

CURRENT

MAGAZINE

www.mpidfw.org



INSIDE

10

**A Look at the 2008,
2009 MPI D/FW
Award Winners**

17

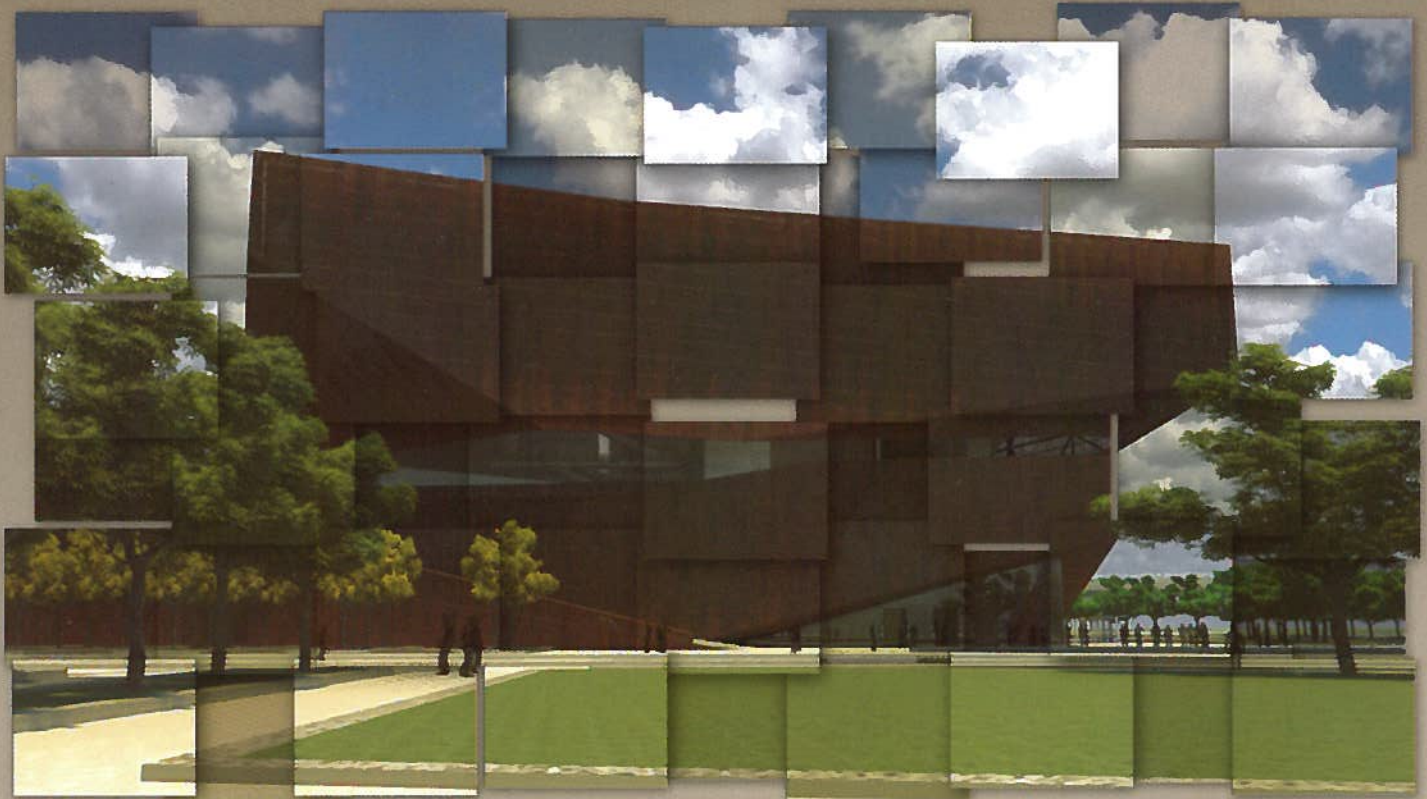
**Giving Back:
More Important
Than Ever!**

DALLAS/FORT WORTH
CHAPTER



WHERE

Location MEETS Innovation



Opening in late 2010, the Irving Convention Center at Las Colinas represents the innovative future of meetings and events. With almost 100,000 square feet of meeting and exhibit space, the building's unique architecture, vertical design, and interior finishes create a new niche in the marketplace. And the opportunities don't stop at the building's walls. Located on a 40-acre tract in Irving's Las Colinas Urban Center, the venue is just the first phase of a mixed-use entertainment district that will include a 6,000-person capacity performance venue and unique dining and shopping.

Our location in Irving, Texas further enhances those benefits. In the center of the United States and in the heart of Dallas-Fort Worth, we're easily accessible. And because we're adjacent to DFW International Airport and near Dallas' Love Field, we can be reached non-stop from more than 170 destinations worldwide, including every major city in North America. We're in a great location for innovation.



irvingtexas.com

Irving Convention and Visitors Bureau

1.800.247.8464

Adjacent to DFW International Airport and Minutes from Dallas Love Field Airport Gold Service Award-Winning Staff 11,000+ Hotel Rooms 75+ Hotels
Center of the Dallas-Fort Worth Metroplex Fine Dining to Down Home Cooking Irving Arts Center National Scouting Museum Mustangs of Las Colinas
Championship Golf Courses Within 10 miles of Gaylord Texan Mandalay Canal Campi3n Trails Irving Convention Center at Las Colinas (Late 2010)



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



convention & visitors bureau
800-81-PLANO planocvb.com

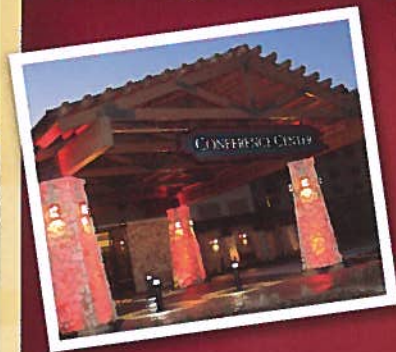
An 86,400 square-foot facility with column-free exhibit space, state-of-the-art audio visual equipment, full-service on-site catering, 17 breakout rooms and a full-service business center.

The free wireless connectivity and free parking were nice too.

The climate controlled light rail transit system took our people into downtown Plano and points of interest all over Dallas. It was quick, safe, affordable and comfortable.

Close to restaurants, fun, shopping and airports. **Far from ordinary.**

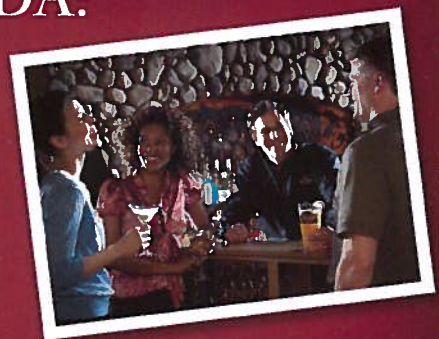
MEETING AGENDA:



1. Get down
to work.



2. Feast often.



3. Play as
needed.



Great Wolf Lodge is proud to be the first—and only—hotel chain to have all U.S. properties Green Seal™ Certified—Silver.

Start your next event off right at Great Wolf Lodge® in Grapevine, TX. Our experienced and friendly staff can help coordinate just about anything you can imagine. Add to that top-notch, completely customized cuisine, plus off-hour entertainment your team will love—and your next meeting is bound to be the most memorable yet.

Focus, Food, Fun!

Call 1.817.722.3881
or visit greatwolfmeetings.com

**GREAT
WOLF**
MEETINGS
At Great Wolf Lodge



**Book a meeting in Fort Worth.
Get an entire downtown free.**



◆ **Have you seen downtown Fort Worth lately?**

If not, prepare to be amazed. Practically the entire downtown area has been totally transformed, creating an urban oasis that's both dazzling and delightful. Everything your attendees need is within walking distance of the Fort Worth Convention Center, from food to fun to entertainment. And with new and renovated hotels opening, the best is yet to come.

Visit our Web site now for more reasons why Fort Worth is a **destination redefined**.



