: To Bind, or Not to Bind

By Joshua L. Grimes, Esquire
Grimes Law Offices, LLC

If you're in the meetings industry, chances are you've used a letter of intent. Consider these variations:

- CVBs and convention centers signing letter agreements or memoranda of understanding with their customers, outlining the dates of future city-wide meetings.
- Meeting planners preparing a short scope of services letter for customers, with both parties intending to sign a contract later after the customer's executives approve an event budget.
- Two associations creating a "memo of understanding" outlining their areas of cooperation for a co-branded conference, for which both groups will drive attendance from their membership and contribute to the programming.

A "letter of intent" is one name given to short documents created by parties to outline the framework for an agreement; others call the same document a "Memorandum of Understanding." These documents are used to put the general understanding between the parties in writing. The specifics are saved for later, when a comprehensive agreement is signed.

Some parties consider a letter of intent to be legally binding. Others use them specifically when they do not intend to bind themselves. They may wish only to create a voluntary association with an industry partner, or to set out general understanding to enable two parties to work together.

The challenge to working with letters of intent is that, by their nature, they have uncertain legal status. Their very name implies that they carry no legal weight: the parties *intend* to contract at some point in the future.

But through custom and usage the differences between these documents and legal agreements have blurred. Thus, some CVBs and convention centers take meeting space and rooms inventory off the market for a customer when a letter of intent is signed. They think that the customer will feel legally bound to hold the meeting even though a formal contract may be months or even years away from execution.

Similarly, independent planners sometimes use letters of intent to sign up a customer during the preliminary stages of organizing a meeting. They intend to work out the details and sign a more comprehensive contract with the customer closer to the meeting date, after they've had an opportunity to negotiate the details.

These CVB and planner strategies often work fine; but at other times they can spell trouble. The problem is that one party to a letter of intent may feel contractually bound by its commitment, while the other party considers itself free of any legal obligation until the formal contract is signed.

Thus, a convention sponsor may consider it has the right to move its meeting to another city even after a letter is signed. Or a company might assert

