

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

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Chapter Information
& Calendar of Events
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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.

To Go (Offsite) or Not to Go: Using Unique Venues

by Pat McCain, CMP

When Patty Markley, CMP asked me to write an article about why meeting planners take dinners, receptions and other program events outside their hotel, I thought what better way to gain insight into this common question than to participate in an extensive site visit to a European destination.

Two active members of our local chapter, Gia Staley, CMP of Healthpoint, Ltd. and Diane Smith, CMP, CMM, of Global Meeting Concepts, are considering the south of Spain for a future incentive programs. I was fortunate to be able to join Gia and Diane on a portion of their site visit to Spain... and the experience was remarkable.

"Not only must the program offer our company a venue that compliments the business objectives of our meeting, it must also provide a "wow factor" that rewards and motivates our attendees," Gia stated. "The whole program must be structured with one primary goal in mind - to make our organization more effective by creating an experience that promotes teamwork, camaraderie and performance."

During our time in Spain, Gia, Diane and I looked at multiple hotels and restaurants; evaluated entertainment options such as golf, beach activities, shopping and spas; and assessed destination management company qualifications through site-seeing trips to famous places like Gibraltar, Mijas and Granada. One issue became very clear as our group compared notes at the end of each day: an incentive trip to Spain and a sales meeting in Dallas, Texas have two totally different purposes for being held, yet they have the same objective: to motivate and educate by tapping into the attendee's senses. "In planning a meeting, whatever you can do to enhance an event, to involve all the senses of your guests, will complete the process and promote a more successful business result," Diane said.

"Memorable meetings, which translate into premium performance, are created by providing unique sensory experiences that exceed the expectations of your attendees," Diane added.

Hotel sales managers can develop a glazed look of disappointment when a client says they will be taking that dinner off property. It's natural that they want to maximize their program involvement to strengthen their bottom line. To a large degree, it is up to the planner to ensure the hotel understands the objectives of the program and the special needs of the group so that the off-property portion compliments the on-property part.



Left to Right:
Gia Staley, CMP, Healthpoint, Ltd
Pat McCain, CMP, Krisam Group & Global Events Partners
Diane Smith, CMP, CMM, Global Meeting Concepts

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President's Message

Who wants to be a Leader?

Last month, our committee chairs were invited to join in a networking and learning event along with the MPI D/FW Board of Directors. Steven Foster, CMP from Circle R Ranch - played "Host" and led the group in a fun and educational game... similar to "Who wants to be a Millionaire?"

Carol Benavidez, CMP, President Elect and Kim Reynolds, CMP, CMM, Director of Leadership put quite a bit of thought into helping our Chairs understand how to work together as a team.

We all learned quite a lot! So we thought we would share some highlights of the game with the chapter.

QUESTIONS

When was the first MPI chapter chartered? **ANSWER: THE ROCKY MOUNTAIN CHAPTER**

When and where is the next MPI PEC-North America being held? **ANSWER: February 2-5, 2008 ANSWER: HOUSTON, TX (GO TEXAS! Support our sister Chapter... be there!)**

What was MPI's name prior to its current name of Meeting Professionals International? **ANSWER: MEETING PLANNERS INTERNATIONAL**

Where has MPI recently opened a new office? **ANSWER: SINGAPORE**

A sponsorship form for recognition should be given to Randie Charnes, Chapter Administrator for which event? **ANSWER: *ANY donation whether "in kind" or monetary needs recognition by the Chapter. Please turn in as soon as after the event as possible so we can ALWAYS recognize our OUTSTANDING Partners!**

Membership has a current recruiting drive of each member able to receive a \$50 AMEX card per new member. How many times can you receive the \$50 card? **ANSWER: 3**

Building relationships equals proper recognition. When you want a thank you card submitted, send to: VP OF DEPARTMENT *The Board of Directors will be happy to send Thank you cards out. Please let the VP of Department know of any individuals you would like to see recognized on a monthly basis.

