

## Thoughts From The President

by Ellen Beckert

Many of you may be aware that Northeastern State University in Oklahoma is one of three universities in the country currently offering a major in the meeting management field.

Through the Tourism Management Department, students can elect to major in Meeting Planning and Convention/Trade Show Management. This March, a group of these students, who are members of the Tourism Management Club, came to Dallas for a two-day field trip which was co-sponsored and coordinated by various members of our D/FW chapter.

The field trip was scheduled during the week of the Association of Operating Room Nurses Congress, a large city-wide convention being held in the Dallas Convention Center as well as many of the major hotels in the city. Using this convention as a case study, the students were exposed to all facets of planning a major meeting and trade show.

Their hectic two-day schedule included presentations by Karen Scheifelbein of the Dallas Convention & Visitors Bureau on the role a bureau plays, by myself on the role of the service contractors, and a "real look" at meeting planners' challenges by Sylvia Rottman, Director of Meeting Services for AORN. After spending several hours touring the AORN Show at the Convention Center, they all agreed that one of the most important tools a meeting planner has is comfortable "show shoes"!

Several members of the Anatole staff also hosted the group, which included a working site inspection of the hotel, and the INFOMART staff conducted a working site inspection of their facility.

What impressed me the most about this group was the sophisticated level - and frequency - of their questions about our industry. They are excited about the many career opportunities available in the meeting management field,



*Students majoring in meeting management and hospitality at Northeastern State University find out what it's like in the real world of meeting management on a recent site visit to Dallas.*

and it's also exciting for those of us who had to learn strictly by the "O.J.T. method" to know that universities are recognizing our profession as a major course of study in their curriculums. Many of these students are already involved in MPI activities through the Tulsa chapter.

Part of the requirements for graduation is a sizeable number of hours of actual work in this field as an intern. Many of these meeting management students are still seeking summer internships. If you could use an energetic, motivated student intern in your organization this summer, please contact Ed Polivka at Northeastern State University in Oklahoma, 918/456-5511.

## April Meeting To Feature Psychologist

On April 25, 1985, the D/FW Chapter meeting will be at the Plaza of the Americas and the featured luncheon speaker will be Dr. Kerry Johnson who will speak on "Reading Your Associates Mind."

As a sales psychologist, Dr. Johnson is presently a consultant to major Fortune 500 companies, both in group

training and individual productions. Educated at the University of California, he has conducted extensive research in the fields of motivational psychology, human communication theory, memory principles, subliminal seduction in advertising and the behavioral basis of reading. Dr. Johnson is the author of several cassette tape learning programs and a book, and was formerly a professional tennis player.

The Chapter meeting will begin with registration at 11:00, cocktails at 11:30 and luncheon at 12:00. The program will be presented from 12:45 to 1:30. More details are available in the newsletter insert.

## Calling All Sports

Once again, the three Texas MPI chapters will join forces as "Team Texas" and enter the prestigious Super Sports competition at the MPI meeting in Chicago this June. Past efforts have brought fame and glory to all involved.

Patty Watson-Covert has agreed to captain this year's group and needs to have the team signed up by **May 1**. Call Patty at 521-6050 and she will arrange the paperwork (participants need to pay \$5.00 and sign an insurance waiver).

## Infomart Draws Crowd At March Meeting

by Betty Thomas

Judith Mathews, a Director on the D/FW Chapter Board, presided at the March chapter meeting at the largest privately owned exhibit hall in the country.

Approximately 110 MPI members and guests were registered on the first floor and served cocktails on the seventh floor in the penthouse. John Walker gave a short presentation for Image Matrix, discussing the advancement of multi image presentations, computer graphics, video productions and tele-conferencing to name only a few of the services his company performs while being inhouse at Infomart. Afterwards, everyone toured the facility enroute to the Jacquard Hall where a seated lunch was served.

Bill Windsor, General Manager of Infomart, updated his listeners with such statistics such as during the first 48 working days, Infomart entertained over 45,000 visitors although only 15,000 had been projected. Referring to the recent dedication, he told how Eric Severide described Infomart: "a place of magic, a place of understanding." Judith then announced that for the next six months, Infomart was offering three days of FREE meeting space to MPI members in attendance.

The group then moved to the Resource Center for a dessert and coffee buffet and access to an automated needs assessment. After grading the report cards approximately 55% rated the overall meeting as "good" while most everyone concluded that Infomart's catering could use a little more "expertise" in their presentation. All in all, those in attendance were overwhelmed by the magnificent expanse and technology being housed under one roof. Infomart is truly a grand facility including trade show space, tenant floors, Resource Center and catering areas.

