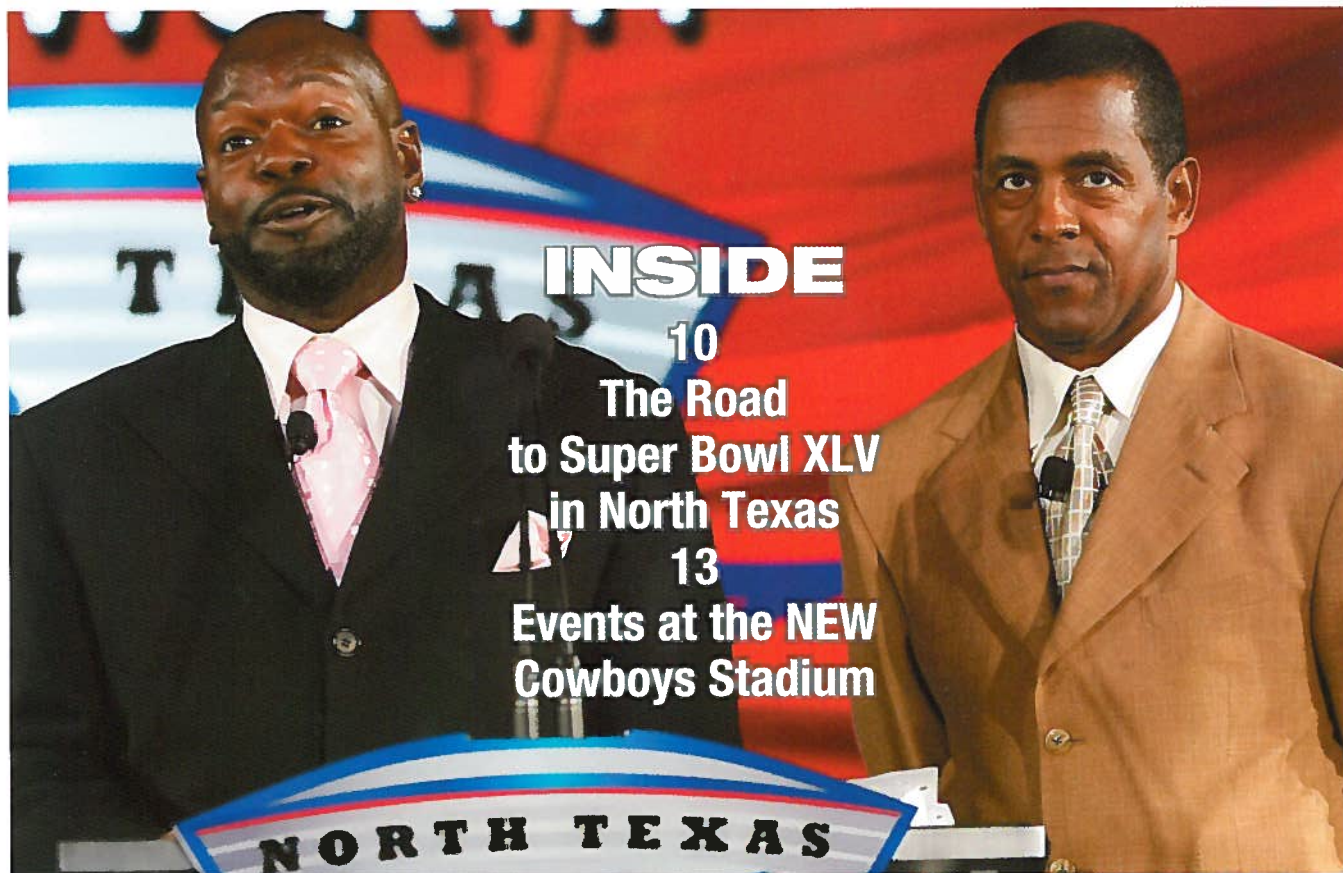


CURRENT

MAGAZINE

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to Super Bowl XLV
in North Texas

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Events at the NEW
Cowboys Stadium