Communicating through email is an efficient way to make decisions, trace responsibilities, etc. However, if the communication is not resulting in a solution... pick up the phone within how many emails? **ANSWER: 2**

*With the current state of technology, emails are a great way to track communication. But, sometimes the messages may not relay correctly... so if you and the other person don't understand each other within 2 emails, please pick up the phone. Hitting "Reply to All" or Mass Emails can cause more harm than good! You can always document the phone conversation in an email afterwards.

Who was the first President of the D/FW MPI Chapter? **ANSWER: RON TRAMMELL The MPI D/FW Chapter was started in 1977 by Ron Trammell, Mary Kay**

What year did the MPI D/FW Chapter win the first of five "Chapter of the year" Awards? **ANSWER: JUNE 1989 *Winning years: 1989, 1990, 1994, 1996, 2001**

What year did Randie Charnes become the Chapter Administrator to the MPI D/FW Chapter? **ANSWER 1998**

So now that you're "in the know... We invite YOU to become more involved and take an active role as a leader in our chapter..

August Program Thanks You!

As Partners for a Lifetime, it's important to recognize our members, sponsors and guest speakers for their support of our monthly programs. In the September issue, the following partners were erroneously excluded from being recognized for their contribution to our successful August monthly program. Thank you to Liland's Special Event Productions for sponsoring the Decor & Centerpieces.

Also, a very special thank you to David Diaz from Dallas Fire & Rescue for participating and to our Moderator, Gloria Ford!



Nancey Hernandez, CMP
2007-2008 President

Letter from the Editor

Dear MPI D/FW Chapter Members,

As I wrap up the last issue as Managing Editor of our chapter newsletter, The Current, I find myself reflecting on the past three years in this position. What an honor it's been to serve our chapter in this role.

Yes, I've worked hard month in and month out to provide you with timely information and keep you informed of chapter programs. However, producing an accurate newsletter is not something that just "happens"; it's the result of incredible teamwork and collaboration.

My closest partner in the production process from start to finish has been our wonderful chapter partner PDQ Results Printing. For more than six years, Dana Conley at PDQ has been the person responsible for laying out all the materials in the newsletter each month. Through years of working with our chapter, Dana has come to know so much about the inner workings of our chapter that she's able to quickly identify information that doesn't look "right" and work in tandem with me to correct issues that might affect the final product.

I've managed the newsletter through three boards of director terms and the boards of director members have been the second layer of partnership in producing the newsletter. They've been the origin of submitted information; it all initially funnels through the vice presidents and directors serving our chapter and overseeing the committee work.

Finally, I thank those who've come before me: Steven Foster, CMP, who, through his efficiency in organization and staunch convictions about maintaining integrity in our newsletter, supported my work on the newsletter when I took the baton from him. He has always made himself available for me to call with a question or a posing concern that needed an answer.

Dana Rhoden, CMP, CMM, is another managing editor from the chapter's history. Dana provided me a golden nugget of wisdom: "It's more important to do what's right than to do what's popular!" Honestly, this sage advice became tattooed on my forehead; it truly has been the nucleus of what it takes to manage the newsletter and make sure the integrity and accuracy remain intact.

As a new committee emerges to put the newsletter together, I wish them well and am confident that their energy as a team will take them where they want to go.

I thank each of you in the chapter for your trust and faith in my abilities. And, remember, when you get a phone call from a newsletter committee member, take the call, return the call and do everything possible to contribute to the success of our chapter endeavors!



Patty Markley, CMP



MEETING PROFESSIONALS INTERNATIONAL

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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Peg Wolschon,
CMP, CTP

D/FW Chapter Membership Recruitment Challenge August 1 - December 31, 2007

Take the Membership Challenge

by Peg Wolschon, CMP, CTP

Did you know . . .

- ♦ The D/FW Chapter is the 6th largest MPI chapter in the world
- ♦ The D/FW Chapter has 950+ chapter members
- ♦ The D/FW Chapter Membership Goal is to have 1,000+ members

Help break the 1,000 member mark for the first time in the past 30 years, and do something good for yourself - receive a \$50 AMEX Gift Cheque.

How it works . . .