American Airlines
GROUP & MEETING TRAVEL
www.aa.com/group

FORT WORTH
CITY OF COWBOYS AND CULTURE

Fort Worth Convention & Visitors Bureau • 800.433.5747 • www.fortworth.com

CURRENT

MAGAZINE

President

Jason Ware
American Heart Association
(214) 706-1474

Immediate Past President

Carol Benavidez, CMP
HelmsBriscoe
(972) 396-0423

President-Elect

Jesh Batra
Marriott Las Colinas
(469) 420-1390

Vice President of Communications/Marketing

Carrie Elder, CMP
Texas Society of CPAs
(972) 687-8663

Vice President of Education & Events

Kim Reynolds, CMP, CMM
Strategic Meetings Solutions Inc
(214) 665-9536

Vice President of Finance

Matthew Massengale, CMP, DMCP
Celanese Corporation
(972) 443-4000

Vice President of Leadership

Sandi Galloway
Canadian Tourism Commission
(940) 321-3458

Vice President of Membership

Timothy Arnold
Hospitality Performance Network
(972) 624-1144

2009-2010 Board of Directors

Director of Communications
Jennifer Fortman
Stonebridge Ranch Country Club
(972) 529-5993

Director of Education & Events

Allison Kieckhafer
The Producer's Lounge
(972) 661-2300

Director of Finance

Sue Wykes
Starwood Hotels and Resorts
World Wide
(817) 577-5695

Director of Leadership

Neve Lamb
A&H Award Pro
(972) 986-5124

Director of Membership

Lauren Dunaway
Double Diamond Resorts
(214) 706-9893

Chapter Administration

MPI D/FW Chapter Office
Dallas/Fort Worth Chapter, PMB 259
7750 North MacArthur Blvd., Suite 120
Irving, TX 75063-7501

Chapter Administrator

Randie Chames
(972) 869-3836

Chapter Photographer

Jim Woods
J Woods Custom Photography
(214) 395-5036
www.jwoodsphotographic.com

Website Manager & Advertising

Kimberly Fischer, CAE
(214) 263-4824

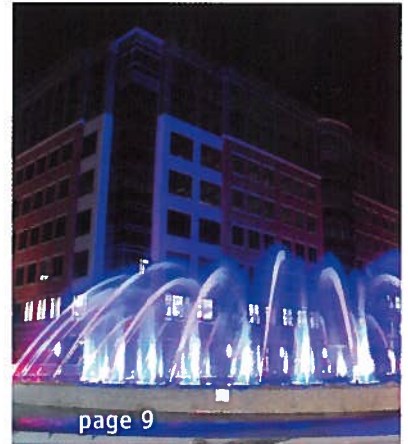
TABLE OF CONTENTS

departments

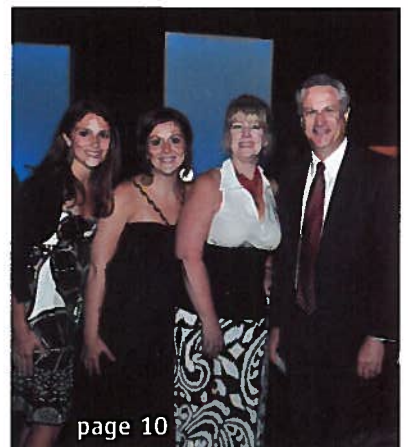
- 6 Thoughts from the Editor**
What is Your ROI?
By Noemi Aguirre
- 7 Mark Your Calendar**
Upcoming MPI D/FW Chapter events you won't want to miss!
- 9 City Talk**
Upcoming Developments: City of Plano
- 21 Member Spotlight**
Spotlight on Sandie Fouke of The Joule
By Lisé Lang
- 22 New Members**

features

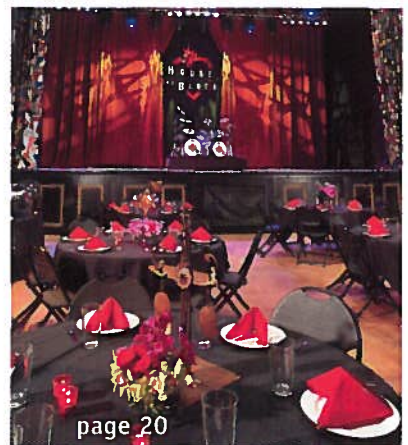
- 10 A Look Behind the Curtain...**
A short profile of some of the 2008 and 2009 MPI D/FW award winners.
By Timothy Arnold
- 15 What is in a Certification?**
In today's economic environment, meeting planning professionals must continue learning and stay ahead of the curve.
By Colleen A. Rickenbacher, CMP, CSEP, CPC and Michael D. Lynn, CMP, CEM, CME, CMM, CPC
- 17 Giving Back is More Important Than Ever!**
Even with the hospitality industry taking such a large financial hit, meeting and event planners can give back without sacrificing manpower and money. Learn how.
By Alison Kieckhafer
- 20 Let's Rock This Event!**
Profiling the always entertaining, rockin' venue: House of Blues.
By Matthew Massengale, DCMP, CMP



page 9



page 10



page 20

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

Advertising Sales Jennifer Canady, Dave Evans

Advertising Art Effie Monson, Layout and Design Emma Law

©2009 Naylor, LLC. All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without the prior written consent of the publisher.

PUBLISHED SEPTEMBER 2009/MDF-S0509/8385





By Noemi Aguirre
Wolfgang Puck Catering
at Union Station and
Reunion Tower

During these economic times we need to form partnerships to create a win/win situation for all. Keeping the line of communication open is key!

What is Your ROI?

First of all, I want to say, "Thank You" to the D/FW Chapter for providing the opportunity for me to go to the 2009 World Education Congress (WEC) in Salt Lake City. It was a valuable learning experience for me, and I could not have been there without the Recruitment Award.

We chat a lot about ROI (Return on Investment) in our industry. What is ROI from marketing; donations we may make; time spent with an organization; etc.? I googled "ROI," and this formula was one of the first things that came up. According to www.investopedia.com, below is the basic formula to calculating your ROI.

$$\text{ROI} = \frac{\text{(Gain from Investment-Cost of Investment)}}{\text{Cost of Investment}}$$

But how does one accurately calculate our ROI in terms of knowledge or experienced gained? I truly do not have an answer for that, but this is what I do know. At WEC, I gained valuable information on how to relate to planners and other suppliers. During these economic times we need to form partnerships to create a win/win situation for all. Keeping the line of communication open is key!

While networking, I became more aware of what people were saying. It is one thing to hear someone you have just met during a conversation, but another to truly listen. Funny how something so simple could help you find a lead to new business or even a great new friend!

One of my favorite speakers was Janine Driver, a body language expert who showed attendees that body language matters because of not what you are actually doing but how it is perceived by others. By simply observing others' body language and reactions you can change the path a conversation takes.

All this to say, how will I calculate my ROI from WEC and other education sessions I may attend? I will use some simple questions.

- What was taught?
- What were my "ah ha" moments?
- How do I plan to apply this knowledge to my personal life, my job or my organizational involvement?

Now, my challenge to you – take a few minutes when you get back to the office after the next education session you attend and calculate YOUR ROI. ▶

MARK YOUR CALENDAR



SEPTEMBER 1

All Chapter Committee Meeting

6 – 7:30 p.m.
Addison Conference Centre
15650 Addison Road
Addison, TX 75001

SEPTEMBER 24

Monthly Chapter Meeting

11 a.m. – 1:30 p.m.
House of Blues
2200 N. Lamar Street
Dallas, TX 75202

OCTOBER 6

All Chapter Committee Meeting

6 – 7:30 p.m.
Addison Conference Centre
15650 Addison Road
Addison, TX 75001

OCTOBER 15

Networking Event

Time TBD
Speedzone
11130 Malibu Drive
Dallas, TX 75229-4403

OCTOBER 22

Monthly Chapter Meeting

11 a.m. – 1:30 p.m.
Embassy Suites Frisco
7600 John Q. Hammons Drive
Frisco, TX 75034

Visit
www.mpidfw.org
for more updates.



**SPECIAL
THANKS**

Current would like to thank Gail Grogan, CMP, CMM, Director of Sales, Special Events with The NEW Cowboys Stadium for her contribution in the July/August issue: "Events at the NEW Cowboys Stadium."

Magazine COMMITTEE MEMBERS

Noemi Aguirre
Managing Editor
Wolfgang Puck Catering
Union Station/Reunion Tower

Jennifer Fortman
Senior Advising Editor
Stonebridge Ranch Country Club

Charlotte Gannon
Staff Writer
Wolfgang Puck Catering
The Nasher Sculpture Center

Lisé Lang
Society Editor
Morton's – The Steakhouse

Matthew Massengale, CMP, DCMP
Feature Writer
Celanese Corporation

Kristie Vento
Staff Writer
inChorus Marketing & Promotion

Interested in becoming a staff writer for *Current*?
E-mail editor@mpidfw.org for more information.

Special Events Center named MPI D/FW Chapter Facility of the Year 2007-2008

Imagine! THE POSSIBILITIES...

- Sporting Events
- National & Regional Tournaments
- Concerts
- Speakers
- Stage Performances
- Fundraising Concerts and Galas
- Conventions
- Trade-shows
- Corporate Training
- Banquets
- Holiday Parties
- Rehearsals
- Product Launches
- Weddings



- Rehearsal Dinners
- Casino Parties
- Awards
- Events
- Conferences
- Classes
- Bar/Bat Mitzvahs
- Luncheons
- Meetings
- Campaign Parties
- Graduation

We look forward to helping you
take your event to the next level.
Please contact us at 972.487.4700.