## International Board To Meet Chapter Leaders

The D/FW Chapter officers have been invited to meet with the MPI International officers at a luncheon at the Anatole on April 15, 1985. The international board will be in town for one of their regularly scheduled Executive Committee meetings.

## More Prizes Remain For Membership Campaign

Winners of prizes at the March meeting included Ed Howard of Riverside Press who won the gift pack from Lady Love, Sherrie O'Neil of American Express who won the Marriott weekend, and Bill Beatty of K-Mart Insurance who won the clock from Ramada Hotels. Members no longer must be present to win, and there are a number of prizes yet to be awarded.

Prizes and donors are:

- wine and cordial glasses from Air Canada
- complimentary golf for 2 at Bear Creek Golf Resort, courtesy of the Amfac
- albums & cassettes from BDR Entertainment
- "Canada, A Landscape Portrait" book from the Canadian Consulate General
- dinner and show for two in the Venetian Room, courtesy of the Fairmont
- dinner for 2 at Spinnaker Seafood Restaurant, courtesy of the Lincoln Hotel
- complimentary suite for 2 for 2 weekend nights at the Marriott Park Central
- dinner for 2 at the Cafe Royal, courtesy of the Plaza of the Americas
- glassware from Specialty Advertising Association
- a goodie basket from Special Arrangements, Inc.
- a copy of the new 4th edition of the "American Heart Association Cookbook".
- tote bags from the Society of Petroleum Engineers
- an evening for 4 at the Westfork Ranch
- Two nights at The Mansion
- a Sony Walkman from AVW and The Freeman Companies.
- A new and very special prize was recently donated by a new MPI member, Richard Mau of the San Diego Intercontinental Hotel and by American Airlines. The prize will be awarded at the May meeting in a special drawing. The prize will include accommodations at the Intercontinental Hotel and air transportation by American. As unusual, all new members and sponsors will be eligible to win, and sponsors of new planner-members, will have their names in the hat twice.

The grand prizes will be awarded in July. They include:

- Roundtrip coach fare to Phoenix, plus 3 nights at the Loews Paradise Valley Resort in Scottsdale, courtesy of the Loews Hotels and Delta Airlines;
- Roundtrip coach fare to Tampa, plus 5 days and 4 nights of golf or tennis at Saddlebrook, courtesy of Eastern Airlines and the George Graves Group.

These two trips will be awarded by drawings from the hat which will include the names of all new members and their sponsors over the entire year.

- Roundtrip coach fare for 2 to Paris or Frankfurt, courtesy of American Airlines.

This prize will be awarded to the member who has recruited the most new members over the year.

Our appreciation goes to all of these sponsors for their support and contributions.

## Around Town

Several changes have occurred in the last few weeks, including:

- Pat Smith has been appointed the new Vice President, Trade Shows and Conventions for the Dallas Market Center;
- Sally Gibbons has been promoted to Assistant Director of Sales at the Anatole Hotel;
- Chuck Berkhimer is leaving the Convention and Visitor's Bureau to go to the Fairmont as Sales Manager;
- Bob Boyle is moving from sales at the Fairmont to the Sheraton Dallas;
- Peggy Guynn and Allan Welshofer have been promoted to National Sales Managers at the Anatole.
- Latrelle Smart has a new position as Director of Sales at the Fort Worth Hilton;
- Della Bolton, Chapter Secretary, has begun a new job at the Celanese Corporation and will be able to continue her MPI duties there.





## New Member Created His Job

by Kim Deru

*From time to time this newsletter will feature new members in an effort to give other members a picture of the membership and to introduce the new member. This month's featured member is Glenn Johnston, Sales Promotion Manager, J.C. Penney Insurance.*

One year ago Glenn Johnston was responsible for planning 12 meetings; in 1985 that number has risen to 60 meetings, including a gala event for 1200 people. As the Sales Promotion Manager for J.C. Penney Insurance, Glenn is responsible for planning the meetings for every regional office of the Insurance Group. However, it was during his tenure as the Accounting Manager that Glenn began his meeting planning career, literally creating his own position.

At that time, his responsibilities included setting up accounts with travel suppliers. He submitted a proposal to management outlining the savings that could be realized if travel services were negotiated for by the company. Recognizing the need for one person to be responsible for those negotiations, he offered himself as a candidate for the position. About 60% of his time is spent with activities related to meeting management.