- ♦ You must be a current D/FW Chapter member
- ♦ Each new member that you recruit qualifies you to receive a \$50 AMEX Gift Cheque.
- ♦ Once a new member's application is processed and approved at MPI, our chapter is notified.
- ♦ Upon notification, the Membership Committee contacts each new member to ascertain if they were recruited by a current D/FW Chapter Member.
- ♦ When the new member notes that you recruited them, then you receive a \$50 AMEX Gift Cheque.

Note . . .

- ♦ You may earn up to three AMEX Gift Cheques during this August 1 - December 31, 2007 recruitment promotion
- ♦ Student, renewal or reinstated memberships don't qualify as a new member recruitment
- ♦ Only one person can receive recruiting credit on each new member the chapter receives

Speaking of student memberships, look for information on our exciting Adopt a Student campaign to arrive in the coming months! 

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Chapter Meeting • Thursday, October 25, 2007 • 11:00 a.m.

Working with Unique Venues - What you Need to Know!

by Pat McCain, CMP, Krisam Group & Global Events Partners

Holding an event at a location outside a hotel can be exciting and fun. It can also be daunting, if you don't know the right questions to ask about what's included and what you'll have to procure on your own in order to produce a flawless program.

Join our panel of experts in a game of Jeopardy to find out what you need to know and ask.

Our panel includes:

Ken Thornton, Fun Factory Events Dallas & San Antonio
 Susan Henderson, CMP, DMCP, Atlanta Arrangements, Atlanta GA
 Tracey Brenneman, CMP, PRA San Diego



Ken Thornton



Susan Henderson



Tracey Brenneman

Sponsored by Krisam Group and Global Event Partners

Our location this month, Gilley's Dallas along with their partner G-Texas Custom Catering will give you first hand experience how different using venues can be from being at a hotel.

Host Facility

Gilley's Dallas and G-Texas Custom Catering



DIRECTIONS

IF YOU ARE NORTH of downtown Dallas, take I-35E south into downtown Dallas until it meets I-30. Take I-30 east (Texarkana) and your first exit will be Lamar / Griffin St. Take the Lamar exit which will loop you around to a stoplight. Take a left at the light (Lamar) and Gilley's Dallas will be on your right.

IF YOU ARE SOUTH of downtown Dallas, take I-35E north into downtown Dallas. Take the Industrial Blvd. / Cadiz St. exit which will take you to a stoplight. Go straight through the light (you will be on Cadiz) which will hit Lamar St. Take a right on Lamar and Gilley's Dallas will be on your right.

IF YOU ARE WEST of downtown Dallas, take I-30 east into downtown Dallas. Your first exit after the I-35E * I-30 intersection will be Lamar / Griffin St. Take the Lamar St. exit which will loop you around to a stoplight. Take a left at the light (Lamar) and Gilley's Dallas will be on your right.

IF YOU ARE EAST of downtown Dallas, take I-30 west into downtown Dallas. You will exit Ervay St. which will lead you to a stoplight. Go straight through the light which will bring you to the Akard St. stoplight. Go straight through that light and the road will curve right. Go straight through another light which will lead you back over I-30, then take a left at the access road stop light which then leads you to Lamar St. Take a left on Lamar and Gilley's Dallas will be on your right.

Working with Unique Venues

Thursday, October 25, 2007

Gilley's Dallas and G-Texas Custom Catering

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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

Complimentary Self Parking

Advanced Member Price	\$35.00
Advanced Guest Price	\$40.00
Onsite Price	\$45.00

(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, October 22nd

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

September Meeting Chapter Partners

Please salute the following companies and individuals for their contributions to the meeting.

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September Program Committee

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M.T. Hickman, CMP, CTP
and Tina Bavemark

Timothy Arnold
Sandi Galloway
Jayna Monroe, CMP
Chris Torsy
Bill Reeser, CMP, CTS
Dan Titchywy
Deborah Cohen

September Meeting Highlights

by Timothy Arnold - Hilton National Sales

Additional notes by Tara Judd - United Way of Dallas

The theme of the September 27th meeting for our chapter was "Going Green", and our panel of experts captured the attention of the audience, while educating us on this very important topic. We had three people talking about three different perspectives, all relating to Green meetings. Harry Lewis came to us from Washington DC, where he works for the Environmental Protection Agency (EPA) in the pollution prevention division. Doug Brecht flew in from Oregon to talk about his Green Seal certified hotel, the 476 room Doubletree Portland, where he serves as Director of Sales and Marketing. Rounding out the panel was our own meeting planner for MPI International, Bridget Sypolt, who was one of the main planners of WEC in Montreal. Dr. Lawana Gladney moderated this panel with aplomb.