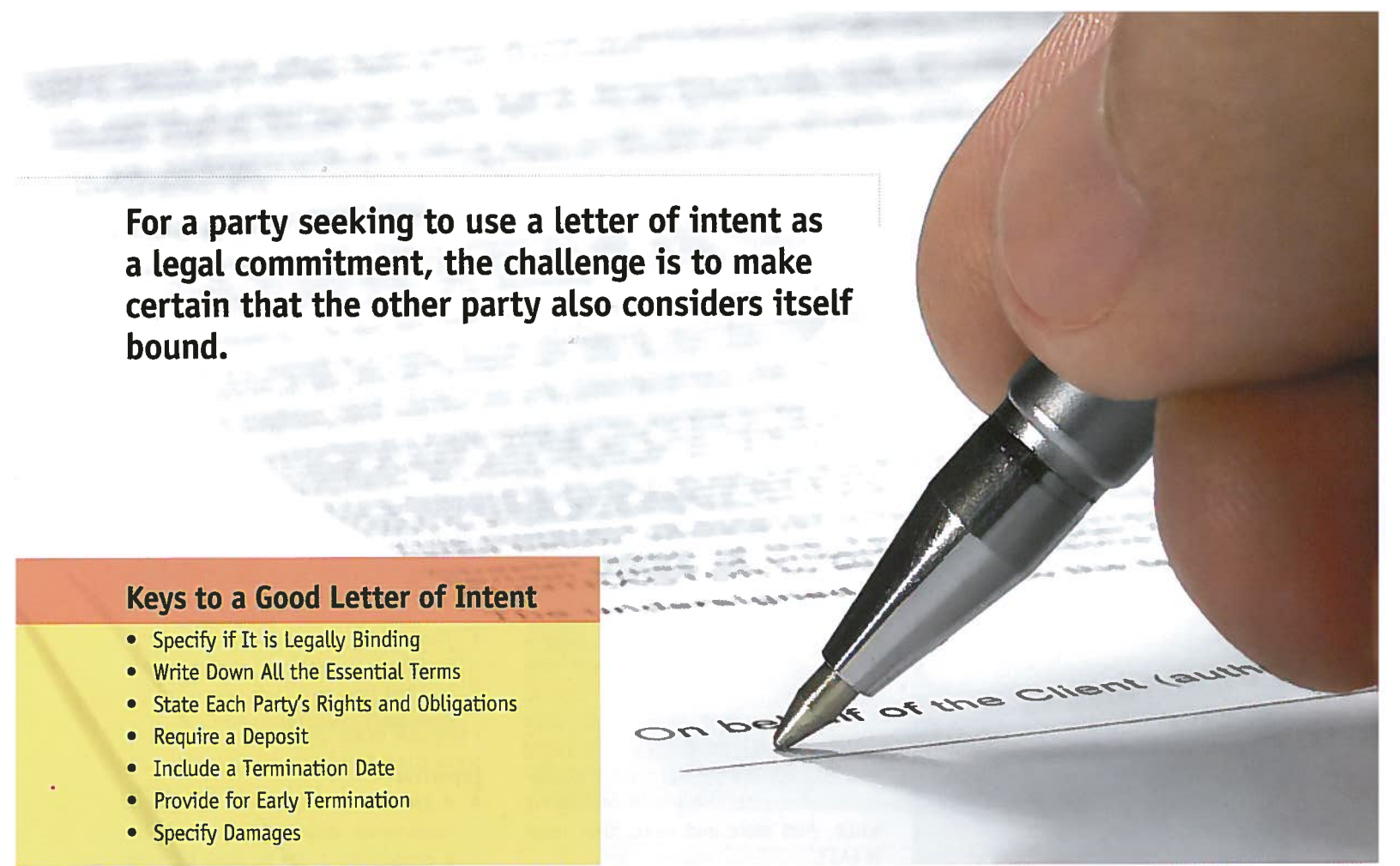
a right to cancel its meeting without liability to the planner even though all the advance work was accomplished years before the event dates.

For a party seeking to use a letter of intent as a legal commitment, the challenge is to make certain that the other party also considers itself bound. Otherwise—as recent examples have shown—the customer may change its mind and move the meeting to another city. And unless the letter of intent has legal authority, the CVB or convention center may have no legal recourse to stop it.

Here are some keys to a good letter of intent or other preliminary agreement:

Specify if it's legally binding. This is the most critical part of the document—does the letter itself signify a binding commitment, or just an intention to make a contract at a later date? Either way is acceptable, but it is essential that the parties have the same understanding. Otherwise one party may be reserving rooms and meeting space, while the other regards that reservation as nothing more than a first option that can be cancelled at will.

Write down all the essential terms. The letter of intent is usually only meant to outline the parties' rights and obligations, with a more comprehensive document to follow later. However, particularly when the letter is intended to be binding, experience shows that the parties can



For a party seeking to use a letter of intent as a legal commitment, the challenge is to make certain that the other party also considers itself bound.

Keys to a Good Letter of Intent

- Specify if It is Legally Binding
- Write Down All the Essential Terms
- State Each Party's Rights and Obligations
- Require a Deposit
- Include a Termination Date
- Provide for Early Termination
- Specify Damages

begin working and incur substantial costs before an agreement is finally signed. It's important to provide for this by including all the important terms in the letter of intent, even if written in summary form and in non-legal language.

State each party's rights and obligations. If either party is doing something in reliance on the letter of intent, write it down. If the convention center is taking space off the market, or if a customer is ceasing its efforts to find other meeting facilities, put it in the document.

Require a deposit. From the perspective of a convention center, CVB or hotel, the best way to discern a customer's commitment in a letter of intent is to require a deposit pending the signing of a formal contract. Similarly, independent planners and destination management companies should consider including deposits if they will begin work before a contract is signed. If the other party resists paying a deposit, this is evidence that they do not wish to be legally bound.