Glenn joined MPI last September after carefully looking at several professional organizations. He enjoys the monthly programs and conferences offered because they allow him the opportunity to network with other planners, a point he feels will benefit him in the future. He hopes to become involved on an MPI committee.

Glenn says his biggest challenge is trying to coordinate airport arrivals and departures that also coincide with the meeting schedules. When asked how his company views frequent traveler programs Glenn responded, "We consider them a no-cost perk, since our people are traveling for the company on their own time."

His greatest reward was having a Banquet Manager move a reception of 700 (another group's) to allow J.C. Penney Insurance to continue operating several computers. He says he appreciates working with hotels who have that kind of last minute flexibility.

Glenn is looking forward to the possibility of taking a meeting overseas within the next year, and has already established contacts (via MPI) who are eager to assist him.

## New Board Members Nominated

On March 13, the nominating committee consisting of Jerry Swiggart (Chairperson), Marilyn McGuire, Janet Loveless and Sally Gibbons met at the Loews Anatole. After extensive discussion, the following slate of officers were nominated:

Latrell Smart - President  
Lynette Owens - VP Membership  
Judith Mathews - VP Programming-Education  
Pat Smith - VP Administration  
Connie Gray - VP Finance  
Janet Loveless - VP Public Relations

Also the following 4 Planners and 4 Suppliers were nominated as Directors:

### SUPPLIERS

Patty Watson-Covert - Magic by Personal Tour  
Jeff Fuller - Dallas Marriott Sales  
Leslie Black - Sheraton Park Central

(continued)

## PLANNERS

Linda Hill - Meeting Management Associates  
Betty Thomas - Mary Kay Cosmetics  
Norb Dettmann - National Conference of Christians & Jews  
John Kratzat - University Computing Company  
Leslie Raddock - K-Mart Insurance Services

The membership will need to elect 3 Planners and 1 Supplier to the Board of Directors. Election will be held at our regular meeting on May 14, 1985. More information on the nominees will be available in the May *Current*.

The *Current* is now accepting classified advertising. Up to approximately 30 words plus name, address and phone number may be submitted by companies looking for employees or by individuals looking for positions. Companies and individuals must provide an address or post office box number for reply. The charge for this service will be \$25 per ad. The deadline will be the chapter meeting prior to the month of publication for the *Current* (e.g. the April meeting for the May issue). Contact Penny Yost, 750-5388, for more information.

*T.H.E. Meeting Planners has an opening for an operations supervisor. Must have strong meeting plan supervisory and planning skills, good communication skills, detail oriented. Some travel and occasional long hours. Salary related to experience. Excellent benefits. Contact Elaine Dormer.*

*T.H.E. Meeting Planners  
11353 Emerald Street  
Dallas, Texas 75229  
(214) 484-9531*

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Elizabeth Campbell  
at 214-747-7222.

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MPI  
 c/o Celanese Chemical Co., Inc.  
 P.O. Box 47320  
 Dallas, Texas 75247

### CALENDAR UPDATE

<p><b>January 24, 1985</b>          Dinner          D/FW Chapter Meeting          The Mansion</p> <p><b>February 13-14, 1985</b>          MPI International          "Meeting Management          Skills" Seminar          Loews Anatole</p> <p><b>February 28, 1985</b>          D/FW Chapter Meeting          Society of Petroleum Engineers</p> <p><b>March 28, 1985</b>          Luncheon          D/FW Chapter Meeting          Infomart</p> <p><b>April 25, 1985</b>          Luncheon          D/FW Chapter Meeting          Plaza of the Americas</p> <p><b>May 14, 1985</b>          Luncheon          D/FW Chapter Meeting          Amfac Hotel</p> <p><b>June 6-9, 1985</b>          Annual Conference          Chicago</p> <p><b>June 27, 1985</b>          Installation          D/FW Chapter Meeting          Circle R Ranch</p>	<p><b>July 25, 1985</b>          D/FW Chapter Meeting          Fairmont Hotel</p> <p><b>September 26, 1985</b>          Luncheon          D/FW Chapter Meeting          Anatole Hotel</p> <p><b>December 8-11, 1985</b>          Professional Education Conference          Phoenix</p> <p><b>June 15-18, 1986</b>          Annual Conference          Boston</p> <p><b>December 7-10, 1986</b>          Professional Education Conference          San Diego</p> <p><b>June 7-10, 1987</b>          Annual Conference          Winnipeg, Manitoba</p> <p><b>December 6-9, 1987</b>          Professional Education Conference          Miami</p> <p><b>June 19-22, 1988</b>          Annual Conference          Seattle</p> <p><b>December 4-7, 1988</b>          Professional Education Conference          Nashville</p>
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### OFFICERS