Harry started the panel discussion talking about what the EPA and the government is doing as it relates to meetings and procurements. He detailed some of the 16 questions that now go out in every RFP they send out relating to environmental issues, and how Green hotels receive preference in the bid process. He also talked about the cost savings that simple things such as compact florescent light bulbs, using aerators on showers and faucets, and reducing landfill output can have on the bottom line.

Doug followed by telling us the journey that his hotel has undergone in the past few years to get the coveted Green Seal award, while becoming a sustainable hotel. He stressed the importance of going Green for the right reasons, and highlighted some of the many benefits that the hotel has enjoyed by being such an earth friendly hotel. Doug also talked about some of their best practices, such as buying locally, using bulk products,



Panel of Experts: Bridget Sypolt, Meeting Professionals International, Harry Lewis, Environmental Protection Agency and Doug Brecht, Director of Marketing for the Doubletree Portland Lloyd Center.



MPI D/FW Chapter September Program Committee from left to right: Dan Titchywy, Dallas Stage Right Inc; Tina Bavemark, Society of Petroleum Engineers; Jayna Monroe, JCM Special Events, Inc; M.T. Hickman, CMP/CTP, Richland College; Tara Judd, United Way of Metropolitan Dallas; Timothy Arnold, Hilton Hotels.

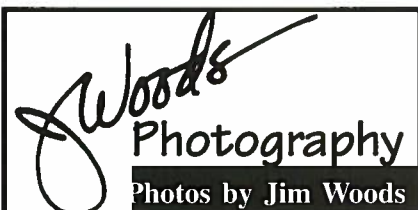
educating staff and guests, composting leftover food, and getting suppliers to deliver earth friendly products in a responsible way. He stressed that it has saved the hotel a vast amount of money by being Green, in addition to being so friendly to the planet.

Bridget told the audience about what MPI did in Montreal to host a truly Green meeting, the World Education Conference. Instead of bottled water, she talked about the water stations and the sponsored sport bottles. She also talked about print kiosks, where attendees could print off specific hand outs they wanted, rather than supplying them to everyone. MPI also applied green principles on the trade show floor, like using carpets that could be recycled, collecting all food waste, and using signage without the show logo, which can be reused for future conferences.



Thanks to our sponsor, the St. Louis Convention & Visitors Commission! (from left to right) Sue Hagin, Robin O'Connor and Melissa Blades

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Sherry DeLaGarza,
CMP, CMM

The Multicultural Initiative Committee

What Is It and Why Should I Be Interested?

by Sherry DeLaGarza, CMP, CMM
2007-2008 Multicultural Initiative Committee Chair

Over four years ago the Dallas/Fort Worth chapter of MPI embraced the newest initiative from International. The goal of the initiative was to increase business-to-business opportunities for ALL MPI members and increase the awareness of MPI and its members' services into the diverse organizations around the metroplex area.

For these past four years the committee has concentrated on educating our chapter members on what this means to them and why everyone needs to embrace the cultural diversity of our community. Some of the reasons brought before the membership include:

- in August 2005, the state of Texas officially became a minority-majority state
- Hispanics are expected to outnumber Anglos in the state by the year 2020.
- in the year 2005, the Hispanic, Black and Asian-American Chambers combined generated over \$1.3 Trillion in revenue
- the meetings industry needs to embrace the growing multicultural market or get run over by it

This year, the committee has joined in President Hernandez's vision, returning back to the initial goal of the initiative - to build partnerships in the multicultural community and bring diverse members to MPI while building relationships which provide business-to-business growth opportunities for everyone involved. That translates into more for your bottom line - increased diversity in your business partnerships.