DALLAS/FORT WORTH
CHAPTER



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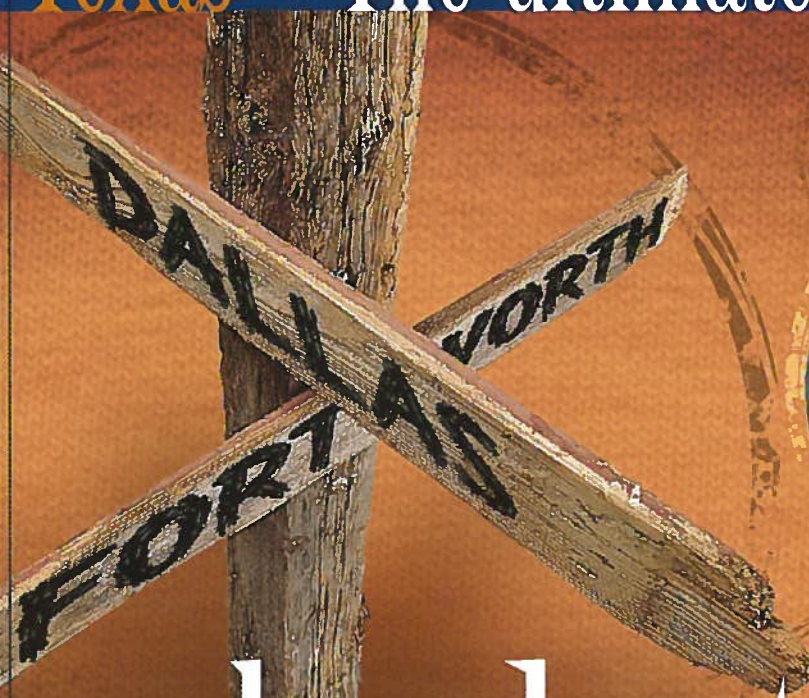
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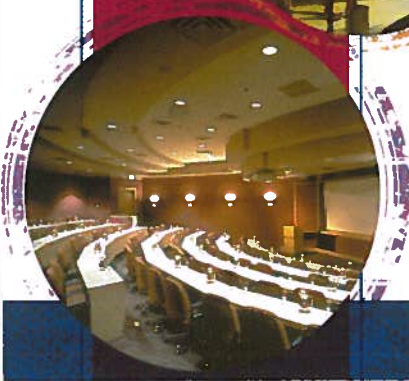
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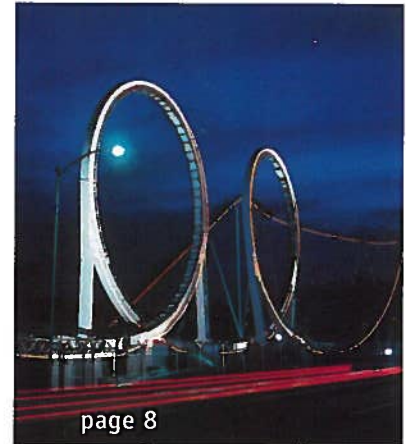
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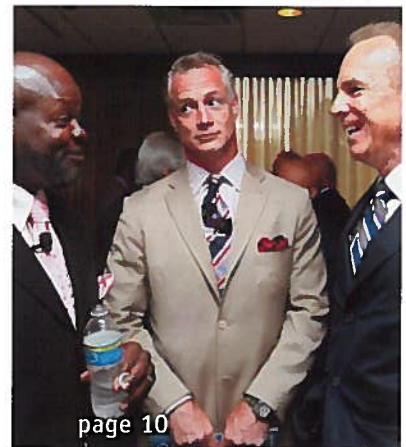
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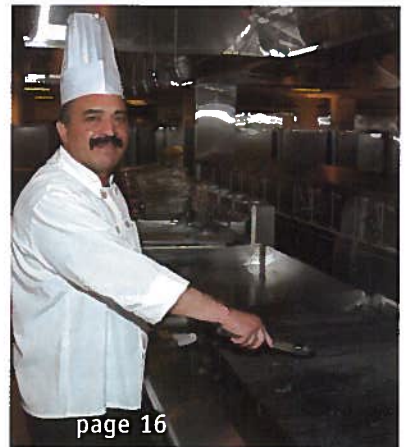
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By Charlotte Gannon
- 13 Events at the NEW Cowboys Stadium**
From the Technology Center with "telepresence" to the largest center-hung scoreboard in the world, this venue is a planner's paradise.



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*Find Fun Facts throughout this issue.

FUN FACT:

Cowboys Stadium's exterior is covered with more than half a million square feet of glass and stone.

Published for: MPI - Dallas/Fort Worth Chapter, 7750 N. MacArthur Blvd., #120, Irving, TX 75063-7501, Phone: (972) 869-3836, Fax: (972) 506-7485, www.mpidfw.org

Published by: Naylor, LLC, 5950 NW First Place, Gainesville, FL 32607, Phone: (800) 369-6220, Fax: (352) 331-3525, www.naylor.com

Editor Tara Horstmeyer, Project Manager Rick Jablonski, Advertising Director Kathryn Hillgardner

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PUBLISHED JULY 2009/MDF-S0409/8384





I am CMP

Pat Hughes, CMP
American College
of Emergency Physicians



I enjoy interacting
with MPI, ACEP
members and
conference speakers,
but I love watching
my granddaughter
grow up the most.

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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Jason Ware
American Heart Association

I look forward to continuing to connect with the membership of the MPI D/FW Chapter. My personal goal is that I reach out to all of our nearly 1,000 members within the chapter.

Welcome New MPI D/FW President Jason Ware!

The *Current* is happy to introduce our new MPI D/FW president. Please take a moment to get to know Jason Ware, the 34th president of the MPI D/FW Chapter.

Ware is the senior manager of Operations for the American Heart Association (AHA). In his current role, he has the opportunity to define the power of meetings for a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke. His primary role at the AHA is to manage the overall logistics and on-site management of Scientific Sessions, the 25,000-person premier cardiovascular conference in the world. In addition to Scientific Sessions, he is responsible for the International Stroke Conference, the ATVB Conference and supervising an entire team of meeting planners.

He has been a member of Meeting Professionals International (MPI) since 1996, and spent five years with MPI, first as the Chapter Relations manager, and then promoted to senior manager of Membership Marketing and relocated to MPI Headquarters in Dallas.

.....

Current: How did you become involved in the events industry?

Jason Ware: After college, I was supposed to be a graphic designer. However, my life changed paths when I started doing some contract work for one of my clients. She said she wanted to hire me full time but the job did not include graphic design. She asked me if I had ever planned a meeting or an event, and I replied by saying, "I was chairman of my high school prom, does that count?" So, I was hired as the first meeting planner for The Executive Committee – TEC Florida.

Current: What is the most rewarding aspect of your position at AHA?

Ware: Since I began my career at the AHA, I have been committed to the AHA's mission of building healthier lives free of cardiovascular disease and stroke. My passion for my job as a meeting planner for the AHA can be seen in every facet of my life. For two consecutive years, I have personally raised more than \$30,000 for the Heart Walk, making me a top walker in Dallas.

Current: What does MPI mean to you?

Ware: MPI means business, friendship, education and opportunity. It is the meetings and events industry's largest and most vibrant global community. MPI has helped me grow and develop as a meeting professional.

Current: What made you want to be MPI D/FW president?

Ware: I've always wanted to be president of an MPI chapter. In 2000, I became president-elect of the MPI North Florida Chapter. That same year, MPI International hired me to become the first Chapter Operations Specialist for MPI Headquarters. So, I fell short of my dream of becoming president. After leaving MPI International, I knew if the opportunity ever presented itself, I wanted to be president of the MPI D/FW Chapter.

Current: What is your theme for your upcoming year as president?