UNLEASH YOUR IMAGINATION

SPECIAL EVENTS CENTER
GARLAND, TEXAS

4999 Naaman Forest Boulevard • Garland, TX 75040
972-487-4700 • www.specialeventscenter.com



I am CMP

Brett Krafft, CMP
Hilton Anatole Hotel



For more than 25 years, I've had the pleasure of working with the finest team in the business. Exciting, extraordinary and innovative events are what we do.

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



MEETING PROFESSIONALS INTERNATIONAL

To learn more about obtaining your Certified Meeting Professional designation contact www.conventionindustry.org.

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 Plano



Plano's newest attraction, the Legacy Fountain, located in Shops at Legacy.

Up and away – Plano is reaching for the sky! Come view the 75-foot-high dancing waters of the new Legacy Fountain and plan to attend the 30th Annual Plano Balloon Festival (Sept. 18-20), the largest hot air balloon festival in Texas, to experience some of Plano's unique urban lifestyle variety.

Not only is Plano known as the safest city in North Texas, according to a recent survey by *CQ Press*, but the location just north of downtown Dallas is truly "close to everything; far from ordinary." With vibrant style, Plano offers all the corporate and business travelers are looking for – fine dining, exceptional shopping, nearby sports venues, top-notch public golf courses, inviting day spas, a variety of interesting and entertaining attractions and much more.

Plano has more than 4,200 hotel rooms offering a room block of 2,200 for meetings and more than 290,000 square feet of state-of-the-art meeting space. The most recent additions to Plano's inventory include the newly opened 92-room Candlewood Suites Plano East and a 76-room Comfort Suites East. During this past

year, the Plano Convention Centre has expanded free parking and upgraded its free Wi-Fi for customers.

The newest attraction to Plano is the Legacy Fountain, the centerpiece of the mixed-use development called "The Legacy." Located in Shops at Legacy, the Legacy Fountain runs musical light shows at night and acts as an attractive display during the day. Legacy Live showcases a variety of musical sounds from Caribbean steel drums to Latin jazz, and Salsa to Lounge. Two stages this year provide an expanded experience with patio dining under the stars. Legacy Town Centre has made several new additions for its expanding convention market. Anchoring this urban development is the 404-room, 32,000-square-foot meeting space Marriott Hotel with the newest accommodation additions being the aloft Plano Hotel and NYLO Hotel. This year, Legacy has added a number of new restaurants and nightlife venues including Coast Global Seafood, the only Gordon Biersch Brewery Restaurant in Texas, Ringo's Pub, Sambuca 360, Café Istanbul and Benihana's to join already popular spots such as the original Jasper's,

Fox Sports Grill, Fireside Pies and Bob's Steak & Chop House, plus many more. The Angelika Film Center & Café continues to provide exciting independent film screenings in a sleek upscale setting and provides a unique venue for receptions and theater-style meetings.

Growth in the historic 1840s downtown adds to the overall dining and nightlife in Plano with the recent additions of Vickery Park, Gregory's Bistro with a rooftop patio and lounge, Urban Crust and 32 Degrees Rooftop Bar, named appropriately for its constant 32-degree temperature ice bar. Downtown Plano is adjacent to Haggard Park where Courtyard Theater, Cox Building Playhouse and Plano Station offer unique venues for meetings and receptions.

The Plano Balloon Festival brings the city its title as the "Hot Air Balloon Capital of Texas." Thousands of spectators will visit Plano in September at Oak Point Park in Plano to view five balloon launches, evening balloon glows, sky divers, fireworks and festival activities for all ages.

There's no place like Plano for travelers of all types. This "All-America"-designated city welcomes you to experience its vibrant urban style. The Plano Convention & Visitors Bureau and its professional staff will help you find the perfect meeting space, venue and hotel rooms in the wide variety available within this accessible city. ▀



2009 marks the 30th anniversary of the Plano Balloon Festival, which draws thousands of spectators each year.

For information on Plano activities and the Plano CVB, please visit www.planocvb.com.

A Look Behind the Curtain...

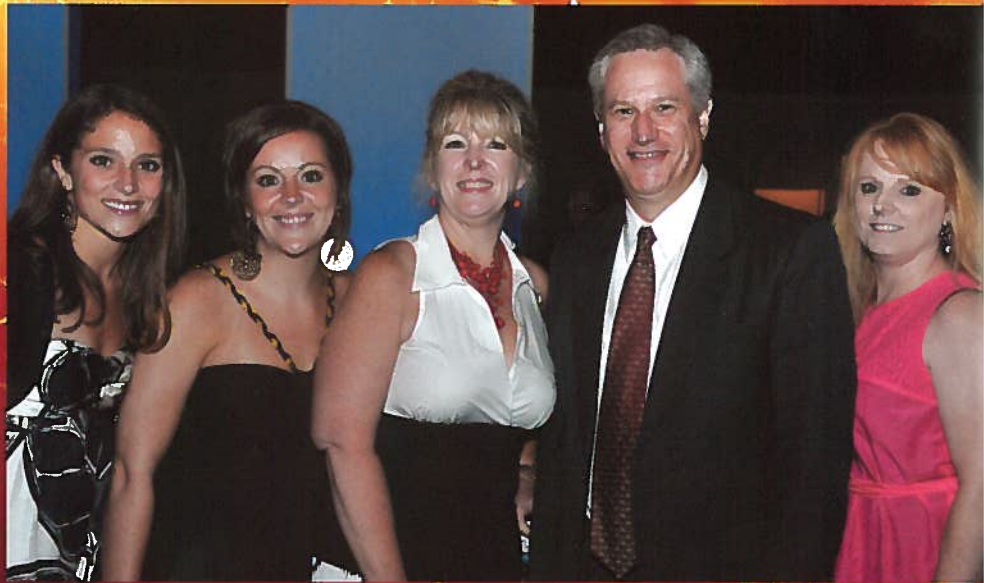
A short profile of some of the 2008 and 2009 MPI D/FW award winners.



By Timothy Arnold
Hospitality Performance Network

One common thread that links them all is their decision to step off the sidelines and get involved with the chapter. As Wayne Gretzky said, "You miss 100 percent of the shots you do not take." I encourage anybody who is inspired by these people or looking to get involved with the chapter, to come to our All Chapter Committee Meeting and get involved. Sign up for a committee or volunteer to help with a meeting or event. Not only will you get more out of your MPI membership, but the friends you will make and the network you will create will be priceless. All of the committees meet on the first Tuesday of each month, usually in Addison at the Conference Centre, at 6 p.m.

When you love what you do, it can hardly be called work. Newly married, Neva Greene falls into this category,



especially now that she works with her husband Pat at A&H Award Pro, an awards and branding company. Greene has been an MPI member for three years and received the **2008 Rising Star** award, based on her long list of chapter volunteer efforts and achievements. She jumped in from the very beginning of her membership to fully embrace her ROI, Return on Involvement. Greene enjoys giving back to the industry that has given so much to her, and looks to continue her involvement in the D/FW Chapter by serving on the board, and perhaps even serving as president one day. Greene keeps such an

upbeat, positive attitude by always looking for new opportunities, proactively looking for ways to help her customers, and taking using the economic slowdown to further strengthen her relationships with fellow chapter members.

Winning for **Planner of the Year** in 2008, M.T. Hickman, CMP, with Richland College, has been an MPI member since 1992 and in the industry for 23 years. Aably heading up the Travel, Expositions and Meeting Management (TEMM) at Richland, Hickman is quick to point out the many people involved in this award. "Receiving this award is very special. It is



Top: MPI D/FW Past President Carol Benavidez, CMP thanks the 2008 Board of Directors.



Left: Attendees pose for quick pictures during the auction and gala.

an honor that I share with so many others who have mentored me over the years." Her motivation is helping people find their passion and bridging the gap between the meetings industry and the academic world, something this award certainly achieves. Her advice to members dealing with hard times is this: "Milton Berle said, 'If opportunity doesn't knock, build a door.' I was once without a job for six months, and I still remember how tough it was. Back then, I did not have networks like I do now. I think one of the key things you can do is stay involved. MPI is offering a wonderful MPI

Gives Back program where members can attend events for free or at little cost. I think that this is wonderful. When I was out of work, I volunteered to coordinate an event for the church that I attended. It gave me something positive to do and added to my list of experiences."

2009 Planner of the Year, Jason Ware with American Heart Association, (*see full profile in the July issue of Current*) was thrilled to be honored by chapter members. "The fact that the members voted for me was the most special part of this. I am honored to be named as Planner of the Year, and also thrilled to

be considered in the same category as the other nominees."

