

# October 2014 E-newsletter

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## October 2014

MPI D/FW educates and prepares its members for their changing roles in the greater business world. The association validates relevant knowledge and skills while simultaneously demonstrating a commitment to meeting excellence. Record five-time winner of "Chapter of the Year"



### CALENDAR

#### OCTOBER EVENTS

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**REMINDER - All Committee Meeting**

Now is the time to get involved with the Chapter!

Attend the All Committee Meeting.... its a great time to network, learn more about the Chapter and ENGAGE!

**TONIGHT - Thursday, October 2, 2014**

### WHAT'S NEW

#### HEARD IT THROUGH THE GRAPEVINE



### EDUCATION

#### Congratulate MPI D/FW's Newest CMPs!



Jamie Alexander, CMP

**6:00pm-8:00pm**

The Westin Dallas Fort Worth Airport  
4545 West John Carpenter Freeway  
Irving, Texas 75063

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### Emerging Leaders Roundtable....

**find your passion, engage, and transform your life**

**Date:** Thursday, October 16, 2014

**Location:** NUVO Room  
4241 Sigma Road  
Farmers Branch, TX 75244

**Time:** 5:30pm-6:00pm – Registration and Reception  
6:00pm-8:00pm – Keynote and Roundtables

**Registration Fee:** This event is complimentary for MPI members, non-members and students.

**Registration deadline:** 2:00pm, Monday, October 13

*Leadership is not about one's position or seniority in a company. We've all experienced bosses who don't exactly inspire us to be our best. Being a successful leader is defined as a process of social influence, which maximizes the efforts of others, towards the achievement of a goal.*

So how does someone become influential in their personal and professional surroundings? One way is by immersing themselves into their passion and surrounding themselves with others who share the same passion/goal. That is engagement – the first step in transforming your life.

We welcome keynote speaker **Catherine Cuellar** as she takes us along her journey of immersing herself in her passion of the Dallas Arts District and

### Members on the Move

**Renee McKenney, CMP** - has been named National Sales Assistant Director at Texas Regional Sales for Disney Destinations

**Ed Griffin** - serves as President of his recently opened company in Dallas, Ed Griffin Consulting Group

**Hotel Palomar, now renamed as The Highland Dallas, Curio Collection by Hilton has announced several moves:**

**Jodi Doughty** - has been named Director of Sales & Marketing

**Chasity Lemich** - has been named Senior Sales Manager

**Louise Burke** - has been named Sales Manager

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### WELCOME NEW MEMBERS

Wendy Adamson, Collin College

Gina Bianchi, CTA, Strategic Meeting Solutions

Lily Beth Boenker, Tara Wilson Events

Kayce Boettcher, Monterey County CVB

Kayla Branstiter, Ambit Energy

Lisa Bulriss, Sandestin Golf & Beach Resort

Gayle Cotton, Circles of Excellence

Angie Denman, Strikz Entertainment

Christie Dickens, Top Golf

Tiffany Dickson, Bowlmor- AMF

Kathy Findler, Heifer International

Lana Freeman, CTA, Collin College

Terri Freer, Women's Equality Day x 365

Cheryl Goodman, Adolphus Hotel

Edward Hahn, Four Seasons Resort & Club

Genevieve Castleberry, CMP- Spear One

Jennifer Code, CMP- RX Worldwide

Charlene Edwards, CMP- ExxonMobil

Katie Henson, CMP- EventaGlobal

Joanna Oliver, CMP- EmCare

Lindy Martin, CMP- YPO-WPO

Shannon Nicholson, CMP- Gaylord Texan Resort

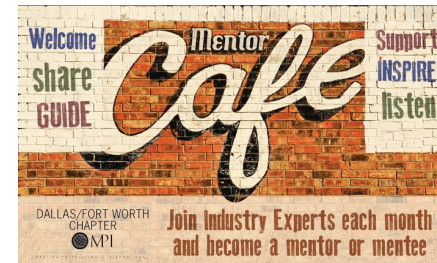
Marie Peterson, CMP- University of Texas at Arlington

### Congratulations on all of your hard work!!

For more information on earning the CMP Designation and the CMP Study Group, contact Carol Benavidez, CMP, CMM at [cbenavidez@helmsbriscoe.com](mailto:cbenavidez@helmsbriscoe.com)

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### Mentor Your Way Up With Our Mentor Café!



