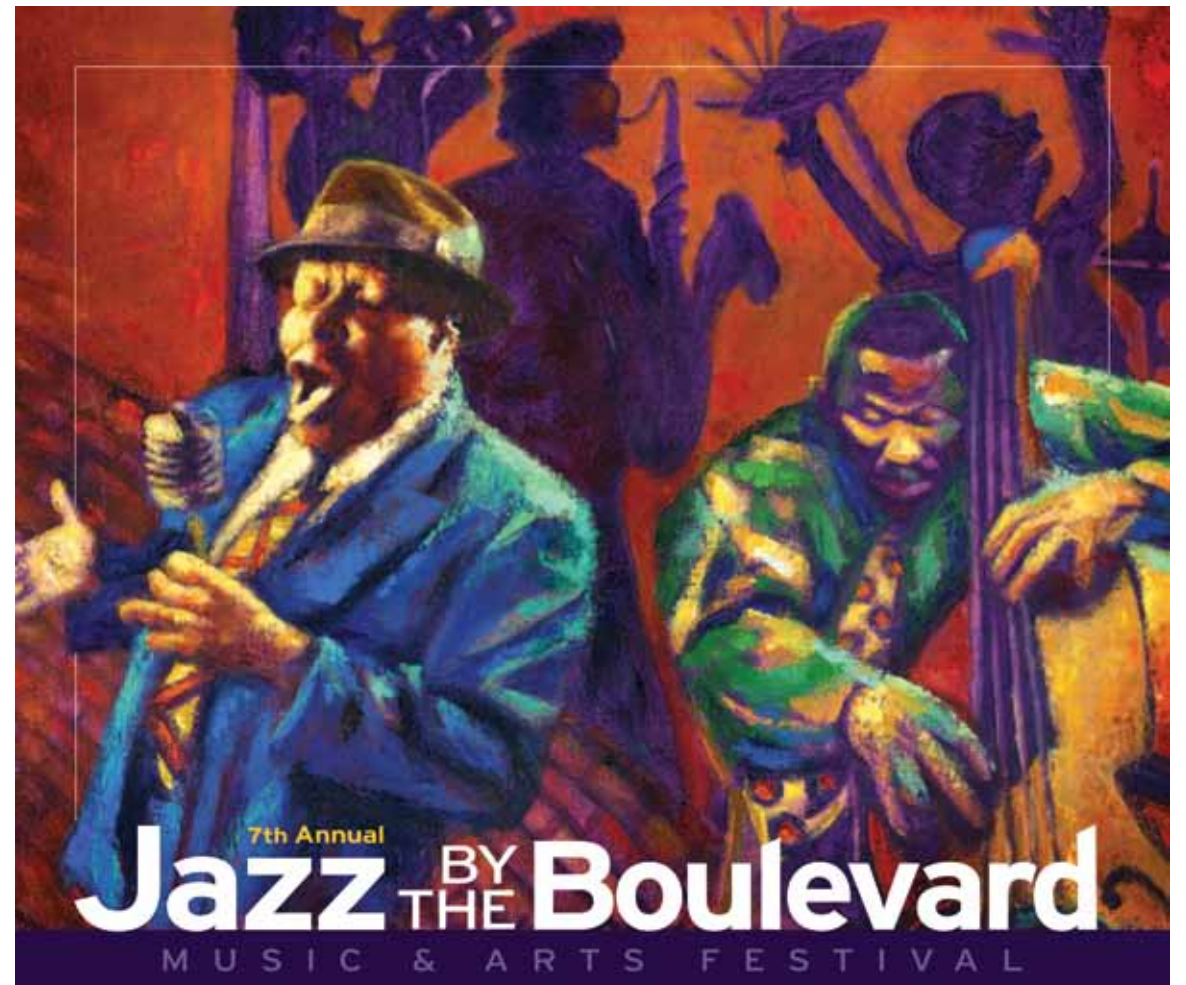
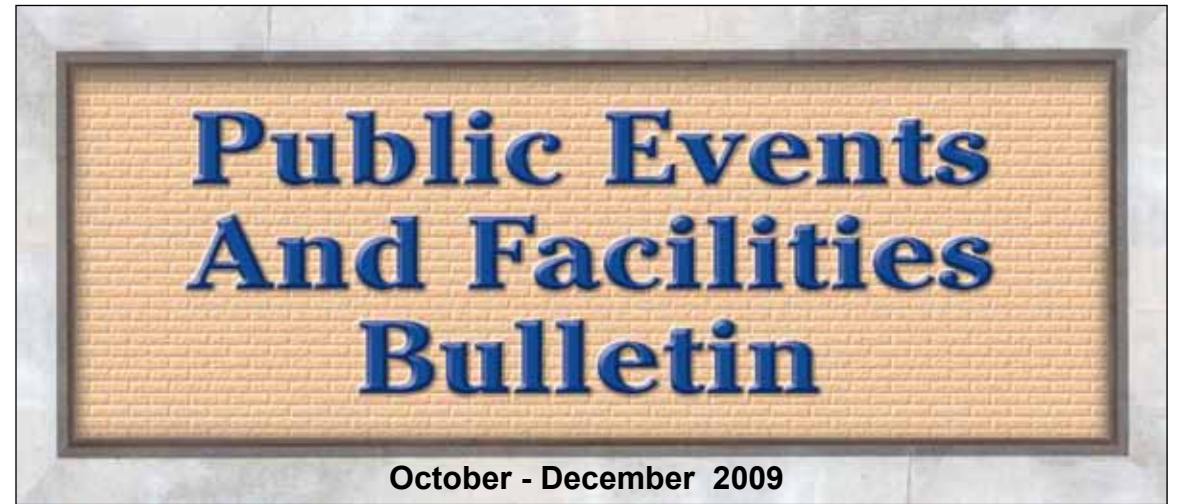