Include a termination date. Every letter of intent should have a date by which it will terminate, either when a full agreement is signed or before. Otherwise one party may continue to rely on the performance of the other—whether legally or just morally bound—way past when the other party has changed its mind. When considering a termination date, make sure it fits within the time frame each party reasonably needs to negotiate and sign a binding contract.

Provide for early termination. Particularly when a convention center or hotel is holding space in reliance on a group's pledge to hold a meeting, the letter of intent should allow for early termination if it becomes clear that a party has lost interest in the deal.

Specify damages. If a letter of intent is legally binding, both parties should consider including damages for one party's breach. These damages would be similar to a contract, with the group paying a percentage of a facility's lost revenue for its cancella-

tion, or the facility paying the group's relocation costs if it secures another customer. For an independent planner, the damages should approximate its anticipated revenue for work done prior to cancellation if a customer changes its mind.

Letters of intent can be very useful tools, whether or not they create legally binding obligations. By creating a document that clearly signifies the parties' intentions, facilities and customers can take the first steps to a successful and profitable event. ▀

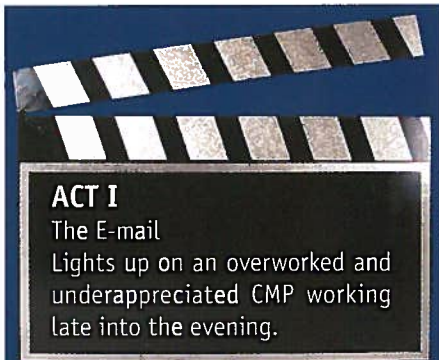
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The Meeting Professional's Dilemma

A Play in Three Acts

By Melissa Mihelich
ZOOM.7, Inc.



ACT I
The E-mail
Lights up on an overworked and underappreciated CMP working late into the evening.

SFX: Ding!

CMP: Another e-mail. Hmm, it's from the marketing department. Let's see...client summit, 1,200 of our best customers. Looking for fresh ideas to launch our new banking service... want to "wow" the clients and make a strong branding statement. Need maximum impact on a minimum budget.

Oh dear, they want the meeting in Fresno, Calif., the headquarters of our biggest customer. I don't know Fresno. And, of course, they want it to happen in three weeks.

Okay, I can partner with the CVB to pin down an appropriate venue and find hotel rooms. I can handle catering and transportation easily enough.

Now, what about production? I need someone who really "gets it." There's no time for handholding. I need someone I can trust. I can't keep up with all the new production bells and whistles. There must be someone who understands those tools and knows when they're appropriate to meet our strategic objectives. Also, someone who has contacts across the country so I don't have to reinvent the wheel for every meeting.

What now?

In a flash of inspiration, our protagonist reaches for the phone.

Fade out.



Whether you're an independent, corporate or association planner, you've no doubt received a similar e-mail. Your clients, internal or external, require the highest level of professionalism to make

them look their best. They've carefully crafted their message and want it communicated effectively and at a good value. And more and more, they want it FAST.

In many cases, these challenges can be addressed by partnering with a skilled meetings and event producer. The services of a producer can be procured through a full-service production company or a video production company; however there are a growing number of talented creative groups operating as standalone producers, not associated with an equipment provider.

A meetings and event producer should be able to offer a wide range of services, including equipment, staff, logistical planning, script writing, video and speaker support and stage design—all the talent needed to assist in planning and operating your meeting and making your client look their best!

Back to that e-mail. Is it appropriate to bring in a producer? Here are a few things to think about as you make that determination.

Partnering Strategically

- A producer should be an extension of the meeting planner or the meetings department, keeping you apprised at each development stage.

A meetings and event producer should be able to offer a wide range of services, including equipment, staff, logistical planning, script writing, video and speaker support and stage design.