2008 Supplier of the Year Bruce Wolpert, CMP, currently with Wyndham National Sales, had been a finalist for the award many times. Finally winning it last year was one of the most rewarding things to him. "It was based on my years of dedication to the chapter. I want to set an example to get involved and teach new members to join a committee and be involved." He chairs the chapter orientation at each monthly meeting, and is

continued on page 12



The 2009 Board of Directors is shown being sworn in at the gala.

continued from page 11

often one of the first friendly faces new members meet in our chapter. Wolpert earned his CMP in 1995, the same year he joined MPI, and also teaches several sessions during most CMP study groups that the chapter hosts. An avid poker player, Wolpert credits his involvement in the chapter with much of his career success, and also is grateful for many of the friendships he has made serving in the roles he does.

2009 Chapter Leader of the Year, Carol Benavidez, CMP, with Helms Briscoe, completed a thrilling year of being president of the D/FW Chapter. "This past year has been one of the most incredible ones in my life. It has been so rewarding being able to work with so many great professionals, and make an impact on such a great chapter." With record attendance for the year it is quite evident that the chapter members appreciated the job Benavidez did to infuse the meetings with excitement.

2009 President's Award winner Steve Parker, CMP, of Culinary Arts Catering, has found the secret recipe for success, literally. Anyone who has attended the All Chapter Committee meeting this past year has doubtless sampled some of the wonderful food Parker and his company have produced. He is always willing to pitch in and volunteer on committees, even being the chair for the February and July 2009 monthly meetings. His passion for making meetings more sustainable has led to

the chapter adopting more initiatives and becoming greener all around.

Another **2009 President's Award** winner, Betty Garrett, CMP, president of Garrett Speakers International, is a past president of the D/FW Chapter herself. Always willing to step in and provide assistance and guidance, Garrett's willingness to stay involved has been a key factor in the chapter's success. Countless members have been inspired by Garrett to become active in the chapter, and ever more would consider Garrett a mentor and friend.

The dynamic duo of Alison Kieckhafer and Kelly Roche, CGMP have certainly made an impact on the chapter. They co-chair the chapter charities committee, and won two awards at the recent Members' Choice award ceremony, one for **Outstanding Committee** and the other for **Special Event of the Year**. They have been responsible for coordinating thousands of dollars in donations for worthy charities at each of the monthly MPI meetings. In addition, they provide volunteers to several special events, like the award-winning Love for Kids holiday event, which saw more than 90 MPI members volunteer their time at Circle R Ranch in December. Roche has been in the hospitality industry since 1982; an MPI member since 2005, and has spent most of his career working in hotels, the past four years being spent working at the Irving Texas Convention & Visitors Bureau. Roche

recently was recognized by the Society of Government Meeting Planners as Supplier of the Year. Kieckhafer is the "Chief Make-It-Happen Officer" at The Producer's Lounge, has been a member of MPI since February 2006. Newly elected to the Board of Directors for the 2009-10 term, she looks to help people feel welcome in our chapter and help them find the perfect place that they can make a difference. Kieckhafer says winning these awards has "really reinforced my drive to help make the MPI D/FW Chapter even more amazing. Our strong and diverse base of members, combined with our talented leadership, makes us truly unstoppable." Roche also is honored by receiving these awards from the chapter and looks forward to becoming even more involved with MPI in the future. Both Roche and Kieckhafer count helping others as a key motivation, and encourage others to jump in and become active in some aspect of the chapter they feel passionate about.

Another multi-award winner, Sue Wykes, Global Account director for Starwood Hotels, took home the **Strategic Partnership** and the **Corporate Social Responsibility** awards. The CSR award was given in recognition of the many things Starwood hotels do to be greener and save natural resources. The Strategic Partner award was one given to a true chapter partner, an honor that Starwood well deserved for the past year. Wykes has been a D/FW Chapter member for nine



years and has served on multiple committees and in many roles over the years. Her current job responsibility is managing the top 40 Starwood accounts in the state of Texas, and credits her ability to build strategic relationships as a key to her success. Very grateful for receiving these awards, Wykes sees them as motivation to work even harder in the coming years to serve the chapter. Wykes encourages people to remember that the power of success lies within them. "It is human nature for us to get worried about our future in economic times that are not ideal. Embrace your talent, work hard every day to achieve results and good things will happen. Your membership in the MPI Community is the most powerful tool you have in your arsenal, so rely on your community for support and guidance when times are tough."

Where it comes to winning awards multiple times, one has to stand back in respect for the accomplishments of O.D. O'Donnell, owner of Nightlife Talent/Panache+. Winning the **Membership Recruitment Award**, in honor of Susie Fiveash an unprecedented 12 times, he has set the bar very high not only for our chapter members to shoot for, but is an example for all of MPI to follow with regards to recruiting new members. Winning his first award in 1992, made O'Donnell feel accepted into the chapter and that he was really a contributor to the chapter. His advice to others about following his recruitment success is to "be enthusiastic

when you talk about MPI. Share what you have gained from your involvement with the association. When speaking to a perspective new member, be sure to explain the virtues and benefits of belonging to the chapter." O'Donnell looks at the friendships and business relationships he has made through MPI as immeasurable to his success.

A 2009 winner for **Supplier of the Year**, Linda Sergeant is no stranger to being involved in the chapter. A longtime committee chairman, serving in several different boards of directors' positions, and her countless years of compiling the chapter of the year submissions, one of Sergeant's obvious strengths is moving projects along to fruition. A lifelong Dallas resident, Sergeant started in the industry in 1989 with Bill Reed Decorations, and has been with BBJ Linen for the past three years. Sergeant has some advice for people who are going through tough economic times. "This is third economic down I've been through in the special event business. It's always scary. Be cautious with your spending. Be strategic in following the money and who the new players are. Dallas is positioned to be on top in the not too distant future, prepare for this."

As one of the **2008 President's Award** recipient, Yvette Remschel, CMP reflects on the recognition that was given to her by Past President Nancey Hernandez,

*Top left:
Kim Reynolds, CMP, CMM and
O.D. O'Donnell enjoy the gala.*

*Top right:
Alison Kieckhafer and Kelly Roche, CGMP
show off their many awards.*

Sign up for a committee or volunteer to help with a meeting or event. Not only will you get more out of your MPI membership, but the friends you will make and the network you will create will be priceless.

continued on page 14

continued from page 13

CMP. "Nancey asked me to share my experiences as being president of the MPI Texas Hill Country Chapter with her. I was glad to do it. There's no reason to reinvent the wheel, and I was happy to share my trials and tribulations. Being president can be very scary, and I hope that I built up some confidence and pointed to the correct direction. I didn't do this to get an award for it - I did it because I care about the organizations to which I

belong." Her advice to all MPI members is to get involved: "Don't ever ask, 'What have you done for me?' if you haven't put in the time and effort."

Winning the **From the Heart Award** in 2008, Elizabeth Chandler with the Meadows Foundation is profoundly grateful for all of the opportunities that the D/FW Chapter has given her. "Receiving the 'From the Heart' is the most significant chapter award to me personally. It