Ware: My overall theme for 2009-2010 is "Now is the Time." To begin, my theme can speak to larger industry-wide audiences because now is the time to prove the value of meetings, especially when they are being portrayed in the national media as wasteful

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- Casino Parties
- Recitals
- Rawls
- Conferences
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- Bar/Bat Mitzvahs
- Luncheons
- Meetings
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- Graduation

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boondoggles, instead of valuable business tools that create billions of dollars in jobs and economic impact. Also, my theme can be a personal one because now is the time to be your personal best as a meeting professional and prove your value in driving business and impacting the bottom line, particularly in these tough economic times. Last and most importantly, my theme can relate to the chapter members because now is the time to be involved in MPI more than ever to network with industry colleagues, to sharpen your skills, to give back to the D/FW meetings industry and to realize your return on involvement within the chapter.

I look forward to continuing to connect with the membership of the MPI D/FW Chapter. My personal goal is that I reach out to all of our nearly 1,000 members within the chapter.

Also, we will be honoring past leadership, celebrating the present leadership and embracing the future leadership of our chapter. Each month, we will recognize and honor one of our chap-

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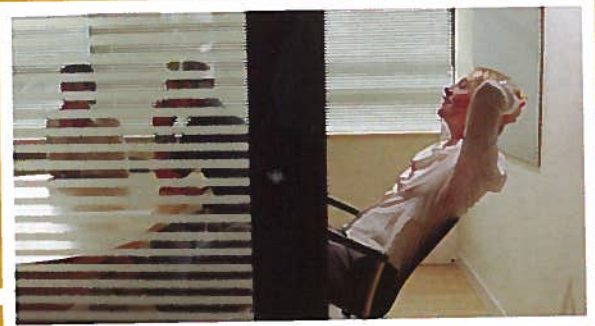
My favorite quote is from Walt Disney. He said, "If you can dream it, you can do it. Remember this whole thing started with a dream and a mouse."



you plan meetings to
perfection, we planned
an entire city that way



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MARK YOUR CALENDAR



JULY 7

All Chapter Committee Meeting

6 – 7:30 p.m.

Addison Conference Centre
15650 Addison Road
Addison, TX 75001

JULY 23

Monthly Chapter Meeting

11 a.m. – 1:30 p.m.

Eddie Dean's Ranch
944 S Lamar Street
Dallas, TX 75202

AUGUST 4

All Chapter Committee Meeting

6 – 7:30 p.m.

Addison Conference Centre
15650 Addison Road
Addison, TX 75001

AUGUST 27

Monthly Chapter Meeting

11 a.m. – 1:30 p.m.

The New Cowboys Stadium
One Legends Way
Arlington, TX 76011

Dates and times are subject to change. Please log on to www.mpidfw.org for the most up-to-date information.



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E-mail editor@mpidfw.org for more information.

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**Whatever you like to do, there
is a place for you!**

Join an MPI D/FW Chapter Committee!
Check out an entire committee list on
www.mpidfw.org OR come to an all
chapter committee meeting the first
Tuesday of each month.



**All Chapter Committee Meetings
6:00 – 7:30 p.m.**

Addison Conference Centre
15650 Addison Road, Addison, TX 75001

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.

Upcoming Developments: City of Arlington



Shock Wave at Six Flags Over Texas.

When it comes to big, nobody does it better than Texas. And when it comes to excitement, only Arlington makes the crowd go wild!

Arlington is now home to the \$1.2 billion state-of-the-art Dallas Cowboys stadium, the largest domed structure in the world. On June 6, history was made when Grammy Award-winning country music star George Strait kicked off many unforgettable events at this unbelievable venue. Along with singing sensations Reba McEntyre, Blake Shelton and

Julianne Hough, Arlington rocked! With a concert by U2 scheduled to take place Oct. 12, Arlington is guaranteed to stay in the public eye.

The stadium is the largest, most technologically advanced sports and entertainment venue in the world. The stadium features two monumental arches, the planet's largest HD-quality video board, the famous "hole" in its retractable roof (with a nod to historic Texas Stadium and God watching his favorite team), and the largest opening end zone doors of any sports venue worldwide. It's not only the home of "America's Team," it's host to the AT&T Cotton Bowl Classic, the 2010 NBA All-Star Game and the 2014 NCAA men's basketball Final Four, not to mention the one and only Super Bowl XLV in 2011. With a myriad of options for meeting professionals – from dining in the locker room to enough trade show

With a new expansion on the way, the Arlington Convention Center and award-winning Convention Services team makes meeting planning easy.

space to host huge events – the stadium is the place to be.

With a new expansion on the way, the Arlington Convention Center (ACC) and award-winning Convention Services team make meeting planning easy. Easily configured to specific requirements, the center features a 48,000-square-foot Exhibition Assembly Hall and 30,000-square-foot Grand Hall with an additional 12 individual meeting rooms offering an additional 8,500 square feet of divisible space for breakout sessions. The ACC's professional staff earns high marks for its attention to detail and ability to rise to the most challenging expectations. Do you have an intimate group meeting or a large, detailed convention? Arlington is guaranteed to offer a great location, thrilling amenities and great staff!

Six Flags Over Texas still offers guests more flags and more fun. Whether it's creating spouse-and-family entertainment or hosting after-hours entertainment, the original Six Flags theme park offers guests thrills and out-of-the-box entertainment.

A \$3 million renovation took place at the Rangers Ballpark in Arlington featuring new scoreboards and comfort

No matter what your crowd is looking for, Arlington is the place to find it.



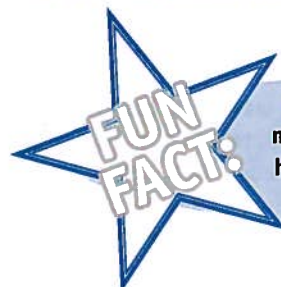
Clockwise from top left:
*Fireworks at the Texas Rangers Ballpark.
 New Holiday Inn and Suites.
 \$1.2 billion state-of-the-art Dallas
 Cowboys stadium.*



seating in mind, ballpark events are sure to be a “homerun” in excitement. And, with spacious clubs like Cuervo and the Diamond Club, you’re guaranteed to find a place that will satisfy any need.