Public Events and Facilities
1201 Houston Street
Fort Worth, TX 76102

Return Service Requested

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
FORT WORTH, TX
PERMIT NO. 1212



Fort Worth Convention Center
1201 Houston Street
Fort Worth, TX 76102
817-392-MEET (6338)
Toll free 1-866-630-2588
www.fortworthconventioncenter.com



Will Rogers Memorial Center
3401 West Lancaster Avenue
Fort Worth, TX 76107
817-392-SHOW (7469)
Toll free 1-866-630-2588
www.willrogersmemorialcenter.com

FWCC

'Green' Is the Word in Event Planning

They say *grease* is the word, but they — whoever “they” are — are wrong. These days, in the meeting planning business, *green* is the word. Organizations such as Meeting Professionals International (MPI) are committed to reducing the environmental and climate impact of meetings around the world. Recycling, reducing paper waste and forging environmentally-conscious business partnerships are a few of the steps MPI is taking down a “greener” path. MPI continues to elevate the conversation among its global community about corporate social responsibility and sustainability by slating these vital topics in professional education conferences and events. Why? Because meeting planners are discovering that groups and associations seek out facilities that embrace greener ways of doing business.

Kermit the Frog was right — it wasn't easy being green, but that is changing, especially at the Fort Worth Convention Center. According to FWCC Assistant Director James Horner, the Convention Center took its first steps down the road to greener practices more than a decade ago.

“We started baling and recycling cardboard in 1997,” says Horner. “And, working with Greenstar Recycling, we just installed single-stream recycling receptacles throughout the building. Now event attendees don't have to worry whether they are trying to dispose of paper, glass or plastic — they can toss any of those things in these new receptacles and it will be recycled.”

Everything from new, more energy efficient lighting throughout the facility, to upgraded climate control, to reducing the number of cleaning chemicals used is working to make the Convention Center more green. These efforts are saving the city upwards of \$250,000 a year. The Fort Worth Convention Center continues to work with the City's Conservation Specialist to explore other “green” improvements that improve meeting environments as well as building operations. Currently, work is in progress at the Convention Center toward achieving Leadership in Energy & Environmental Design (LEED) designation as a “Green Building.”

The Convention Center is also working with Greenstar to recycle printed materials left behind by groups.

“After most meetings, we have lots of printed materials left behind,” says Horner. “Groups find it's cheaper to dump these materials than pay to ship them home. But now, Greenstar will pick up these leftover materials and recycle them.” Horner expects that this will not only reduce costs, but will cut the amount of materials they send to area landfills by 25-30 percent.

Last year, *Popular Science* ranked Fort Worth 15th on a list of the country's 50 greenest cities. Efforts such as those in place at the Fort Worth Convention Center may help the city bring more environmentally-conscious meetings to town.



Public Events employees Virginia Frias and Reggie Derrick set up the new recycling bins.

WRMC

Will Rogers Memorial Center Hosts 7th Annual Jazz by the Boulevard

Nestled on the tree-lined lawn of the Will Rogers Memorial Center (WRMC) in Fort Worth's Cultural District, the 7th annual Jazz by the Boulevard Music and Arts Festival entertained hundreds of music lovers with such guests as George Clinton & Parliament/Funkadelic, Chris Botti and the Blind Boys of Alabama.