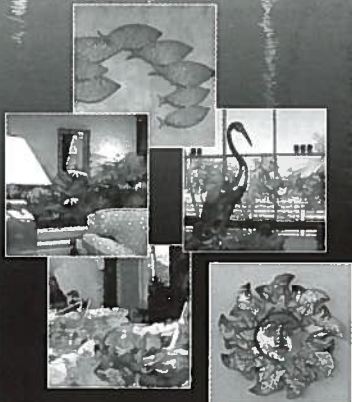
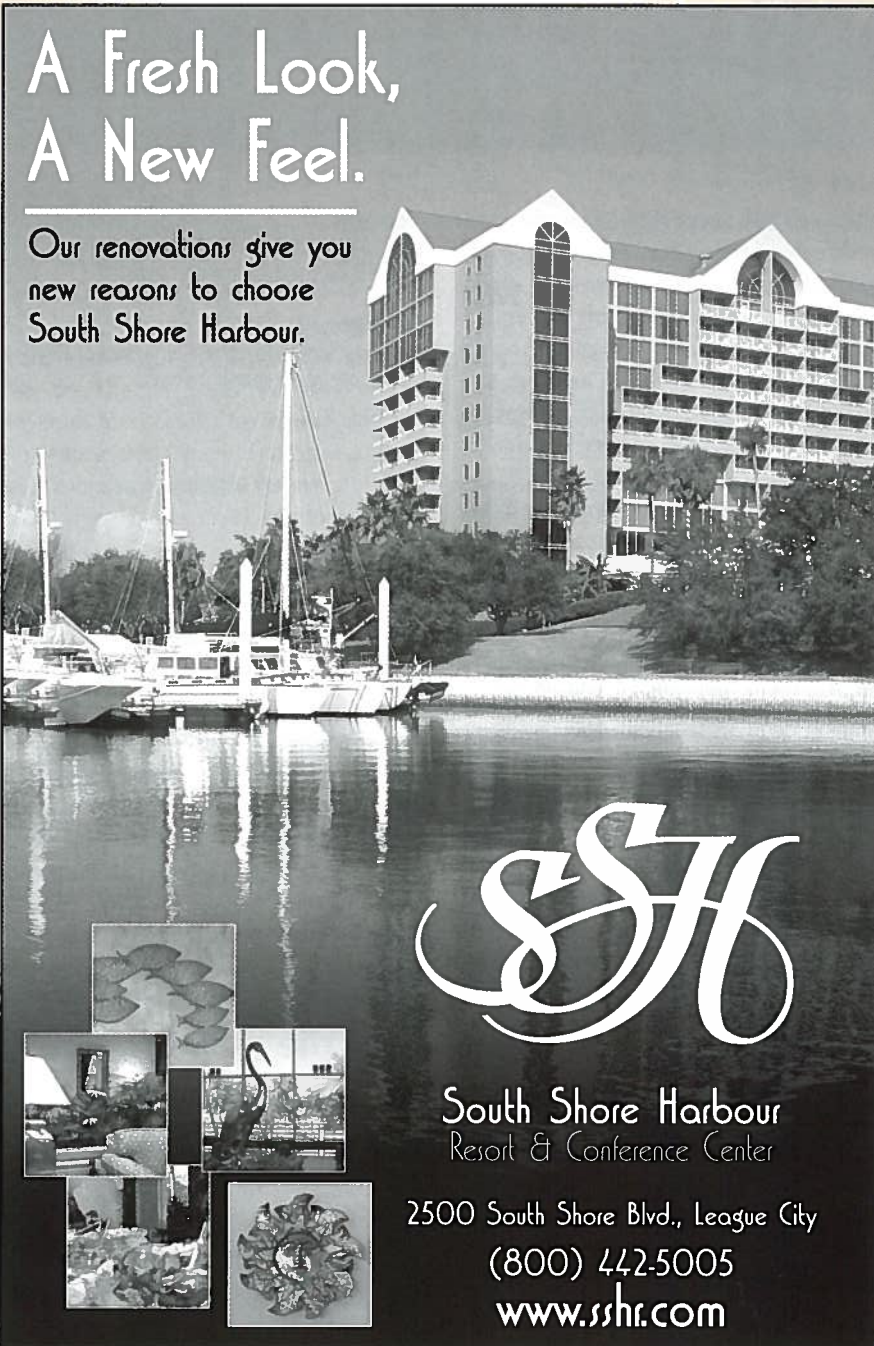
confirms that others recognize that I care about people success." As a former alumnus of the Richland College TEMM program, Chandler encourages other to get involved in mentoring and helping newer members and students in this industry.

A current Richland College student in the TEMM program, Kathryn Beard left her job as finance manager for a non-profit association to concentrate on meeting planning full time. Beard has attended the Future Leaders Forum and last year's MPI World Education Congress in Las Vegas. She counts herself very lucky to have had the chance to intern for Kim Reynolds, CMP, CMM at Strategic Meeting Solutions. Receiving the **Outstanding Student Member** for 2009 has been very rewarding for her. "I am overwhelmed to have received this award. I don't really know how it will impact my career yet, but I am sure that I will become even more involved with MPI over the next year after having such a welcoming positive experience this year." Beard's advice for members facing tough economic situations is timely. "My employment in the meetings industry has been impacted by our current economic times. Though tough, I know that we all will make it through. I am depending on temporary and contract work and encourage everyone to hang in there with me and have the patience to wait for the return of the realization of the need for our industry services."

2009 Rising Star, Chris Arredondo with Eclipse Entertainment, has made a huge splash in our chapter since joining in late 2007. Arredondo is motivated by seeing a need and making a real difference, something that has helped him grow Eclipse Entertainment into the largest theatrical entertainment company in the southwest. In the industry since 1988, he has helped liven up many MPI chapter events. Attributing his success to the many wonderful people around him and his team, Arredondo sees this award as both an honor and a responsibility. "Receiving this award, my goal is now to further the spirit and mission of this prestigious industry organization. Look out - because the best is yet to come!"

A Fresh Look, A New Feel.

Our renovations give you
new reasons to choose
South Shore Harbour.



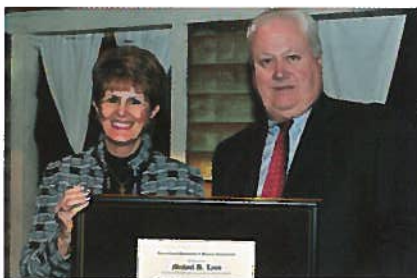
South Shore Harbour
Resort & Conference Center

2500 South Shore Blvd., League City
(800) 442-5005
www.sshr.com

What is in a Certification?

By Colleen A. Rickenbacher, CMP, CSEP, CPC
Colleen Rickenbacher, Inc.

By Michael D. Lynn, CMP, CEM, CME, CMM, CPC
L-3 Communications



You could ask the authors of this article if they feel certifications are important since collectively they have 25 letters after their names and going for more.

The latest initials for both are the CPC for the Certified Protocol Consultant. There are only five people worldwide who share these initials and an additional two who have Certified Protocol Officers (CPO). These two certifications are designated by the International Association of Protocol Consultants located in Washington, D.C., for the experienced professional in the established protocol-related career.

In today's business environment more and more businesses are streamlining, and employees are now taking on various roles including exhibitions, events, meetings and the overall protocol necessary to make sure each task is completely and correctly handled. Everything we do, believe it or not, relates back to protocol. This includes the internal and external customers, the needs and goals of the event and the overall growth of the company. It all centers on the business, ethics and environment.

Our world and business environment is constantly changing and also shrinking. We are becoming more and more a

global market and learning to deal with the changing cultures is critical. Protocol is more than knowing which fork to use and how to shake hands or bow, but understanding the cultures, the beliefs and business practices. It is important and critical that companies understand the magnitude and value of these customs. Deals can be gained and lost due to the lack of understanding of a company in regard to its client's culture and business customs. The CPC and CPO designation stressed these practices and provided an overall understanding and perception of working globally.

Mike and I have now been approached to work with the Protocol School of Washington (www.psow.com) and the Protocol and Diplomacy International - Protocol Officers Association (www.protocolinternational.org) to develop a certification to involve all protocol specialists on an international scale. Their goal is to provide a high level of collective expertise through training, conferences, advice and information regarding internationally and nationally accepted rules of protocol, diplomacy and business culture.

So, are certifications important? Of course they are. To our knowledge, there

are 26 certifications presented in the exhibition, meeting, event, food and beverage, travel and convention industry. These certifications mostly fall under the membership of the Convention Industry Council (CIC), a 33-member organization that owns and administers the Certified Meeting Professional (CMP) certification. To date, there are more than 13,000 individuals in 35 countries and territories who have earned their CMP designation. So, yes, the CMP is international and widely accepted as the base of certification programs.

Here are some interesting facts and background information on the CMP certification, three initials a lot of us carry after our names:

In 1979-80, the Certified Meeting Professional was conceived by a group of leaders in our industry who created, developed and brought to reality the CMP program during a six-year period. The first CMP exam was administered in June 1985 in the Chicago Palmer House, and 32 people sat for that first exam. At that time the governing body was called the Convention Liaison Council (CLC) and had

continued on page 16

continued from page 15

only 16 organizations as members of this organization. At the 10-year mark in 1995, 428 people sat for the exam. Now in 2009, the CMP certification is considered one of the foremost certifications of the meeting, conventions and exhibition industry. Over the years, the CMP designation established a level of knowledge and the value necessary to raise the industry standards, practices and ethics.

With so many choices and opportunities available through continuing education and certifications, it surely gives you many options to select the designation that best fits your needs and career growth. The MPI Dallas/Fort Worth Chapter has been so supportive over the years of both the

Certified Meeting Professional (CMP) and the Certification in Meeting Management (CMM). Now they recognize and honor all certifications that our members can and have achieved. Throughout the past 10 years our Chapter hosted the CMP/CMM Breakfast. We saw the importance of opening up the breakfast to all members with various designations. The title was changed to "Designation Celebration," and all members who have achieved a certification were honored. To our knowledge, our members hold at least 14 of the 26 certifications. A five-member panel provided overviews of each of their own certifications detailing the requirements, recertification and why they thought it was essential for their career path.