New full-service hotels have come on board the Arlington fast track, with a new Holiday Inn and Suites bringing in more meeting space, and a recent renovation \$15 million renovation at the Sheraton, located next to the convention center. Of course, an updated and contemporary Hyatt Place is around the corner from the ACC, and the Crowne Plaza never disappoints.

Take a few rides on thrilling coasters at Six Flags Over Texas, cheer on the Texas Rangers at Rangers Ballpark in Arlington, splash around at Hurricane Harbor, or tour the colossal construction of the world’s best state-of-the-art stadium for America’s team, the Dallas Cowboys. No matter what your crowd is looking for, Arlington is the place to find it. ▶



The Dallas Cowboys Stadium has the tallest movable glass wall in the world. It is 120 feet high and 180 feet wide. It takes 18 minutes to open or close it.

The Road to Super Bowl XLV in North Texas



By Charlotte Gannon
Wolfgang Puck Catering
The Nasher Sculpture Center

An estimated
150,000
visitors will
descend upon
North Texas
with a four-
night minimum
hotel stay.

Planners and Suppliers: Are you ready for some FOOTBALL? In case you've been hiding under a rock and haven't heard – on Feb. 6, 2011, Super Bowl XLV will be here in our own backyard. That's right – NORTH TEXAS!

The Super Bowl is a world-class event that demands world-class destinations and stadiums. North Texas is just that destination with its new Cowboys Stadium, as the playing field that will welcome extraordinary teams to an extraordinary experience.

More than two years ago, once Dallas Cowboy owner, Jerry Jones knew his \$1.3 billion stadium in Arlington was indeed going to happen, the wheels started turning to assemble a group of illustrative civic leaders to bid on bringing the Super Bowl to North Texas. Alas, The North Texas Super Bowl Host Committee was born. Headed by Roger Staubach as chairman and Bill Lively as president and

CEO, the group is a proverbial list of Who's Who in the North Texas community – not to mention Cowboy football legends such as Troy Aikman and Emmitt Smith.

As with most large events, big-dollar sponsors and donors are key to the success of this project. With Lively at the helm, the Host Committee is well on its way to securing big-dollar commitments. So far, sponsors have committed to giving \$9 million of support, and outstanding asks are looking very promising. Lively set records in fundraising for the Dallas Center for the Performing Arts opening, set to open in October of this year.

The intriguing thing about this group is they have grand ideas of making this Super Bowl XLV the one to set the standards for all Super Bowls in the future. How to involve a major region like North Texas, as opposed to focusing on one city's involvement in this event, is a special consideration the Host Committee



Ross Perot, Jr., Roger Staubach and Tom Leppert.



Former Dallas Cowboys Emmitt Smith and Tony Dorsett.

is focused on. The Super Bowl will bring incredible economic impact to our area, and during these trying economic times, we couldn't be more ready! Did I mention their goal is to get North Texas in the mix for future Super Bowls, not just a one-hit wonder?

Good news for the events community: the Host Committee is planning on staging a yearlong series of events rather than events just over a few days leading up to the game in February 2011. The Kick-Off Concert Series will start in March 2010 and run through game day, with a variety of activities planned to suit every audience.

Spectacular venues were announced on May 12 at the Arlington Sheraton, where former Dallas Cowboy players took pleasure in rolling out the venue schedule. There is truly a regional focus with the following headlining events at venues throughout North Texas.

Of the 16 major events announced to date related to Super Bowl XLV, Dallas and

continued on page 12

65 percent of all attendees of the Super Bowl and related events are corporate decision makers.

Hosts with the MOST

ARLINGTON will host:

- The Super Bowl game, Feb. 6, 2011.
- The Tailgate Party that same day.
- The Super Bowl XLV Accreditation Center, where 45,000 credentials will be handed out (exact site location to be determined).
- The Grand Finale of the Kick-Off Concert Series, Sept. 10, 2010, at the new stadium.

DALLAS will host:

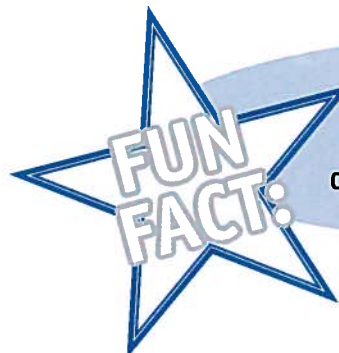
- The NFL Experience, at the Dallas Convention Center.
- NFL Headquarters, at the Hilton Anatole.
- The Media Center, where 4,600 journalists will broadcast and file their stories, at the new Sheraton Dallas.
- A major concert in the Kick-Off Concert Series, May 22, 2010, at the new Winspear Opera House.
- The NFC Fan Party, Feb. 5, 2011, in historic Fair Park.

FORT WORTH will host:

- The AFC champions, at the new Omni Fort Worth.
- AFC practices, at Texas Christian University.
- The AFC Fan Party, Feb. 5, 2011, in downtown Fort Worth, in unison with the Dallas Fan Party.
- The first event of the Kick-Off Concert Series, March 6, 2010, at Bass Hall.
- The Taste of the NFL, Feb. 5, 2011, at the Fort Worth Convention Center.

IRVING will host:

- The NFC champs, at the Omni Mandalay Hotel at Las Colinas.
- NFC practices, at the Cowboys' Valley Ranch facilities.



If you laid out all the hand rails in the stadium end-to-end, they would run more than 12 miles. That would stretch from the Cowboys Stadium all the way to DFW Airport.