- The producer should understand the strategic objectives of the meeting and how they coincide with the company's overall direction.

Expertise

- A credible producer has extensive nationwide resources and can tailor a production team to best fit your specific needs and budget.
- A producer's knowledge of cutting-edge presentation technology can bring a fresh and exciting look to your meetings. Often, these tools provide exactly the right punctuation to create a lasting impression on your attendees.
- The producer's experience with venues, labor and suppliers can insure the flawless execution and success of your event.

Divide and Conquer

- A good working relationship with a producer allows you to focus on your core business. Meanwhile, the producer's team deals with everyday logistics.
- The producer's focus is on concepts, deliverability, key branding touch points and overall logistical management. The meeting planner may then concentrate on making sure all the other elements mesh to create a singular impression.

Value Added

- There are costs associated with outsourcing to a producer. However, as

MEMBER SPOTLIGHT

Spotlight on Jennifer Zapoli of Fujitsu

Name: Jennifer Zapoli

Employed Where and How Long?: Fujitsu; Nine years in October

Position: Corporate Events Coordinator

Job Responsibilities: Planning of customer meetings in our executive briefing center, tradeshow events, hardware and software user meetings, large internal meetings and social events.

Most Rewarding Aspect of Your Job:

The most rewarding part of my job is making an event look easy. When I can pull off a major event and the team tells me how everything went perfectly or there were no issues with the venue (especially when there really was and I was able to fix it quickly). I feel a great sense of pride in what I do. ▮



MAJOR ACCOMPLISHMENT: FUJITSU IS MAKING GREAT STRIDES IN "GOING GREEN." SINCE ONE OF MY RESPONSIBILITIES IS PLANNING OUR EMPLOYEE MEETINGS, I WAS ABLE TO TRAVEL TO ALL OF OUR OFFICES LAST YEAR AND HELP EDUCATE OUR EMPLOYEES ON "GOING GREEN" AND WHAT THEY CAN DO FOR THE COMPANY AND FOR THEMSELVES TO HELP PRESERVE THE ENVIRONMENT. SPREADING THE SIMPLE IDEA OF "REDUCE, REUSE AND RECYCLE" AND GIVING OUR EMPLOYEES EASY, USEABLE IDEAS ON HOW TO CHANGE DAILY ACTIONS TO HELP THE ENVIRONMENT. FOR EXAMPLE, THE EMPLOYEES SIMPLY BRINGING IN A COFFEE MUG FROM HOME CREATES A NOTICEABLE REDUCTION IN THE AMOUNT OF DISPOSABLE CUPS BEING USED IN EACH LOCATION.

WHAT DO FEW PEOPLE KNOW ABOUT YOU: I JUST TOOK UP RUNNING THIS SUMMER AND ABSOLUTELY LOVE IT! MY FIRST 5K WAS IN JUNE AND I AM CURRENTLY TRAINING FOR THE TURKEY TROT 8 MILER THIS THANKSGIVING. ▮

NEW CMPs

Please congratulate the newest class of Certified Meeting Professionals (CMPs). This prestigious credential recognized throughout the meetings, conventions and exhibitions industry demonstrates an individual's comprehensive knowledge of meeting management.

- **DEEDEE BAILEY**, CMP, SOCIETY OF PETROLEUM ENGINEERS
- **COURTNEY FLOWERS**, CMP, HILTON DFW EXECUTIVE CONFERENCE CENTER
- **JESSICA FORET**, CMP, LONE STAR PARK
- **JULIA HICKS**, CMP, HILTON DFW LAKES EXECUTIVE CONFERENCE CENTER
- **MATTHEW MASSENGALE**, CMP, EDS – GLOBAL TRAVEL MANAGEMENT
- **SEVERINE MASSENGALE**, CMP, JC PENNEY CORPORATION
- **JAYNA MONROE**, CMP, JCM SPECIAL EVENTS, INC.
- **MELISSA MOTA**, CMP, ALCON LABORATORIES
- **DENISE OVERTURF**, CMP, EVENT SOURCE PROFESSIONALS, INC.
- **DAWN SCROFANO** CMP,
- **CHRISTINE WELLER**, CMP, AMERICAN COLLEGE OF EMERGENCY PHYSICIANS
- **AMY WESTERMAN**, CMP, SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY

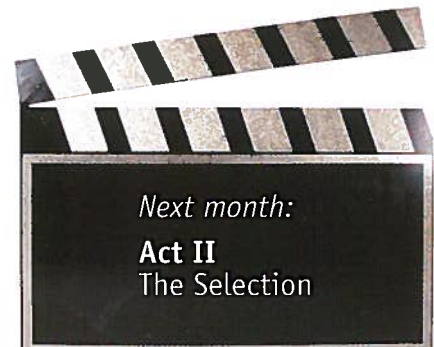
The Meeting Professional's Dilemma *continued*

you explore this opportunity, consider the real costs linked to your time and the time of your meetings team.

- The producer can leverage long-term relationships with suppliers across the country to negotiate beneficial rates for your event.

- The value of creating an on-target presentation that meets your financial, creative and logistical goals is something only you can evaluate.

So, a decision has been made to partner with a producer. You've networked with your MPI peers to establish a list of qualified candidates. What's next? ▮



Pour on the Holiday Cheer

By Lisé Lang and Sandie Fouke
Society Editors



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"!



Enjoy merrily!

SKYY COSMO SANGRIA

Submitted by Danielle Jackman, bartender, Marie Gabrielle's

What you'll need: fresh fruit and a bottle of your favorite red wine, Skyy® cosmo mix, 1-750 bottle of red wine.

- Skyy® Cosmo Mix-Heavy Splash
- dash cinnamon
- 1/2-sliced pineapple
- 1-sliced mango
- 1-sliced oranges
- 1-sliced lime
- 1-sliced lemon

Merry all together, let sit for two to three hours, enjoy merrily.

Danielle's Tip: Always let red wine breath for an hour before pouring to ensure the best flavor. Read the wine label to learn the wine characteristics and decorate each glass with the berries that complement that particular wine.



Shake, rattle and roll your way to the perfect classic holiday.

THE CLUB SIDECAR

Submitted by Lucky Campbell, bartender, The Club

What you'll need: fresh lemon juice and powdered sugar, following liqueurs:

- 1 1/2 oz Hennessy V.S.O.P.
- 3/4 oz Grand Marnier
- 1/2 oz Fresh Lemon Juice
- 1-Tablespoon of Powdered Sugar

Lucky's Tip: Always use powdered sugar in place of a recipe that calls for sugar as it blends easily with other ingredients and is not grainy.



Sleep in heavenly peace!

HEAVENLY POMEGRANATE

Submitted by Ryan Wilbanks, bartender, Morton's The Steakhouse

What you'll need: shaker, strainer, chilled martini glass, mint leaf, following ingredients:

- 3oz Absolut Vodka or any top-shelf vodka
- .5oz Monin Pomegranate
- 1oz Funkin Passion Fruit

Pour all ingredients into shaker, shake 15 times and strain. Top with 2oz of Heavenly Foam (see right), if desired.

Heavenly Foam

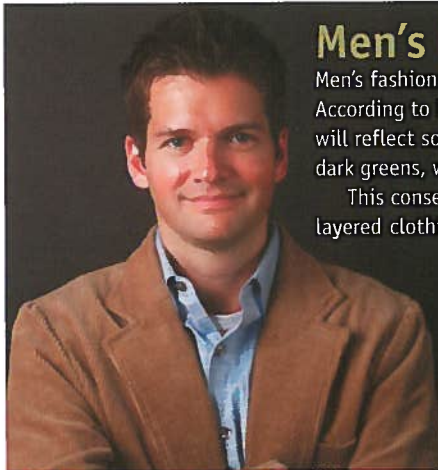
What you'll need: whipped creamer, following ingredients:

- 4oz pasteurized egg whites
- 3oz grand marnier
- 4oz passion fruit puree
- 4oz sweet and sour
- juice of 1/2 lime

Pour all ingredients into foamer. Close lid and add charge, shake for five seconds, enough foam for six to seven cocktails.