Despite the rainy weather, the music festival featured continuous jazz performances throughout the weekend as well as a wide range of specialty food vendors, cooking demonstrations and samplings, and wine seminars.

Featured in the kids' area were a musical instrument petting zoo, face painting and arts and crafts activities. Booths around the festival grounds held 70 specially selected artisans showcasing professional art and fine crafts.

Jazz by the Boulevard was created to preserve and beautify the Camp Bowie district, as well as educate and expose the public to the Cultural District's historical architecture, eclectic variety of museums, shops, restaurants and significant points of interest such as the WRMC.

The Jazz by the Boulevard Music and Arts Festival is produced by Historic Camp Bowie Initiatives, a non-profit that is a sister to Camp Bowie District, Inc. that manages a public improvement district created in 2000 by commercial property owners to revitalize Fort Worth's historic Camp Bowie Boulevard.

Cultural District Museums and Arts Center Sponsor Day in the District

Fort Worth's Will Rogers Memorial Center was surrounded by more culture than usual as the museums of Fort Worth Cultural District along with the Fort Worth Community Arts Center hosted the 2009 Day in the District Sept. 26.

The annual event was a celebration of the rich and diverse cultural organizations in Fort Worth featuring entertaining and interactive programming and performances. Participating museums offered free admission, and various performing arts organizations staged free performances in and around the museums.

Outdoor performances and events encouraged patrons to walk through the beautiful grounds surrounding the museums. The festival invited local residents to enjoy the world-class cultural experiences offered in Fort Worth and provided an opportunity for local residents to discover something wonderful and new.

Complimentary transportation around the Cultural District was provided by The T.

Participating venues included the Amon Carter Museum, Fort Worth Botanic Gardens, Kimbell Art Museum, Log Cabin Village, Modern Art Museum of Fort Worth and National Cowgirl Museum and Hall of Fame.



WILL ROGERS MEMORIAL CENTER QUARTERLY EVENTS HIGHLIGHTS OCTOBER-DECEMBER 2009

- October 2-4**
 - ▶ Texas Booksellers Assn. North Texas Book & Paper Show
- October 8-11**
 - ▶ North American Peruvian Horse Assn. – US National Peruvian Horse Show
- October 9-17**
 - ▶ Moslah Temple Shrine Circus
- October 10**
 - ▶ 10th Annual DFW Karate Championships
- October 12-17**
 - ▶ International Andalusian & Lusitano Horse Assn. National Show
- October 15-17**
 - ▶ Texas Longhorn Breeders Assn. – The Horn Showcase
- October 15-17**
 - ▶ Senior Citizens Fair of Fort Worth
- October 23-31**
 - ▶ Appaloosa Horse Club – World Championship Show
- October 29**
 - ▶ Tarrant Area Chambers Trade Show
- November 5-14**
 - ▶ American Paint Horse Association – World Championship Fall Show
- November 14-15**
 - ▶ Regional Youth & Section Circuit Fencing Tournament
- November 14-15**
 - ▶ Holiday Train Show
- November 19**
 - ▶ US Air Force Academy Band *Wild Blue Country* in Concert
- November 21 – December 12**
 - ▶ National Cutting Horse Assn. – Futurity



FORT WORTH CONVENTION CENTER QUARTERLY EVENTS HIGHLIGHTS OCTOBER - DECEMBER 2009

- October 3**
 - ▶ Fort Worth International Taekwondo Tournament
- October 9-10**
 - ▶ Girls of Faith Revolve Tour
- October 13-16**
 - ▶ HR SW Human Resources Conference and Exposition
- October 19-23**
 - ▶ Texas Municipal League Annual Convention
- October 26-27**
 - ▶ CATIA Operators Exchange
- October 31-November 3**
 - ▶ Association of Science Technology Centers
- November 4-5**
 - ▶ Nations Best Sports November Market
- November 6-7**
 - ▶ National Hispanic Business Association Leadership Conference
- November 18-19**
 - ▶ Allied Electronics
- November 22-25**
 - ▶ Texas EMS Conference
- December 5-7**
 - ▶ Texas Farm Bureau Convention
- December 12-13**
 - ▶ America's Best Cheer and Dance Championships
- December 30**
 - ▶ ESPN Armed Forces Bowl Luncheon