To stay stagnant and not grow and learn is the greatest mistake we can ever make. We need to grow and learn every day and continue to stretch ourselves to become better and more prepared for our futures. This is all done through constant learning. These certifications provide a wider base of our knowledge. It forces us to step outside our boundaries and take on a better understanding and knowledge of the overall picture of a meeting, event, exhibition and just our jobs.

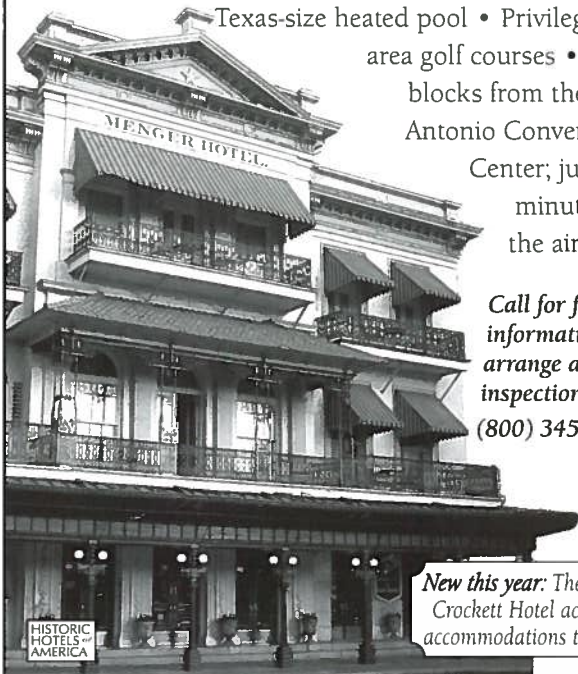
So, do we need 10 or 12 initials after our names? That is totally up to you – but isn't it nice we have that option to learn and grow? ▀

THE HISTORIC MENGER AT THE ALAMO

204 Alamo Plaza
San Antonio, TX 78205
www.mengerhotel.com

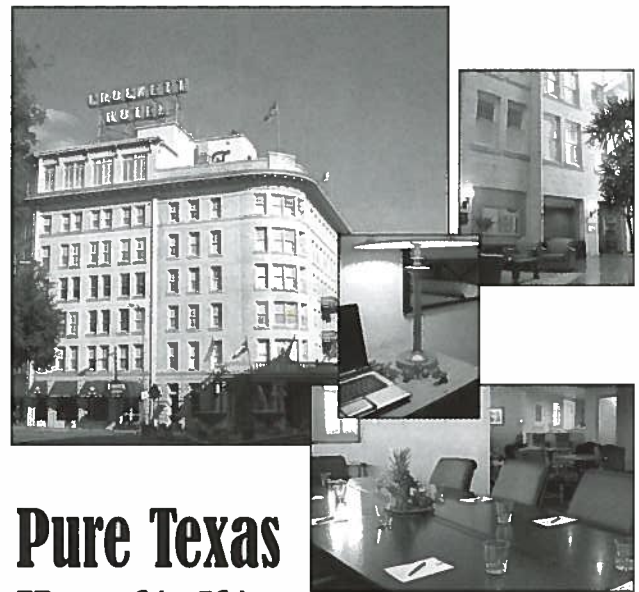
Next to the Alamo and RiverCenter Mall, gateway to The River Walk and all the fun of San Antonio • Meeting rooms for groups of 5 to 500 • 316 guest rooms • Full service spa, fitness center, Texas-size heated pool • Privileges at area golf courses • Two blocks from the San Antonio Convention Center; just 15 minutes to the airport.

Call for full information or arrange a site inspection:
(800) 345-9285.



HISTORIC HOTELS AMERICA

New this year: The Menger and the newly renovated Crockett Hotel across the street give you combined accommodations totalling over 450 rooms & suites!



Pure Texas Hospitality

Stay at the very birthplace of Texas for your San Antonio meetings. The Crockett Hotel – just 18 steps from the Alamo.

Every room has been refurbished in shades of soothing sage, furnished in traditional styles. Be sure to see our new Executive Board Room and adjacent top-floor suites, ideal for hospitality and small team meetings.

Schedule a site visit at
(800) 292-1050 today.



Crockett Hotel
320 Bonham, at Crockett
San Antonio, TX 78205
(210) 225-6500
crocketthotel.com

Giving Back

is More Important Than Ever!



By Alison Kieckhafer
The Producer's Lounge

With a bit of creativity, planners can implement a number of methods for helping charities without spending a lot of money or time.

In a recent survey conducted by *The Chronicle of Philanthropy*, 80 percent of charity officials sadly reported their organizations were experiencing "severe" financial stress. Given this statistic, giving back is more important than ever! With the hospitality industry taking such a large financial hit, how can meeting and event planners do this without sacrificing manpower and money? With a bit of creativity, planners can implement a number of methods for helping charities without spending a lot of money or time. A few ideas follow:

Include "Donate by Clicking" computer stations at your event. There are a number of charities that receive donations when people simply click on a button on a particular Website. By setting up computer kiosks at your event or meeting, you make the clicking quick and easy for your attendees. Mention the need for clicks in your printed collateral and during your presentation(s), encouraging your guests to click often throughout your function. Each time they click, advertisements are displayed and the advertisers pay a certain amount for the exposure. You can find a large list of charities that make money this way at www.CharityClickDonation.com.

Staff your conference with volunteers from local charities and donate their "wages" back to the cause. If you need badge checkers, conference bag stuffers, registration desk staff and/or other assorted staff, approach a local charity and see if you can pull from their volunteer base to fill these positions. Agree to a reasonable hourly "wage" for these volunteers and donate their earnings back to the charity. You would have paid for staff anyway. This way you are fulfilling your personnel needs and giving back at the same time!

Use live plants, fresh produce, toys and other needed items as centerpiece and décor elements and donate them after the event. Be thoughtful and creative when you select your centerpiece and décor elements, and you are bound to think of items that can be incorporated effectively and donated after

the fact. A potted plant or a glass bowl full of green apples makes a beautiful centerpiece. Not to mention the fact they can be donated after the event to enhance shelter landscaping and feed the hungry.

Arrange for empty bottles and aluminum cans to be collected and recycled by your charity. No doubt your attendees will consume bottled and canned beverages over the course of your function. Arrange for recycling bins to be scattered about the event space so these bottles and cans can be recycled after the fact. Many charities in need will pick up these items and exchange them for cash at local recycling centers. For free "loaner" recycling bins available across the nation check www.ourearth.org.

Tie your event or conference to a specific charity. The most effective way to have the largest impact on a particular charity is to make your charity of choice a benefactor of your meeting or event. Publicize your affiliation with the charity in all of your marketing pieces, letting your attendees know about the charity you are sponsoring. Educate them about the charity's specific cause and encouraging your attendees to bring cash or material donations (i.e., canned goods or toys) to your function. Invite the charity to have an information table at your function so attendees can learn more about the cause, speak with a representative, make donations, etc.

Work a charity event into your conference agenda. If your conference features off-site activities, offer a charity workday as one of the options. In a recent survey conducted by MeetingMedia, more than 60 percent of meeting attendees indicated they would welcome the chance to volunteer their time and elbow grease during a conference. Cleaning up a local park, planting flowers at a women's shelter, reading to children, assisting at a thrift store or helping to build homes are just a few activities to consider.

Increase your registration fee by \$5 or \$10 and give this money to a charity. Most event attendees can spare an additional \$5 or \$10 without feeling

continued on page 19

From the Heart

MPI D/FW Chapter Charity Relations is committed to providing opportunities for chapter members, families and friends to have a positive impact on the local needs based organizations through charitable endeavors given "From the Heart."

The Strategic Goals and Objectives of the committee:

- To support local charities through community service and donations.
- Provide opportunities for MPI/DFW committee members the opportunity to develop leadership, teamwork, community service and decision-making skills.
- Encourage philanthropic attitude among MPI D/FW members and increase positive chapter exposure to the community.
- Maintain quality relations between the chapter and any organization with which the chapter has a beneficiary relationship.
- Become a valuable resource for all other MPI D/FW committees that choose to pursue beneficiary relations for an event under their direction.
- Obtain member contributions through either goods and/or services directly to the beneficiary charity or through prize donation drawings for all contributing members.
- Provide information on ways to continue supporting charity after donation.

Listed below are some charities we have supported or those we are considering supporting:

Austin Street Centre

Austin Street Centre exists to provide emergency shelter and related services to the homeless person in a compassionate community, and to provide "whole person" therapeutic programs so the person in need might be better able to make responsible choices, positive changes and have economic self sufficiency.