A great example of an opportunity to build partnerships with the different cultures will be on October 23rd when several committee members will be attending the DFW International Dinner Party with Dallas Mayor Tom Leppert at Gilley's in downtown Dallas. The event is geared for experiencing "the rich cultural diversity of the DFW Metroplex." Cost is \$65 per person (JPA Scholarships available for those who qualify). I highly encourage everyone in the chapter, planner and supplier alike, to attend this first ever event. Networking will be at a premium! For more information visit www.dfwinternational.org or contact me at sdelagarza@macmeetings.com/ 469-255-6410.

Another ongoing opportunity to build relationships is the newly formed networking group, socialLIST - a Professional Network Society. They meet the first Friday of each month at different area locations. Visit www.thesocial-list.com. to sign up to receive their email notices.

Have I sparked your interest in increasing your vendor and/or customer list? Come join us at our monthly meetings held the second Wednesday of the month, or just ask to be included on the committee's email list - we send out notices of upcoming metroplex activities that are in line with meeting the goals and objectives of the chapter and enhance the multicultural experience.

This is how the Multicultural Initiative Committee members are doing their part to Build Partnerships for a Lifetime! Come join us. 



Carole May, CTC, CMP

Mark Your Calendar for a Special December Gala

"Holidays Around The World"

Join us for Networking and Celebrating!

This year our December Gala will celebrate, Holidays Around The World. We all have heritages we are proud of and holiday traditions we've grown up with - or maybe married into. Let's embrace our differences and our similarities by enjoying a variety of the tastes and experiences of worldwide celebrations. Even in our hometown, there are so many traditions of bringing in the Holidays. If you have special ethnic holiday attire, please wear it. If you've got pictures of special celebrations, please bring them to share. Mark your calendars for this special event and plan to bring a friend or spouse.

Date: Thursday, December 20
Time: 4:30pm - 7:30pm
Location: TBA



Carrie Elder, CMP

Passport of Fun and Networking!

The MPI D/FW Chapter wants to recognize the talented folks with the West End for creating a TRULY remarkable Dinearound event in September!

Our members arrived in the thriving West End District of Dallas on a Wednesday night, picked up their "passports" and enjoyed the tastes, sights and sounds of the West End. We were greeted by live music upon arrival and throughout the night.

Our fabulous hosts were:
Wild Bill's Western Wear, The Palm Restaurant, Landry's Seafood, Hoffbrau Steaks, RJ's Mexican Cuisine, Gator's, Sea Dog's, Springhill Suites, The Butcher Shop, YO Ranch and West End Pub

What a great time! It was great to see everyone in a social setting and so many of you were truly enjoying yourselves! I saw members from ALL over the D/FW Metroplex! Let's do this again... stay tuned!

Are you interested in hosting a networking event for the chapter? If so, please contact the VP of Membership for further details. Carrie Elder, CMP celder@tscpa.net or 972-687-8663



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Keri C. Obleton

The Future Leadership Forum

by Keri C. Obleton, M.B.A.


BONJOUR! Parlez vous francais? Or should I say welcome to MPI, 2007 WEC in Montreal, Canada. I sure did feel welcome, as I began my journey along with 29 other collegiate students to the IMEX-FLF, better known as Future Leadership Forum 2007. Greeted by warm faces, red dots and the Canadian crisp air, we were bound for a great experience.

The Future Leadership Forum sponsored by IMEX FLF is a professional development program for 30 select students who want to learn from top industry leaders. The program is designed for students interested in making a career in the meetings industry and gives participants valuable insight into industry trends and strategic elements important to the industry. Students have the opportunity to meet with and learn from other students and MPI members.

Indeed that goal was accomplished as we listened and participated in various lectures and roundtables executed by industry notables. From Sales & Marketing, Convention Centers, Education, and Associations just to name a few, we left with an abundance of knowledge and motivation.

Throughout this forum we were challenged to think differently and strategically; moreover, to maximize the movement and understand the differences around you, as Lecturer Dale Hudson from IMEX and Michael Gates from Culture Active Tool so eloquently translated. From the moment we stepped into this stimulating environment, we quickly realized that we would never be the same again. With great appreciation and thanks, I wish the same experience that was afforded to us, be reciprocated to students to come.