Mentoring is a gift to touch someone's life and career with advice, support and connections that are valued forever. At MPI we realize that and aim to support the idea of creating learning experiences for other people.

Ask yourself today "why would I need a mentor" or "why should I be a mentor".

We want to help you answer those questions.

*"Throughout your life various people will play a major role as they positively impact and help guide you as a mentor. They will influence you, share important knowledge with you and help your career growth. I am*

how her leadership role within the Global Cultural Districts Network has transformed not only her life, but also those around her. Catherine will also provide us with a brief update on some of the exciting things happening in the Dallas Arts District.

Following Catherine's presentation, we will break into roundtable discussions led by industry and non-industry leaders who will share their journeys and how you too can become an influencer through engagement in your passion – whatever it may be.

**Roundtable leaders include:**

- Jackie Kubena, McKesson
- Leigh Ann Runyan, Society of Petroleum Engineers
- Cheryl Zobal, VHA, Inc.
- Michael Luttkus, VHA, Inc.
- Noelle LeVeaux, Dallas CVB
- Bruce Dalton, EventaGlobal
- Yasmeen Tadia, Fluffpop™
- James Reed, Dallas Leadership Foundation
- Lyn Berman, Attitudes & Attire

Don't miss this opportunity to transform your life and influence the lives of others. Register today!

For more information, please contact Gregory Pynes, MPA, Event Chair, at [gpynes@davaonc.com](mailto:gpynes@davaonc.com) or Sherry DeLaGarza, CMP, CMM, Vice President Leadership, at 214-924-6229.



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**OCTOBER EXPERIENCE**

**TWO EVENTS ON THE SAME DAY:**

**EVENT ONE**

Come to Shreveport (instead of Dallas) to cheer on

Julie Hicks, CMP, ConferenceDirect

John Hinton, JDA Software

Tiffany Holton, Top Golf Allen

Catherine Jones, The Edventive Group

Britini Lamb, iDesign Meetings

Magdalena Malczyk, Caesars Entertainment

Joyce Martinez, Meet Puerto Rico

Michael McCarthy, eventPower

Renee McKenney, CMP, Disney Destinations

Renay Morgan, Richland College

Bridgett Ochoa, Collin College

Judith Pruzzo, Collin College

Steven Rudner, Rudner Law Offices

Andrea Rutherford, Collin College

Kimberly Smith

Preeti Talwar

Rachel Thurman, Copart

Janna Timm, Southfork Ranch & Hotel

Leslie Vanover-Baker, CMP, The Meeting Place

Tuula Westlake, CASE, FedEx Office

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**Call for Nomination/Application for Vice President of Communications**

We are looking for a VP of Communications to guide the communication and messaging efforts of the Chapter. The ideal candidate would have experience writing articles, orchestrating social media campaigns, and maintaining a variety of communication tools (the Chapter website, the monthly e-magazine, the social media outlets, etc.).

*a firm believer of being both a mentor and a mentee. We all have knowledge to share and but always something to learn."*

Colleen A. Rickenbacher, CMP, CSEP, CPC, CTA, CPECP

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**NEW WEBSITE FEATURES**

As we prepare to update our website we have enhanced our current site with the following features: Check them out and provide feedback to us (we have a feedback feature to use, see below)

[Event Calendar](#)

[E-Newsletter and Archived Current Newsletter for the past 20 years.](#)

[Member Feedback Form](#)

[Searchable Market Place](#)

[Our Valued Strategic Partners](#)

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**SPONSOR SPOTLIGHT**

Thank you to our valued sponsors who helped make possible our September Experience at Globe Life Park



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**Our Honored Partners**

your Dallas Mavericks!

Take a road trip aboard a luxury motor coach with all your MPI D/FW friends to Shreveport-Bossier City. We will experience multiple venues, welcome reception, a Dallas Mavericks game, after party, one-night hotel accommodations, and breakfast the following day. This is an experience both planners and suppliers will not want to miss!

October 23 - October 24, 2014



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## EVENT TWO

October 23, 2014, 5:30 - 8:30 p.m.

Prefer to network right here at home in DFW?

Join in for an evening of fun and networking with Chapter member at Top Golf in Allen, TX. Appetizers and beverages will be available at 5:30 with dinner at 6:15. Following dinner, engage with fellow members in some Top Golf.