<b>President</b>	Ellen Beckert .....	688-1474
<b>Vice President Membership</b>	Lynette Owens .....	458-2021
<b>Vice President Programming-Education</b>	LaTrelle Smart .....	(817) 335-7000
<b>Vice President Administration</b>	Teri Dres .....	681-5994
<b>Vice President Finance</b>	Connie Gray .....	669-3377
<b>Vice President Public Relations</b>	Penny Yost .....	750-5388
<b>Directors</b>	Joan Fleming .....	688-6217
	Pat Smith .....	655-6100
	Brian Hile .....	748-5454
	Judith Mathews .....	689-6392
	Jerry Swiggart .....	390-1173
<b>International Directors</b>	Marilyn McGuire .....	980-5111
	Sally Gibbons .....	748-1200
<b>International Officers</b>	Charlotte St. Martin .....	750-5388
	Steve Powell .....	748-1200
<b>MPI/DFW Current</b>	Penny Yost .....	750-5388
	Committee Chairperson —	
	American Heart Association	
	7320 Greenville Avenue	
	Dallas, TX 75231	



## CHAPTER MEETING

**DATE:** THURSDAY, APRIL 25, 1985

**PLACE:** PLAZA OF THE AMERICAS  
650 N. Pearl  
Dallas, TX 75207

<b>TIME:</b>	11:00 AM - 11:30 AM	Registration and optional site tours
	11:30 AM - Noon	Cocktails
	Noon - 12:45 PM	Lunch
	12:45 PM - 1:30PM	Program
	1:30 PM - 2:30 PM	Board Meeting

**PROGRAM:** Dr. Kerry L. Johnson, Ph.D.  
Industrial Psychologist

"How To Read Your Associates Mind"

<b>COST:</b>	ADVANCE RESERVATIONS	\$15.00
	LATE RESERVATIONS AND WALK INS	\$18.00
	(Space available only)	

**ADVANCE RESERVATIONS MUST BE MADE BY NOON, TUESDAY, APRIL 23, 1985  
NO SHOWS WILL BE CHARGED.**

PLEASE MAKE CHECKS IN ADVANCE IN THE PROPER AMOUNT TO BE RECEIVED BY THE CUT OFF DATE

For Phone Reservations Call: Della Bolton, MPI Secretary  
Between 8:00 AM - 4:00 PM  
(214) 689-4775

Enclosed please find my check for \$ \_\_\_\_\_ reservations for the April meeting for:

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_

ADDITIONAL GUEST NAMES \_\_\_\_\_

**RESERVATION AND ATTENDANCE POLICY**

- Advance reservations must be received by cut-off date; late reservations and walk-ins will be accepted on a SPACE AVAILABLE BASIS ONLY.
- CANCELLATIONS must also be received by the cut-off date — NO-SHOWS WILL BE BILLED!
- Guests are limited to attending two meetings per chapter year before membership is required to attend future meetings (spouses not included).

MAIL TO: MPI Attn: Della Bolton  
c/o Celanese Chemical Company, Inc.  
1250 West Mockingbird Lane  
P.O. Box 47320  
Dallas, Texas 75247

CALLING ALL SUPERSPORTS TEAMMATES  
IT'S TIME TO SIGN UP!

If you would like to help Team Texas go for victory once again at SuperSports IV in Chicago during the MPI Annual Convention - we need you!

You do not have to display any unusual athletic skills to participate - if you can throw a water balloon, answer trivia, or cheer loud and long - we need you!

In order to participate this year, MPI requires you to sign a waiver and send \$5.00 in advance to our team captain.

Please send this form with your \$5.00 check made out to Meeting Planners International by MAY 1, 1985 to

Patty Watson Covert  
Magic  
3505 Turtle Creek Blvd.  
Suite 113  
Dallas, Texas 75219

WE NEED YOU!

Shirt Size: \_\_\_\_\_

Work Phone #: \_\_\_\_\_

Work Address: \_\_\_\_\_



LIABILITY WAIVER

June 6, 1985/Chicago, IL

NAME \_\_\_\_\_ HOME PHONE \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_

TEAM \_\_\_\_\_

I hereby give my consent to participate in SuperSports IV, and by doing so release those involved in the organization of this event from any liability in case of injury or accident to myself.

I also agree not to give out my assigned SuperSports field number to any other individual or allow any other individual to participate in my place.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

(Office Use Only)

Fee Received \_\_\_\_\_

Field Number \_\_\_\_\_