I always say in regards to students and my peers, whether young or old, if the present is not given to us the future will be manifested. The gap has been filled and the torch has been passed to carry on the rich legacy of the meetings industry.


Bonne journée, Thank you MPI and IMEX! 

Job Hunting is a Task of the Past

by Elysse Burrow, USA Hosts

Finding the "perfect job" job can be the most challenging, frustrating and time consuming project someone in the workforce faces. The countless moments spent pondering about being ready to just give up, or the feeling that current job openings don't have anything to do with your intended career path. With today's technology there are huge job-finding databases such as Monster.com or Careerbuilder.com, it's often easy to get lost in thousands of job postings while spending a large chunk of your time just trying to thumb through the legitimate ones. We've all been in this type of situation and I'm here to tell you there actually is an easier solution.

My first Membership Committee meeting was on a Tuesday night. All the attendees began introducing themselves first by name, then by the company they work for and so on. Suddenly I began to notice a pattern between too many of us to just be a coincidence. Three out of the seven committee members found their current jobs in the MPI D/FW Job Bank recently, meaning 48% of the people in the room utilized one of the many tools MPI provides to its members! All of the jobs listed in the job bank are industry related which creates a convenient atmosphere for suppliers and event planners alike, so searching for the "perfect job" is available with relative ease.

I strongly urge those looking for a job, or those just curious to see positions that are now available on the market, to take a minute to see the job banks on the national MPI Web site and our local MPI D/FW Web site. These job banks are also a great place to start if your company is in need of hiring industry professionals. Take advantage of the resources MPI offers to its members, getting the life-changing job you want is just at the tips of your fingertips. 

MARK YOUR CALENDAR

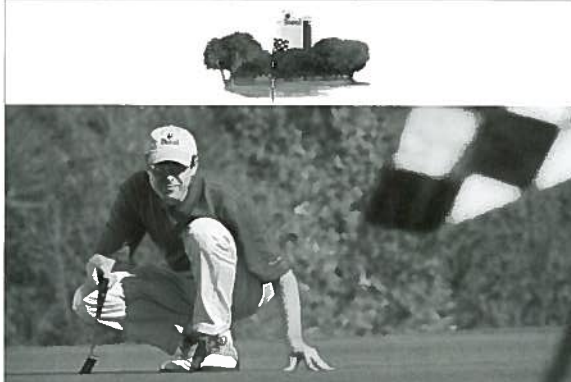
Love for Kids Christmas Party at Circle R Ranch




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!

Love for Kids (<http://www.lfk.cc/>) is holding its annual Holiday Event, Saturday, December 8, 2007 from 11:00 am - 2:00 pm at Circle R Ranch. More than 3,500 children between the ages of 6-12 from 1,000 area agencies are treated to a special day of fun activities and lunch, and each receives a present for the holidays.


With so many volunteer opportunities available to MPI D/FW members at this time of year, why is this one so special? Love for Kids was established in 1975 by former chapter member Alan Powdermaker of Circle R Ranch, and MPI D/FW has maintained strong ties to this organization ever since. The focus of the charity is to enrich the quality of life of the young and young-at-heart within the Dallas/Ft. Worth community who are in need of benevolent services. Love for Kids has deep-rooted ties to MPI D/FW. The Holiday Party at Circle R Ranch is part of our chapter's history and legacy. This year, we expect our strongest showing ever of chapter volunteers. So mark your calendar.

Twenty minutes ago,  he was lining up a merger.

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ALLIANCE, FT. WORTH

To Go (Offsite) or Not to Go: Using Unique Venues...Continued from page 1

During one site inspection at Ritz-Carlton's Villa Padierna property in Marbella, Spain, we met with Laurence Dubey, Director of Sales and Marketing. Laurence indicated that she loves it when she hears a group will be enjoying a local venue during their program. "Visiting unique venues can be important to the overall success of a program. Being close to historic or entertaining points of interest helps to sell us as a destination and can be very important to the customer's experience," Laurence said. Laurence also mentioned that with food and beverage revenue minimums resolved during meeting negotiations, a hotel sales manager does not need to be worried about a group taking an event off-site. "Having places and restaurants unique to southern Spain so close to Villa Padierna is not considered a threat to us, rather, we see it as a competitive advantage when meeting planners recognize their groups need a complete sensory experience."