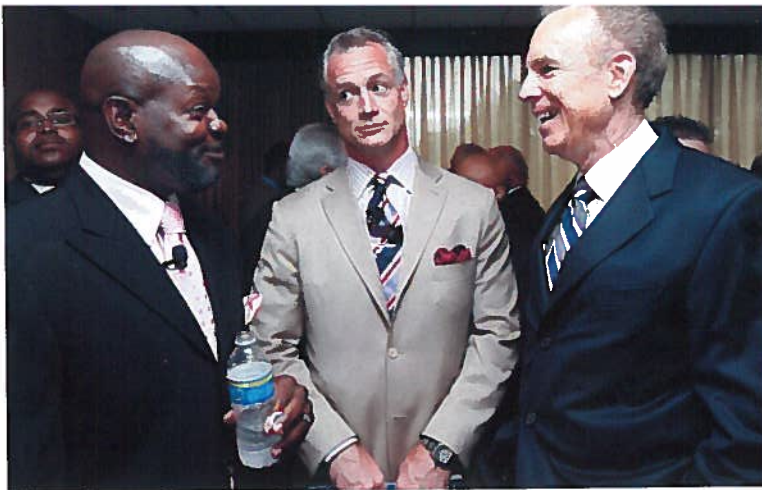
In addition to the Main Kitchen, there are two finishing kitchens on every level and floor of the new stadium.

continued from page 11

Fort Worth will host five events each, Arlington will have four, and Irving will have two.

"There will be more, important venue announcements to come," Lively said. "But these selections today speak to the regional spirit this game is fostering."

"While the NFL was responsible for selecting the venues for most of these events, we listened carefully to community



Emmitt Smith, Daryl Johnston and Roger Staubach.

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leaders throughout North Texas," said Frank Supovitz, the NFL senior vice president of Special Events, who was also in attendance.

The NFL Emerging Business Program awarded \$4 million in contracts to 130 businesses in Tampa, Fla., last year.

Supovitz is also heading up Super Bowl 101 seminars to better educate the North Texas business community. They have already had their first round of seminars, just before the press conference, in which 400 business leaders attended and listened in wonder to ambitious planning, already well under way.

Supovitz called for the participation of local businesses, encouraged them to become a part of the 10,000 person volunteer force that will be amassed in the coming year, and offered statistical background on the impact that Super Bowls have on cities and the greater regional area. ▀

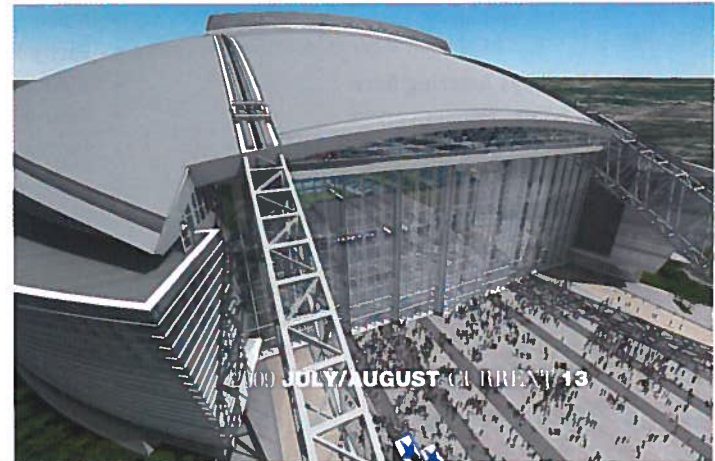
STAY TUNED

The *Current* will be providing further information on how to get involved. This will include information on future Super Bowl 101 Seminars, as well as the Emerging Business Program for North Texas.

Please check the Super Bowl Website, www.northtexassuperbowl.com for more detailed information.

FEATURE

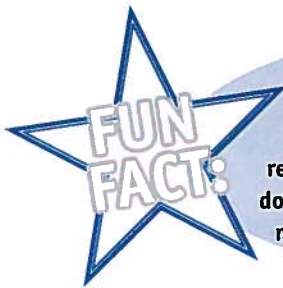
Events at the NEW Cowboys Stadium



The Special Event Sales team at the NEW Cowboys Stadium is a small group of seasoned veterans in the meetings and events industry. Gail Grogan, CMP, CMM, is the director of Sales for Special Events; Sarah Christie and Bill Reeser, CMP, are Group Sales managers – Special Events, and Jessica Anderson books group tours. This tight-knit group truly functions as its own version of the Cowboys “Special Teams.”

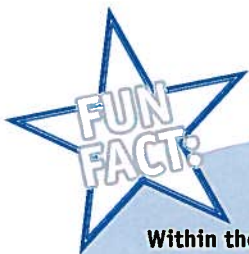
- The stadium opens on June 6 with the inaugural concert of George Strait.
- Group and individual tours of the stadium will be offered at the end of June.

From the Technology Center with “telepresence” to the largest center-hung scoreboard in the world, underground parking lots that convert to exhibit halls, and the ability to drive two 18 wheelers side-by-side all the way around the stadium *underground*, this venue is a planner’s paradise.



Cowboys Stadium has the largest domed roof in the world at 660,800 square feet. It only takes 12 minutes to open or shut the retractable dome. Each retractable door of the dome is 63,000 square feet, and it takes 128 motors to move them.





Within the stadium, there are 22 escalators, 18 elevators, 10 major stairways and a ramp that runs from the event/field level all the way to the upper concourse.

- Group events are being booked to take place beginning in July

"We're thrilled to have the opportunity to show this amazing venue to the community," Grogan says. "Demand isn't focused on ONE main location within the stadium; it's on the WHOLE STADIUM!"

There are beautifully decorated clubs and event space on every level. Coupled with the massive field of 98,210 square feet, making this venue absolutely unforgettable.

From the Technology Center with "tele-presence" to the largest center-hung scoreboard in the world, underground parking lots that convert to exhibit halls, and the ability to drive two 18 wheelers side-by-side all the way around the stadium *underground*, this venue is a planner's paradise.

Did I mention there's a football team that calls this place home? Come experience the new home of "America's Team"; it's an experience like no other!

THE NEW COWBOY STADIUM TOURS

Tour the "ninth wonder of the world!" Step onto the only NFL field open to the public! Cowboys Stadium is currently available for either individual or group tours.