Watch for Chapter emails with more details on how to register for one of these Chapter experiences.

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## GLOBAL EVENTS

The member that fills this fast-paced position will partner with the Director of Communications to oversee the following:

- The delivery of the Chapter's brand message to our members
- The creation, design and proof reading of all chapter written communication to maintain consistency of brand and information
- Oversee the creation of a quarterly e-magazine/e-newsletter
- The facilitation of Chapter public relation efforts, working with the press and media to expand the MPI D/FW brand
- Identifying new delivery methods to communicate to our members and general public.
- Piloting new communication methods as case studies for our members and deliver results

This position is currently open and the Board of Directors is eager to fill it with someone seeking immediately high-level involvement with the Chapter. Interested candidates should contact:

Alison Kieckhafer, CMP,  
[alison@eventsthatmakesense.com](mailto:alison@eventsthatmakesense.com)

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## MEMBERSHIP NEWS

### Did You Know?

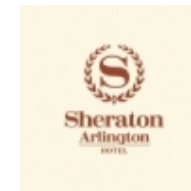


IT'S OFFICIAL! The MPI D/FW Student Club has been formed at Collin College and has kicked-off with 20 new members. Our thanks and congratulations to our Student Committee!

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The MPI D/FW Chapter currently has 641 members and is the 5th largest Chapter in MPI

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## LEADERSHIP OPPORTUNITY



Do you think of yourself as an expert in producing special events? Are you a person who can promote an event and run with a plan. The Chapter has a high-visibility leadership opportunity for the right person who can meet this criteria. The person in this role will work with the Chapter Leadership to promote and produce the MPI Chairman's Challenge 5K Run/Walk, in March 2015 in conjunction with the MPI Foundation.

For consideration, contact Chapter President-elect Tony Cummins via email at [Tony@TheMeetingDepartment.com](mailto:Tony@TheMeetingDepartment.com)



Are you using a mobile app for your meetings? Would you like to, but want to know more? MPI and doubledutch teamed up to produce a case study that includes information on getting an app, designing the right features, marketing the app and using it for analyzing, reporting and improving future events. The section on getting an app includes a link to an RFP spec for a trade show.





OCTOBER 14-16, 2014

LAS VEGAS



**NOVEMBER SALES BLITZ**

**SOLD OUT!**

The November Sales Blitz which brings together planners and suppliers with face-to-face appointments over a 3-day period, November 10-12 has sold out. This is a limited participation event and the slots go quickly.

Thank you to our Chapter planners and suppliers who are supporting this program!

**Sponsorships and Advertising space for your business here. Call us for pricing.**

**BUY MPI D/FW**

**BE A SPONSOR**

An exciting new opportunity is now available. The E-Newsletter Sponsorship and advertising banners will offer members a way to expand your brand to over 700 members.

Want to Advertise in the E-Newsletter? Send a customized email with your message to our members? Contact us to advertise, [click here](#)

**ABOUT MPI**

MPI—founded in 1972—believes that meeting and event planners serve a critical role in the success of business, and is committed to giving its members the very best in professional development, business opportunities and a vibrant industry community.

**Sponsorships and Advertising space for your business here. Call us for pricing.**

**GET CONNECTED**

**CAREER CENTER**

Great News! The Career and Resources page on the MPI D/FW.org website has changed. You can now directly access the MPI International Job Board from here.. Looking for a job? Looking for new team members? Go to the MPI Career Center.



.....  
**Engage with our members in social media.**

[See it here](#)



**Sponsorships and Advertising space for your business here. Call us for pricing.**

**PRESIDENT'S CORNER**

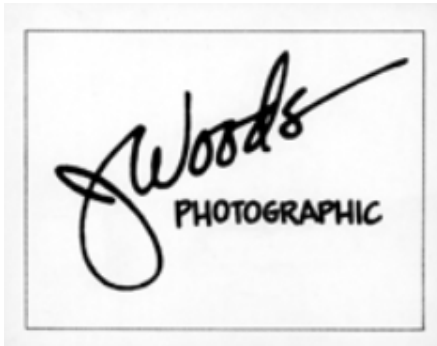


more information

## SUPPLIERS

IDEA OF THE MONTH: Want more exposure to members of the Chapter and potential clients? Get involved in a leadership role, serve on a committee, chair an event, provide meaningful content for the eNews. These are all ways to engage, learn, grow and become more visible!