For Gia's group, she believes a good reason for going off property is so the employees can mix and get to know top management in a more casual environment. In addition, she knows that some destinations, such as Italy and Spain, because of location, history, or culinary reputation, offer unique options that can deliver on the design to engage all the senses of her group. Gia said, "When you have a 4-to-6 night program, one intended to both reward and inspire, it gets more challenging for the hotel to create the 'unique, one-of-a-kind experience' that our attendees find so appealing."

Others involved in the meetings industry, like destination management companies, also realize the importance of enhancing the experience through touching all the senses. During one site visit, we had the opportunity to meet with Paco Esteban, Marketing Director of Creatur, an accomplished DMC in Spain. According to Paco, taking a group into a totally different environment such as a real theater, an authentic bullring or an ancient castle can be the difference in making a meeting truly memorable. As Diane pointed out, "Creativity and skillful negotiation can stretch even the tightest budget and can turn the average into amazing." Diane went on further to suggest that in almost every case, it is possible for planners to cost-effectively take advantage of what a destination has to offer – and impacting the sensory experience of their attendees – by using the unique venues available in an area.

Even in these days of email, web-casting and conference calls, there is still one thing that has not changed in the meeting industry: In order to motivate and inspire an organization, you must positively impact their senses through touch, smell, sight, hearing and taste. When that is achieved, anything is possible! 🌐



*Diane Smith, CMP, CMM; Global Meeting Concepts
Paco Esteban, Marketing Director; Creatur
Gia Staley, CMP, Manager, Meetings & Events; Healthpoint, Ltd
Laurence Dubey, Director of Sales & Marketing; Villa Padierna a Ritz-Carlton Hotel
Pat McCain, CMP, Vice President; Krisam Group & Global Events Partners*

September Meeting Highlights...Continued from page 6



Melissa Blades - St. Louis Hyatt Union Station, Sue Hagin, St. Louis Convention & Visitors Commission; Molly Kristall, Sara Ellen & Samuel Weisfeld Center; Robin O'Connor St. Louis Convention & Visitors Commission and Heidi Pamplin, Fast Signs

All three of our guest speakers stressed the importance of green behavior in the meeting industry and encouraged each of us to start now and identify simple changes which we can implement now. Each also dispelled the myth that green behavior is more expensive. They also emphasized the positive economic impact that green behavior and an eco-responsible mindset can have on customer service and the financial bottom line.

After the meeting, about 20 people gathered to ask specific questions of the panelist. This was a great opportunity to gain additional knowledge and apply the information received.

Our wonderful host facility was the Radisson Richardson at Campbell and I-75. Instead of sales kits, they had the genius idea to give each attendee a compact florescent light bulb, with the hotel information on the packaging. This nice touch was appreciated by everyone, especially when the panel discussed how much money people could save by using these light bulbs! The lunch was a duet of chicken and fish, but in smaller portions, to reduce food waste. Other green touches in the meeting included reducing paper waste with no handouts, re-use of materials with live centerpieces (which were donated to local healthcare centers including local nursing homes and the Denton State School); emailed evaluations; and providing one glass at each place setting for guests to choose their beverage (instead of automatically serving multiple drinks to each person). 🌐

MEMBERSHIP NEWS



Linda Sergeant

“Buddies Unite”

by Linda Sergeant, *BBJ Linen*
Director of Recruitment

Buddies are so important in our lives. They listen and encourage.

They help us navigate through mazes we don't understand.

They reach out a hand and say, “Come...walk this way.”

The Buddy Program is an excellent way to help members feel at home and help them create partnerships for life. Your Buddy will sit with you at the meetings, introduce you to other members, try to answer any questions you have about the different Chapter committees and activities, and increase the value of the time you invest with MPI.

If you are interested, all you have to do is contact me and let me know what your needs and desires are regarding participation in the MPI D/FW Chapter. You can call, email, or find me at a monthly meeting. You can also let the folks at Orientation know, and they will get in touch with me.