Group tours consist of 20 people or more, and individual walk-up tours of Cowboys Stadium are available on non-game days.

Tours hours: 9 a.m.-6 p.m. Monday – Saturday
11 a.m.-6 p.m. Sunday

Prices: **Individuals**
\$15 per adult
\$12 per child or senior
Group
\$12 per person, adult
\$ 9 per person, child or senior

These tours are based upon availability and include, but are not limited to: The Cowboys locker room, the press box, the broadcast booth, a luxury suite and, of course, that famous gridiron with the Cowboys star right in the middle!



Tour participants can have their picture taken in the middle of the field right on the star. Still cameras are allowed; no food and beverage on the tours, please.

Cowboys Stadium is the most ADA accessible building in North America, and the recipient of the 2009 Barbara Jordan Award. Please let us know if your attendees have special assistance needs.

Tours will eventually be able to be booked online through the stadium's Website, but are also available via phone. Please call:

- For individuals: (817) 892-TOUR
- For groups: (817) 892-8688

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2½ hours, \$40 per person

- On-field skills challenge: punt, pass and kick!
- Exciting, crazy relays like quick football uniform change, big foot relay and more!

Cowboys Amazing Race

3 hours, \$50 per person.

Experience firsthand our incredible stadium by completing 35 fun tasks!

- Punt, pass and kick competition
- Cowboy and company trivia
- Crazy Olympics on the field
- Team backpacks included

All-Star Sports Challenge

3 hours, \$65 per person.

Amazing race or flag football game. Sports competition incorporating football skills and 10 entertaining games. Teams will get points for everything.

- Basketball shot
- Hockey shot
- Golf chipper inflatable
- Baseball accuracy throw
- Homerun hitting challenge
- Putt-putt holes
- Big foot relay
- Remote control car race
- Football accuracy toss
- Field-goal-kicking challenge

Additional activities available include but not limited to: game shows, team Texas hold'em, team building with a purpose "give-

back events" such as making packages for the troops or building bikes for needy kids, and build your own go-karts. All packages come complete with team building ice breakers, team wrist bands and awards ceremony.

All teambuilding facilitation provided by Team Up, Inc.



Spotlight on Lori-Lynn Baker of The L Group

By Lisé Lang
Society Editor

Current: What is your position?

Lori-Lynn Baker: Sales & Marketing director of The L Group (www.theLgroup.com)

Current: What are some of your responsibilities?

Baker: Market and promote Lee J. Colan's leadership products, speaking and consulting services that help leaders and their teams grow personally and professionally. I expand the awareness of Colan's 10 books, including two best sellers and companion resources to corporations and individuals throughout the United States.

Current: What do you love about working for your company?

Baker: I love that we bring hope and encouragement to others, while helping them achieve success and significance. What's not to love when you work with the best and you get to bring out the best in others?

Current: Who would be your ideal dining companions (past or present)?

Baker: My deceased grandmother; my two dear friends, Robin and Shirley; Robin Williams, for I just love to laugh; Oprah, for she has been such an impactful and positive role model.

Current: What was the last book you read?

Baker: *A Year by the Sea*, by Joan Anderson

Current: What are some of your hobbies?

Baker: Cooking and entertaining, gardening, kind of crafty with all kinds of art!

Current: Tell us one more thing about yourself.

Baker: I love to facilitate brainstorm sessions for teams and corporations – thinking outside of the box!

CURRENT:

IF YOU COULD VACATION ANYWHERE, IT WOULD BE...?

BAKER:

ITALY. I JUST LOVE THE ENERGY THERE WITH THE ARCHITECTURE, THE ART, THE FOOD AND THE WINE COUPLED WITH THE ROMANCE OF THE PEOPLE.

Pearls of Wisdom

By Paula Bruton, CMP
Resort Meetings Consortium



1. Compliment three people every day.
2. Be the first to say, "Hello."
3. Live beneath your means.
4. Treat everyone like you want to be treated.
5. Never give up on anyone.
6. Never deprive someone of hope.
7. Pray not for things, but for wisdom and courage.
8. Be tough-minded but tenderhearted.
9. Be kinder than necessary.
10. Don't forget, a person's greatest emotional need is to feel appreciated.
11. Keep your promises.
12. Leave everything better than you found it.
13. When you arrive at a job in the morning, let the first thing you say brighten everyone's day.
14. Don't rain on other people's parades.
15. Never waste an opportunity to tell someone you love them.

Adapted from *Life's Little Instruction Book* ©1991 by H. Jackson Brown. Published by Rutledge Hill Press, Inc., Nashville, TN.

Chef Eduardo Alvarez: 'It Is All About the Fan'