Thank you to our partner **Jim Woods Photography**



CLICK IMAGE TO VISIT HIS WEBSITE

Join us in LinkedIn and and “like us” on Facebook



MPI D/FW Chapter Social Media Policies:

Abide by the MPI Code of Ethics  
Clarify your opinions are your own  
No selling or promotions of products or services  
No gossip  
No profanity  
Use good judgment and understand postings are permanent  
Be respectful and polite

## Remembering Ron Trammell

### MPI D/FW Chapter Founding President

Many years ago, Ron met with four friends at Holiday Inn Central to form the beginnings of the MPI D/FW Chapter. The “Metroplex Chapter” (as it was known then) was chartered by what was known as Meeting Planners International in 1977.

Ron was also the Vice President of Events with Mary Kay®, for over 40 years over the course of his career in the meetings industry and was their fifth employee hired.

The following are a series of tributes from MPI D/FW Chapters Past Presidents:

Ron Trammell was already a very prominent meeting and event executive when I first met him in the mid-1970s. We both had been active in convention trade associations for many years. His involvement and reputation was critical to the forming of both the local chapter and the national organization known as Meeting Professionals International, now the largest such trade organization in the world. He served as the founding president of the Dallas/Fort Worth chapter, and quickly focused on bringing MPI's next international convention to Dallas. In fact, he was the chairman of that convention which turned out to be the largest, most successful, and most admired event in the trade group's history at that time.

Ron was also a big man physically, as I learned one night. He and I had been guests at a private dinner during an MPI convention in the northeast. As we walked back to our hotel, we must have been slow in crossing the street because the traffic light changed before we had mounted the curb, and a car “tooted” at us. Ron turned and shared some “Texas slang” with the driver, who talked back to us. Ron was about to walk over to discuss their rudeness when I realized the car was full of many healthy-looking young men, and I felt this conversation needed to end.

But Ron had a difficult time in getting to the car, and he looked down to see what the problem was, and realized it was me standing and blocking his way – because, to my amazement, he was tall enough to be looking over my head without my body blocking his view. Fortunately another car was behind our villainous car and tooted to move on. Ron smiled down at me and we walked on, safely.

**~ Greg Elam, Chapter President, 1980-1981**

What I remember most about Ron was his generosity with his time and the inspiration he was to so many of us in the meeting and events industry. When I joined MPI in 1986 I was lucky enough to meet Ron at one of my first MPI meetings. By then, he was so very involved with his responsibilities at Mary Kay, but still found time to be active in our MPI DFW Chapter. He welcomed me to the Chapter and told me that I would get much out of my membership, in both a professional and personal way. He said to make the best of it, I needed to get involved. He was right!

Larger than life he seemed, but so down to earth and approachable he was. He will be dearly missed by all and remembered as the driving force he was in our Chapter and this industry. My heart goes out to his dear family.

Respectfully submitted ...

**~ Diane Smith, CMM, Chapter President, 1994-1995**

I had the privilege of knowing Ron and working with him through the Dallas Convention & Visitors Bureau and Mary Kay over the years. It was always so exciting to be able to be a part of the Opening Ceremonies of the Mary Kay conventions. We would all want to be there as Mary Kay would either come flying in suspended from the ceiling or make a grand entrance in some spectacular form of transportation. No matter what it was, it was exciting and gave you the chills. I always knew that Ron was behind the scenes making sure it always came off without a glitch. But even with Mary Kay flying through the air, I still think my best moment of Ron is being one of the Dallas Cowboys Cheerleaders for the MPI luncheon in Toronto. Seeing him in those shorts, the cute wig and that shirt tied up around his waist had to be one of those priceless moments that only he and nine other guys from our Chapter could pull off. So no matter all the many meetings, endless hours of work, countless trips and programs he completed in his very successful career with Mary Kay, I still want to remember him with his blue and white pom-poms and a smile on his face. Thanks Ron for being such a great and dedicated friend to all of us. We will definitely miss you.

**~ Colleen Rickenbacher, CMP, CSEP, CPC, CTA, CPECP, Chapter President, 1998-1999**

I will remember Ron Trammell as one of our great MPI Chapter leaders – always there when called upon, leading the 'charge' and setting the standards for the chapter's growth that followed. He was a true industry professional who made his 'mark' in the 'History Book of MPI'.