The Austin Street Centre shelters men, women and children. Contact Father Harry Dailey at (214) 428-4242 or fatherharry.dailey@austinstreet.org if you can provide any of these items on its "Wish List":

- Coats
- Hats
- Gloves
- Earmuffs
- Jackets
- Winter socks
- Sweatpants
- Sweatshirts
- Backpacks
- Blankets
- Cold medications (Tylenol, aspirin, Benadryl, cough drops, throat lozenges)
- Kleenex
- Hand sanitizers
- New, unwrapped toys for Christmas giving

For More Information
www.austinstreet.org



By Kelly Roche, CGMP
Irving Convention and
Visitors Bureau

From the
Heart



DALLAS/FORT WORTH
CHAPTER
MPI
MELTING PROFESSIONALS INTERNATIONAL

The Visiting Nurse Association

Since 1934, Texans have trusted the unexpected moments of their lives to The Visiting Nurse Association of Texas (VNA). VNA provides care in the home where familiar surroundings; independence and support from loved ones can speed recovery or ease the uncertainty of terminal illness.

The dedicated and committed staff at VNA helps people recovering from illness or injury or who need ongoing supportive care for an acute or chronic health problem. We are committed to providing specialized programs designed to meet the unique needs of the individuals and families in the communities we serve in North Texas.

Short-Term Volunteer Opportunities:

- Christmas Caroling
- Holiday Gift-Giving Project
- Holiday Meal Deliveries
- Light Up A Life Project
- Sewing Projects
- Valentine Greetings

For More Information

VNA Director of Volunteers | (214) 689-2210

HEAD START of Greater Dallas, Inc.

HEAD START of Greater Dallas, Inc. provides children with the foundation of skills and knowledge they need to be successful in school and life and fosters self-reliant families and communities.

For More Information

If you have any questions, want more information about Head Start or would like to coordinate a volunteer activity for an individual or group, please contact Head Start's External Affairs Director Robert Massonneau at (972) 283-6472.

Scottish Rite Hospital

Texas Scottish Rite Hospital for Children is one of the nation's leading pediatric centers for the treatment of orthopedic conditions, certain related neurological disorders and learning disorders, such as dyslexia.

There is no charge to patient families for treatment at the hospital, and admission is open to Texas children from birth to 18 years of age.

Toys, Books and Games

As a pediatric hospital, toys, books and games are an important part of the care we provide to our young patients. Whether used during waiting time for a clinic visit or as part of playtime in our Child Life Playroom, your gift of toys, books and games gives our patients the opportunity to "just be kids."

For More Information

Mandi Valdez, Project Coordinator, Development
2222 Welborn Street, Dallas, TX 75219
(214) 559-7616 | mandi.valdez@tsrh.org | www.tsrh.org

Brighter Tomorrows

Serving the communities of Grand Prairie, DeSoto, Irving, Cedar Hill, Lancaster and Duncanville, Brighter Tomorrows is a Texas 501 (3)c nonprofit organization providing shelter and assistance to victims of domestic violence and sexual abuse.

Brighter Tomorrows makes a difference because it takes domestic violence and sexual assault personally. As the second largest domestic violence shelter in Dallas County, it has been witness to thousands of changed lives. Brighter Tomorrows are committed agents of change who work for survivors and the eradication of domestic violence and sexual assault through education and collaboration.

There is an extensive wish list at its Website:
www.brightertomorrows.net

For More Information

Jana Barker | (972) 263-0506

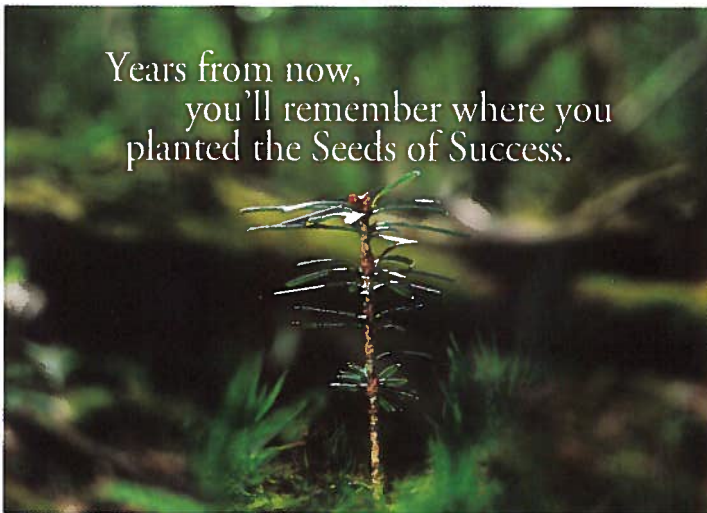
continued from page 17

the impact of the registration fee increase. Simply increase your sign-up fees by a designated amount and donate the generated income to the charity of your choice. Make sure, along the way, to publicize the fact that a portion of the registration fee will be donated to charity. This may encourage attendance, and it increases exposure for your selected cause.

Invite a charity to incorporate a silent auction into one of your special events. A meeting or conference with a large number of attendees could be the ideal setting for a charity to hold a silent auction. Offer a local charity space at one of your special events, and they will have an instant customer base to which they can market their auction items. Ask the charity to provide the auction items, staff to man the auction and payment system (which many charities already have on-hand). Without costing your organization a penny, you will add an exciting element to your event and hopefully generate some donations for your charity of choice.

This short list of ideas features only a few ways that organizations can give back. Creative, out-of-the-box thinking will surely result in other ideas that will work for your particular function and with your organization's culture. Charities welcome donations, large and small, so don't be afraid to try new things. After all, meetings and events with a conscience make good business sense and can truly impact a charity. ▶

Years from now,
you'll remember where you
planted the Seeds of Success.



Nature

has been hard at work
here for thousands of years.

Imagine what your company
can accomplish in a few days.

This is fertile soil.

866-605-4260


The Woodlands[®]
RESORT & CONFERENCE CENTER
Just 30 minutes from Houston

Destination: Success | www.woodlandsresort.com

60,000 sq ft of meeting space | 440 guest rooms | 35 years of meeting success

Let's Rock This Event!

The lights dim... you hear the roar of the crowd... the curtain comes up...it's time to **ROCK!**



By **Matthew Massengale, DCMP, CMP**
Celanese Corporation

Have you ever had that butterfly sensation in your stomach right before the doors open on one of your events? That is a rock star moment for me. I love the nervous energy of making sure all of my instruments are tuned, the lights are set in the right direction and all of my players are set for a phenomenal gig.

In 2007, the historic White Swan building, located in the crossroads of the Dallas' West End District and the Victory

Park Development, was transformed into a venue that rocks. Founded more than 15 years ago in Cambridge, Mass., by Isaac Tigrett and his love for the Blues, the House of Blues had finally come to Dallas.

Stepping into this venue is like taking a trip through the Mississippi-Delta region. An amazing collection of American Folk Art celebrates the Southern Culture and African American artistic contribution to music and art. Included in this collection are unique pieces of art such as Alan Sainte James Boudrot's, "A Dream Come True" and S. Guion's painting of Robert Johnson. The artwork is often referred to as the visual blues, which fits in perfectly with the House of Blues devotion to keeping alive the stories and history of the humble beginnings of American music.

The 65,000-square-foot dining and entertainment complex is made up of multiple unique areas that can accommodate groups from 25 to 2,500 for corporate events, business meetings, receptions, banquets or any other rockin' meetings and events you might be planning.

The House of Blues has something to offer to everyone. Whether it's the Music Hall, Restaurant, Cambridge Room or the exclusive Foundation Room, you are sure to find an event space that will transform your guests into rock stars.

I once attended a corporate event in the Music Hall where we had lunch on the stage. It was pretty amazing to think that I was dining where some of the greatest musicians had performed. Sitting on the stage and viewing this two-level, state-of-the-art entertainment venue, I could only imagine what it must be like for these entertainers to look out at 1,600 of



their adoring fans. If you want to experience some true Southern culture and an incredible event, you have to check out the Sunday Gospel Brunch. Be prepared to sing and dance!

From world-renown performers to local cover bands, great entertainment is always available at the House of Blues. The laid-back atmosphere and flexible floor plan of the restaurant is ideal for small-to medium-sized events.

While the Music Hall and the Restaurant provide great opportunities for events, the House of Blues has many other meeting and event options, including intimate dining rooms, the Cambridge Room and the Foundation Room. The Cambridge Room has to be one of the most versatile spaces I have seen in the venue. This space would be great for a private concert, an upscale cocktail party, an all-day business meeting or even a formal reception or dinner.

If you have the opportunity to check out the Foundation Room, this should not be missed. It is primarily a private membership club with fine dining and a cocktail lounge, but can be utilized for private events as well. The dining room, lounge and smaller temple rooms are decked



MEMBER SPOTLIGHT
By Lisé Lang | Society Editor

Spotlight on Sandie Fouke of The Joule

A Luxury Collection Hotel, Starwood Hotel and Resorts

From world-renown performers to local cover bands, great entertainment is always available at the House of Blues.

out with religious artifacts, impressive hand-carved statues and an incredible collection of Persian rugs and Indian wall tapestries. The VIP atmosphere of the Foundation Room creates the perfect ambience for lounging, dining on gourmet selections and possibly rubbing elbows with celebrities.