You are what this Chapter is about for the next 30 years!

Start making buddies for life today.

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.mpidf.org.

- Angela Abernathy.....Smith Transportation
- Chris Arredondo.....Eclipse Entertainment
- Fred DeSota.....Doral Tesoro Hotel & Golf Club
- Carrie Freundlich.....National Staff Development Council
- Kendra Gadwood.....American Heart Association
- Tracy Gimbel.....Prava Suites
- John Jacaman.....eMarket Solutions LLC.
- Barry Jones.....FamilyLife
- Robert Keating.....Quest Drape
- Allison Keith.....Canyon Creek Country Club
- Terrance Kranz.....Abacus and Jaspers Restaurants
- Margo Manning.....Dave & Buster's - Corporate
- Kelly McAnulty.....
- Joyce Meyer.....YWCA
- Andrew Mirsky.....Sheraton Suites - Market Center
- Penny Parsons.....Granbury Convention & Visitors Bureau
- Genevieve Salazar.....Ernst & Young
- Ashley Sansalone.....Barton Creek Resort & Spa
- Marisa Smith.....Eldorado Hotel & Spa
- Jennifer Young.....Parkland Health & Hospital
- Jose Zapata.....The CTA Group



Leah Belasco
'Grapevine' Columnist

Heard it through the Grapevine!

Tamra Hughston, CMP, CMM, has joined *BeautiControl* as Senior Director, Meetings and Events. Tamra previously was with *Home Interiors and Gifts*.

Congratulations to **Maura Gast**, Executive Director of the *Irving Convention & Visitors Bureau*. Maura was elected Chair-Elect of the 2007-2008 Destination Marketing Association International Board of Directors.

John Cychol was named Vice President-Meeting Sales for the *Fort Worth Convention & Visitors Bureau*. John previously was with the *Irving CVB*.

Monica Salazar has joined *Rx Worldwide Meetings* as Meetings Coordinator. Monica formerly was with *Spear One Productions*.

Annie Matthews, formerly with *AVW-Telav*, has joined *Aquire* in the software sales department.

Erin Lucia has joined *Ferrari's Italian Restaurants*, Addison and Grapevine, as Sales Manager. Erin previously was with the *Movie Tavern*.

Pamela Stern has joined *Stern's Catering* as Director of Client Services. Previously, she was with *Arthur's Prime Steaks* and *Seafood*.

Elyse Burrow has joined *USA Hosts* as Operations Manager. Previously, Elyse was a meeting planner at *1st Global* in Dallas.

Congratulations to **Brooke Oltman**, Sales Manager at *USA Hosts*, and her husband Paul on the June 24th birth of son Fletcher Dean.

Congratulations to **Bedford Wynne**, *Wynne Sedan & Limousine Group*, and his wife Tia on the birth in August of daughter Stella Love.

Katherine Hines Fowler, formerly with *HelmsBriscoe*, has joined *Marriott Horseshoe Bay* as Senior Account Executive.

Our deepest condolences to **Patty Stern Markley, CMP, DMM** Group, and her sister, **Pamela Stern**, *Stern's Catering*, on the loss of their mother Joan Stern, who passed away on September 4.

Our heartfelt condolences to **Colleen Rickenbacher, CMP, CSEP, CPS**, who tragically lost her mother, Evelyn Elbert, who passed away on September 12th.

To submit member news and information, contact:
Leah Belasco • 214-441-3309



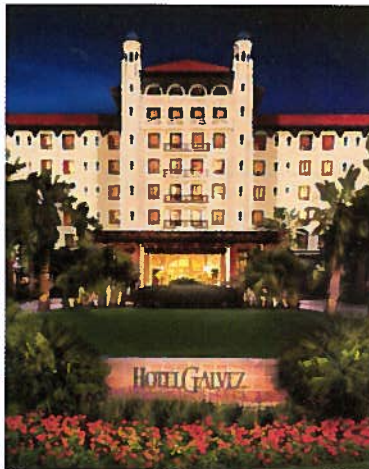
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