**~ Pat Smith, Chapter President, 1986-1987**

Ron was an extraordinary person. The vision to start the DFW Chapter of MPI has been a vehicle for our industry to come together, grow by education, serving and reach out to do public service. He was a leader by example, not only at Mary Kay, but to the members that were fortunate to know him. He always had time to answer any question and we will miss his big smile. Thanks Ron for all your dedication to our industry and memories. We will miss you.

**~ Mary Cowart, Chapter President, 1992-1993**

Not only does the MPI D/FW Chapter owe Ron a lot, but I personally am grateful for how good he was to me during my years in hotel sales. I remember him as always smiling and always friendly. Rest in peace, Ron.

**~Mary Lynn Novelli, CMP, Chapter President 1996-1997**

He was an inspiration to me when I first came to Dallas in November of 1981 with the Adolphus; he was bigger than life but always made time for newcomers in the industry whether it was granting an appointment in his busy schedule or the laughter enjoyed at MPI meetings. I sure appreciate being included in the updates you provide and thank you again.

**~ Mary Jo Malone, MPI D/FW Chapter President, 1989-1999**



Ron was an icon in the meeting industry taking meetings where they had never been before! We all admired him and we learned so much from him! His contributions were too numerous to mention but they were treasured not only by his company, Mary Kay but also by everyone he met at Meeting Professionals International!

Ron left an indelible mark on our hearts. May you rest in peace, dear friend and know that you will never be forgotten!

**~ Judy Love Rondeau, Chapter President,  
1990-1991**

Ron Trammell exuded a larger than life personality, always made me smile even when the conversation was a serious one. Very approachable and kind are my memories of him when I first came to know MPI. My favorite memory, one shared with many great MPI members is our stint as Dallas Cowboy Cheerleaders in Vancouver and in Dallas. Ron who to me was a man's man, approached this with all the fun it was intended to have on each of us in the squad as well as the audience. While the squad disbanded after our successful revival at the MPI PEC at the Loews Anatole in Atrium II, the shared memory of that time and Ron remain fondly.

**~ Gregory Pynes, MPA, Chapter President  
1997-1998**

In the early days of Meeting Planners International Ron was one of the stalwart leaders. His position with the buyer side of the industry working for such a marquis named company gave credibility and importance to the organization. Ron chaired MPI's International Convention when it came to Dallas in 1979 to the Fairmont Hotel and did an outstanding job working tirelessly to insure its success. Because of his position as a buyer, he was instrumental in getting top-name suppliers to join and become active in MPI. He remained active both on the International and Chapter level until his work schedule demanded all of his time.

**~ Bill Boyd, CMP, CMM, CITE, Chapter President,  
1988-1989**

Ron Trammell was an industry icon; a person who could walk into any room and command attention based solely on who he was and what he had accomplished in his career. I honor his career legacy, but choose to remember him as someone who was funny and engaging; ready to crack a joke or jump right into any situation he could turn into mischief. When MPI D/FW put together a group of guys willing to don a Dallas Cowboy Cheerleader outfit for a promotional appearance in Vancouver British Columbia 1993; Ron was among the first to volunteer; joining me, Bob Walker, Greg Elam, Joe Diaz, Gregory Pynes, Jim Follett, Dean Conwell and others in baring our mid-drifts for the chapter we all loved. We all had a great time learning our routine and shaking those pom-poms. I won't say Ron was the best dancer on the stage that day in Vancouver; I will say throughout his life he danced into the hearts of everyone he ever met; and for that; we will always remember him.

~ **Steven G. Foster, CMP, CTA, Chapter President, 1999-2000**



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#### **2014-2015 Board of Directors**

- President- Amanda Wells, CMP
- President-Elect- Tony Cummins, CMP/CMM
- Immediate Past President- Alison Kieckhafer, CMP
- VP Finance- Melissa Logar, CMP
- VP Communications- Open

- VP Leadership- Sherry Delagarza, CMP/CMM
- VP Membership- Erin Lucia
- VP Education & Events- Nicole Stokes
- Director Finance- Tammy Williams
- Director Communications- Patrick Dolan
- Director Leadership- Gail Grogan, CMP/CMM
- Director Membership- Paige Mejia
- Director Education & Events- Liana Graham, CMP
- Director Education & Events - Alisa Caldwell, CMP

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