By Matthew Massengale, DMCP, CMP
Celanese Corporation

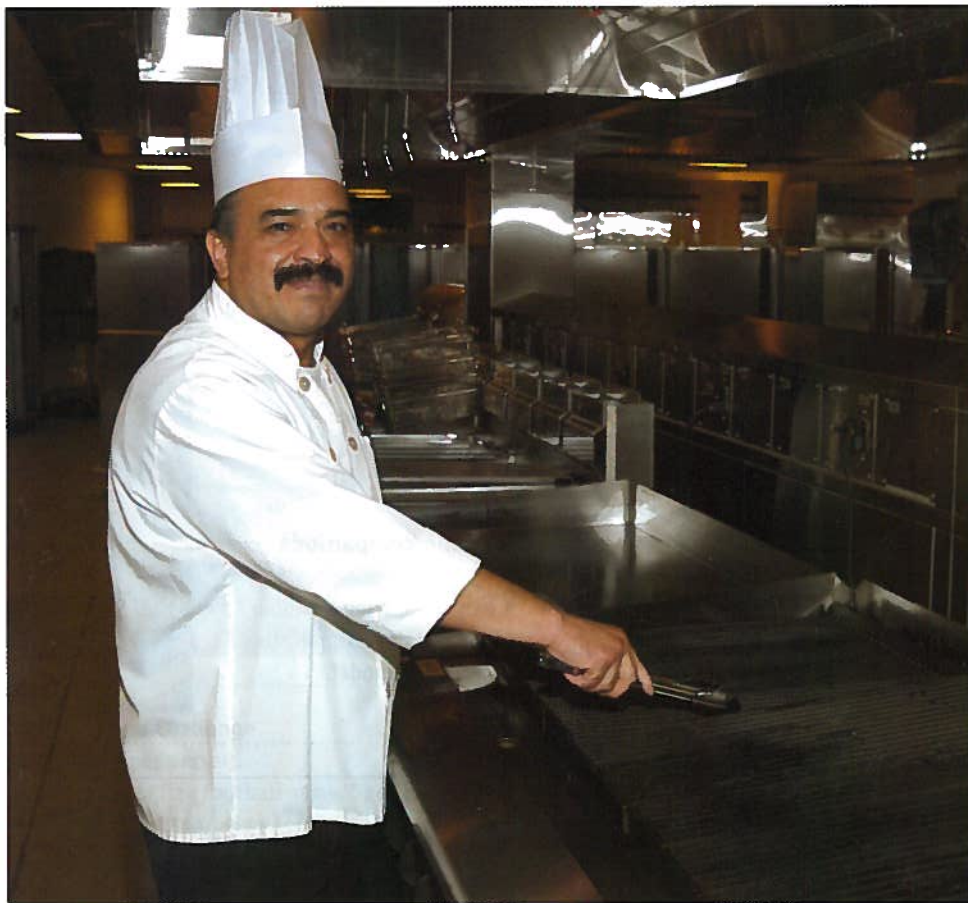
The Dallas Cowboys aren't the only team getting ready for game day in the new Dallas Cowboys Stadium. Chef Eduardo Alvarez takes us into his locker room and shows us how his team will score the winning food and beverage touchdown. Providing food and beverage for up to 80,000 attendees in the stadium seats, 15,000 premium club seats and 200 suites is the defensive line Chef Alvarez and his team are up against.

Chef Alvarez began his culinary career at the age of 16 and has been cooking for almost 30 years. Starting as a pantry chef, he soon knew his goal was to be an executive chef. Working his way through the different positions in the kitchen, he gained experience planning, preparing and delivering food to the masses while working at the Dallas Convention Center.

In 1999, he joined the Dallas Cowboys as executive chef. His goal had been met and still to this day, he is exhilarated

Chef Alvarez and his team will assist in the greening of the stadium by serving food and beverage in recyclable vessels.

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 the rush of game day. Away from the kitchen, Chef Alvarez is supported by his devoted wife and three children.

Chef Alvarez is supported by 15 full-time chefs, 1,500 part-time kitchen staff and 2,500 concessions staff. Menus include everything from hot dogs and hamburgers to Tex-Mex and barbecue to four-course dinners. All of the food is prepared in 11 stadium kitchens and transported to the different outlets. These outlets include concession stands, clubs and suites. There are 15,000

premium club seats on multiple levels. Fans sitting in these club seats have access to the food and bar services provided on the Silver Level clubs and the Main Concourse. There are 200 suites on five separate levels and in eight different locations in the stadium. All of the suites have the opportunity to select one of Chef Alvarez's personal menus as well as having access to the club level's food and beverage outlets.

Football games are a big part of Chef Alvarez's job, but there are many other



Chef Alvarez is supported by 15 full-time chefs, 1,500 part-time kitchen staff and 2,500 concessions staff.

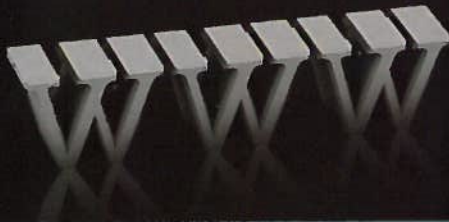
opportunities for the chef. He supports Gail Grogan, director of Special Events, and the special events team with his culinary creations for corporate meetings, wedding receptions, birthday parties and many other private catered events.

Producing all of this food, especially on game day, is a huge undertaking and creates a large carbon footprint. The Dallas Cowboys, along with the Environmental Protection Agency (EPA), announced they are going to be "the first sports stadium to gain recognition in the EPA's National Environmental Performance Track program." Chef Alvarez and his team will assist in the greening of the stadium by serving food and beverage in recyclable vessels. The cups are collector's items and are meant to be taken home by the fans, but if they are left behind after a game or event, they can be recycled as they are made of No. 5 plastic. The kitchens have been designed to maximize the efficient preparation and staging of the food and minimize the contribution to the overall stadium carbon footprint.

All concessions and merchandising sales are managed and operated by Legends Hospitality Management LLC. This joint business venture was formed by Cowboys' owner, Jerry Jones, and owner of the New York Yankees, George Steinbrenner, and is also backed by Goldman Sachs and CIC Partners LP. When asked about this joint venture, Jerry Jones stated: "Fans are increasingly voicing their opinion that they want and deserve more from a stadium experience – they want a winning team, but they also want a venue that truly complements the game and elevates the experience. We couldn't agree more. Legends was founded on the principle that enhancing the stadium experience will result in a more satisfied fan base. Satisfied fans attend more games and show greater loyalty to their home team, which ultimately benefits franchises, players and their communities."

Chef Alvarez and his team are scoring the winning food and beverage touchdown by living the Legend Hospitality Management motto every day: "It is all about the fan."

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Visit www.mpidfw.org under the tab Buy MPI.

SCENE



FUN FACT: The center video board is mounted 90 feet over the field and is 70 feet by 160 feet. It runs from 20 yard line to 20 yard line. It gives a 360-degree view of the action so guests never miss a play.





continued from page 6

ter's past presidents. We will focus on one of our past president's theme and marry it with my theme – "Now is the Time."

Current: Now, let's get a little personal! Do you have a favorite quote?