The House of Blues has many different opportunities for you to rock your next event. All event spaces are supported by two kitchens and a talented culinary team that can create endless options and customized menus for your event. The culinary team is led by Executive Chef Keith Hanks. Chef Hanks opened the Dallas location as the Foundation Room chef, and a little over a year later he became the executive chef for the entire venue. Before he came to House of Blues, Chef Hanks worked in many well-known kitchens, including Petrossian Paris in New York City, the posh Pearl Room Restaurant in Tri Becca and under the direction of Chef David Burkes (one of the leading pioneers in American cooking) at The Fromagerie in Rumson, N.J. Those are some impressive gigs!

With the House of Blues' diverse meeting and event space, the talented sales and culinary staff, you can be confident your event will rock, leaving your guests screaming for more. ▶

For more information on events at the House of Blues, contact:

Barbara Bouman

Senior Sales Manager, House of Blues Dallas
(214) 978-4854 | barbara.bouman@hob.com
2200 N. Lamar Street, Dallas, TX 75202



CURRENT: WHAT IS YOUR FAVORITE MEAL?

FOUKE: HANDS DOWN: CRAB, LOBSTER AND PIZZA!



Current: What is your position?

Sandie Fouke: Catering and Convention Services Manager.

Current: Tell us what you do in your role.

Fouke: Selling is my primary duty; however, my position also entails lots of detailing and servicing events. I have a combination role that is responsible for maintaining and growing existing catering accounts and actively soliciting new business. I am also responsible for servicing group accounts.

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

Fouke: My team is amazing. Enjoying individuals you work with daily and knowing you can depend on them is a major factor in how you feel about your employment. We actually spend more time with our "work" families than with our "true" families. At The Joule, each day is a different experience from the last. I absolutely love the daily client contact and the thrill of closing the sale!

Current: Who would be your ideal dining companions?

Fouke: With everyone's hectic schedule, whenever I am able to get my entire family together for Sunday dinner, I feel very blessed to be surrounded by them.

Current: What was the last book you read?

Fouke: James Patterson's *The Eighth Confession*.

Current: What was the last great movie you saw?

Fouke: I love comedies and *The Hangover* was a real hoot. Best drama/thriller was *Taken* with Liam Neeson.

Current: If you could vacation anywhere, where would it be?

Fouke: Australia. I have forever had a passion to visit and, unfortunately, have never taken a long vacation to do so.

Current: What shows do you never miss?

Fouke: *Dexter* and *Grey's Anatomy*.

Current: Do you have any hobbies?

Fouke: Who has time for hobbies in this industry? In my spare time, I still enjoy a good game of tennis. Reading and floating in the pool (with an adult beverage in hand) is my relaxation time.

Current: What is your favorite all-time memory or event in your life?

Fouke: Other than giving birth to my children, ironically, the passing of my father. His death made me realize how precious our time here on earth is and how quickly it passes by! Also, his death challenged me to spend as much time as possible with my family and friends and to get out of the fast lane as much as possible.

Current: Share something our members might not know about you.

Fouke: I am a complete tomboy. I would rather go to a sporting event than attend an opera or a play!

Ft. Worth CVB
www.fortworth.com 4

Great Wolf Lodge
www.greatwolf.com 3

Irving Convention and Visitors Bureau
www.irvingtexas.com Inside Front Cover

Marriott Group Cluster
www.texasmarriottmeetings.com
. Outside Back Cover

**McKinney Convention
& Visitors Bureau**
www.visitmckinney.com Inside Back Cover

Menger Historic Hotel
www.historicmenger.com/
www.crocketthotel.com 16

Plano CVB
www.planocvb.com/main/index.php 3

**South Shore Harbour Resort
& Conference Center**
www.sshr.com 14

The Special Events Center
www.specialeventscenter.com 7

**The Woodlands Resort
& Conference Center**
www.woodlandsresort.com 19

CONFERENCE & CONVENTION CENTERS
The Special Events Center 7
The Woodlands Resort
& Conference Center 19

CONVENTION & VISITORS BUREAUS
Ft. Worth CVB 4
Irving Convention
and Visitors Bureau Inside Front Cover
McKinney Convention
& Visitors Bureau Inside Back Cover
Plano CVB 3

HOTELS & RESORTS
Great Wolf Lodge 3
Marriott Group Cluster Outside Back Cover
Menger Historic Hotel 16
Overton Hotel &
Conference Center 22
South Shore Harbour Resort
& Conference Center 14

Please support the advertisers
who helped make this
publication possible.



- Melinda Allen**
Medco
- Audrey Baker**
*DFW Marriott Hotel & Golf Club at
Champion Circle*
- Tracy Berez**
National CineMedia
- Karin Bierman**
Fluor Corporation
- Shannon Bird**
Capital One Auto Finance
- Manuel Buco**
Maui Prince Hotel
- Chelsea Dill**
Dallas Stars Hockey Club
- Jim Follett, CHSP**
IHG
- Karin Greene**
Pinnacle Entertainment
- Frances Grinsfelder**
Third Space
- Vincent Havard**
Mercy Wine Bar
- DeeDee Johnson**
Boy Scouts Of America
- Matthew Johnston**
ajl international
- Kristen Jones**
Four Seasons Hotel Washington D.C.
- Jennifer Kennedy**
Freeman Co.
- Sarah Lary**
Gail Davis & Associates
- Michelle McBee**
Crowne Plaza Hotels
- Keri Meyers**
GameStop
- Mary Mulloy**
Warwick Melrose Dallas
- Jackie Osweiler, CMP**
Cadent Medical Communications
- Natalie Owens**
Texas Tech University
- Richard Peeler**
Intel Corporation
- Doug Polsdofer**
Presidential Worldwide Transportation
- Monay Scholle**
Conference USA
- Kristin Steed**
Wyndham Jade
- Yazdani "Dani" Syed**
Digitized Logos, Inc.
- Brandi Warren**
Hilton Shreveport

Newest Star in Texas.

Discover Lubbock's new full-service
hotel & conference center.

- Over 20,000 square feet of flexible meeting space, Lubbock's largest ballroom
- 303 beautifully appointed guest rooms and suites
- Complimentary airport shuttle
- Complimentary guest parking
- Fitness center, business center, free Internet access
- State-of-the-art audiovisual services



Request a quote for your
next meeting or event:
sales@overtonhotel.com

2322 Mac Davis Lane • Lubbock, TX 79401
(806) 776-7000 • www.overtonhotel.com

*Something for
Everyone!*



Destination MCKINNEY!



888-649-8499 VisitMcKinney.com



PERFECTION HAS A PRICE, THANKFULLY IT'S AFFORDABLE.

Rates from \$99 • Master bill rebates of 5% • Double Marriott Rewards® Points & more!

Perfect events start right here. With a diverse range of flexible meeting space designed to suit your needs, state-of-the-art AV technology and wireless internet, a superb catering menu, and our critically acclaimed accommodations, located in the most popular destinations throughout Dallas Fort Worth, we'll make your next event a huge success. To ensure everything runs smoothly, our dedicated service staff, and an assigned personal event manager, will be on-hand to ensure every detail is attended to. With Marriott, our mission is your complete satisfaction.

Book now and enjoy your choice of two of the following:

- Complimentary meeting space: 1 General session for 25 minimum attendees
- Complimentary room: 1 per 25 guest room nights peak
- Up to 10% discount on AV equipment

To learn about our locations with exceptional Group Value Dates* and earning Marriott Rewards points, simply log on to texasmariottmeetings.com.

Dallas/Addison Marriott
Quorum by the Galleria
972.661.2800

Dallas/Fort Worth Marriott Hotel &
Golf Club at Champions Circle
817.961.0800

Dallas/Plano Marriott
at Legacy Town Center
972.473.6444

Dallas/Fort Worth
Airport Marriott
972.929.8800

Dallas/Fort Worth Marriott Solana
817.430.5000

Marriott
HOTELS & RESORTS

* Valid at participating Texas Hotels Only. Not valid on previously booked business. Rooms are limited and based on space availability. Weekday and Weekend starting rates vary. 5% Rebate of the total cost of group rooms only, must book 25 peak room nights to qualify. Must be a Marriott Rewards member at time of contract. Double points earned up to a maximum of 100,000 points. Events must be booked and actualized by December 30, 2009. All Marriott Rewards terms and conditions apply, visit MarriottRewards.com for details.