Ryan's Tip: You can change the flavor of any vodka by fermenting it in with fruit. Simply buy a glass infuser and add your desired fruit. Pineapple slices work particularly well, peeled and layered in the infuser. Add a gallon of vodka. The next day, enjoy!

Men's Fall Styles: From Bleak to Chic



Men's fashions traditionally are not as trendy as women's couture; however, this year may hold some surprises. According to Ed Sykes, a national buyer with Ralph Lauren, there are changes afoot. The "classic man's clothing" will reflect some retro styles and a more conservative look this fall. For example, chocolate brown and Loden, dark greens, will be the dominant colors indicating a more reserved attitude toward projecting the male image.

This conservative theme will also be expressed in casual wear as pullovers with lots of zippers and buttons, layered clothing with pattern on pattern, and Corduroy makes a strong comeback; a look which will certainly attract the equestrian. The retro look of Suede shoes, pull-on boots and Alligator drivers will accessorize this comfortable yet manly visage and should appeal to a wide audience.

On a more formal bent, narrow lapels on shorter two-button sport jackets, many with horizontal stripes with side vents, will be widely seen. Pants will be much slimmer without cuffs and with single pleats. Don't be surprised to see scarves and stylish belts accessorize this "Man About Town" look, which, although restrained, will be fresh, crisp and—yes, ladies—magnetic.

Got news? Want to have a hot trend covered? Send your news and ideas to Lisé Lang and Sandie Fouke at societysgals@mpidfw.org.

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 Dallas.

Upcoming Developments: City of Irving



Image courtesy of Irving Convention & Visitors Bureau

On Sept. 14, 34 years to the day that Ben Carpenter first unveiled his plans and vision for Las Colinas, the City of Irving kicked off phase one for the development of a convention center and entertainment district project.

Slated to open in late 2009, the facility is the first phase of a mixed-use entertainment complex on a 40-acre tract in the city's Las Colinas area. Preliminary plans call for a multipurpose center featuring 50,000 square feet of column-free exhibit space, with

an additional 40,000 square feet in ancillary meeting space. Components of phase two include a 300,000-square-foot entertainment venue, 215,000 square feet of restaurants, retail and cinema, and full-service hotel development.

The project is just one of several taking place in Irving. In the next three years, the city will see more than \$2 billion in hotel, retail, entertainment, office, residential and meeting facility development, including the cre-

ation of the convention center and the redevelopment of the Texas Stadium site after the Dallas Cowboys move into their new stadium.

Other developments of interest include Water Street, a 13-acre mixed use development from the team that created Dallas' West Village. Located between Williams Square (home of the famed Mustangs of Las Colinas) and the Omni Mandalay Hotel, the project will dramatically change the face of the area's Lake Carolyn waterfront. On the northern side of Williams Square, a project titled North Shore will activate the northern edge of the lake. By the time DART Light Rail comes past the Texas Stadium site and through Las Colinas on its way to Dallas/Fort Worth International Airport, Irving's landscape will indeed have changed dramatically.

Located immediately adjacent to DFW Airport and in between Dallas and Fort Worth, Irving boasts more than 75 hotels and more than 11,000 hotel rooms. For more information, call the Irving Convention and Visitors Bureau at (972) 252-7476 or visit www.irvingtexas.com. ▀

– Submitted by the Irving Convention and Visitors Bureau

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Meeting Professionals International

Brooke Bode
Meeting Professionals International

Pamela Cope

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Meeting Professionals International

Jeffrey DiMiceli
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