Ware: My favorite quote is from Walt Disney. He said, "If you can dream it, you can do it. Always remember this whole thing started with a dream and a mouse."

Current: What's your favorite TV show?

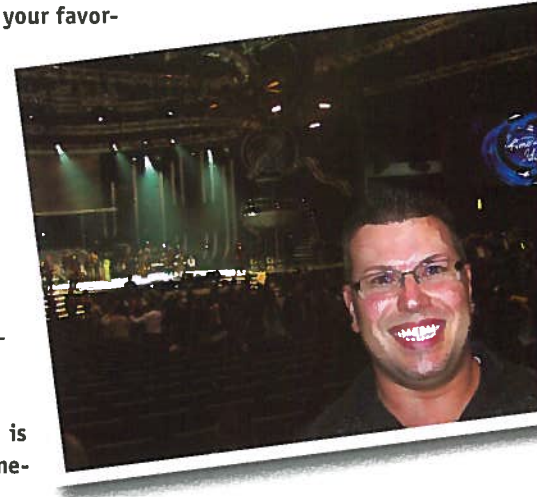
Ware: *American Idol*. Recently, I had the opportunity to experience one of the finale nights of *American Idol* live in Los Angeles. It was one of the coolest things I've ever experienced.

Current: What is the best advice someone has given you?

Ware: Two pieces of good advice have been given to me. The first is from Carol Benavidez, CMP. She told me, "Only say you're sorry once." The next is from my mom. She's always told me, "Never let 'em see you sweat." This is a hard one for me because I'm a constant sweater!

Current: What is something you never leave home without?

Ware: My BlackBerry! Although, after my most recent seven-hour "no BlackBerry" experience at the Byron Nelson, I've learned that disconnecting is a good thing!



A FEW OF JASON WARE'S FAVORITE THINGS

Restaurant: Cuba Libra (But for those of you who know me, I'm a sucker for Luby's!)

Drink of Choice: Either Raspberry Vodka and Diet Coke (don't laugh; it's really good) or Effen Vodka and Cranberry Juice.

Store: DSW Shoe Warehouse!

Sports Team: I am a die-hard Dallas Cowboys Fan. After all, my brother is Demarcus!

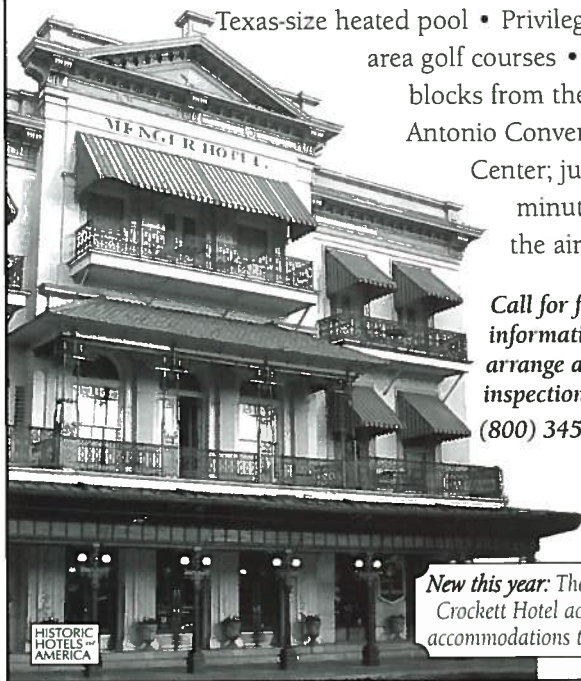
Artist: Robin Thicke

DFW Hot Spot: The Living Room at the W Hotel Dallas. It's great for people-watching.

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Meet our winners in our
September/October *Current Issue*.





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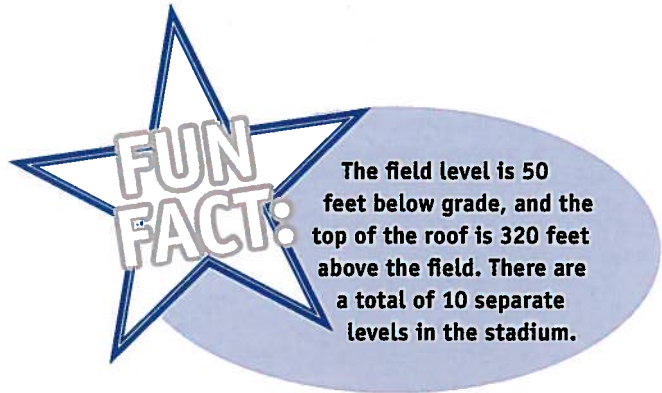
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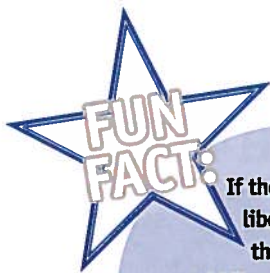
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FUN FACT:

If the statue of liberty stood on the star in the middle of the field, the roof could be closed without touching her flame.

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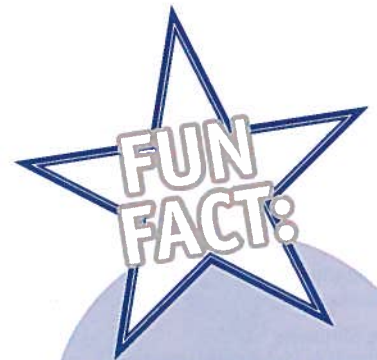
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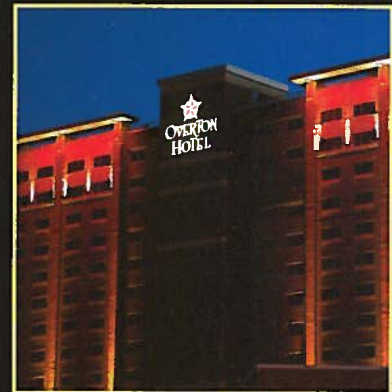
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